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WHAT'S IN A NAME?

There is nothing in the universe that stands still. Everything either progresses or retrogrades, either goes forward or backward. When growth ceases, decay commences.

Civilization is the triumph of human progress, as barbarism is the triumph of human reaction. When action succeeds reaction, humanity advances. When reaction triumphs, part of the progress gained is lost.

A subscriber in a long-winded effusion pleading for a continuation of reaction, objects to the name Standstill Ticket given to the reactionary candidates. He is right. It should be called the "Going Backward Ticket," with "Back to the Village Days" as a campaign slogan. He suggests the name, "Home-Owners' Ticket." To christen it the "Landlord Ticket" or the "Rent Hog Ticket" would be much more appropriate.

"But what's in a name?" Hath our Shakespeare not said:
 "That a rose that is orange or pea green or red
 "Is just as exquisite and delicate, too,
 "As a rose that is purple or yellow or blue."

A knocker, like a rose, will smell as sweet by any other name, swing his hammer just as hard, and his dismal croaks are just as disastrous to the community.

Owning property alone is not sufficient qualification for office—not even if that property be an antiquated brick block. Collecting exorbitant rentals, all the traffic will bear, is scarcely the kind of business foresight needed to upbuild Medford and develop the valley.

The city needs business men, not knockers, to manage it at this critical period and restore it to its former prosperity. Those who have proven repeatedly in the past that they are totally lacking in public spirit, whose only visible occupation, outside of collecting rentals, is publicly decrying their home community—like unclean birds, befouling their own nests—are scarcely the material from which to select the broad-visioned community upbuilders the situation calls for.

The city needs men who are unselfish enough to make personal sacrifices for its material interests—men who devote time and energy and money to the upbuilding of the country—men like those who are making the sugar beet campaign, who made the Crater Lake road and our Pacific highway campaigns, who made the irrigation campaign and who must be looked to for future industrial and commercial projects. This is the type Medford should select its officials from.

Medford cannot stand still. It will either go forward or go backward, and it is up to the voters to help make it go forward by electing progressive citizens to office.

Cities are built by optimists—not pessimists.

THE TURNING POINT

The city election is important, the charter is important, but most important of all is the proposed beet sugar factory.

The securing of this factory will mark the turning point in the history of the valley. The large expenditure it entails, the new life and stimulation to industry and enterprise it brings, the additional labor it employs, will act like a tonic on the life of the community.

The value of the beet sugar factory to any region is well recognized. Eugene and Salem are both raising \$150,000 bonus, besides the required acreage to secure one. More favorable natural conditions exist in the Rogue River valley, hence only acreage is required.

Only a short time remains to secure the desired acreage of sugar beets. Less than a third of it has so far been signed up. If we neglect this golden opportunity we may never secure as favorable a one. When next sugar beets are talked there will be the usual bonus demanded.

Much of the land in the valley will grow beets without irrigation. The factory's expert is here to tell you whether your land will or not. Send in your name, or if in the city, sign up acreage for inspection.

The Mail Tribune will transmit to the experts any requests for soil examination and turn over any applications for acreage received.

SAME OLD POLICY

The Portland Journal has secured the services of Governor West to write upon legislative acts during the coming session. In doing this, the paper has rendered a real service to the state, as the various "jobs" the Oregonian machine will attempt to pull off will be thoroughly exposed.

The Journal, alone of Portland dailies, is friendly to other parts of the state besides the metropolis. It always has been friendly to southern Oregon and has materially assisted the progress of this section in many ways, while the Oregonian has fought it, as it fought the normal school and Crater Lake road.

Despite the fact that Jackson county spent half a million dollars in building the Pacific highway and leads the state in paved roads, the Portland Oregonian's elaborate New Year's annual failed to mention the fact and contains no cut of the highway. The Journal, on the contrary, in Sunday's issue contains a full page of photographs in color of Jackson county's progress in road building.

This same difference marks the two papers in their treatment of this region. Why anyone in Jackson county should take the Oregonian is a mystery.

