

## MEDFORD MAIL TRIBUNE

AN INDEPENDENT NEWSPAPER  
PUBLISHED EVERY AFTERNOON  
EXCEPT SUNDAY BY THE  
MEDFORD PRINTING CO.

The Democratic Times, The Medford Mail, The Medford Tribune, The Southern Oregonian, The Ashland Tribune, Office Mail Tribune Building, 25-27-29 North Fir street, telephone 75.

Official Paper of the City of Medford, Official Paper of Jackson County.

GEORGE PUTNAM, Editor and Manager

Entered as second-class matter at Medford, Oregon, under the act of March 3, 1879.

SUBSCRIPTION RATES.  
One year, by mail, \$5.00  
One month, by mail, .50  
Per month, delivered by carrier in Medford, Jacksonville and Central Point, .50  
Saturdays only, by mail, per year, 2.00  
Weekly, per year, 1.50

## MANY ARRESTS MEXICAN CAPITAL OF ANTI-HUETISTS

MEXICO CITY, Nov. 18.—Many more arrests were made here today in connection with a reported anti-Huerta plot. As was the case last night, a number of prominent men were among those taken in custody.

While it was confirmed that a big party of prisoners was brought from Manzanillo and locked up, charged with participation in a pro-Carranza demonstration, it was not known definitely that foreigners, including some Americans, were among them.

With enough members of the new senate now at the capital to constitute a quorum, it seemed certain that congress will meet Thursday as scheduled. The preliminary work of organization was briskly in progress. Many of the members seemed very doubtful, however, of the legality of their own election.

The government has suppressed much of the news of rebel successes in the north and few of the native population knew of the fall of Juarez or that the constitutionalists seemed on the verge of capturing Victorin, the capital of Tamaulipas state.

Business, nevertheless, was flat and an atmosphere of deep gloom pervaded the city.

## ALFONSO WORRIES POLICE OF FRANCE

PARIS, Nov. 18.—The police were much worried today by King Alfonso of Spain, who, a visitor here, persisted as usual in rambling about incognito, apparently doing his best to shake off the detectives detailed to guard him. Queen Victoria had no objection to a plain clothes escort. The couple will be here a few days before leaving for Vienna, Berlin and London.

## NEW HAVEN ABANDONS BOND ISSUE PLAN

NEW HAVEN, Conn., Nov. 18.—It was authoritatively reported here this afternoon, that the New York, New Haven and Hartford railroad had abandoned its plan for a big bond issue. It was understood that it will arrange for a \$40,000,000 loan with which to meet all obligations by December 1.

## WILLARD AND RODEL NOT IN CHAMPION CLASS

MILWAUKEE, Nov. 18.—Milwaukee fight fans who saw Jesse Willard and George Rodel box ten rounds to a draw last night were convinced that neither is of championship caliber. Willard towered over the South African, but he later continually had the Kenan on the defensive.

## Pennsylvania Day

Wednesday, November 19th, is the day. Dinner sharp at 12 m. Place of meeting is the Presbyterian church, corner Main and Hilly. Each is to bring his basket. All Pennsylvanians are to be there. This is the day for loyalty to the Keystone state. James Buchanan said "We have every reason to be proud of our state, and perhaps we ought to cherish more state pride than we possess. This, when not carried to excess, when it scorns to depreciate a rival, is a noble and useful principle of action." If we appreciate properly the state from which we have come, we will be more loyal to the state in which we are. Come for a good program and a good time, and retrospect of the days of yore.

## A TALK ON ADVERTISING

A WELL KNOWN Medford merchant recently said to a customer:

"I do not advertise much now. I figure that I don't have to. I used to advertise extensively and so got the lead in selling my class of merchandise. I get the business now without it, and as my competitors do not use much printers ink, I figure I don't have to."

This merchant is now reaping the benefits of past advertising. But how long will he hold his supremacy? New people are constantly coming into the valley and old customers leaving. The merchant that advertises will get the business, for advertising not only holds old business, but creates new.

Some day some of this merchant's competitors may wake up, or a wide-awake merchant start in business who uses printers' ink—then where will the supremacy be? The merchant will be forced to start a campaign of advertising to recover lost ground—and it will cost twice as much to again secure the lead as a steady expenditure to maintain it would have cost.

Many Medford merchants never advertise except to put on a forced or sacrifice sale. They spend their money to sell goods at cost or at a slight profit for a few days instead of spending it to sell goods at a profit every day. The public, becoming accustomed to buy at cost or thereabouts, wait until the sacrifice sale is on to purchase. Thus the merchant demoralizes his own business and that of his competitor.

