

MEDFORD MAIL TRIBUNE

PUBLISHED DAILY EXCEPT SATURDAY.
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Official Paper of the City of Medford.
GEORGE PUTNAM, Editor and Manager.
Entered as second class matter November 1, 1905, 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, \$1.00

TRUCH FARMERS WANTED.

The state railroad commission, which has been a benefit to the shippers of Oregon, has cut the Southern Pacific carload rate on potatoes and onions to and from all points in Oregon twenty per cent. The reduction applies to points in the Willamette and Rogue River valley, operating both ways.

The new rate between Portland, Aurora, Woodlawn, Salem and Albany to or from Ashland or Medford, is 20 cents per hundred weight in place of 25 cents. The company has accepted the cut without a fight and the new rates are now in effect.

As a result, growers are enabled to ship produce to Portland in competition with Willamette growers. But the rate from Oregon points to California is as much in favor of Willamette growers as the rate to Portland is in favor of Rogue River producers. However, this is outside the jurisdiction of the state commission.

Several hundred carloads of potatoes, vegetables and other produce that can be raised profitably here are now shipped into Medford that should be grown locally. There is a fine opportunity for the truck gardener throughout the valley, and one that should be taken advantage of.

Medford needs a vegetable and fruit market, and if there was such an institution it would stimulate the growing of market produce as well as be a convenience to consumers.

THE NATION IN ITS INFANCY.

Every little while someone fills space in magazines by writing of the long expected great American novel or the great American drama or something else distinctively American, and just as distinctively great. It is a favorite way of advertising new novels, plays and artistic creations.

As a matter of fact, the great American novel has never been written, the great American drama not been staged, the great American painting not been painted, because America has not yet produced a civilization of its own. It is a nation still in the process of formation, a composite of the civilizations of Europe, which has not yet created ideals distinctively its own.

Nearly everything called American is borrowed from Europe, and could not be otherwise with a large percentage of our population less than a generation in the home of their adoption. We have not yet developed characteristics that make for individuality in nations.

The masters of the old world in literature and the arts are still our masters. We send our artists to Europe to tinge their future careers with the ideals of foreigners and all of our art reflects its foreign origin. Even in science, the nations of Europe lead. Only in one field does America lead—that of mechanical invention, showing the practical, commercial instincts naturally developed by a home building, empire-creating nation.

There is very little original creation in America. In government and social life we ape the conventions of Europe. But there are signs of a beginning of American art—both in sculpture, architecture and painting—but no signs of an American literature. Artists are beginning to break away from old-world conventions—but it is as yet only a beginning. But there is nothing discouraging in this. It is a feature to be expected of a nation still in the early formative period. Only when nations reach maturity and pass the zenith, do they excel in the arts. With the perfection of the arts, with the nation in its fullest flower, degeneracy and decay soon follow. So it is a hopeful sign when a nation has still an art and literature of its own to create.

A BUSINESS ESSENTIAL.

When you build a new factory at the cost of \$100,000 you do not consult the books at the end of the first month of its occupancy and brand it as a losing investment because you have made only \$10,000 worth of goods in it.

When you install a new piece of time-and-labor-saving machinery you do not expect it to pay for itself within a few weeks.

You regard both the factory and the machinery as an investment from which you will reap satisfactory dividends for many years. If you expected to get back the principal of your investment in the building and machinery within a short time after their erection or installation your friends would be quite sure you were going crazy.

There are other methods of building a business besides factories and putting in machinery.

Advertising is an essential part of the business structure. Advertising consists in the production of impressions which influence the human mind. It differs from

factory, the engine or the lathe only because it must be bought and used in installments. You cannot purchase an actuating force which produces mental impressions in a lump, as you can a piece of machinery. In all other respects it is the same kind of an investment. It cannot pay for itself and in immediate returns except in rare and unusual instances. Its work must go on month after month and year after year, paying dividends upon the investment, and these dividends, if the machinery of advertising is kept in good working condition, will continually increase.

Advertising is a force, but it requires a frequent supply of fuel in order to render it effective. You must buy more of it from time to time just as you buy more coal, but it has the distinct advantage of continuing to exercise its force—the addition of fresh fuel brings to life the energy in the old.

