

MEDFORD MAIL TRIBUNE

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Josh Wise Says: "Boy Bean has gone to the city to enlist in the army of the unemployed."

LAUGHS

Modern Shakespeare: All the world's a film. Baseball acquaints a man with strange Fed. fellows.

Well Adapted: The fabied Centaurs you have seen in picture books, of course, they used to gambol on the green, half human and half horse.

Fact: You won't be able to dodge strife. You won't succeed, my son; when you have a good aim in life and tote an empty gun.

Retained Glory: "Mother wants a penn'orth of glory divine." "We don't keep that," said the chemist.

It Didn't Apply: Mrs. Brown was in the kitchen helping Nora, the cook, prepare supper.

Extreme Delay: Mrs. Flatte—Wait, dear, until I think. Mr. Flatte—I can't wait as long as that; I've got an engagement day after tomorrow.—Yonkers Statesman.

By Proxy: "The only objection I have to golf," said Miss Cayenne, "is that it sometimes becomes a trifle wearisome."

All a Pose: Most of us give to charity with the knowledge that a dime makes more noise in a contribution box than a dollar bill.—Cincinnati Enquirer.

His Own Fault: The young man seemed greatly agitated, not to say frightened, as he approached the father of the "dearest girl on earth."

Sir your daughter has promised to become my wife. "Well, don't come to me for sympathy; you might know something would happen to you, hanging around our house five nights a week."

CORNELIUS C. BEEKMAN

ALL Oregon mourns today the loss of Jackson county's most influential and best beloved pioneer, Cornelius C. Beekman, who recently passed peacefully away at the age of 87, after a life of usefulness and whose remains were interred today at Jacksonville, city of his adoption, where for sixty-three years he has made his home.

An unusual and picturesque character, Mr. Beekman certainly deserves a niche in Oregon's hall of fame. Rugged honesty, cautiousness, frugality, simplicity and unostentatious charity were the characteristics that endeared this true "gentleman of the old school" to several generations of Oregonians and secured him wealth, honor and universal esteem.

In a long and busy life, beginning with the turbulence of the gold rush of the early '50's, and the Indian wars following, through many decades, the sterling qualities, the unquestioned integrity, the financial acumen of the pioneer banker made him invaluable to his community, though he lacked the initiative of the creator of industry.

Of the many millions of dollars entrusted to his care, Mr. Beekman always rendered full account. He never lost anyone a penny, and never wronged a human being, while he befriended thousands, though he never heralded his benefactions. The deserving unfortunate never appealed in vain to this true Christian. Every dollar that he made was honestly made.

The Beekman bank was unique among the banks of the nation. It was not operated for profit, but for the convenience of the public. Depositors frequently received the same money they deposited. He did not care for checking accounts, but his institution from the day of its start until his death was the strong box for the community. Panics might come and go; he always had a hundred per cent of his deposits on hand, and many a time helped more modern banks weather the storm. He would risk his own money, but never the money of others.

A most useful citizen, Mr. Beekman shrugged no duty to the commonwealth, and for half a century served upon the school board and in minor offices. In 1878, as republican candidate for governor, he was counted out by forty-one votes. He did much to forward the cause of education, both locally and in the state, and the Beekman fund still enables deserving students at the state university to secure education. His church benefactions were numerous, and to the day of his death he maintained the church he worshipped in.

Though his life work was complete, and tired nature called him home, there is no one in southern Oregon whose loss is more keenly felt or whose going causes more regret.

SOMETHING TO BE THANKFUL FOR

IN the March issue of the Metropolitan, Theodore Roosevelt has an article censuring the Wilson administration for not going to war with Mexico and pacifying the country. He views the administration's course with burning cheeks of shame and can hardly withhold his indignation.

Mr. Roosevelt is built along the same lines as the German kaiser, who would force his own brand of civilization upon all the world. At heart he is a militarist and a believer in the feudal and futile glory of force.

Our strenuous ex-president loses sight of the fact that this is a democracy based upon the just consent of the governed, and it is no province of the republic to exert its superior force by invading weaker neighbors and forcing them to adopt an alien civilization. Mexico must work out its own salvation, as all nations that amount to anything have had to do, and evolve its own government. Every country has had to pass through its civil wars before the various factions, tribes and nationalities became fused into an homogeneous nation.

Incidentally the country can be thankful that Roosevelt is not president. Long ago we would have been engaged in a costly and bloody war with Mexico. With the war spirit thereby created, it would be next to impossible, with a hot-headed militarist at the helm, to keep out of the European conflagration.

Europe is fast relapsing into barbarism. Attila the Hun had nothing on the European belligerents as unscrupulous destroyers of civilization. No rule of civilized warfare is the least respected. Even the ships of neutral nations carrying food supplies are ruthlessly torpedoed by the Germans or seized by the British. Under such conditions only the calm patience and forbearance and poise of Woodrow Wilson can keep the nation out of the relapse to barbarism.

