

MEDFORD MAIL TRIBUNE

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AMERICA'S TRADE IN SOUTH AMERICA GROWING RAPIDLY

BOSTON, Dec. 15.—Trade of the United States in 1913 with the twenty Latin republics both in sales and purchases, exceeded in volume that of any other single country, according to John Barrett, director general of the Pan-American Union.

Mr. Barrett's conclusions were based on statistics just compiled by the Pan-American Union. He said this was the first time accurate figures of Latin-American commerce in 1913 had been given.

The figures showed that the twenty independent countries south of the United States conducted a foreign commerce in the calendar year 1913 valued at \$2,864,876,224, of which exports were \$1,529,123,597, and imports \$1,335,752,627.

In this trade, according to Mr. Barrett, the United States, contrary to general opinion, led the United Kingdom, Germany and France with large margins. United States exports to Latin-America were valued at \$325,857,843; the United Kingdom at \$322,228,073; Germany \$217,976,202 and France \$110,454,385.

DEGENERATE HELD AT GRANTS PASS

GRANTS PASS, Or., Dec. 15.—On Saturday afternoon Sheriff Smith arrested Orlander Smith, who recently came to this community from Coquille, and is still held in prison awaiting the arrival of an officer.

Smith formerly lived at Prosper, a little milling town on the lower Coquille river near Bandon. He is charged with a crime against three little girls who reside in the place and whose testimony was taken before the grand jury.

Portland Livestock Market: PORTLAND, Or., Dec. 15.—Cattle—Receipts 7; steady to weak. Prime light steers, \$7.25@7.50; prime heavy steers, \$7@7.25; good, \$6.25@6.75.

HOW TO BRING BACK PROSPERITY

JOSEPH BEIFELD, proprietor of the Hotel Sherman of Chicago, who claims to be a disinterested observer, analyzes the present financial depression as a business man as being due, in a large degree, to the fact that the railroads are hard up through over-regulation and that the way to restore prosperity is to grant the increase in rates asked. There is undoubtedly merit in his plea, which reads as follows:

"What, then, is the concrete basic cause of the present business depression?"

"The private citizen answers offhand that it's the war. But the distress dates back long before we heard the rumbings of Mars. Europe has simply added hardships to a business burden already heavy. Further, we are told that on the whole the big war is to be of great commercial advantage to the United States.

"The wholesaler guesses that the tariff is responsible. But this is a debatable question in theory and in practice as applies to the present case—because the new tariff was not in operation long enough to have a determining influence one way or another. We must go still further back.

"The merchant being in direct contact with the people and their purchasing power, has his fingers on the pulse of business life. He is able to diagnose the trouble and point out one specific cause that overshadows all other complications. And his explanation follows:

"The railroads are hard up. Therefore they do not spend the money they should. The lack of new capital prevents their making many needed improvements. Between this and reduced current expenditures the effect permeates all down the line from manufacturer to jobber to retailer and finally to the working man.

"The remedy for this condition is to allow them the freight rate increase they ask for."

"An immediate objection is raised by the private citizen. He argues that if we stopped the looting of the railroads by highbinders of finance the roads would have all the money they need. This point is quickly disposed of by the merchant, who has studied the question from many angles. He is well fortified with facts and authoritative information.

"The plight of the railroads should not be judged by a few conspicuous cases of flagrant abuse. True, the pirates of finance have worked havoc among certain railroads. In doing so they have brought distrust and misconception on the whole structure of railway organization and management. The result has been a lot of governmental regulation—some wise and some decidedly unwise. No discrimination is shown between honestly conducted railroads and the other kind.

"In addition to federal supervision the states individually have taken a hand in regulating the railroads. Likewise the states have soaked the railroads good and plenty for taxes—the idea being that the more a state gets out of the railroad the less it will have to ask in direct taxation.

"All this activity of the different governing bodies has added great expense to the railroads. Wage increases have gone on apace. But the revenue has been steadily cut by reductions in rates. The railroads have passed the margin of safety between income and outgo.

"The number of employees is reduced wherever possible. Buying of supplies is curtailed. Improvements are tabooed. Dividends are cut. Thousands of small investors suffer reduced incomes. Thirty railroads are now in receivers' hands. Others are passing dividends while some pay dividends out of surplus that should go for extensions.

"The rich feel the effect as well as the poor. Passing of dividends and default of interest reduce incomes for the well-to-do. This brings curtailment of expenses, often rigid economy. Servants are laid off. Purchases at shops and stores are cut down. Bills are allowed to run. Building and business investments are refused. All this helps to cause dull business.