BILL TO RESTORE GENERAL SOOY SMITH

WASHINGTON, Jan. 7.—Senator G. E. Chamberlain has introduced the following bill, which was read twice and referred to the committee on military affairs:
 "A bill for the appointment of William Sooy Smith, late a brigadier general of United States volunteers,

to the rank of brigadier general on the retired list of the United States army.
 "Be it enacted by the senate and house of representatives of the United States of America, in congress assembled, that the president be, and he is hereby authorized, by and with the advice and consent of the senate, to appoint William Sooy-Smith, late a brigadier general of United States volunteers, to be a brigadier general on the retired list, United States army, as of the date of the approval of this act."

CONTRACT LET FOR FEDERAL BUILDING

WASHINGTON, D. C., Jan. 7.—The treasury department today practically decided to award the contract for the construction of the public building at Medford to the Sound Construction company of Seattle, that firm being the lowest bidder. The supervising architect today announced his approval of the use of Pioneer stone in the Medford building.

The department has not yet determined on the material to be used in the building at The Dalles, R. W. Raymond, manager of the Oregon Manufacturers' association, who is here endeavoring to induce the department to direct the use of Pioneer stone in both Oregon buildings, says that from conferences he has had with the supervising architect he thinks Oregon stone will be used at The Dalles as well as at Medford, and at his suggestion the department suspended the awarding of The Dalles contract pending negotiations now under way.

COMMUNICATIONS

To the Editor:
 Being a subscriber to your paper for several years and a taxpayer of the second ward, permit me to say a few words regarding the candidates nominated on what you see fit to dub "the standstill ticket."

When this ticket was being talked up for the benefit of the taxpayers in the second ward and the city in general, it was suggested that they permit you and your board of advisers to name the men who should run for the different offices, but all parties interested in making the nominations being "residents of the city," and also taxpayers insisted on naming the candidates, and I understand they also insist upon "naming the child," now that it is born, and that they intend to name it the home-owners' ticket. Their reasons for giving it this simple though very appropriate name is that the men who are running for the different offices at the earnest solicitation of a great many of the taxpayers of the city are these. They are owners of real estate in this city, and that is something that cannot be packed up and shipped away when taxes get so high that their property will not bring income enough to pay the taxes on same. I have only a passing acquaintance with Mr. Amy, who is running for councilman in our ward, but from close inquiry I find that the worst charge that can be brought against him is that he has been seen on our streets smoking an ordinary pipe, but this no doubt can be regulated in case the new charter carries, which no doubt it will, as I noticed in the Mail Tribune some days ago that if 1200 voters registered it was sure to carry, and as the number is considerably above that figure, we will take it for granted that you, as usual, are right.

Mr. Emerick, the nominee for mayor, I have known for several years, both as a citizen and as a member of the city council, and while I am willing to admit that he has perhaps made some mistakes in his career as a public servant, especially while Medford was doing such a big business on the installment plan, I lay it more to the company he was in than I do to his inability to see things as they really are.

His stand for the year just pasting surely anyone who helps to pay the taxes cannot help but admire, and the council as a body have done many things in the way of cutting out unnecessary expenses that is certainly a credit to them. The only criticism that could be made is that they haven't gone far enough with the

See Yourself as Others See You
POSTPONED

BERNARD C. COOK
 presents

Medford In Life
 IN TWO SERIES

On the Screen at the
PAGE Theatre

In addition to
 5000 feet of Moving Pictures
MONDAY AND TUESDAY
JAN. 11 and 12

Our camera men are busy taking these interesting views of the industries, streets, shoppers, schools, scholars, etc.

Account of weather conditions these series of local pictures have been postponed from Friday, Jan. 8th, until

MON. TUES. Jan. 11-12
ADMISSION 5, 10 15 CENTS

John A. Perl
UNDERTAKER
 Lady Assistant
 22 S. BARTLETT
 Phone M. 47 and 47-38
 Ambulance Service Deputy Coroner

good work. However, this is no doubt due to the fact that any change they make, or contemplate, is immediately met with a trade of abuse from the Medford Mail Tribune.

The candidate running for the council in the first ward I have never met, but the present councilman from that ward, when informed who was nominated, made the statement that in his judgment he would be a very good man, indeed, for the place, and estate that could not be boxed up and shipped away if Medford gets flying too high again, should recommend him to the real taxpayers of his ward.