The advertiser who makes a success is the one who understands that an advertising appropriation is an investment upon which he may expect to realize satisfactory dividends, and not an expenditure for which he is entitled to get his entire money's worth at once.

+ NOTHING GOES WITHOUT GREASE. + SHOULD HAVE PROPER REPRESENTATION +

(El Dorado (Kans.) Republican.)
Nothing goes without grease and the more meat or grease we eat the faster and slicker we go and the sooner we land. 'And to every beast of the earth and to every fowl of the air, and to everything that creepeth, I have given you for meat.'—Gen. 1:30. Every moving thing that liveth: shall be meat for you.'—Gen. ix 3. 'Man did eat angel's food, he sent them meat to the full.'—Psalms lxxxviii:25. 'She riseth also while it is yet night and giveth meat to her household, and a portion to her maidens.'—Prov. xxxi:15. 'And thy meat which thou shalt eat shall be by weight, from time to time, shalt thou eat it.'—Ezekiel iv:10. 'Have thee here any meat?' asked Christ of the apostles after His resurrection. 'And they gave Him a piece of a broiled fish, and He took it and did eat before them.'—Luke xxiv:41-42-43. 'And Abel, he also brought of the firstlings of his flock and of the fat thereof, and the Lord had respect unto Abel and his offerings.' 'Cain brought the fruit of the ground, but unto Cain and his offerings He had no respect.'—Gen. iv:3-4-5.

And it is meat and oil and wine from the beginning to the end. The children of Israel were fed on quail for forty years. Christ fed the multitude loaves and fishes. In all history, poetry and song, meat is referred to, while at every banquet, feast or feed, from Adam to Roosevelt, meat or fish or grease is about the whole thing. Abraham called for a savory stew, ate it, turned his face to the wall and gave up the ghost. That which goes, or should go to support the life of a new-born babe is its mother's milk, which is largely grease; and the fire is kept going and steam is kept by barrels of grease.

Nothing goes without grease. All flesh is grass, while grass is grease. The beef steer and the hog have nothing else to do but turn it into grease, while the sensible man eats the beef and pork instead of the stock food. There is not enough of life-sustaining grease in a wagon load of stock-provender to keep a self-respecting family alive a week. The lion that roars, the eagle that soars, the bird that sings, lives on grease. Fish is grease, but no fish is fit for a civilized man that is not cannibalistic. From warships to Waterbury watches it is all the same. Without gobs of grease nothing goes. Imagine the condition of a man these midsummer days who has eaten large quantities of stock provender. He goes out into the sun, where the outside temperature is 90 or 100 degrees beats upon him, with an atmospheric pressure of fifteen pounds to the square inch, and he bloats up like a colicky mule or an alfalfa-foundered cow. He wheezes like a stump-sucking horse, while his insides are an overheated volcano, a roaring furnace filled with baled hay. The mere conditions are enough to drive one to drink, or to the insane asylum. But with a stomach full of bacon, or beefsteak, fish, eggs, hash, hot-battered pancakes, and the like, he goes out and conquers the world. His mind is at peace, he kisses his wife before going to work, has a smile for everybody, while he is greasy and happy all the day long. His stomach, of course, is full of grease and corn and alfalfa, but in a condensed form, the hogs having turned it into grease.

Grease gives curves and lines to the human form, luster to the eyes, color to the cheeks, while filling the heart with love microbes, causing it to dance and prance and jump with joy, while bringing peaceful sleep and sweet dreams of Elysian fields, harps and crowns. Nothing goes without grease. There is no nectar of the gods on the lips of a grass-fed girl, no life nor hope in rolled oats, no inspiration in health breakfast foods, while life would not be worth living without grease. Let us have grease, and lots of it. Nothing goes without grease.

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precinct reputation and influence, may be counted on to represent properly and wisely so renowned and rich a section as southern Oregon has become. Nor is it a question of ward influence only. For, added to a representative's state-wide influence, must there be business force, tact and acumen, enough to give "bills passed" the warrant of execution because of having been formulated and introduced by men who ably represented a powerful constituency.

