

MEDFORD MAIL TRIBUNE

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SUBSTITUTION OLD TRICK MAIL ORDER CONCERNS

NEW YORK, Feb. 21.—The advertised mail order price is becoming the established retail price all over the country and forcing "honest dealers toward lower quality and special brand goods," according to reliable correspondence just made public by the American Fair Trade League.

"Experience is demonstrating that unrestricted catalogue prices mean the destruction of the retail merchant's opportunities to build a business based upon quality and reputation of makers."

"You know mail order houses have time and again advertised standard, well-known brands of goods at less than wholesale prices with the sole idea of substituting others of unknown origin."

"You know that these same mail-order houses, in order to coerce and injure reputable manufacturers who refuse to sell the price demoralizers, have even bribed retailers to purchase certain goods for them and then advertised same at less than actual cost."

"You know that the advertised mail order price is becoming the established retail price all over the country and forcing honest dealers toward lower quality and special brand goods."

"You know that about 80 per cent of catalogue house goods are special brands which carry long profits and slow of no price or quality comparison."

"There may be a dividing line between 'attention getters' and 'bait,' but the consumer never knows. Our profits are right now a football for the price cutter and dishonest advertiser, and the result is causing so much injury to the country town merchant that we welcome price maintenance, honest window display and truthful advertising as moves in the right direction."

FREDERICK SEARCH THE CELLIST WONDER

The name of Frederick Preston Search is fast becoming a synonym for all that is perfect in the art of violoncello playing, and his return to this country for a concert tour of fifty performances after an absence of a long period of study and public appearance abroad is heralded with delight. Perhaps no cellist in the world has had greater technical preparation than Mr. Search, who for years has given from ten to fourteen hours daily of the most vigorous application to his instrument, under the direction of the greatest masters of many lands.

Frederick Preston Search is an honorary graduate of the Leipzig Conservatory at Leipzig; also a post-graduate of that school by first mention. He has played under the leadership of the great conductor, Arthur Nikisch and associated with great masters like Klengel, Schreck, Reser, Adamowski, Matzjoll and Rogovoy. With all of this as an argument in his favor everyone who hears Mr. Search play regards his greatest qualification, individuality.

John A. Perl UNDERTAKER Lady Assistant 28 S. BARTLETT Phones M. 47 and 47-39 Ambulance Service Deputy Coroner

ROAD CONTRACTOR'S CONSPIRACY

THE SALEM CAPITAL JOURNAL is taking a surprising stand for a progressive paper in opposing the proposed county road bond issue for Marion county.

Marion county, along with other Oregon counties, has frittered away much more money on road construction in the past few years than the proposed bond issue provides and has little to show for it, because the work was not of a permanent character.

There is but one style of road improvement that can be called permanent, just as there is but one style of street improvement—and that is hard-surfaced pavement. All other improvement is expensive of maintenance, makeshift in character and soon goes to pieces.

The capital county of the state owes it to the rest of the state to be a leader in progress of all kinds. It gets nearly all the money raised from the people of Oregon in taxation and ought to build at least one road through the county that can be traveled in winter time. Probably, however, the Capital Journal figures that the state, in addition to providing public institutions and payroll, ought to build Marion county roads as well as provide Salem with water fit to drink.

Almost gleefully this paper remarks: Already there is a small-sized scandal over the Pacific highway in Jackson county. It is claimed that an attempt has been made to besmirch the character of County Judge Tou Velle by disgruntled contractors who failed to get contracts on the highway work.

This conspiracy of the contractors was nipped in the bud—Jackson county is paving its own roads. As a consequence both the county court and the highway engineer have been, and are being and will be attacked by unscrupulous firms who, if they cannot market their own products at extortionate prices, resort to character assassination.

Engineers and county courts are good fellows and able officials, are wined and dined and entertained, just so long as they wear the collar and patronize the paving trust or road machinery trust. But let them show any independence, refuse to be held up and make awards to the lowest bidder, and they become objects of attacks and suspicion. Stories are whispered and every effort made to "get the goods" on the offending officials—failing which unrelenting persecution by innuendo and insinuation follows.

No one ever hears a whisper of scandal from contractors against county courts that place large orders with machinery houses and run counties so far in debt that it takes subsequent more businesslike courts years to pay up. No one hears protests from any but the taxpayers when paving contracts are let to members of the paving ring. But no occasion is lost to discredit independent work and no praises are sounded for the official who does his duty.