Now, as for the statement in the Mail Tribune of recent date, that Mr. Pottinger was running for councilman in the third ward, permit me to say that he never for one moment considered such a thing. That was just a "hoax" gotten up by some unscrupulous person (of course, no one could guess who) to carry the impression that he, being a partner with Mr. Amy in large real estate holdings, wanted also to be on the council. The man, however, who is running, Mr. Schermerhorn, is another of those hated owners of real estate. A man who has faith enough in Medford to put his hard-earned cash in such things as good brick business blocks, another thing that can't be boxed up and shipped away if Medford hits the high places again.

Now, I want to ask the real estate owners of Medford, the ones that have to stay, the ones that own their homes here, if they can see anything wrong in nominating and electing such men as are on this reactionary standstill ticket? They are all men who have lived in the state long enough to have at least gained a residence here before the people ask them to be their representatives, and "that's going some."

Just a word on the new charter. When a boy, my teacher always told me if I had a difficult problem to solve to "stick to it" until I solved it, then I would understand it, and I am taking the same plan on the new charter, and for that reason have not attended any of the explanatory meetings. Have read it several times and fail to find anything so really good that it would not keep until another election and give the people the same chance to study it that the commission had in getting it up. If, however, there is something so grand that it will not keep, could not, in your opinion, the council prepare and pass an ordinance covering these points?

One point in particular that is puzzling me is this: Why should not the city manager be one, elector of Medford as well as all other officers? And, better still, why should they not all be taxpayers as well?

Can it be possible that it is gotten up in that way so as to make Mr. Ben Sheldon the city manager? He seems so very anxious and active in its support, and not being a resident of the city, leads many to wonder. Well, I wonder, too. Would a cut drink sweet milk?

Another thing, Mr. Putnam, if you are so anxious to see the new charter carry, why is it we do not find your name on the list of registered voters—or is it possible that you, too, are a nonresident of Medford and are supporting this new charter for the benefit you will or may get out of it in the way of printing, as I see they have been very generous indeed in that line.

If there are any taxpayers who do not understand why the voters of Medford should want some of our heaviest real estate owners to act as members of the city council, the committee will be glad to meet them at any time and any place between here

THE PAGE SATURDAY ONLY

Matinee and Evening
 A scorching arraignment of modern society. An expose of their frivolities and dissipation by one of England's greatest playwrights,

Alfred Sutro
 Featuring that Great Actor.
Edmund Bresse
 With Claire Whitney and Stuart Holmes and others, in

The Walls of Jericho

No charge in admission
SATURDAY ONLY

and the promised land, and explain anything that is so difficult as to learn that Mr. Sheldon has recently become a resident, temporarily, at least, of Medford.

(Incidentally, Mr. Sheldon has been a resident of Medford for seven years, and has repeatedly stated in public that he would not accept the position of city manager.—Editor.)

P. S.—Since writing the above I

IT THEATRE
 WEDNESDAY AND THURSDAY
SHORTY'S SACRIFICE
 Two Reel Broncho. Adventures of Shorty Series
FOR THE SAKE OF KATE
 Two Reel Romance.
 THE QUICKSANDS—Majestic.
 SCENE OF HIS CRIME—Comedy.
 RACE FOR A BRIDE—Comic.
 HERE FRIDAY-SATURDAY—"ZUDORA"
 Thruhouse's Greatest Photoplay
 Each episode complete. All star cast of 1000, and 2000 scenes, headed by Marguerite Snow as "Zudora" the Girl Detective in Love, Science, mysticism and adventure by Harold McGrath and Daniel Carson Goodman.

THE PAGE WEDNESDAY and THURSDAY
 Medford's Leading Theater
 Evenings, 7 o'Clock
SPECIAL! SPECIAL! SPECIAL!
 A GOLD SEAL
THE DISTRICT ATTORNEY'S BROTHER
 In Two Parts
 Featuring Grace Cunard and Francis Ford
 That Wonderful Thrilling Feature
THE MASTER KEY
 Third Episode
 With Robert Leonard and Ella Hall
 Cleo Madison and George Larkin
 These two great stars, who made such a wonderful success in "The Trey o' Hearts," appear in a remarkable production,
THE ADVENTURES OF THE NIMBLE DOLLAR
 Also
TWO GOOD COMEDIES
 Musical Program by
The Page Theatre Orchestra
 This Splendid Program Two Nights Only
 Admission 5c, 10c, 15c Doors Open 7 o'Clock
SPECIAL NOTICE—For these two nights, the first 100 adults at box-office window will receive a free ticket to this show.