Such advertising is not only not judicious advertising—but is not good business.

How much should a merchant spend in advertising? It varies with the conditions, but is usually based upon a percentage of the gross receipts. William J. Low, advertising manager of the H. W. Johns-Manville company of New York, in a recent address said:

"We know that from 1 to 2 per cent of the gross income can be considered to be the standard advertising appropriation for mechanical or electrical manufacturers, for public service corporations, etc. The advertising appropriations of automobile manufacturers usually range from 1 1/2 to as high as 3 1/2 per cent of the gross sales, but will average around 4 per cent. Department stores are spending an average of from 2 to 4 per cent in local newspapers, while some departments spend as high as 8 per cent; and I have heard of one department store that spent 21 per cent their first year in business. A clothing manufacturer is spending 3 1/2 per cent. One piano manufacturer is spending 8 per cent. A stove manufacturer is spending 12 per cent. Many toilet goods manufacturers are said to be spending from 25 to 66 per cent of their gross profits. Some of the well-known food manufacturers are spending from 1 to 2 per cent of their gross sales, while it is claimed that one manufacturer in this line is regularly spending 50 per cent of his profits, which are said to be between 200 and 300 per cent. Chewing gum manufacturers spend about 28 per cent on advertising out of 100 per cent profit. A book manufacturer has recently found it very profitable to spend 25 per cent of his gross sales for advertising. A mail order house is spending 12 1/2 per cent. The Union Pacific and the Southern Pacific railroads are spending about six-tenths of 1 per cent."

Meier & Frank have had the lead among Portland department stores for years—but they do not stop advertising on that account. John Wammamaker leads in Philadelphia—but he advertises all the heavier on account of it. Ben Selling has led the clothiers of Portland for years, but there is no stoppage of printers' ink in his behalf.

The American Tobacco company and its subsidiary corporations has a virtual monopoly of tobacco—but the trust, which doesn't fear competition, is probably the largest advertiser in the United States today. It is constantly thereby increasing its business. The Standard Oil trust doesn't fear competition—but it advertises extensively all the time.

Business experience demonstrates that persistent advertising is essential to supremacy in any mercantile business—not only to gain the lead, but to hold it. It is just as essential in Medford as elsewhere.

## VILLA TO SUPPLANT CARRANZA AS CHIEF

DOUGLAS, Ariz., Nov. 18.—Rumors that General Pancho Villa will try to supplant General Carranza as head of the constitutionalist forces in the field, and, failing, will move on Mexico City independently with the command that captured Juarez, are current here today among Constitutionalists sympathizers.

It is said that Carranza has lost prestige among his followers by his apparent failure to induce the Washington administration to lift the embargo on arms. Villa is riding on a high wave of popularity as the result of his strategy that resulted in the fall of Juarez.

It is pointed out that Ciudad Guzman alone stands in the way of Villa's advance upon the capital, and that Orozco's position there is growing untenable.

## EXPERT TO AID IN JACKSON COUNTY TAX LEVY

C. L. Starr of Portland, former secretary of the state tax commission is in Medford to confer with the county court and assist them in making the tax levy for this year. The present state law requires the county court to make a preliminary estimate of the tax levy which must be published at least 20 days before the meeting set for discussion and protest on the part of the taxpayers. A second notice must be published ten days before the meeting. At this meeting the county court can not raise their estimate by over 10 per cent.

Under the present law every item of expense must be itemized with a view to giving the taxpayers a complete knowledge of the purposes for which the levy is made.

It is probable that the preliminary announcement will be made Thursday or Friday of this week.

This year the state tax will probably be 3 or 4 times as large as last year which will bring it between 3 and 4 mills, which of course will raise the total tax this extent.

## EARLE KIDNAPS SON FROM WIFE NO. ONE

PARIS, Nov. 18.—Mrs. Ferdinand Pinney Earle, No. 1, enlisted police aid today in an effort to regain custody of her 8-year-old son, Harold, kidnaped, according to the police account, by his father, the celebrated "Affinity" Earle, from his school at La Motte-Beuvron. What was most seriously feared was that Earle would get the boy out of the country, in which case international complications might make it difficult or impossible for his mother to recover him.

## HUSBAND'S HAIR

If It Is Thinning Out or Full of Dandruff, Use Parisian Sage

Most men are careless regarding the care of the hair—not until it comes out by the combful do they really take notice. Then it may be too late.

