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## NOVEL CAMPAIGN CONDUCTED BY CITIZENS OF NEBRASKA TOWN

**\$10,000 Bonfire Big Feature of  
Unique Celebration—Many Start-  
ling Facts Revealed by Systematic  
Investigation.**

By David Powell.  
(Copyrighted 1914)

The fate of the little city referred to in my article published last week would very probably have been that of countless others had it not so hap- pened that three or four of its mer- chants were genuine live wires who refused to admit defeat, and were deep and broad enough to realize that a new condition existed that had to be met in a new way.

They organized some two hundred of their most progressive citizens into a Trade-at-Home league. The purpose of which was to establish a bureau of comparative investigation for the use and benefit of the con- sumers living within the city's trade zone. Although every member was an enthusiastic booster and helper in every way possible, the active work was done by a committee of ten rep- resentative business men who took several months to get things in readi- ness for the curtain to raise on this pioneer drama of commercial art, but when that time came, they had dem- onstrated beyond a doubt the funda- mental soundness of the theory upon which their labors were based.

**Catalogue Gone Over.**

A catalogue from each of the three mail-order houses doing the bulk of the business in that territory had been taken and carefully gone through, page by page, and from every line of merchandise was chosen from one to a dozen articles that, as near as could be determined by the illustrations and descriptions, seemed to be about the same quality as similar articles carried by the local merchants. When the list was completed they began buying these articles from the catalogue houses through the medium of their friends, their wives, and their clerks. As the goods came in they were taken to the display rooms and there carefully analyzed both as to quality and work- manship. Shoes were sawed in half, furniture taken apart, mattresses ripped open and in fact every article was thoroughly dissected. To each article was then attached a card showing the result of the investiga- tion, dwelling in detail on every es- sential feature of construction and material. The card also had the catalogue illustration and description attached showing the net cost of the article delivered there. Exhibited by the side of this article was one of as near the same quality and style as could be found in a local store, which was treated in exactly the same man- ner as the mail order article, the at- tached card giving the same informa- tion for comparison as was shown on the other.

**Exhibit Prepared**

The committee in charge of the work was absolutely impartial in pre- paring the exhibit, as it was early de- cided that for the work to accomplish permanent results it would be folly to do otherwise, so such mail-order articles as had the best of the argu- ment (and there were many of them) were just as prominently exhibited as those which favored the home merchant.

A pamphlet was prepared for gen- eral circulation throughout the coun- ty in which was given an unbiased summary of the results obtained and the facts established by the investi- gation. Space forbids quoting it in full but some of the highly interest- ing facts that were shown are too pertinent to be omitted. The two most significant being: (1) Every article secured from the home mer- chant was far superior in both qual- ity and workmanship to the similar article purchased from the mail-order house, and (2) the total cost of all the goods exhibited by the local dealers, figured at the regular retail selling price, was eleven and one- tenth per cent less than the total cost of all the goods purchased from the catalogue houses. To these two pri- mary facts was probably due the won- derful success of their cam- paign.

**Real Saving Small**

Figures were also given to show that although twenty-five and three- tenths per cent of the number of ar- ticles purchased from the mail-order houses were cheaper than the same articles could be purchased at home, only twelve and one-half per cent of such articles (a trifle over three per cent of the entire number purchased) showed a saving of more than ten per cent, and only eight per cent a saving of more than twenty per cent. It was also proven that in the mail-order lines showing this apparent ad- vantage, the quality and workman- ship were greatly inferior, and de- creased in the same proportion as the difference in price increased.

The campaign lasted eight months

and the merchants conservatively estimated it was the means of their winning back over seventy per cent of the business formerly lost to the catalogue houses, at a total cost of a trifle over \$14,000. That hap- pened in 1906 and they say they have made many times over what it cost them on the profits of restored busi- ness.

**Spectacular Finish**

The spectacular finish of the cam- paign was perhaps the most unique affair ever contrived in celebration of any victory, either of war or of commerce. More than ten thousand dollars had been expended for mail-order goods and as the use made of them had of course destroyed their commercial value, it was decided to hold a big barbecue, the main fea- ture of which would be the burning of these goods which had so usefully served their purpose. Every man, woman and child living within a radius of twenty miles was invited to be present, and in the literature sent out advertising the event the people were invited to take advantage of the occasion to offer a voluntary ex- pression of their convictions on the mail order question. It was request- ed that everyone who conscientiously believed it profitable to patronize home merchants, viewed solely from a dollars and cents standpoint, should bring with them a mail-order catalogue and make a public avowal of their faith by throwing it to the flames.

**Big Bonfire Made**

I was told there were fully 10,000 people present and that fully half of them had brought "ballots," as the catalogues were called, and that when the signal was given to begin voting the vast crowd entered thor- oughly into the spirit of the occasion and amid a wild uproar of en- thusiasm each one vied with his neighbor in being the first to register his vows of loyalty to the city and its institutions.

