

# Billy Clifford Comes Tomorrow



Billy Clifford comes to the Medford Theater tomorrow night with his big "girl show," and while he is a comparative stranger to Medford theatergoers, he won't be after Tuesday, but on the contrary he will undoubtedly be a prime favorite. I have known him for 15 years and can truthfully say he is one of the best dancing comedians on the stage today. I also have private advices that his show is A No. 1 this season. It is a screaming farce, set to music. He has a large chorus of the best dancing girls to be had, and, take it as a whole, it is a show that I can unhesitatingly guarantee as being "the goods."

CHAS. W. HAZELRIGG.

## NINE LIVES LOST AT MEDFORD SUB-STATION

Nine lives were snuffed out in the twinkling of an eye at the Medford sub-station of the Rogue River Electric company last evening, when a cat, the official pet of the employes, flicked her caudal appendage against a wire carrying 20,000 volts and went to sleep. The proverbial eight lives went with the first. There was no "come back" to this pussy.

The cat was taking its regular prow about the station when the tragedy occurred. She had jumped upon the top of the big transformers as was her custom and was stepping from one to the other, purring her contentment and waving her tail back and forth. That waving tail was the cat's undoing. In some way the caudal appendage connected with one of the 20,001-volt wires, there was a subdued meow, and it was all off with the cat.

### REWARD FOR FIREBUGS

(Continued from Page 1.)

As aforesaid, or otherwise, as may be provided by law.

Applications for reward made in pursuance of this notice should be forwarded to the forester, Washington, D. C., but a claim will not be entertained unless presented within three months from the date of conviction of an offender.

## LARGE AUDIENCE GREETES THE PRINCE

"The Prince of Pilsen" drew the banner house of the season and pleased the audience. The scenery and costumes were all that could be wished. The singing and acting of the entire cast was much above the average.

The opera, from a musical standpoint is the best that has been written since the masters of light opera left off writing. It however does not rise to the dignity of Sullivan, Planquette, La Coque or Odrian. It is to be regretted that we have no composers of great ability in this day of great productions, but famous men come in groups, and this is not the age of light opera composers.

Mr. Jess Dandy, Edward Mora and Iver Anderson deserve special mention and were it not for limited space we could say many good things for the ladies of the cast.

### New Motorcyclist Record.

LOS ANGELES, Nov. 14.—"Fearless" Baile is believed today to hold the world's motorcycle record for a mile on a circular track. In a four-mile open race on the Los Angeles Motorodrome yesterday he drove the last two miles each in 44 seconds. He covered the four miles in 3 minutes 1-5 seconds.

## REFORMS EXPECTED THROUGHOUT ITALY

ROME, Nov. 14.—The recent convention of Italian socialists, it is predicted today, foreshadows a combination of the republicans and socialists in parliament and an effective coalition for the purpose of imposing progressive measures upon the present bureaucratic system, thereby accomplishing much needed reforms.

The principal fight at the recent convention was between the labor and reactionary wings.

Count Turati was opposed by Sgarbi Lazzari in his fight for co-operation, who urged repeated attacks upon the government in the interest of the proletariat, but the voting was 2 to 1 in favor of Turati.

### Steamer Probably Lost.

SEATTLE, Wash., Nov. 14.—The steamer Portland, pounding on the rocks of Katalia harbor, Alaska, will probably be a total loss. This is the opinion of local officers of the Alaska Coast Steamship company. A message was received here last night from Captain Moore, master of the steamer, saying that there is little or no hope that the Portland can be pulled off the rocks. The passengers on board the Portland were landed at Katalia without accident and will continue their journey to Seattle on board the steamer Alameda, sailing today.

## CIRCULATION

Water has a tremendous circulation all over the earth, but when it runs through a meter, we begin to value it.

There is perhaps more juggling with the word circulation than with any other in the language. Some publications count each man in the composing, press and mailing rooms and postoffice, then allow five members in each family to which the paper goes for each copy printed, and call that circulation. Others send out thousands of sample copies and call that circulation. Still others print and stack away three-quarters of their editions, and that is another form of circulation. But paid circulation—the kind that costs real money to the reader—is true circulation. No man places any particular value on the thing for which he does not pay, and this is especially true of papers and magazines. Nine-tenths of the samples go unread into the waste paper basket. Wherein is the value to the advertiser? On the other hand it is a psychological fact that a man will read through a magazine for which he has paid, even though it be neither interesting nor instructive, on the principle that he is getting his money's worth. Here lies the especial value to the advertiser in every paid subscription.

