

On The Side

By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

A woman is a foreign land,
Of which, though there be settle
young.
A man will never quite understand
The customs, politics and tongue.
—Conventry Patmore

"Why do you combine horses and women as a heading?" That is among the queries repeatedly asked this department. When the inquiry is made by a feminine subscriber, it is usually touched with a bit of indignation. No reason for that. In his poem titled "Ballad of the King's Jest," Rudyard Kipling said that when men assembled their favorite topics of conversation were "women and horses, power and war." That was my inspiration for the combination being discussed. However, some feminine subscribers do not even accept this logical explanation with equanimity. As for example one red-haired, green-eyed young woman (born under scorpion), commented sharply, "well, Kipling, at least put the women first."

Understanding Women
At a national convention of advertising men held in Atlantic City, N.J. some years ago, one speaker took the assemblage severely to task. He said the great trouble with most advertising men was that they did not understand women. He added this was an extremely serious fault as in this country women do 85 per cent of the spending. He suggested that the advertising men present do much studying of the female sex as it would enable them to learn what inspires a woman to buy. I thought that speaker really had a point there. I also thought what he said about advertising men could rightly be applied to newspaper men on the editorial side. So I decided to make an effort to understand women. Hence my "horses and women department."

Horses
Now let's get to the horses. Two thousand years ago horse racing accompanied by wagering was a very popular sport. Then, as today, horses with stretch running ability were greatly admired. Also at that time they had barriers and starting gates. It was in 30 B.C. that Ovid observed, "the valiant horse races best as the barrier's fall when he has others to follow and over pass."

In a Few Words
The following are some of the most quoted lines on the females of the species: "What is a woman? Only one of nature's agreeable blunders." Hannah Cowley said that. It was Mary Austin who observed, "when a woman ceases to alter the fashion of her hair, you guess that she has passed the crisis of her experience." Thackeray Rightly said, "a woman without a laugh in her is the greatest bore in existence." It was the great horse and women expert Ovid who said "whether they give or refuse, it delights women to have been asked." Byron observed, "sweet is revenge—especially to women." How right he was! Keep that observation in mind, young fellow, before you trifle with the affections of a female. Farquhar said, "how a little love and conversation improve a woman." And Alfred Sutro commented, "they say there are 67 different ways in which a woman can like a man."

Buying Horses
A very old piece of advice as white feet, look well about him, to buying horse, is as follows: "One white foot, buy a horse. Two white feet, try a horse. Three white feet, look well about him. Four white feet do without him." This is not always sound advice. Some great horses have had four white feet. As for example, the aptly named Snow Boots, owned by Mrs. Ada L. Rice of Chicago. Snow Boots once held the mile and a sixteenth track record at Santa Anita. None other than William Shakespeare offered some excellent advice to horse buyers. This can be found in the poem titled "Venus and Adonis," starting at line 295.

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Wagering

Although it suffers from the handicap of an outrageously excessive mutual percentage take or "bite," horse wagering is about the only gambling medium in which a player can consistently profit. That is, if he is well informed. "Mutuel" wagering is betting between the players. Does not call for bucking the

"house." Or battling to beat track bookmakers. So the well informed player has an advantage. Especially because poorly informed horseplayers are greatly in the majority. It was Confucius who said, "the more you know, the more luck you will have."

The average life expectancy at birth of two-thirds of the world's people is no more than 30 years, compared to almost 70 years in advanced countries.

Use Mail Tribune Want Ads

Dr. Schwahn Joins Medford Clinic

The Medford clinic has announced the association of Dr. Richard W. Schwahn with the clinic's department of obstetrics and gynecology. Dr. and Mrs. Schwahn and their three small children arrived this week from Portland where the physician has been in practice for a number of years. They have leased a house on Renault ave. Dr. Schwahn came to Oregon from Wisconsin, where he was graduated from the University of Wisconsin and the University of Wisconsin medical school. He had his internship at the John Sealy hospitals, Galveston, Tex. Following two years of active wartime service in the Navy, Dr. Schwahn had three years of advanced training in his specialty at Emanuel hospital, Portland. He is a diplomate of the American Board of Obstetrics Gynecology and a member of several other medical organizations.

OIL FOR A GAS FURNACE

Toronto —(U.P.)— Fuel truck pulled up at the home of Mrs. Stefan Chorny Friday. The driver poured 200 gallons of oil into her basement before Mrs. Chorny could explain she had no oil tank because she had recently switched to gas for heating.

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CLOTHS

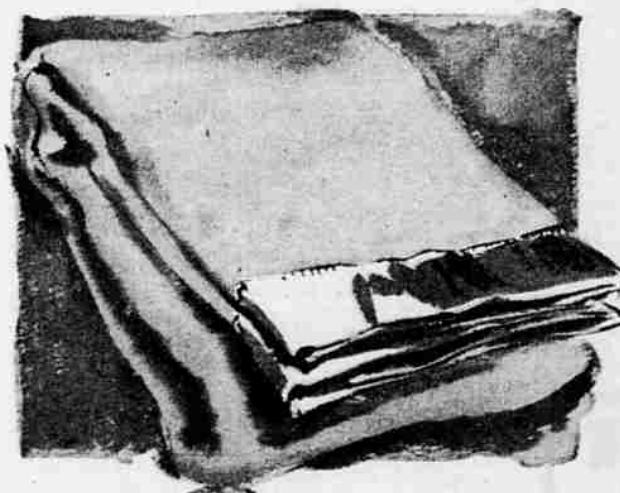
53" — reg. 4.98

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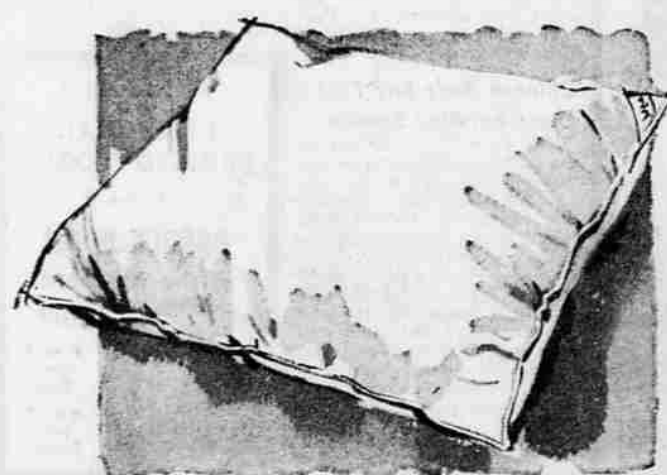
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