As they surged around the huge bonfire, hurling the books to the flames, it must indeed have been a weird spectacle. I can imagine a stranger, unfamiliar with the pre- tence, might well have thought them engaged in the observance of some mystic rite of the dark ages rather than celebrating at the funeral pyre of a creature of modern commerce which the searching rays of truth had revealed as a gold-sucking vamp- ire, whose prey had been the credu- lous, and whose sinister purpose had been to drain the community of its life-blood.

**Conversation Related**

In the course of an interview granted me by one of the merchants who had taken a very active part in the campaign I was told the story of the conversion of the most obsti- nate mail-order buyer in the com- munity: "Up to the time we start- ed this thing going," he said, "Farm- er X— had been trading with me off and on for a good many years. When he had money it was mostly 'off,' but when crops were poor and times were hard, he al- ways 'favored' me with his trade."

"After our campaign had been in full swing for about three months I had a good chance one day to invite him up to our exhibit rooms. He didn't want to go. Said it would be no use, that 'I've done all the comparative investigating I need to prove to me where I can buy the cheapest and as long as I pay you fellows here what I owe you I guess I've got a right to buy my goods where I please.' It didn't set well—him saying that to me—so I thought it would be a good time to say a few things to him that I had wanted to tell him a mighty long time."

**Talk With Customer**

"I said: 'Look here, Mr X— you've been a customer of mine for a good many years off and on, and I've been a mighty handy prop for you to lean on a good many times. Of course it is your privilege to buy your stuff where you want to, but I'll be jiggered if it seems just fair to us fellows here for you to send your money away to buy things we know you can save money by buy- ing from us. You have three chil- dren, X—, going to the high school here in town that I pay a special dis- trict tax to help support. I help to keep up the city government of this town from which you receive certain definite benefits that don't cost you a cent. If anything comes up to help somebody out that is sick or poor, either in town or in the country, I'm always called on to chip in and I always do. If you ever have any produce to sell, any butter or eggs or garden truck and bring it to me I always buy it and give you the highest market price, don't I?'"

**Personal Service Factor**

"Now, X—, I want to ask you a plain, straight from the shoulder question. As an honest self-respect-

ing citizen don't you think this element of personal service I render you and every other patron of my store, and for which I make no charge, should entitle me to even a little the best of it in competition with a concern in Chicago that don't give a tinker's dam for you or anything you are interested in beyond the dol- lar in your pocket?"

Putting it to him that way rather stumped him for a bit, but after cud- gelling his brain for a minute or two in a vain effort to think of something to say in support of the stand he had taken, he answered that, "Well, I dunno but maybe you're right," and then I told him: "Well, Mr. X—, none of us fellows want any of the best of it. All we want is an even break and if you really think that maybe I'm right about what I said, I want you to come with me and con- vince yourself that I am."

"Well, he went along with me and I spent the whole afternoon going over prices and making comparisons. He was sure some hard nut to crack, but to make a long story short, before he left the rooms that afternoon he wrote himself down a member of the League and ever since that day has been the hardest home trade fighter in the county."

**DEIFIED LAMA PALACE  
OF MONGOLS DESTROYED**

LONDON, Dec. 23, 3:25 p. m.—A dispatch from Urga, Mongolia, re- lates that the interior of the palace of the Kutuk, or the Deified Lama of the Mongols, with all its priceless treasures, has been entirely destroyed by fire. The loss entailed is said to be enormous.

The wealth of the Kutuk, derived from the contributions of enthusias- tic devotees, is described as very great. In and about Urga he owns 150,000 slaves, an abundance of world's goods and the most preten- tious palace in Mongolia.

**COLORADO SEEKS  
A NATIONAL PARK**

WASHINGTON, Dec. 23.—A Colo- rado delegation, headed by Governor Ammons, Governor-elect Carlson and Senator Shafer today urged the house lands committee to act favor- ably on the bill to create a Rocky Mountain national park out of 360 square miles now a forest reserve in Colorado.

"Turn back the tide of tourist travel to Europe to the scenic spots of America," they told the commit- tee.

**MEDFORD SOCIALISTS  
NAME CITY TICKET**

At a meeting of the socialists of this city last night at the Smith hall, J. C. Barnes was named as candidate for mayor. E. J. Klein as council- man from the first ward, C. R. Satchwell from the second ward and P. W. Children from the third ward. A large number attended the meet- ing and it can safely be put down as the most enthusiastic meeting ever held by the socialists of this city.

**CHRISTMAS CIGARS**

Get Governor Johnson and Mr. Pitt cigars in Christmas boxes. Home made and the best.