The first time there may be all sorts of reasons why a man buys an article, but the second time there is only one—he wants it.

The newspaper with a circulation made up largely of those who have been subscribers for years is extremely strong through this following. It shows that its energies are exerted on its editorial end, and the people read it because they appreciate it. This makes it the best of advertising medium. The newspaper which secures large numbers of new subscribers every year and does not get renewals exhibits splendid activity in its subscription, but not in its editorial department. As an advertising medium it does not compare with the former, because people place confidence even in the advertisements of publications which they have tried and not found wanting. The history of circulation growth of the Mail Tribune is not equalled by any other newspaper anywhere in a city the size of Medford, and is an example of a most healthy and consistent development. It is the official paper of Medford and Jackson county.

"When a man has goods to sell he generally goes where he can find customers"

When a man has goods to sell he generally goes where he can find customers. A real estate agent who would go down among the tenements to sell land at a thousand dollars a front foot wouldn't last long, neither would he succeed if he button-holed every individual on the street. He might strike luck, but he would waste an awful lot of energy. So it is if a man has anything to sell. He goes after people who are interested and can buy. He goes to the paper with a bona fide paid circulation—those which have the right kind of a circulation. None is wasted. The subscriber to a live paper reads the advertisements with as much avidity as he does the reading matter.

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Our prices on Dressers, Extension Tables, etc., are worth investigating before buying elsewhere. This is no misleading removal sale. This is no Monday and Tuesday sale. We are here to stay and our prices apply to every day in the week. Some of our goods are priced below cost, so will be obliged to ask our customers whether or not they are buying for their own use, as we have no goods to sell to other furniture dealers at these prices. North Fir, next fish market.

## Pryor & Co.

North Fir St., Near Main St.

## Your Nerves

Your nerves must be fed with pure, rich blood, or there will be trouble. Poorly fed nerves are weak nerves; and weak nerves mean nervousness, neuralgia, headaches, debility. Weak nerves need good food, fresh air, and Ayer's non-alcoholic Sarsaparilla.

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If it's merely a question of what you can "get along with," use an ordinary paper for your business stationery. If, however, you are seeking to turn expense into investment, use

The standard paper for business stationery  
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A little journey into the workings of your own mind will strengthen our argument. To help, ask us for a specimen book of the paper showing letterheads and other business forms, printed, lithographed and engraved, on the white and fourteen colors of Old Hampshire Bond. It's worth having.



Medford Printing Co., 35 S. Central Ave.

### MOB WOULD HANG FIEND

(Continued from Page 1.)

The girl had been missing since Wednesday.

Her body, horribly mutilated, was found in the woods near here late yesterday by fire fighters, who were fighting a fire in the brush which the authorities believe was started by the murderer to cover up traces of his crime.

Excitement ran high when court convened and a triple guard was thrown around the court room. The dead girl's father was not permitted to enter while the trial was in progress. Mrs. Smith has been prosecuted since the finding of the body of her daughter and her condition is reported very serious.

### PLAYER DEAD

(Continued from Page 1.)

McCoy was ordered out of the game after the play because Referee Homer M. Young, a Pittsburgh attorney, said he saw Munk struck a deliberate blow by McCoy that caused his injury.

McCoy denied that he had inten-

tionally injured Munk. McCoy will be held in jail at Wheeling, W. Va., pending a further inquest into Munk's death.

### Referee Silent.

PITTSBURGH, Pa., Nov. 14.—Homer N. Young, who acted as referee in the football game Saturday between Bethany college and the University of West Virginia, in which Right Halfback Munk of West Virginia was killed refused today either to affirm or deny the statement attributed to him that he had seen Thomas McCoy, a Bethany player, strike Munk deliberately, the blow resulting in Munk's death.

Young is a football star of Gettysburg college.

### TO TRADE OR EXCHANGE.

The furniture of a 42-room hotel in Coeur d'Alene, Idaho. One of the very best cities of the northwest, of 10,000 people, two railroads and interurban lines, and two new railroads building in. Steamboats plying rivers and lakes. For furniture of a hotel or rooming house in Medford, or would trade for a fire insurance business or interest in one

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