

ADVERTISING BILLBOARDS PROVED WORTHLESS

(The Mail Order Journal.)
Billposters everywhere will probably think twice hereafter before they go on any strike. After the recent experience of the Chicago members of the fraternity with the theaters here, the managers of the playhouses in other cities are likely to discover too, that billboard advertising is not only not necessary for them but that they can draw bigger houses by using newspaper space exclusively and putting a little more money into this form of publicity. Among the Chicago show house managers who have declared that billboards are obsolete for their purpose is Harry Askin, of the Grand Opera house. He said that after the bill stickers' strike had been on a week, and, though relying entirely upon newspaper advertising for drawing audiences, the opening of a new play at his house had the largest attendance in years.

"Billboard advertising is no longer a novelty," he said. "We have stopped it entirely and there are a number of other managers who have signified their intention of doing the same."
"Newspaper advertising is the bigger sort of advertising," said Manager George A. Kingsbury, of the Chicago opera house. "We spend big money for it and know it is good. We are using newspapers exclusively."

"We will do no more business with the billposters" was the declaration of Manager H. C. Dues of the Garrick. They struck for \$3 a week increase and we are through. We always have used the newspapers liberally. Hereafter we shall use the newspapers exclusively."

If these amusement houses had made this discovery in regard to advertising years ago, they would doubtless have saved thousands of dollars, but it seems that no one dared take the initiative in cutting out the boards, because not all of the others could convince themselves that they could do business without such advertising—until the situation referred to was forced upon them.

REED OF GOLD HILL INVENTS FISH SCREEN

H. D. Reed of Gold Hill has invented and patented a revolving fish screen that promises to become popular in Oregon, says a Salem dispatch. Mr. Reed was in Salem today for a conference with Master Fish Warden H. C. McAllister and Governor Benson. Mr. McAllister is enthusiastic regarding the new screen and gives it his hearty endorsement.

There has been great difficulty in finding a screen that will perform the work in irrigation ditches and similar places without clogging up with refuse and debris, and the fish warden believes that the problem has at last been solved.

GOVERNOR BENSON NAMES NEW STAFF

SALEM, Or., Jan. 12.—Governor Benson has appointed the following members of the national guard to serve on his staff.

Captain Curtis B. Winn, commissary of the third infantry, major in the subsistence department; Colonel Cecil H. Bauer, major in the judge advocate general's department; Major M. H. Ellis of Albany, surgeon-general; Colonel Thomas I. Perkins, Portland, aid-de-camp; commissary general, Captain Samuel White, third infantry, Baker City, judge advocate general, all on the staff of the commander-in-chief.

The governor also appointed and detailed as aids to the commander-in-chief First Lieutenant John B. Hibbard, third infantry; Lieutenant Colonel John M. Williams, fourth infantry, Eugene, and Captain George E. Houck, fourth infantry, Roseburg.

OIL ON WATER KILLING OFF SCORES OF DUCKS

TACOMA, Wash., Jan. 11.—The wild ducks of upper Puget Sound are being oiled to death on Oro bay, according to the report brought back by John Lomasney, of the local weather bureau, who was cruising there Sunday in a launch.

This bay is a sort of rendezvous for the ducks on the sound and always thousands can be found there. Sunday there was not a duck on the water apparently. On the beach, however, they were piled at least half a million strong.

The water in the bay was covered with a thick skum of what seemed to be crude oil of a very sticky kind. The ducks flew into this and got their feathers stuck up so they were unable to fly and were then forced to go ashore and waddle about until exhausted. The ground was literally black with the birds, many dying, some so frantic that they attacked every one who came near, and all perfectly helpless.

Where the oil came from is a mystery.

FASHION HINTS.

Standing Collars Rival Those of the Dutch Cut—An Economical Hint.
Standing collars are the latest rivals of the Dutch cut of neckwear. They are made of cluny, Irish or venise, combined with heavy net or with fine linen scrim. They fit the throat closely and are finished with one or two short bar pins. With these collars are worn fluffy jabots of net and lace.

There is nothing that takes away the daintiness of a schoolgirl's dress more quickly than soiled cuffs. A good idea is to have the shirt waists of some pret-



DOUBLE BREASTED COAT.

ty striped percale, making the stock and cuffs of linen the same color as the cuffs.

Again, this year there is a fancy for neck bows of illusion or malines, and these fluffy neck bows tucked beneath the chin are bewitchingly becoming.

A large black hat having a decidedly dashing air is trimmed with yellow wings in several tones.

Even newer than beaver are the hats of marabou, both large and small, in white, black and colors. Toques of marabou are worn most often, but wide trimmed hats made entirely of it are innovations.

The coat that is double breasted and buttoned up closely about the throat is always comfortable for cold weather. This model is to be much worn during the winter, and when carried out on the lines of the coat illustrated it is very smart. JUDIC CHOLLET.

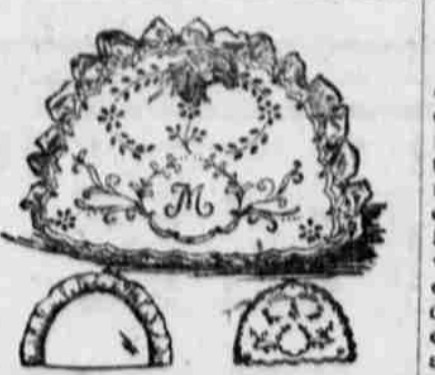
MILLINERY NOTES.

What the Best Dressed Women Are Wearing on Their Heads.

Gold roses are seen on some of the highest priced hats. They are made of cloth of gold in dull bronzy tints and are peculiarly rich in effect. These effects are seen for the most part on exclusive millinery, as their price keeps them from becoming common.