**DECIDE YOURSELF**

The Opportunity Is Here, Backed By Medford Testimony

Don't take our word for it.  
Don't depend on a stranger's state- ment.  
Read Medford endorsement.  
Read the statements of Medford citizens.  
And decide for yourself.  
Here is one case of it.  
C. C. Krebs, grocer, W. Main St., Medford, Ore., says: "I suffered from a dull ache in the small of my back for months. The kidney secretions were unnatural and I had trouble in controlling them. I finally got a supply of Doan's Kidney Pills and took two or three boxes. The pain left me and my kidneys are now in much better shape. I willingly con- firm the endorsement I gave Doan's Kidney Pills several years ago, when I lived in Madean, Minn. I willingly allow you to publish that statement for the benefit of my neighbors."  
Price 50 cents at all dealers. Don't simply ask for a kidney remedy— get Doan's Kidney Pills—the same that Mr. Krebs had. Foster-Milburn Co., Props., Buffalo, N. Y.

**John A. Perl  
UNDERTAKER**  
 Lady Assistant  
 86 S. BAILEY ST.  
 Phone M. 47 and 47-JB  
 Ambulance Service Deputy Coroner

## PLAN WITHDRAWAL OF FEDERAL TROOPS FROM COLORADO

WASHINGTON, Dec. 23.—Ar- rangements for beginning the with- drawn of federal troops from the Colorado strike districts within the next ten days were made today at a conference between President Wilson, Governor Ammons of Colorado, Gov- ernor-elect Carlson and Senator Shafer.

After seeing the president the Col- orado officials discussed details with Secretary Garrison.

Governor Ammons told the presi- dent that if the plan of withdrawing the troops from one district at a time were carried out he will be able to control the situation with local of- ficials. He said he could use the militia if necessary, but desired to avoid further expense to the state. He declared there was every prospect of peace if the local authorities were given an opportunity to gain control of the situation gradually. He told the president he would leave for Col- orado tomorrow and was willing that the first troops be withdrawn as soon as he arrives.

Governor Ammons advised that Seth Low and the other members of the president's Colorado strike commis- sion be not sent into the state for the present and said that the investi- gation carried on by the federal in- dustrial relations committee had postponed the settlement of the strike at least two weeks. He estimated that all the troops can be gotten out within ten days after the first move- ment is begun.

**SPECIAL TO WOMEN**

The most economical, cleansing and germicidal of all antiseptics is

**Paxtine**

A soluble Antiseptic Powder to be dissolved in water as needed.

As a medicinal antiseptic for douches in treating catarrh, inflammation or ulceration of nose, throat, and that caused by feminine ills it has no equal. For ten years the Lydia E. Pinkham Medicine Co. has recommended Paxtine in their private correspondence with women, which proves its superiority. Women who have been cured say it is "worth its weight in gold." At drugists, 50c. large box, or by mail, The Paxton Toilet Co., Boston, Mass.

**FREE TICKETS  
TO THE PAGE**

Present this coupon at the door and see the best picture show in Southern Oregon, absolutely free.

ADMIT ONE ADULT  
 Matinee or Evening  
 Dec. 23-24  
 Xmas Greetings from the Page.

**STAR**

Just What You Want

**A Reel Show of Merit**  
 Wednesday-Thursday  
 A Biograph Beauty  
**Butterflies and Orange Blossoms**  
 One Part  
 Lubin Offers  
**The Stolen Yacht**  
 Two Parts  
 A Vita Comedy:  
**Kidding the Boss**  
 An old-timer, but awful good  
**Wild Animals at Large**  
 Two Parts  
 Essanay's Best Bet:  
**Broncho Billy's Mission**  
 One Part  
**Souvenirs Every Night**

## MAJORITY FOR PROHIBITION GIVEN BY LOWER HOUSE

WASHINGTON, Dec. 23.—The final vote upon the national prohibition amendment came shortly before mid- night last at the close of many hours of remarkable debate in which the question of states' rights figured prominently and after several amend- ments had been voted upon. Not for some time had such a spirited struggle been witnessed in congress.

When the final vote was recorded it showed that 286 members had voted, 187 for and 189 against the resolution. The resolution failed of adoption by sixty one, an affirmative vote of 258 being necessary.

Analysis of the vote of the house shows that of those voting for the prohibition resolution 114 were dem- ocrats, sixty seven republicans, twelve progressives and four independent re- publicans. Those voting against the resolution included 141 democrats, 46 republicans, one independent re- publican and progressive.

**NOTICE.**

The barber shop will keep open December 24, until 8 p. m. and be closed all day Christmas.

## DENY MONOPOLY OF POWER PLANTS IS A POSSIBILITY

WASHINGTON, Dec. 23.—G. M. Dahl, director in several corporations in the so-called General Electric group, today told the senate lands committee, which has been holding hearings on the bill to provide for the leasing of water power sites on public lands, that any monopoly upon developed or undeveloped hydro-elec- tric energy was impossible.

