

MEDFORD MAIL TRIBUNE

PUBLISHED DAILY EXCEPT SATURDAY.
A consolidation of the Medford Mail, established 1880; the Southern Oregonian, established 1893; the Democratic Times, established 1873; the Ashland Tribune, established 1899, and the Medford Tribune, established 1894.

Official Paper of the City of Medford.

GEORGE PUTNAM, Editor and Manager.

Entered as second class matter November 1, 1890, at the postoffice at Medford, Oregon, under the act of March 3, 1879.

SUBSCRIPTION RATES:

One year, by mail.....\$5.00 One month by mail or carrier.....\$.50

THE CHRISTMAS SPIRIT

CHRISTMAS time is the one time in all the year that the average man or woman creeps out of the shell of selfishness long enough to admit a little of the Christ spirit into their hearts—when good will towards man supplants for a few fleeting moments good will towards self.

The wisdom of all the philosophers since time began, of all the wise men since Zoroaster first worshiped the fiery sun and its blazing emblem, of all heaven inspired leaders of groping humanity since the morning stars first sang together, has taught that only in doing things for others, in forgetfulness of self, in loving one's neighbor as oneself, is true happiness to be found—or does life become worth while.

Despite the wisdom of the sages, despite the lessons of the ages, despite the teachings of the gospel and the faith that we profess, despite our own experiences, we are still so barbarian in instincts, so unhumanitarian in practice, that only for a brief hour each year do we really practice good will toward man. What wonder then that the quest of happiness is so frequently futile, and that they who search so seldom find?

Suppose you had but a few hours to live, and that shortly the sun and its glory would forever set for you, the blue arch overhead and its swinging lights of mystery sink into oblivion, and the earth and its multitude of wonders drop into the realm of the forgotten—would you continue to spend those fast fading hours as you spent them when you thought you had an unlimited lease of life, in selfish pursuit?

No, you would not; you know you would not. The world would suddenly become very fair to you, and a new and strange beauty would dwell in even commonplace things. The faces of friends—how dear they would seem and how sweet the voices of children! How fascinating the earth and its wondrous witchery would become—now that you were about to leave it forever. Petty animosities would be forgotten and you would be glad to see even your enemies; and something akin to the Christmas spirit would reign in your heart in those farewell moments.

As any day may be your last (and who knows but today will be?), why not live as if it were? Why not realize happiness as you go through life by practicing good will toward man? Why not extend the Christmas spirit throughout the year? Oh! What a bright paradise this old grey world would then become, if everyone always practiced the Christmas spirit! Everyone will not, but some can, and those who do will find their way, like the path of the just, "as a shining light growing more and more unto the perfect day."

OBLIGATIONS INCURRED

THE Central Point Herald, which is better appreciated in Medford than in its own city, contains the following sound sense on advertising in the home paper and what the home paper means to the community that supports it:

When a business man says that it does not pay to advertise in his local paper he either means that it does not pay to have a newspaper in the town at all or else he indicates that he is willing to reap the benefits that he knows a live local paper brings to every business man and property owner in the town in which it is printed without doing his share towards supporting it. If he is of the first class, he shows that he prefers the good (?) old days when the town was a sleepy, obscure village, not so much as a fly speck on the map of Oregon, without a dollar of indebtedness, a decent sidewalk, a brick building, a bank, a commercial club, a water system nor any of the other modern things which we are now beginning to get and which all help to make life worth living. If he belongs to the latter class, he shows that he is dishonest to the extent of being willing to accept indirect benefits from an institution which he is too penurious to support.

It may be admitted that all of the benefits a newspaper brings to its advertisers are not direct ones, but the indirect benefits are of sufficient importance to every business man and property owner as to place a moral obligation on them to do something towards the paper's support, and especially is this true of men who encouraged the establishment of a newspaper and then quietly shirked the responsibility of supporting it.

Does anybody suppose that Central Point could have doubled in population in less than four years, could have established and built up a bank showing the best financial condition of any on this coast, could have abrogated

an antediluvian charter that was as a millstone about the neck of the community and adopted a new one which made it possible for the town to grow and improve and become worth while in many ways, could have advanced the value of property several hundred per cent without a newspaper? Certainly no fair-minded man would seriously attempt to affirm such a proposition.

Under our present economic and business system no town possessing a grain of ambition for progress would for a moment think of trying to get along without a newspaper, but unfortunately many such towns have a number of citizens who are so wrapped up in their own affairs that they are willing to enjoy the benefits their local newspaper brings them without giving anything in return. Such a spirit is, to say the least, unfair, if not absolutely dishonest. The man who is always pulling back and allowing his neighbors to expend their time and energy and money in building up the town, thereby increasing his business and advancing the value of his property, is not a good citizen. The community would be better off without him. To the extent of his influence he clogs the wheels of progress the same as "sticky" mud rolls up on the wagon wheels and mires the struggling team.