"Thank God for Wilson," and also thank God that Roosevelt is not president.

Who Pays for the Advertising?

"The man who does not advertise is the man who pays the cost of the other fellow's advertising," was the epigram evolved by C. F. Berg, a Portland merchant, in a recent address before the class in advertising at the University of Oregon.

"Consumers read the costly full page ads. of great national advertising campaigns and think they pay the ultimate cost," said Mr. Berg. "But they don't. Neither does the manufacturer, who can not decrease the quality of his article or make it cost more to the buyer than a rival article. Neither does the jobber or the retailer pay the cost; their profits remain stationary."

"The successful firm's advertising is bought and paid for by the firms that are less successful."

"Take ten stores, each doing \$100 a day business, each with overhead expense of 25 per cent of goods sold, and each with 25 per cent profit. One of the ten owners sets aside 10 per cent of his sales receipts for advertising and doubles his sales. He thus reduces his overhead expense to 12 1/2

per cent and his advertising expense to five per cent. His profits, accordingly, are increased to 37 1/2 per cent, less the five per cent advertising expense, or seven and one-half per cent more than they were in the beginning. His additional sales to a great extent mean correspondingly decreased sales among the remaining nine owners; they have paid his advertising bill, increased their overhead proportionately and lessened their profits proportionately."

Mr. Berg described the benefits brought to farmers and rural residents by advertising. "Millions of dollars in labor-saving devices are annually sold to farmers through the press," he said.

"When an auto has to ascend a hill, you don't pinch off the gas to save money; you turn on more gas. Now, business is all uphill; there are no level grades. Advertising is the gasoline of business. Use it with judgment, but do not try to make your saving on it."

"Local dealers should use local papers to connect with national campaigns by manufacturers."

"PERFECT BACK" BRINGS FAME TO CHICAGO WOMAN



Statue of Mrs. Erich Gertsenberg, who has "perfect back," and Mrs. Nancy Cox-McCormack, who modeled it.

The most perfect back in America, one of the few perfect backs in the world, belongs to Mrs. Erich Gertsenberg, a Chicago society woman.

Many women have more beautiful features than Mrs. Gertsenberg, but her back and shoulders have defied modern fashion to destroy the perfection of line and the loose-leaf texture of flesh.

Because of the perfection of her back, Mrs. Gertsenberg was asked to

pose for the statue of the ideal American woman which Mrs. Nancy Cox-McCormack, the noted sculptor, has designed for the Panama-Pacific exposition.

The lines of Mrs. Gertsenberg's now famous back are said to be faultless in grace, long and undulating and sinuous. It is called not only the "perfect back," but also the "perfect type of a society woman's back."

WITHYCOMBE SIGNS TRADING STAMP BILL

SALEM, Or., Feb. 25.—Governor Withycombe has signed three important measures—house bills 460 and 191, and senate bill 13. The first-named imposes an excise tax upon all trading stamps, the provision being made that firms selling or using them shall pay a tax of 5 per cent on a gross receipts. The second provides for a system of permanent registration of electors, and provides that electors, after once registering, need not register again unless they move from their precinct. The third abolishes the state accountancy department.

Among the other important bills signed is Schuebel's bill, amending the workmen's compensation law, and Bingham's bill, giving Oregon manufacturers a 5 per cent differential on materials and supplies furnished for public works over manufacturers of other states.

INQUIRY CUTS PRICE OF GOTHAM BREAD

NEW YORK, Feb. 25.—The wholesale price of bread, which was recently raised to 5 cents a loaf, is to be restored to four cents, according to reports published today, the fact that there was much agitation when the cost of bread was raised, followed by investigations into the bread industries is one reason given in the report for the plan to restore the old prices. Another reason is that most of the smaller baking companies, instead of following the lead of the big concerns, continued to sell bread at five cents to their retail trade.

The attorney general's inquiry into the increased cost of wheat and bread will be resumed tomorrow.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

Dr. J. C. Cheney & Co., Toledo, O.

We, the undersigned, have known Dr. J. C. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by him.

WAT. BANK OF COMMERCE, Toledo, Ohio.

Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

FREDDIE WELSH TO MEET WHITE TONIGHT

MILWAUKEE, Wis., Feb. 25.—Freddie Welsh, lightweight champion, and Charlie White of Chicago are ready for their ten-round contest here tonight. No decisions are permitted under the Wisconsin law and White would have to knock out his opponent to win the title.

Articles of agreement call for 135 pounds at 2 o'clock this morning. When the two met here several months ago, Welsh had the advantage of several pounds and a majority of the sporting writers awarded him the decision. White claims that with poundage handicap overcome, he will render a better account of himself. Welsh says he will be faster than before.