"To settle for all time the exact status of railroad capitalization in this country, the government is now undertaking a comprehensive work of determining the physical valuation of all the properties.

"Capitalization has a bearing on rates. But we don't want to wait until the physical valuation of railroads is completed some five years hence. We want prosperity now.

"When we bear in mind that the railroads are owned by the plain people of the United States, a different attitude can be assumed to this great industry. There are about one and a half million individual holders of railroad stocks and bonds, with an overwhelming proportion of them our own countrymen. One million more own stock in corporations depending on the railroads. For the most part they are folks in ordinary circumstances.

"Nearly two million are employed by the railroads. About one million more work for industries directly dependent upon the railroads for business.

"Since the average family consists of five persons, some fifteen million people look to the railroads for their daily bread. Railroad prosperity then vitally affects one out of every seven of the country's total population.

"Selling transportation is like any other business. Success requires a fair profit. Without a profit the railroad fails. When outgo exceeds income the road wipes out its profit and runs at a loss. To prevent this, rigid economies must be enforced. That is the situation today. Cutting down expenses means laying off men and curtailing the supplies, which in turn compels laying off more men employed by the supply firms.

"Vast improvements are needed. Extensions should be added to develop important sections rich in their resources. Steady increase in traffic requires more locomotives, rolling stock, trackage, terminal facilities and other equipment. All of which requires a large outlay of additional capital.

"Where to get that capital is now a problem that defies solution. Net earnings are steadily going down. They are already so small that dividend rates are now below the market value of money used in other fields. Railroad credit is therefore undermined. Great projects for extension and betterment are postponed. The multitude of

workers are denied this chance of employment. Material concerns are paralyzed until normal progress in railroad building is resumed.

"This country is fundamentally sound, for we have had wonderful crops and these are bringing good prices. The nation is at peace. Foreign trade opportunities are opening up. The financial system has passed through the combined war and legislative crises in fine shape. No national disaster has occurred—and our natural resources are unimpaired.

"The weakness of the business situation must therefore be of an industrial nature.

"The American railway system is the great business generating dynamo of our commercial machinery. It supplies current that revolves many other industries. Speed up the railroads to normal capacity and you speed up all those industries directly or indirectly dependent.

"We can rely on the railroads working with the interstate commerce commission to properly equalize the advance so as not to injure either localities, commodities or individuals. The day of unfair, willful discrimination is past. From some angles the rate increase theoretically may or may not be justified. But from the practical standpoint it is not only advisable, but imperative—and it must come at once.

"So let us support the rate increase in a broad spirit of fair play and intelligent co-operation for the common good.

"If it is true that our legislation is deficient, by all means let congress change the laws at once. These should not only allow, but compel action necessary to the welfare of the people.

"To that end you are asked to use your influence, by writing your senator or representative. Immediate concerted effort is necessary to secure results. So it will help materially to lay the facts before your friends and ask their influence.

"A business crisis is at hand—may we meet it squarely and successfully."

MAIL ORDER FAD PASSING AMONG PEOPLE OF MIDDLE WEST

Old Style "Storekeeper" Class of Merchants Responsible for Mushroom Growth of Catalogue Houses—Education of Consumer Restores Vast Volume of Business.

By David Powell. (Copyright, 1914.) There is perhaps no section of the country in which the large mail order houses of the eastern cities have enjoyed greater patronage than in the territory commonly called the middle west.

To these men and their methods was due the remarkable growth of the mail order business, and it is to their kind, a few of whom are yet to be found in every town the country over impeding the wheels of commercial progress, that is due the difficulty the reputable class of merchants find in removing from the mind of the consumer the barrier of distrust so carelessly built by their forebears in the past, and so zealously fostered by the mail order house of the present.

Ripe For Innovations: When the large catalogue houses first perfected their wonderful selling system and put it to work, conditions were ripe for just such an innovation and the people were in just the mood to be gathered by thousands to the banner of this new defender of their

Don't Merely "Stop" a Cough: Stop the Thing that Causes It and the Cough will Stop Itself.

A cough is really one of our best friends. It warns us that there is inflammation or obstruction in a dangerous place. Therefore, when you get a bad cough don't proceed to dose yourself with a lot of drugs that merely "stop" the cough temporarily by deadening the throat nerves. Treat the cause—heat the inflamed membranes. Here is a home-made remedy that gets right at the cause and will make an obstinate cough vanish more quickly than you ever thought possible.

