

MEDFORD MAIL TRIBUNE

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Official Paper of the City of Medford.
 GEORGE PUTNAM, Editor and Manager.
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ROSEBURG AND ITS BOOSTER.

Roseburg, distanced on the one side by Eugene and on the other by Medford, is making a supreme effort to get into the procession. To this end the Roseburg commercial club has employed Mr. Darby Richardson at \$4000 a year salary as a professional booster to advertise the city and county.

In a statement issued in the Roseburg Review, Mr. Richardson announces that "the keynote of the new advertising campaign will be the presentation of facts, in concise simple form, instead of glittering half-truths vivified by an immoral imagination."

This probably refers to the advertisements of Umpqua valley orchard lands, now being indiscriminately exploited in newspaper advertisements, and many of which are on the wild-cat order. Continues Mr. Richardson:

"Advertising of Douglas county lands heretofore has been vague and indefinite, and the language of hyperbole has been almost exhausted. Glittering generalities and highly colored pictures have been disseminated, in many instances, to the detriment of the community. Lack of information has been the real fault of such exaggeration."

"Douglas county, owing to the crass ignorance, indifference and petty differences and unintelligent advertising has not become known to investors and settlers nor advanced to the extent which have other less favored sections of Oregon. Douglas county and the city of Roseburg have been, until lately, notorious for backwardness in claiming the attention and interest of the outside world. Many of its business men and mossback landowners seem to have passed into a cataleptic trance. The ordinary methods of mediocre men at small salaries has been tried and found wanting. So it was decided to secure the services of an expert in industrial upbuilding, one whose experience and training along sound, economic, industrial and financial lines would insure the bringing of overdue capital and the highest grade of farmer and industrial worker. Such a man was found—Mr. Darby Richardson, who was for some years at the head of the Wall Street department of leading New York daily newspapers and recently staff member of a great magazine."

Medford wishes Roseburg progress and Mr. Richardson the fullest measure of success in waking up "its cataleptic land-owners" but he has a heart-breaking and soul-wearing job in straightening out the kinks in the mossback mind. Isolation and provincialism, the narrow view in the narrow rut, have done their work only too well and progress will be exasperatingly slow.

The method of employing a paid booster, an expert in municipal publicity, is the usual way of galvanizing into life, an Oregon community. It has been successful in Portland, Eugene, Albany and other towns that had peacefully vegetated for many years. It has never been attempted in Medford, which is unique among the fast-growing cities in this respect. Instead of one paid booster, about whom the commercial club revolves, we have many unpaid boosters, all devoting time and labor for the public good. The responsibilities and duties rest on many shoulders and the spirit of co-operation and patriotism thus generated has done more to unite the people and instill into them the spirit of progress than any paid booster could have accomplished.

At the same time, Medford has reached a point where the right kind of a paid booster, would be the finest investment the community could make. Clerical and routine work has attained such a volume that it practically absorbs all the time of the secretary of the commercial club and it is hardly fair to ask those busy men at the head of large enterprises to continue indefinitely to sacrifice themselves for the community.

INCREASED COST OF LIVING.

Prices of forty-three commodities that enter into daily consumption advanced last month, according to Bradstreet's report. The average cost of all climbed higher than they ever were before in times of peace.

The Wall Street Journal announces large increases shortly to be made in the price of shoes, harness and leather goods, and in the price of all rubber goods, while the United Cigar Stores announce an advance in the price of Manila cigars.

Meat is steadily rising in price to the consumer, but not more rapidly than livestock in the Chicago market. The supply per capita is not as large as it was formerly and is slowly diminishing, according to the department of agriculture. The increased cost of corn accounts largely for the increased cost of meat.

Income from investments goes down as the cost of bonds and stocks go up. Salaries and wages are not increasing as the cost of living jumps skyward. A \$100 bill will buy fewer necessities than ever before and wages are therefore comparatively lower.

What is the cause of this increased cost of living? Part of it is undoubtedly due to the Payne-Aldrich-Taft tariff and the policy of taxing poverty instead of wealth, of taxing food instead of land. Part of it is due to artificial means resorted to by trusts and combinations to raise the price. Part of it is due to exactions of middlemen who come between producer and consumer, between the manufacturer and the retailer. Perhaps one cause is the increase in gold production, for measured by what it will buy, gold is cheaper than ever before.

FOLLY AS IT FLIES

A Mile in the Air.



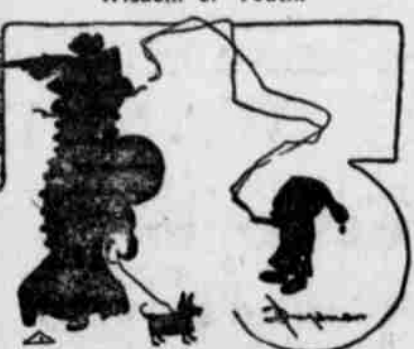
"I understand," said the lady who could do more talking in one day than six phonographs, "that if an airship ascends to the height of six miles its occupants dare not open their mouths." "Then let's go five miles farther up," said her husband desperately.—Harper's Weekly.