Any town of sufficient importance to need a newspaper should support one. It is unfair to all parties concerned for the people of a town to encourage a publisher to start a paper and then force him to starve or solicit business in other towns, at the same time finding fault with him for doing the very thing they have forced him to do. The newspaper that is thus forced to depend on outside patronage cannot possibly be of as great benefit to its own community as though its own town supported it properly.

MAKE IT UNANIMOUS

THERE should be no factional fights raised in Medford this year. Past differences should be buried and harmony made the watchword of the hour.

It is to be hoped that the re-election of old councilmen will be made unanimous. There should be no opposition. The incumbents have earned a re-election by faithful service to constituents and to the city, and all efforts for a contest should be frowned upon.

Certain interests, not content with letting well enough alone, are endeavoring to promote discord by inducing first this man, then that, to become candidates, in order to pull chestnuts out of the fire.

All such efforts should be frowned upon, and probably will be.

THE NEW YEAR'S EDITION

THE Mail Tribune will print only as many copies of the New Year's Homeseeker's edition as are ordered in advance. It is proposed to print an edition of 10,000, but the number may be greater.

The edition will be illustrated by new cuts of the Spokane apple exhibits and of Medford and the Rogue River valley. It will contain a comprehensive account of the material progress made during the year by Medford, Ashland, Central Point, Gold Hill, Eagle Point, Jacksonville, Phoenix, Talent, and other sections of the valley, and the resources.

No display advertising will be received for the Homeseekers' section.

A PLEA FOR JUVENILE BOOKS

Increased interest has been shown in the development of the Medford wards supply this need but only a be-library lately as demonstrated by the ginning. Your help is needed. Do great number of books drawn out, consider this matter personally or in and the number of cards issued. Here are the youth of Medford, just Among the new patrons, we are es-pecially glad of the large proportion at the formative age, ready and ea-ger for good reading matter. Money confronted by a serious problem. invested in good juvenile fiction does There is only one book case of time-ly value in character development. The and-thumb worn volumes, most of turns but does give a higher, surer which have been read and re-read al- value in character development. The ready by the juvenile patrons of the gift of a book to the library at this library. Anyone not appreciating the season of the year would be well the paucity of the library in this re- placed. Then again in many attics, spect is invited to visit the room any many books have been buried away library afternoon after 4 o'clock to because outgrown by the original observe this crying need. It is really owner and have still been kept from pathetic to see the eagerness of the youth of Medford for books of trav- el, adventure or history adapted to into active living use again by giving them to the shelves of the Medford their age. The ladies of the Greater Medford library.

QUEEN ANNE ATTRACTS HONESEEKERS

The east side is projecting so section, and a badly needed ward many improvements for the coming school has been promised by the season that it is rather doubtful if school board. Over in the Queen Anne addition there is a fortified rejuvenated queen who is being most eagerly besieged street is to be paved from the bridge to the top of the hill and the board new owners of this property have apologizes for walks that now-dis- figure the street and are to be re- placed by cement walks. Genesee improvements, both numerous and met- ropolitan. Two streets are to be opened into the addition from Sev- enth street and at least one of these streets will be paved. Cement walks and water mains are being laid to every

SPLENDID DISPLAY AT MEDFORD BOOK STORE

A Delight to All Christmas Shoppers
—Many New Articles Are Offered.

One of the most delightful places in which to finish up one's Christmas buying is in the roomy and well-ventilated Medford Book Store. Since the removal of the soda fountain and confectionery department ample space is given for the effective display of books and an exclusive line of art and leather goods, such as is very rarely seen in a city of the size of Medford.

What more acceptable gift for either a young man or young woman than an Eastman kodak. The price ranges from the Brownies, that delight the boys and girls, priced at a dollar to those of larger size and fitted with every improvement, that sell for thirty dollars. The principal charm of any photograph lies in the faithfulness to nature and often the amateur photographer can secure a naturalness of pose that is impossible under the conventional surroundings of a photograph gallery. The mechanical devices used in these kodaks are of such perfect adjustment that with ordinary care and judgment highly satisfactory results are produced from the first attempts at taking pictures. How much pleasure is taken as well as given, if the mother can take the new baby's picture every week and what opportunity she has to fix on the plate those thousand and one fascinating blandishments, those coy arts and graces of babyhood that often elude the photographer's art.