If your husband's hair is getting thin; if he has dandruff or the scalp itches and burns—take immediate action; do not let him become a bald-head.

Get from Chas. Strang a 50 cent bottle of Parisian Sage. Rub it well into the scalp every night. The first application will remove dandruff. When the hair stops falling and the new growth appears, use every other night until the hair is thick and abundant.

Parisian Sage is a delightful and invigorating hair tonic for men, women and children. It is a scientific preparation based on a thorough knowledge of what is needed by the hair and scalp to keep them perfectly healthy and remove dandruff, stop scalp itch and falling hair. Surely try Parisian Sage. Chas. Strang.

**John A. Perl**  
Undertaker  
Lady Assistant  
28 S. BARTLETT  
Phones M. 47 and 47-J-2  
Ambulance Service Deputy Coroner

## SMITH-LANGFORD FIGHT RAISES FAKE CRY AT BOSTON

BOSTON, Nov. 18.—That Gaius Smith, the San Francisco heavy-weight, got more than he deserved when he was handed the decision last night over Sam Langford after twelve rounds of fair milling was the consensus of opinion here today among fight fans. A draw decision, it was said, would have been a fairer verdict.

Smith started like a real champion and kept Langford bewildered with stinging left jabs to the head and body. Up to the seventh round Smith was entitled to a shade, but in that session the San Francisco tired and Langford had much the better of the milling.

Fight fans were unable to account for the failure of Smith to use his right hand. He started several right hand swings which missed their mark. Then he relied entirely on left jabs. Smith's best punches are executed with his right hand, and many ringsiders characterized the contest as a "fake."

Langford was much the stronger at the end and left the ring unmarked. Smith's cheek bled freely throughout the closing rounds, the blood getting in his eye and blinding him.

## Baking Powder Biscuits

Light as a Feather  
By Mrs. Janet McKenzie Hill, Editor of  
the Boston Cooking School Magazine

Baking Powder Biscuits made by this recipe are so far ahead of ordinary baking powder biscuits that, if you tried, you will never use any other recipe. Try it the next time you run short of bread. Save this recipe.



## K C Baking Powder Biscuits

Three cups flour; 1/4 to 1/2 cup shortening; 3 level teaspoonsful K C Baking Powder; about 1 cup milk or water; 1 teaspoonful salt.

Sift three times, the flour, salt and baking powder. Work into the flour the shortening, using lard or butter for shortening. Then mix to a very soft dough with the milk. The softer the biscuit enters the oven, the lighter it comes out. Never knead baking powder biscuits; press the dough into shape and roll lightly. Cut in small shapes and bake on a sheet or very shallow pan in a hot oven. In placing biscuits in the pans place well apart, not allowing edges to touch. Small biscuits are better than large ones. Large biscuits do not have the proper amount of time to rise and bake.

Have you seen the new K C Cook's Book? Brimful of appetizing recipes that simply must be successful every time if the few simple directions are carefully followed. You would gladly pay 50 cents for this valuable book, yet we send it absolutely free upon request of the colored certificate packed in every 25-cent tin of K C Baking Powder. JAGGIE, Medford, Ore. Chas. Strang, Small ones do not have Cook's Book certificate.

## Coffee

Every can of Schilling's Best is sold on approval.

Fully satisfied?

Not quite? Money-back.

That's safe with such coffee.

In 1 lb. 2 lb. and 2 1/2 lb. aroma-tight cans; cleanly granulated.

Yours truly,  
N. S. BENNETT,  
Box 823 Medford

Proprietor  
EDEN VALLEY NURSERY

## TALKS THIRTY MINUTES ACROSS THE ATLANTIC

LONDON, Nov. 18.—The Daily Mail asserted that Guglielmo Marconi, experimentally, recently talked for thirty minutes by wireless telephone from Clifden, Ireland, with Glace Bay, Nova Scotia.

## IF

IF you need clothing, groceries, furniture or agricultural implements you patronize a reliable, responsible firm—a leader in his line of trade. Why not exercise the same business foresight when buying nursery goods?

IF you were asked for the name of a leader in the nursery business in the Rogue river valley—a reliable, responsible firm with a record of straight dealing. What would your answer be?

IF practical experience is not a business asset why do men in all lines of business pay well for the man that knows how and can deliver the goods?

IF a practical experience is essential in other lines of trade, why not in the nursery business? Is it good business to depend on the advice of a man whose knowledge of his line of business is confined to a line of talk to get orders?