Nor has the fifth district proper representation in congress, Hawley is primarily a "sectional" man with a "sectionalism" that leans toward Willamette and Portland interests. This is all owing to the fact that Hawley's ambition is now no longer in the direction of the people's welfare, but has set in the direction of "higher office and emoluments."

Moreover is it not a poor showing for Mr. Hawley that forty-seven of his 57 minutes' speech here in Medford, when last he was here, was taken up in boasting of his honesty and achievements, into which he threw a few minor voters of promise as to the "future?" Evidently Mr. Hawley is "struck" on himself and when a people's representative reaches such plight in his political career, he is ready for the junk-shop.

Here is Vawter and Mulkey and others who have influence over the state. Let us see to it that Jackson county have fit representation in the next law-making bodies that her Crater road does not fail of constitutional support and her normal school go not a-begging!

D. H. HAWKINS.

McCarthy Slights Women.

SAN FRANCISCO, March 2.—The picture of Mayor McCarthy with the face toward the wall is a mute sign today of an indignant protest by scores of suffragettes whom the mayor had promised to address but didn't.

Fourth and Last Week of Fer-Don's Medical Experts

The European Experts Will Remain in Medford Three Days More—Offices Are Crowded Daily.

Many are taking advantage of the grand offer extended by the Great Fer-Don to treat all who call before March 6 for merely the cost of the medicine.

Fer-Don is in receipt of hundreds of letters daily telling of people coming here to be treated. The great power of the bloodless surgery over diseases that have baffled the ordinary doctors is giving Fer-Don's staff who are the exclusive practitioners of this method in this country, world wide fame.

Another Local Testimonial

I take great pleasure in testifying to the successful results of treatment of the Great Fer-Don. My son Frank Schofield had been a victim of catarrah for a number of years, had been treated by a number of physicians and taken nearly all remedies known to the public, and all without satisfactory results. He called on Fer-Don at Pasadena, Cal., and was told that he could be cured. He had little faith, but was induced to make the last effort. Much to his as well as to all his friends' surprise, he was cured and has had no return of the catarrah for nearly two years. I earnestly suggest that all who are suffering from catarrah or any other chronic disease call on these doctors

and place themselves under their treatment.

MRS. W. D. PECKHAM, 430 South Fir street, Medford, Or.

The reputation of the European Medical Expert is now established in Medford.

Saturday, March 6, the Last Day. The Fer-Don Medical Experts are leaving Medford, Sunday morning, March 7. Their office will close Saturday evening. So come before that time to be able to see him. This is the last chance you will have to see this wonderful man.

Smith to Fight Again.

PORTLAND, Or., March 2.—"Mysterious Billy" Smith, former welterweight champion whose career in the ring has been marked by many vicissitudes has taken up active training again at his home near here and announced today that he expects soon to be back in the fighting game again. He expects to issue a challenge for a ten-round bout with Al Neil of San Francisco, Jack O'Keefe, Chester Brown or Dan Sullivan.

Since retiring from the ring Smith has been in business at Albina, Or., and his physical condition is perfect.

Girl Wins Medals.

OCCIDENTAL, Cal., March 2.—Miss Stella E. Barthomolew, 18 years of age, learned today that two additional medals for life-saving have been awarded her.

Miss Barthomolew already has two medals which were given to her for saving persons from drowning in the treacherous Russian river.

During the past three years she has rescued several persons from the depths although she cannot swim a stroke. During the summer months, however, she is always provided with a life preserver, patented by her father, and aided by it, she has been enabled to perform her life saving feats.

A Bearing Orchard at Eagle Point

\$3000 Cash Will Handle it

26 1-2 Acres of the Finest Soil in Jackson County

10 Acres in Bearing

(Newtown and Spitzenbergs)

Balance in the highest state of cultivation, all ready to plant, every acre under Fish Lake ditch, small house and barn. The first man we show this to will take it. If you're in the market, don't fail to see it.

Rogue River Orchard Land Company Inc.

10 North Front St., Medford, Oregon