To one who already possesses a kodak, supplies or something in the line of recent conveniences would prove a most welcome gift. Velox, azo and solio papers are most used, an auto-time plate for all kodak shutters, a new tripod or a developing tank would assist the amateur to do good work and please him because the gift would show a special understanding of his tastes.

The phenomenal sale of books may be taken as an indication that the public is reading more and better books than ever before. The Medford Book Store considered that last week marked the high tide of book buying, but so much have the sales increased that telegraphic orders had to be sent in and filled by express. "The Hungry Heart," by David Graham Phillips, and "The Awakening of Helen Richie," by Margaret Deland, while placed on the black list by some discriminating readers, deal with a social problem which is not psychologically understood and which will not be solved until it is squarely faced by mature intelligence and the solution wrought out in human nature itself.

Another book that has proved a most popular gift book, is "Mary of Magdala," by Harriet Ginn Robinson, a tale of the first century, its clear type and simple binding attract no less than the fascinating style in which the story is told.

A really valuable and rare set of books in handsome binding that would be valued in any library is "Ridpath's Library of Universal Literature," that can be purchased for a third off the regular price, while the shelves are filled with the standard poets, standard novels and the best in current literature.

tion and sewers and water mains petitioned for as soon as weather conditions permit of their laying.

That the public dearly loves to trade with a corporation is best evidenced by the sale of lots since the incorporation. During the last days of the week the following have purchased lots: President John H. Allen of the P. & E., four lots; Mr. W. F. Turner, three lots; Dr. J. F. Reddy, three lots, Mr. J. W. Lawlor of New York City, two lots; George Putnam, two lots, and Mr. Wm. Gerig, two lots and Miss Helen Yockey, one lot. In addition a number of others have made inspections that promise to result in sales. Mr. Allen expects to return to Medford in the spring and will be accompanied by Mrs. Allen who is expected to bring the plans for a beautiful summer home. Mrs. Turner, Mrs. Reddy, and Mrs. Stoddard, all plan to commence the erection of beautiful homes in the addition as soon as weather conditions will permit.

Although the addition is only ten minutes walk from the postoffice Mr. Allen promises street car services to its residents some time during the coming summer.

With the extensive improvements in view it is safe to say that the incorporators of this beautiful residence section will soon close out their limited tract.

There will be enough business deals in process of consummation to keep this town from getting dull so long as we print "business opportunity" ads.

That old saying of P. T. Barnum's
"THE AMERICAN PEOPLE LIKE TO BE HUMBUGGED,"

was a slur on American intelligence and one of the basest falsehoods ever dangled before the eyes of the world. Right here in Medford this week the people of this city and county have shown us conclusively that honest, straightforward advertising lived up to will bring results pleasing to the retailer and satisfactory to the customer. We feel confident every customer of the past past week will be the means of getting one or more into our store this coming week so that we feel sure the volume of business this coming week will be even greater than last. Come and secure some splendid values.

Edmeades Bros

Pianos For Xmas

AT SHERMAN CLAY & CO.
134 West Main Street

The noblest Christmas gift of all is a fine PIANO. A Christmas gift that will bring joy and gladness into your home. Your little girl is as good as any other little girl. Make this blessed Yuletide time a memorable event in her life, and brighten the home life of the entire family, not only for this Christmas, but for all the years of your lives to come.

A FINE HIGH GRADE PIANO, only very slightly used, for \$135.

Organs in fine shape for \$22 and \$45.

SHERMAN CLAY & CO.

Victor Talking Machines—all the latest records.

134 WEST MAIN.

Steinway and other Pianos.

THE ROADS ARE NEVER BAD
THE WEATHER IS ALWAYS GOOD
WHEN YOU WANT TO GO, CALL UP

THE UNION LIVERY

R. O. DUNCAN

Proprietor

Not in The Combine LISTEN

DID YOU HEAR SOMETHING DROP? WE DID; BUT IT WAS ONLY PRICES

We carry the best meats obtainable. We never sacrifice quality to make a low price. We use the utmost care in selecting our meats, and see that they are properly kept for the short time they remain in our shop. Our prices are not high. We don't try to give as little as possible for the money, but just as much as possible. A trial order will convince you that what we advertise is true.

Fancy Shoulder Roast 10c	Fancy Loin Steak 15c
Fancy Rib Roast 12½c	Fancy Round Steak 12½c
Fancy Boil 6 to 8c	Fancy Shoulder Steak 10c

Rex Market

Huth & Pech Props. Phone 3271

Savoy Theatre

TONIGHT

BURGLAR IN THE TRUNK—(A Bunch of Toughs.)

MISHAPS—(A Scream.)

THE WITCHES CAVERN—(Spectacular Drama.)

Doors open 7 p. m.

ONE DIME.