IF you need a rose bush or trees for a large commercial planting, ornamental stock, Keiffer pear for top working or any thing within the limits of the nursery trade, don't you think you would sleep better if your order was placed with a man who has had years of successful, practical experience in orchard and nursery work?

IF a leading merchant asks a little more for the line of goods he handles than his neighbor Jones or Smith it is no sign he cannot supply you with the same line of goods Jones or Smith sell for the same or less price. Did you not know a well established firm with good commercial rating can buy goods almost as cheaply as can a fly-by-night concern with little or no commercial rating?

IF you really want cheap goods and care nothing about the reliability or responsibility back of them why don't you tell your merchant it is quantity and not quality you want and price is the first consideration? He will get you the goods.

IF you are inexperienced in any line of work, who do you call on for advice, the man who knows every detail about the making of the article or the line of work on which you seek advice, or do you seek the man who has simply gathered sufficient knowledge of the work or goods to give him a line of talk to make sales?

IF you live in the Rogue river valley and have read this far without once think of the EDEN VALLEY NURSERY you will please call at my delivery yards 609 1/2 East Main St., and get a suitable prize.

DEAL WITH THE MAN THAT GETS THE TRADE. YOU WILL FIND THERE IS A REASON FOR IT.

Yours truly,  
N. S. BENNETT,  
Box 823 Medford

Proprietor  
EDEN VALLEY NURSERY

## WHEN I EXAMINE YOUR EYES



I test every muscle every part with scientific precision. Lenses are then furnished to fit the exact defects, and there is no doing it over again. It is right in the first place and that ends it.

## Dr. Rickert

Suite 1-2, Over Duell's

## T. F. PRATT

"The Healer"

has made the blind see, the deaf hear, the lame walk, the sick get well. Fifteen years' of practical experience in treating chronic diseases. Consultation free. Located at 345 N. Bartlett St.

Phone 992-M. Medford, Ore.

Winter Is Here—The Time to Take

## The Wonderful Chinese Herbs

For All Ailments

## World's Famous Chinese Doctor

295 Second St., Ashland, Or.

T. Foo Wah Herb Co.

Office Hours, 9 A. M. to 8 P. M. Every Day

## STOP!



IS YOUR  
AUTOMOBILE  
INSURED?

If not, see

## McCurdy

At once, or telephone

ONE-TWO-THREE  
Office Sparta Building

## ISIS THEATRE

PERFECT PHOTOPLAYS

## The Special Officer

Lubin Special in Two Reels

PATHE WEEKLY NO. 52

News

FOUR WATERLOO

S. & A. Comedy

Coming Thursday

THE BATTLE AT FORT LERAME

Frontier Story in Two Parts

## STAR THEATER

Today

VAUDEVILLE

DUPAR BROS.

Photoplays

THREE BARRIERS OF FIRE

Spectacular 2 reel 161 ft. film

THREE OTHER PHOTOPLAYS

Including a Crackerjack Keystone Comedy

Always 10 Cents

Phone 268

for

Milk, Cream,

Butter, Buttermilk

BUTTER, 70c PER

SQUARE

Our Own Delivery

## Rogue River Creamery



ONE POUND

CRESCENT BAKING POWDER

ABSOLUTELY PURE

Raises the

Dough Better

ALL GROCERS

## Page Theatre, Wed., Nov. 19th

Alan Dale in the N. Y. American says:

"A laugh cyclone."

"Funniest farce in a decade."

"The tears rolled down my cheeks."

"It has 'Officer 666' lashed to the mast."

"'Stop Thief' is a wholesale laughter factory."

Morning Telegraph: "A great big hit. 'It's too good to be true.'"

Morning World: "Gets the laughs." "A merry, rollicking farce."

Times: "Funny situations galore."

Herald: "Got more laughs than any play seen here for a long time."

Morning Sun: "A lively farce."

Tribune: "A success." "A succession of laughs."

ANOTHER  
COHAN & HARRIS  
SUCCESS

**STOP  
THIEF**

LAUGHS  
GALORE  
WITH  
THRILLS  
A-PLenty

BY CARLYLE MOORE

PERFECT COMPANY  
AND  
SUMPTUOUS PRODUCTION

You'll Laugh—

When the Curtain Goes Up.

All During the Show.

Between the Acts.

On Your Way Home.

Going to Bed.

In Your Sleep.

Before Breakfast.

After Lunch.

All Through Dinner.

FOR A WEEK AFTER.

Prices 50c, 75c, \$1 and \$1.50

Seats now on sale

YES, THIS IS THE ORIGINAL NEW YORK COMPANY AND PRODUCTION