On Board Ship.



Chauffeur Jones—Gee! What fierce tires!

Wisdom of Youth.



"I'm wondering what your father would say if he saw you smoking." "Well, lady, I don't know as I care much about what he'd say. I'm wondering what he'd do."—New York

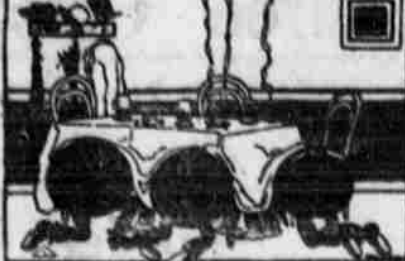
TENNIS PLAYERS INDIGNANT AT RATING GIVEN THEM

SAN FRANCISCO, Cal., Jan. 19.—Added fuel was heaped upon the fire of smoldering indignation because of the positions given Maurice McLoughlin and Melville Long in the ratings compiled by the Eastern tennis experts, following the return from Australia of the team that represented the United States in the Dwight Davis international cup matches there. McLoughlin and Long arrived from the antipodes on the liner Alameda late yesterday. Both were warm in their praises of the treatment they received at the hands of the Australians, and of the ability displayed by the island players. McLoughlin, however, did not hesitate to declare that he believed favoritism had been shown eastern players in the ratings made by the American national commission. In these ratings McLoughlin was given sixth place in the American singles lists, while Long was given seventh. "Of course, I am surprised at the ratings given us," said McLoughlin. "Both Long and I took the measure of Johnson and Niles in the tournaments last year, but both of these men were placed above us. Perhaps we should say nothing, but I don't think that was exactly fair. Anyway, we will be much higher in the lists next year." But that doesn't excuse you if you are not a Commercial club member.

TEN LOST AT SEA IN SMALL SCHOONER

SAN FRANCISCO, Cal., Jan. 19.—Captain A. Schroeder of the Norwegian schooner Alice, his wife and daughter and seven seamen were drowned when the little vessel foundered during a storm in the South Seas early last December, according to a report brought by the crew of the schooner O. M. Kellogg, which is in port today. The Alice, 117 tons burden, was bound from Raratonga, in the Cook islands, to Manahika. She was spoken by the Kellogg the day before a terrific storm swept that section. Nothing has been heard from her since. The Alice was engaged in the inter-island trade. But that doesn't excuse you if you are not a Commercial club member.

The Lost Dice.



Measurably Mournful.



Tourist—Where's the bulldog I sold you the other day? "Oh, the poor baste swallowed a tape measure, and he died, sorr!" Tourist (waggishly)—He died by inches, eh? "No, sorr! He went round the back of the house and died by the yard."

A Strenuous Introduction.



"Why, Willie, what has happened?" "Aw, nuffin! I've only been gettin' acquainted wit' the new boy that's moved in our block."—Pittsburg Post.

ASHLAND TRAPPERS ARE DOING GOOD BUSINESS

Unusually large shipments of furs from Ashland this winter indicate that the weather conditions in this section have been favorable for successful trapping in the mountains and foothills. Trapping is not commonly put forward as one of the industries of this section, and furs and hides are not classed among the varied resources of this wonderful country, as a rule, but many hundreds of hides of fur-bearing animals have already been shipped out of Ashland this winter, and a number of people are said to be making money trapping. The principal catch of the trappers is the skunk, though mink and fisher are common. Pelts of the skunk have raised in price until they are now quoted at from \$2.50 to \$3 each. But that doesn't excuse you if you are not a Commercial club member.

Sunday School Rally.

Rev. J. D. Springston, state secretary for the American Baptist Publication society, will hold a Sunday school rally at the Baptist church this evening at 7:30 o'clock. Every one interested in Sunday school work and especially all officers and teachers in the Sunday schools of the city, are earnestly requested to be present. But that doesn't excuse you if you are not a Commercial club member.

PAULHAN SETS NEW RECORD.

(Continued from page 1.)
 titude record and one for sustained flight this afternoon. It is improbable that Charles Willard, who is with Curtiss, will fly again during the meet, for the reason that his engines have been working badly. What Paulhan has in mind to thrill the spectators with this afternoon is a fit subject for speculation. The daring Frenchman is always close-mouthed about what he intends to do. With few exceptions he does not even confide in his manager concerning a feat until it has been done. When seen today Paulhan referred to his hazardous trip to the old Arcadia racetrack in his Farman biplane as a mere "jolly excursion." He laughed when asked if the gale which was blowing at the time made the flight dangerous. But that doesn't excuse you if you are not a Commercial club member.

BUILDING LARGE ROOMING HOUSE

W. E. Goode is constructing a three-story frame building on Holly street, between Eighth and Ninth, which he purposes using for a store, restaurant and rooming house. The building will be 42x70 in size, the lower floor will be occupied by a grocery store and a restaurant, while the two upper floors will be cut up into bedrooms. But that doesn't excuse you if you are not a Commercial club member.

Nine Acres.

