Medford Mall Tribune






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 A Missouri professor says:
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Isn't the difficulty. The publie reat isn't the difficulty. The publie rea
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at to eduent nocessity of advertising.
 Spring has been here a month
Why not go on with buildings ald Curbstone grafters and ourbs
tnookers are one and the same.
Still they some-now automob

## $\mathbf{H}^{0 \text { W }}$ the Oregon supreme court is regarded at the na-

 Will G. Steel, who has just returned from Washington: "I found about the halls of the Capitol a feeling of re sentment that even so august a body as the supreme courtshould deem the Crater Lake National Park a loeal affair, any more than that Yellowstone National Park should be so considered."
The supreme court, which went out of its way to take the narrow view of the Crater Lake highway appropriation and so put itself on record as incapabble of appreciating the
wonder nature has placed in Wonder nature has placed in Oregon, did more, for it vir-
tually held that there was one law for northwestern Oregon and another law for southern Oregon and that while the constitution could be stretched to aid the development of the Willamette valley, it could not be so stretched when it meant the expenditure of state money in another see of itself.
Secretary Ballinger will wisit the lake the coming summer. So will Chief Forester Graves. Both of them will then become ardent boosters for Crater Lake, as all
who have seen the blue waters of the mystic lakeMr. Steel states that he told Mr. Ballinger that $\$ 2,000$ 000 would be needed eventually to improve Crater Lake park. The secretary assured him of his belief that such an amount would be secured and paid the Medford Com-
merecial elub a high compliment, stating frankly that had mercial club a high compliment, stating frankly that had
it not been for the indomitable energy and persistence of the Medford commercial interests that nothing further would ever have been done, following the supreme court' infavorable decree.
Everyone who has not signed the subecription list is equested to do so at once, that
o outside the city with vigor.

## WHY NEWSPAPERS FAIL.

## ${ }_{\text {fail }}^{\text {Nin }}$ <br> Sometimes the paper dies when the publisher becomes

 bankrupt, sometimes it passes through a series of owners nearly all of whom lose their investment, until the time the field and the right man come together.The average writer has no business ability. The aver ge business man no editorial ability. The combination the two is rare.
There are more business fools in the printing and pubishing game than in almost any occupation. That is why as a class, they have less credit than other business men;
why they deserve less, and why those who give them credit why they des

The average printer, working for wages, has no chance to learn business methods. When he starts on small captal for himself, he does not know how to figure cost, cuts rates, cannot make expenses and fails. The merchant hat sells goods below cost is going to fail, as is the printer
The average publisher starting a new daily, is too in-
xperienced or too dense to comprehend the business laws underlying suceessful journalism. Population and capita are essentials. The greater the population the greater the apital required.
The revenue to support a publication ean be figured per capita of population. If the population is not suffiient, neither will the revenue be. If the available revenue be eoneentrated into one channel, the output is a bet ter product than if seattered into several. One institution that pays its
that don't.
The responsible man who understands the newspaper business will not risk his capital, time and energy in a new venture unless the population, present and prospective justifies it. Even then it is a matter of years, usually, be lore the venture is a money maker. The irresponsible with shoe-string capital, having little to lose, is willing to gamble. He may be a born rainbow-chaser, or he may ex pect to "sting" someone.

## THE INDIANA CONVENTION

The eyes of the nation politieally, are focused today on the republican state convention here, where the issues of the approaching congressional campaign are being forged

The fight of the progressives in congress against the regulars practically opens here with the championing of the progressive cause by Senator Albert J. Beveridge of Indiana.

The Payne-Aldrich tariff, the bone of contention in republican ranks and outside of them, will be endorsed or rejected by the republicans of Indiana before the convention comes to an end
A tariff commission proposal favored by Beveridge will also be endorsed or cast aside by the delegates before they adjourn.

The deliberations of the republican convention here are expected to foreshadow the issues which will be embodied in the republican national platform of 1912.

PRECHHERS TRY INOUSTRIES ARE BAR BIG MIL ALWAYSONGUARD


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NEWEST OXFORDS, ETC.,

## Edmeades ßres

## COLONISTS RATES

${ }^{10}$ OREGON AND

## GREAT NORTHWEST

The management of the Southern Pacific $\mathrm{CO}_{0}$ (Lines in Oregon) takes great pleasure in announcing that the low rates from Eastern cit-
ies, which have done so much in past seasons ies, which have done so much in past seasons to stimulate travel to and settlement in Ore gon, will prevail again this Spring DAUMY
foom March 1 to April 15, inclusive.

## PEOPLE OF OREGON

The railroads have done their part; now it'
up to you. The colonist rate is the greatest o all home-builders. Do all you can to let east ern people know about it, and encourage them to come here, where land is cheap and home-building easy and attractive.
FARES CAN BE PREPAID at home if desired Any agent of the road named is authorized to receive the required deposit and telegraph REMEMBER THE RATES-From from St. Louis, $\$ 32$; from Omahs and $\$ 33$ City, 25. This reduction Omaha and Kansas City, 25 . This reduction is proportionate
from all other cities. teneral Passenger Agent

Portland, Oregon