Put 2 1/2 ounces of Pinex (50 cents worth) in a pint bottle and fill the bottle with plain granulated sugar syrup. This gives you a full pint of the most pleasant and effective cough remedy you ever used, at a cost of only 54 cents. No bother to prepare. Full directions with Pinex.

It heats the inflamed membranes so gently and promptly that you wonder how it does it. Also loosens a dry, hoarse or tight cough and stops the formation of phlegm in the throat and bronchial tubes, thus ending the persistent loose cough.

Pinex is a highly concentrated compound of Norway pine extract, rich in quaiacol, and is famous the world over for its healing effect on the membranes. To avoid disappointment, ask your druggist for "2 1/2 ounces of Pinex," and don't accept anything else. A guarantee of absolute satisfaction, or money promptly refunded goes with this preparation. The Pinex Co., Ft. Wayne, Ind.

Followed Old Rut: Owing to many conditions peculiarly favorable to their growth, the old John A. Perl UNDERTAKER, Lady Assistant, 88 S. BARTLETT, Phone M. 47 and 47-78, Ambulance Service, Deputy Coroner.

system had developed a large class purse strings, whose every promise glittered with the lure of golden relief.

As is usual in all movements of a popular nature, the people went to the utmost extreme of folly in the use of their new-found power. The fad spread over half a dozen states like a prairie fire, and wrought irreparable damage to all lines of commerce, injuring the reputable merchant class as well as those who were to blame for it all.

Education Needed: Although modern business methods had by this time been universally adopted by the progressive merchant class throughout the affected district, for many years they struggled along in the dark vainly groping about for some way to check the never-ending stream of money flowing past their doors. Many were the schemes and plans they tried and discarded before the fact became apparent that only by educating the people to see for themselves the truth about mail order competition, could they succeed in regaining their lost business.

Wherever this fact has been realized and the merchants have diligently worked along these lines, the mail order fad is on the wane and commercial prosperity again established. I do not wish to be understood as saying that the mail order business of the country is declining, for that would be untrue. What I do mean, is that there is no town nor city with ordinary shipping facilities, which still retains a spark of community pride and a few live wire citizens, but that can hold its own against any commercial adversary.

Quality considered, any up to date country merchant can meet mail order competition. It is simply a question of getting the consumer to convince himself of that fact by means of comparative investigation.

Many Towns Killed: There are hundreds of towns, though, that I have visited that lack even those two essential features; they are stricken beyond all hope of recovery, and are steadily dwindling in population and commercial prestige. Their only excuse for further existence is to serve as crumbling relics of a by-gone commercial age; their storekeepers' prototypes or those who, by their narrowness and penny-grasping business methods paved the way and made welcome the first catalogue sent to their town. They present to the eye a silent, grim, array of empty store buildings and deserted streets that give mute witness to the pathetic incompetence of the merchants in

their reluctance to look in truth straight in the face and the unwillingness of their alth like brains to put forth the effort necessary to adapt their business methods to the changed conditions of modern commerce.

In happy contrast to such scenes of community desolation, and in convincing proof of the potency of education, are the many towns, scattered here and there over the same territory, whose commercial prosperity clearly proves the fact that the mail order fad is passing to the land of its birth. Their store buildings are all occupied; their people are hustling and happy; and they have the general appearance of being the community expression of pride, stability and contentment.

Cooperative Truth Telling: Upon arriving in such a city and noting these prosperous conditions that were in such marked contrast to those prevalent elsewhere, my first thought would always be that the enjoyment of some exceptionally

(Continued on Last Page.)

STAR TODAY. Fast Becoming Famous. Hearst-Selig News. THE JUNGLE. With George Nash and Gail Kane. And the Author Mr. Upton Sinclair. 5 Big Acts. 230 Powerful Scenes. A Tonsorial. Leopard Tamer. Selig Comedy.

IT THEATRE TONIGHT VAUDEVILLE. Fredrik the Great Magician. Also Photo Play Program unexcelled. "Our Mutual Girl," "Shorty's Sacrifice," two-reel Broncho. See the hand-to-hand fight with tramps, who almost take the train. "THOSE HAPPY DAYS" Unexcelled Keystone Comedy. Children, 10c. Adults, 15c.

Monday and Tuesday Evenings, 7 o'Clock. THE PAGE Medford's Leading Theatre. The Judge's Wife. A three-part photoplay featuring Neva Gerver, the delightful little leading lady of the White Star Stock Company. Through Fire and Water. Two Acts. Another Box Office Feature. One On Professor Buggs Comedy. Hear the Large Page Theatre Orchestra. Admission, 5c, 10c, 15c.