The alleged scandal referred to above was only the entering wedge of a concerted action to "get Bowlby's goat"—as these Oregon contractors boasted they would do. The Jackson county court attack was only incidental. The contractors of Washington, who could not run the office, succeeded in securing the retirement of Major Bowlby as highway commissioner by misrepresentation during a political campaign. To do it, the road building of the state had to be halted for two years—but the contractors were willing to kill the good roads propaganda if they could not dictate it.

Now that Mr. Bowlby has been made highway engineer of Oregon, the state is filled with rumors, predicting failure, insinuating incapacity, alleging failure in Washington. These rumors are originated and spread by the disappointed contractors and have no foundation in fact.

To show the ends to which these contractors will go, the following anonymous letter, one of a series sent out after the grading contract over the Siskiyou was let last November, is printed, so that the public may see the cowardly methods employed:

Gentlemen: We don't know how you feel about it, but there are a few "coincidents" in the letting of the highway contract. A state highway engineer from Washington. A local highway engineer from Washington. A contractor from Washington. Cement bought in Olympia, Washington. Concrete pipe bought in Vancouver, Washington. Does Oregon show up anywhere? Oh! yes, Jackson county, Oregon, pays the bills, supplies the money for the Washington men. A canvass of the bids as prescribed in the printed specifications would not have made the parties who were awarded the contract the low bidder and how the bids were canvassed the contractors could not find out. However, as the successful man brought his bondsmen along so as to close it up on the nail, a very unusual procedure, unless he had a hunch that it would be figured out to him, it probably did not make any difference to the other contractors how it was figured. He was it, evidently. It has been suggested that the successful man represents an incorporated company of Washington and if so would have to comply with the Oregon law before even a bid would be legal. If this was true and any one dug it up it is dollars to doughnuts that the state engineer would call for new bids so as to give him another chance rather than award on the bid already in. But the contractors are not taxpayers in that county and can not interfere. "A hint to the wise, etc."

Of course there was no truth in the insinuations. The Tacoma grading contractor assigned the contract to a Portland contractor. The cement has been purchased from the new plant at Gold Hill. The concrete pipe is made locally. But this made no difference to the contractors' clique—one of whom only last week remarked that "Bowlby will never be state highway engineer again—we'll see to that."

The attention of the Capital Journal is called to the grand jury report regarding the alleged Pacific highway scandal and also to the fact that a new grand jury will next week continue the probe. The grand jury says:

After fully investigating said matter we find that the county court has been outrageously libeled by the firm of Beall & Co., of Portland either for the purpose of blackmailing the county court into buying machinery and material from that concern or for the reason that being unable to meet the prices demanded by the county court they became disgruntled and attempted to impute dishonesty to the county judge. The evidence shows that one Beall then the president of this company caused to be inserted in the books of the company a charge against the Hon. F. L. Tou Velle for automobile tires and thereafter caused the said entry which purported to show that they had been furnishing tires to Tou Velle to be exhibited with the intent to libel and blacken the character of Judge Tou Velle. By the admission of this concern, no order had ever been placed for such tires and said entry was wholly false and made knowingly and for the purpose of either blackmail or libel. The publication of this libel having occurred in Multnomah county we are without jurisdiction to return an indictment but we respectfully recommend that the portion of this report dealing with this subject be transmitted to the district attorney of that county with the recommendation that the matter be submitted to a grand jury there for proper action.

STAR IT Theatre

Friday and Saturday Nights, 7 P. M. The Antique Brooch Edison Two-Reel A thrilling battle on a running train. "JUST BOYS" Bio Comedy "REGGIE, THE DAREDEVIL" Bio Comedy "EXPLOSIVE D" Kalem, a foreign spy episode.

Coming Sunday matinee and evening: "The Awakening of Snakeville" A-1 Essanay two-reel, featuring August Carney Comedy Co.