TURKISH TROPHIES 10c AMERICA'S GREATEST CIGARETTE. Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World.

BEAUTIFUL EYES. Blinking, squinting, aching eyes are never beautiful. Why undergo pain and mortification when relief is at hand? My specially ground lenses will regulate the sight, and restore to your eyes their original beauty. See DR. RICKERT HE KNOWS HOW Suite 1-2 Over Deuel's

RUSSIANS VICTORS IN FURIOUS BATTLE CARPATHIAN PASS

GENEVA, Feb. 25.—Continued successes for the Russians in the battles which continue to rage furiously in the Carpathians are described in dispatches to Swiss newspapers. The Austro-German forces are said to have lost 3000 more men at Dukla Pass, while melting snow at Uzok Pass revealed the bodies of 2000 Austrians and Russians. The Austrians are reported to have launched a number of futile attacks at Dubova, in which they lost heavily. The Russians captured at Grownik a transport wagon with the regimental safe containing \$20,000. The Russians claim to have captured an advance post with 600 men at Plasa and are showing great activity at Zakliczyn. The dispatches say that additional Russian columns have burst into Marmaros county, in Hungary, bordering on Galicia, Bukowina and Transylvania, capturing convoys.

AN ABSOLUTELY TRUE STORY

Of How E. L. Marshall of Shreveport, La., Was Cured of a Stomach Trouble That Kept Him Out of Work for Months.

Shreveport, La.—"I had a bad stomach trouble for years and became so weak I could hardly walk or do any work. My appetite was very poor, then my food would not digest, I bloated and was very weak and nervous, and it seemed impossible to get any relief. I was so bad I could not work for months at a time. I tried too many remedies to name, but without help. I saw Vinol advertised and tried it, and soon noticed an improvement. I continued its use and now my stomach trouble is completely cured. I am a well man enjoying per feet health and have gained in weight."—E. L. Marshall, Shreveport, La.

The recovery of Mr. Marshall was due to the combined action of the medicinal tissue building elements of the blood making and strength creating properties of tonic iron, contained in Vinol, which seldom fails to strengthen and tone up the tired, over-taxed and weakened nerves of the stomach and remove the trouble.—Medford Pharmacy, Medford, Ore., and at all leading drug stores everywhere.—Adv.

STAR Theatre

WEDNESDAY-THURSDAY EXPLOITS OF ELAINE Fifth Episode The Poisoned Room Two Parts See the Picture-Written Story Two Part Drama

Threads of Fate One Part Joker

The Magic Mirror COMING FRIDAY-SATURDAY

The Unwelcome Mrs. Hatch With Henrietta Crosman Afternoon 2:15 Evening 7:00

FOR SALE Complete furnished five room bungalow with garage PHONE 527 844 DAKOTA AVE.

BAD COLD? TAKE CASCARETS FOR BOWELS TONIGHT

Get a 10-cent box. Sick headache, biliousness, coated tongue, head and nose clogged up with a cold—always trace this to torpid liver; delayed, fermenting food in the bowels or sour, gassy stomach. Poisonous matter clogged in the intestines, instead of being cast out of the system is re-absorbed into the blood. When this poison reaches the delicate brain tissue it causes congestion and that dull, throbbing, sickening headache. Cascarets immediately cleanse the stomach, remove the sour, undigested food and foul gases, take the excess bile from the liver and carry out all the constipated waste matter and poisons in the bowels. A Cascaret tonight will surely straighten you out by morning. They work while you sleep—a 10-cent box from your druggist means your head clear, stomach sweet and your liver and bowels regular for months.—Adv.

THE PAGE

Medford's Leading Theater Last Time Tonight Afternoon 2 P. M. Evening 7 P. M. VICTOR FANTASY—DRAMA The Beautiful Unknown In Three Parts Featuring the Famous Russian Dancer

Yona Landowska Tenth Episode of the Master Key In Two Parts

Vivian's Beauty Test A Beach Comedy It's Always a Big Show at the Page ADMISSION 5-10-15 CENTS

THE PAGE

Medford's Leading Theater One Night Only FRIDAY, FEBRUARY 26TH

George McManus' Smashing Hit Bringing Up Father The Last Thing in Musical Comedy DELERIOUS DANCING DELICIOUS MUSIC

Prices Lower Floor—First six rows, \$1.50; next eight rows, \$1.00; last four rows, 75 cents. Balcony—First four rows, 75 cents; next ten rows, 50c.

Seat sale Wednesday, February 24th, Theater Box Office 10 A. M. THIS IS NOT A MOVING PICTURE

HAY! Buyers Attention

We can supply you with A No. 1 hay at reduced prices. Alfalfa, oats and wheat, or barley hay. Give us a trial. Write or Wire SYCAMORE RANCH Los Mallinas, Calif.

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