Dahl read from a report by Herbert Knox Smith and testimony of Gifford Pinchot, statements that ten com- panies controlled through stock or bond ownership or interlocking direc- torates, nearly three million develop- ed and undeveloped hydro-electric horsepower.

General Electric interests, he said, controlled 28,000 horsepower and had less than a thirty per cent stock interest in other companies named in the group.

"There is no such concentration in the hands of a few interests as has been claimed," the witness asserted.

Public hearings on the bill close today and for the next few days only members of congress will be heard.

## SCOTT TO MEET GENERAL HILL IN PEACE CONFERENCE

NACO, Ariz., Dec. 23.—The post- poned peace conference between Brigadier General Hugh L. Scott, chief of staff of the United States army, and General Benjamin Hill, commanding the Carranza garrison defending Naco, Sonora, against the siege of Governor Maytorena, the Villa leader, probably will be held to- day in the abandoned United States customs house close to the border on the American side.

Rain which has fallen since Satur- day ceased early today. A river formed by the wash from the army camp which yesterday isolated Gen- eral Scott and caused postponement of the conference with Hill, receded last night. Two army mules were drowned in the water course yester- day while attempting to ford it.

An effort will be made today by General Scott to arrange a meeting with Maytorena. The appointment for a meeting at the border four miles east of here Monday was not completed by Maytorena because the ground separating his camp from the border was impassable. Light firing by both the Hill and Maytorena forces was carried on late last night and early today. An occasional bul- let crossed to the American side.

## PAID FREIGHT BILL NOT PROOF ENOUGH

WASHINGTON, Dec. 23.—"Paid freight bills alone," the Interstate commerce commission held today, "do not constitute such clear and definite proofs of damage as is re- quired to authorize reparation on ac- count of the charging of an unrea- sonable rate, and affidavits, when ob- jected to by defendants cannot be received as evidence of complainant's damage."

The ruling was declared by the commission in the case of several eastern motorcycle manufacturers and dealers against western railroads, in which it was also held that the rates on motorcycles from eastern points to destinations west of the Mississippi river were unreasonable.

## CHRISTMAS BUSINESS IN CHICAGO DOUBLE

CHICAGO, Dec. 23.—Christmas business at the Chicago post office is nearly double the amount of last year, according to announcement to- day by Postmaster Daniel Campbell. Parcel post packages totalling 635 tons were shipped out last Sunday and Monday as against 372 on the corresponding days last year. The figures established a new local ton- nage record for outgoing packages.

## GERMAN RATE OF DISCOUNT FIVE PER CENT

BERLIN, Dec. 23, 2:55 p. m.—The rate of discount of the Imperial Bank of Germany was reduced today to 5 per cent. This puts the rate of discount back to what it was July 31, previous to the outbreak of hos- tilities in Europe.

## HENRY CLAY HALL IS AGAIN APPOINTED

WASHINGTON, Dec. 23.—Presi- dent Wilson today renominated Henry Clay Hall of Colorado Springs, Colo., to be interstate commerce com- missioner.

**THE PAGE** Wed. and Thurs.  
 Medford's Leading Theater Matinees 2 P. M.  
 Evenings 7 o'Clock  
 December 23 and 24

**Special Holiday Week Bill**

**THE LITTLE GRAY HOUSE**  
 In Two Parts. Featuring Harry Myers and Rose-  
 mary Thieby. An Emotional Drama  
 First Episode of  
**The Master Key**  
 The Most Realistic Thrilling Serial Ever Produced.  
 Comedy  
 Special Musical Program  
**PAGE THEATER ORCHESTRA**

**IT THEATRE**  
 WEDNESDAY-THURSDAY

**Love's Sacrifice**  
 Two-Part Kaybee Western

**A Diamond In the Rough**  
 Two-Part Majestic Drama

**Forced To Be Stylish**  
 Princess Comedy

**A Busy Day**  
 The Morning Paper—Keystone Comedies  
 Special Music

HERE FRIDAY AND SATURDAY—Million Dollar Mystery, Messen-  
 ger No. 845, Mutual Weekly War News, Those Country Kids, Key-  
 stone—Fatty and Mable

**SPECIAL MUSIC.** 5 and 10c—Photoplays—5 and 10c

**THE PAGE** Friday Evening,  
 Medford's Leading Theater December 25th

**Extraordinary Attraction**  
 The World's Famous

**PASSION  
PLAY**

HAND PAINTED TWENTY COLORS

300 People in the Cast  
 Cost \$300,000 to Produce

**FRIDAY NIGHT ONLY**

The admission for this great picture, while more than our regular prices, is less than for this production in other cities.

First Floor 25c Balcony 15c Children 15c