Half mile from city limits, 10-room house, large barn, 8 acres in 12-year-old bearing orchard; half cash; will take city property in exchange for balance. Aylor & Barnett, next door to Mail Tribune office. 260

FAMILY AWAITS LORD'S COMING

(Continued from page 1.)
 the greatest difficulty that they were overpowered without injuring them. It is probable that the coroner will decide that the dead baby came to its end by starvation as much as from exposure for the entire family had fasted since Monday.

A cold wind was blowing when a Lynden man discovered the family on the roof of the little home going through the most insane antics, the mother hugging the dead body of the infant to her breast, unmindful of the fact that its little soul had fled. Aid was quickly summoned and then the fight began. It ended only when the Paschtot family was landed in the county jail in this city. When the battle on the roof was ended it was found that the clothing of all the members of the family had been destroyed and it was necessary for neighbors to donate articles before they could be presentable. The hearing of the prisoners will be on an insanity charge and will probably be postponed until the case has been looked into, later charges of a more serious nature will likely be made, in which other Holy Rollers and especially leaders of the cult will be included.

BELLINGHAM, Wash., Jan. 19.—Little Marta Paschtot, 11 months old, is dead today from hunger and exposure; her 2-year-old sister is lying at the point of death, while their parents, Mr. and Mrs. George Paschtot, and two other children are languishing in the city jail on charges of disorderly conduct. Crazed with religious frenzy, Paschtot and his wife yesterday stripped their four children of all clothing and the family of six, entirely nude, clambered to the roof of their home to wait for a fiery chariot from heaven to transport them to bliss. The family lives at Lynden, 15 miles north of Bellingham. When the family reached the roof the wind was high and the temperature was close to freezing.

When found by the police the children were complaining of the cold, while their parents were urging them to be brave until the fiery chariot came. Little Marta, the youngest child of the couple, was found dead, lying entirely nude on the roof. The 2-year-old girl was numb from the cold. Sunday there came to Lynden from Seattle a Holy Roller elder, who exhorted the members of his sect to prepare for the end of the world. The Paschtot family took the instruction literally and began to fast. The family ate nothing Monday or Tuesday. When the police arrived the couple hurled invective after invective at the officers. It

was necessary for the officers to

engage in a hand-to-hand encounter with the couple before they finally were subdued. The naked woman stripped an officer almost as completely as herself before she finally was landed in jail. Accompanying their parents to jail were two children, a boy and a girl, aged 11 and 9 years, who style themselves Otto and Mary Jesus, renouncing the name of Paschtot. Paschtot wanted to leave his clothing and come to the jail naked, insisting only on being accompanied by his Bible. But that doesn't excuse you if you are not a Commercial club member.

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Only a Small Margin Between Profit and Loss and How Necessary it is to Safeguard it

The successful merchant today must keep up-to-date or quit. Why do so many fail? Certainly they make a profit on what they sell. It is because they do not adopt modern methods, cut out detail work, get on the floor and see their customers. Your time is more valuable, a \$1 or \$15 a week clerk should do this. Buy goods that are saleable. Buy at right prices. Study new ideas. Take advantage of discounts, etc. For example, a student of medicine spends several years in studying before he can graduate. What would be the result if, when he began practicing, he should stop studying modern methods of treating and preventing disease, and should rely solely on his first knowledge? How soon would he be displaced by a more up-to-date practitioner? He would soon be "down and out."



MODERN METHODS WIN.

If you had your choice of going anywhere by means of a horse car or an "electric," which conveyance would you take? The quickest, surest, easiest riding, of course.

Now then, don't you see that if you run your business along antiquated lines with old-style methods you are in the same position as the man who rides on a horse car when he can take an "electric?"

AND TIME IS MONEY.

Don't you see that the "electric" is cheaper since it saves you time and worry for fear you won't arrive?

Think of the competing lines in the same city—one an "electric," the other a horse-car line.

How long would horses stand the pace set by the "electric?" They would die of exhaustion and overwork in a few months. Your competitors who have cash registers have just the same advantage over you as electricity has over horse-power.

OLD IDEAS A HANDICAP.

You are greatly handicapped yourself by refusing to invest the few necessary dollars in this greatest of business systematizers—A NATIONAL CASH REGISTER.

We positively guarantee to furnish a Better Cash Register, and for Less Money, than any other concern in the U.S.

CASH REGISTERS FROM \$15 UP.
 JOHN T. STEVER will be at the Hotel Nash for a few days with a full line of samples and will be pleased to show any merchant in the city how our system will save him TIME, WORK and most of all—MONEY—and that is what every merchant is in business for.

Are You Responsible for Any-one's Wrong Doings?

D. M. Stever

SALES AGENT, NATIONAL CASH REGISTERS, SALEM, OREGON.

The BUICK

Won 93 per cent of all the great competitive events held in the United States and Canada the past season. The combined automobile output of the whole world won the other 7 per cent.

Buick 20 "White Streak" . . . \$1150
Buick 24 \$1550
Buick 30 \$1900

All Prices F. O. B. Portland. Think it over.

Medford Buick Co.

Tou Telle Manager