ISIS THEATRE Photo Plays Friday-Saturday. The Unwelcome Throne NO. 1 OF "THE ADVENTURES OF KATHLYN" SERIES, Featuring Kathlyn Williams. A wild animal melodrama In Three Parts LORD MAYOR OF LONDON Topical ONLY ONE SHIRT Comedy Coming Sunday: THE WEDDING GOWN Two Reels

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Let Us Deliver Your Drugs "SERVICE IS THE THING" Our store affords many conveniences not found elsewhere, and the quality of our goods is seldom equaled. As to our service, we urge you to try it soon. FREE DELIVERY SYSTEM There's a wire from our store to your home. Step to your phone any time, stating what drug store goods you want. It will be only a short time before the goods are at your door. This free delivery service is for you and we want you to use it. PARCEL POST DELIVERY Parties living too far away from our store to benefit by our free delivery system can let "Uncle Sam" deliver goods for them. Mail Orders receive prompt attention and goods can usually be delivered by return mail. If you have arranged for a charge account, just phone your order. Why not try our Mail Order Service? Medford Pharmacy Near Post Office We Give S. & H. Green Trading Stamps

Latta & Hopkins Nurseries

Growers of High-Grade Fruit Trees, Apple and Pear Trees are our specialties. Stock one-year-old trees on three-year-old roots. Some of best orchards in the valley are set to our trees. Nurseries near Central Point. Medford office, room 402, M. F. & H. building. Phone 869-L. Experience shows that home grown, acclimated trees are the best. PATRONIZE HOME NURSERIES

For Your Protection

You insure your house against fire loss. You should also insure your stock against injury and yourself against crop loss by fencing your farm with Page Woven Wire Fence. In loop top styles it eliminates barb wire. It is better made and stronger than any other fence. It is spaced to turn all kinds of stock. It is the best that money can buy or modern science produce. It is designed to meet your particular needs. WE WILL BE PLEASED TO SHOW YOU

GADDIS and DIXON

"THE PAGE FENCE MEN" 134 North Riverside Avenue, Medford, Ore.

America's Greatest Violoncellist FREDERICK PRESTON SEARCH ROBERT RAYMOND LIPPITT Eminent Concert Pianist At Natatorium, Wednesday, March 4th SEATS \$1.50 AND \$1.00 On sale at Haskins' Drug Store, March 2



THE PHOTOPLAY SENSATION OF THE WORLD THREE ACTS 2 1/4 HOURS OF THRILLS 8 PARTS

An Advance Criticism: J. WILLIS SAYRE, DRAMATIC CRITIC OF THE TIMES, SAID OF "QUO VADIS" IN HIS REVIEW OF ITS FIRST PRESENTATION HERE OCT. 12: BEN HUR OUTDOSE.

"Seattle yesterday endorsed the verdict of the rest of the world as to the extraordinary merit of 'Quo Vadis,' which opened at The Metropolitan yesterday afternoon before a big audience, and last night played to absolute capacity. 'Cines made this film in Italy, George Kleine has exploited it in America, and it has proved a celluloid 'Ben Hur.' If one-tenth of the big scenic effects of this screen production could be transferred to the dramatic stage the result would be not one but a dozen 'Ben Hurs.'"

DAZZLING PAGEANTRY. "Quo Vadis" has set the pace for cinematographic magnificence. First of all, it is a great spectacle. It is regally inspiring in the sweep of its banquet revelry, chariot racing, vistas of Roman architecture and gardens and showing the approach of the band of lions to the kneeling Christian martyrs in the arena. The burning of Rome is a pageant in itself, and the arena scene shows the many hundreds of spectators crowding the forms to lend realism to a few brief moments of the action.

POWER OF THE STORY. "Even with so ideal a production, however, 'Quo Vadis' never could have obtained the hold on the world it has if it had not been for its gripping story that touches the religious fervor of all Christians. It is of the era that marked the rising of the Kingdom of the true God on the ruins of dying paganism. There are reverent impersonations both of St. Peter and of The Master himself, appearing in a vision on the Appian Way and bidding His disciple turn back to serve His cause in the corrupt city.

ACTING IS SUPERB. "The acting of the Italian cast is of the highest order throughout. The acting of Chilo by Mastroianni fairly compels mention. It is simply superb. He must surely be rated in his own country as one of its leading character actors. Novelli, who looks like Faversham, and who plays Vinitius, has an international reputation. But the entire cast is most adequately fitted to its work."—From The Times, Oct. 13, 1913.

First Time Ever at REDUCED PRICES-- 25 Any Seat, Matinee or Evening Performances CENTS

STAR THEATER ONE DAY ONLY SUNDAY, FEBRUARY 22