Bright red is not listed as one of the season's first colors, but it has a vogue all its own when combined with black beaver. It is also used effectively with draped toques of dark blue beaver or beaver cloth.

A smart turban, one of the variety that comes down far over the eyes, is of wistaria beaver cloth. The effect



TEA COZY WITH REMOVABLE COVER.

is that of a beautifully arranged albatross bow, with a few more additional folds for the crown. There is no other trimming.

Rhinestone buckles are seen on dressy hats. They afford a charming finish to a creation that has little other trimming.

The tricorne hat is enjoying a much deserved popularity, and the good thing about it is that this shape is almost invariably becoming.

Colored net or tulle sleeves have a fling of gold net. This gives just a charming shimmer through the outer mesh.

Every woman likes a pretty tea cozy, and the illustration shows one that is both practical and ornamental. There is a removable cover of embroidered linen which is laced into place, but the cozy itself is made of heavily padded silk. JUDIC CHOLLET.

This May Manton tea cozy pattern comes in one size. Send 10 cents each for cozy and embroidery pattern, giving numbers—cozy 684 and embroidery pattern 468—and they will be promptly forwarded to you by mail. If in haste send an additional two cent stamp for letter postage, which insures more prompt delivery.

ITEMS OF INTEREST.

Comets.
We know positively that comets attain their immense extension in space on account of the material comprising them being excessively tenuous, thinner than the lightest filmy haze of summer, says Professor Harold Jacoby, for we know the comets are not massive; they are almost entirely without weight. And this we know with certainty, because their arrival produces no perturbations of motion among the planets of the solar system, while the inexorable laws of mechanical science tell us that a massive comet must surely disturb the usual orderly planetary orbits. A comet might, indeed, strike the earth, though such a collision is most improbable. But even if it should ever occur the visible effects would probably be no greater than those produced occasionally by meteorites, or "falling stars."
The other possible danger from the comet, the chance of suffocation from gases in the tail, is also negated by actual observation, for it is almost certain that our earth did once pass through a comet's tail, and no one noticed it at the time. Only the subsequent calculations of astronomers brought out the fact that the cometary orbit and that of the earth really had a common point of intersection and that both bodies occupied that point at the same time.—New York American.

Doubtful Praise.
A fullback in a football team once had the misfortune to put the ball through his own goal. This regrettable error lost his side the game, and he suffered agonies of self reproach on the long journey home.

"I'm no more use than a chocolate footballer," he said to his sweetheart, who had traveled many miles to see him play. "A slip of a boy from school would have shaped better than I did."
"Now, George, I won't let you say such horrid things about yourself!" declared his loyal sweetheart. "You've no idea how popular you are. I heard a gentleman praising you up to the skies this afternoon."
"Never!" emphatically exclaimed the incredulous player.

"Oh, but it's quite true!" she said proudly. "He said you'd brought his club the best bit of luck they'd had for ages, and he heartily wished you were playing against them in every match."—Exchange.

Melodrama to Suit the Locality.
In New York—Marry me and give me those papers and you will receive \$500,000 in cash. Refuse and I'll toss you from the Brooklyn bridge!

In Wilkesbarre, Pa.—And you will receive seventy acres of richest anthracite coal. Refuse and you go into a coal breaker! Choose!

In Denver.—And you will receive 7,000 shares of Umpte gold mining stock, worth umpte dollars a share. Refuse and you will be e-r-r-rushed in a stamp mill to p-o-o-wder! Choose!

In Memphis, Tenn.—And you will receive 10,000 bales of finest cotton. Refuse and you go into the cotton gin! Choose!

In North Carolina.—And you will receive 18,000 barrels of turpentine. Refuse and you shall be boiled in resin! Choose!—Puck.

London Cellar Restaurants.

Before coffee stalls were instituted the humblest pieces of refreshment were cellars, where the hard up, as the slang phrase went, could "dive for a dinner," with a choice of such viands as tripe, cow heel, sausages and shin of beef soup. Some of the cellar restaurants existed as recently as the early seventies of the last century in Butcher row, Temple Bar and the network of courts and alleys swept away for the site of the royal courts of justice. It was in this neighborhood and probably to a dining place of this description that Dr. Johnson resorted in his struggling days, when he was so poor that, as he relates, it was not every day that he could afford a half-penny tip for the waiter.—London Chronicle.

Wells in India.

The question of wells in India is complicated by the co-existence in each community of two castes—the purer Hindus and Gonds on the one hand, the weavers on the other. No weaver may draw from the well of the Hindus lest it be defiled, nor will the Hindu drink from the hands of the well of a weaver. Thus it becomes necessary either to dig two wells or to depute a certain number of the Hindu element to give water to their less exalted fellow villagers.

Almost Human.

"Oh, George," tearfully exclaimed his wife, meeting him at the door, "that parrot you brought home the other day?"

"What's the matter with him?" asked Mr. Ferguson.
"I don't know. He won't tell me. When I ask him what the trouble is he just swears dreadfully."—Exchange.

A Bright Boy.

"The gentlemen who came to see daddy said I was one of the most intelligent children they ever saw," said little Jack.

"Indeed!" said the proud mother.
"Did you recite 'Little Drops of Water' for them?"
"No. I refused."—London Mail.

A Suggested Improvement.

Mrs. Peedem (to star boarder)—Could you suggest any improvement in my menu? Boarder—Well, you might make the experiment of transferring the respective qualities of the coffee and the butter.—Baltimore American.

Death is but the dropping of the flower that the fruit may swell.—Boecher.

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