—THE—
STAR THEATRE
 When You Want Amusement That Entertains
 WEDNESDAY-THURSDAY
 A program of merit. Progressive Motion Pictures. Advanced Vaudeville of Quality
We Are Strong For Medford Talent
 SHOWS STARTING 6:45 AND 8:45 P. M.
 PROGRAM:
 Vitagraph Drama
Lola The Rat
 With MAURICE COSTELLO
Broncho Billy's Scheme
 One Part
Mr. Earl Bonner
 Medford's Silver Toned Baritone
 Ten Minutes of Golden Dreams
 —AND—
Mr. Jack Barry
 Our Own One Reel (Not Reel) Comedian
 A Lubin Masterpiece
On Suspicion
 Two Parts
Miss Ione Flynn
 Violin Virtuoso
 A Little Lady You All Know
Mr. Cousin Mittleberger
 With a Million Dollar Reputation
The Grate Impeeryl Sirkus
 One Reel
 A DOLLAR SHOW FOR A DIME

DR. ANDREWS OF MANKATO WRITES FAVORING CHARTER

Dr. J. W. Andrews of Mankato, Minn., a brother of Ed and George Andrews of Medford, and a heavy investor in Medford property, writes as follows concerning the new charter to Henry Humphrey of 22 Geneva avenue:

"I received your letter, also paper with a copy of the proposed new charter for the city of Medford. To really give an intelligent analysis of the prepared charter one would have to make a pretty thorough study of it. I am just getting ready to go to St. Paul to attend the legislative sessions and am having many callers who are interested in new legislation, and after giving them time and attention to my regular business, I have but little time left, yet I have looked your charter over with as much care as I could give the subject. I believe you have a good charter; I think it has many excellent features. I would especially commend your plan of assessment for public improvements where the property owners pay for the improvements. We have the same plan here and it works real well. It has encouraged local improvements. We find it fairly easy to pave the streets or make other local improvements.
 "We have been under the commission form of government now nearly seven years, and we like the plan very much. It is costing less to run our city than it did under the old charter, and we realize a great deal more for the money we spend. We know where to place the responsibility. "I believe you will do well to adopt your proposed charter practically as it is. I think it will serve your city in a way that should be satisfactory."

NEW OFFICER FOR COAST ARTILLERY

At a meeting of the Seventh company last night, Carl Y. Tengwald was raised from a private to first duty sergeant. Tengwald was reduced to the ranks last year. Other appointments were:

Recommendations for the following appointments and promotions have been made:

First Duty Sergeant Hal L. Conrad promoted to first sergeant, vice Clarence L. Boyd.

Private G. J. Moore promoted to quarter master sergeant, vice Robt. A. Kinleyside.

Private Carl Y. Tengwald promoted to first duty sergeant, vice Hal L. Conrad, promoted.

Fourth Duty Sergeant Seldon D. Hill promoted to second duty sergeant, vice Ford W. Hills.

Corporal Jay I. Gore promoted to third duty sergeant, vice Paul W. Robinson.

Corporal Horace L. Bromley promoted to fourth duty sergeant, vice Seldon D. Hill, promoted.

Corporal Gwin C. Tryer promoted to first corporal, vice George M. Leslie.

Corporal Lyle Purdin promoted to second corporal, vice Jay I. Gore, promoted.

Musician James Vance promoted to third corporal, vice Ralph H. Norris. Appointments from the ranks to fill vacancies existing in the positions of fourth, fifth and sixth corporals will be withheld until a later date.

(Signed) A. J. VANCE,
 Captain C. A. C., O. N. G.

Smoke Home-Made Cigars.
 Governor Johnson, Mt. Pitt and La Vista are the best.