

Medford Daily Tribune
A Live Paper in a Live Town.

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ADVERTISING THAT PAYS.

(Portland Journal.)
One of the best advertised towns in the state of Oregon is Medford. This we say without any disparagement of the efforts of other places in the state, but rather to stir them to emulation. Within the last year Medford has experienced a decided awakening. The younger and more progressive men of the town have come to the front and have taken the direction of affairs. The moneybags have been retired to the back seats. The spirit of progress has been in the air and the opportunities for profitable investment are attracting the attention of outside capital. The results are already apparent. Medford has many advantages to attract the homeseeker and the investor. It is surrounded by a region of extraordinary fertility whose products have won fame in eastern markets. It is the distributing point for a mining district of unusual promise. Its people are prosperous and seem to have awakened to the future which lies before them.

A few years ago Medford was a sleepy, listless community, heedless of its opportunities, blind to the possibilities within its grasp. It was unknown and unadvertised. Through passengers on the Southern Pacific glanced idly from the car windows at the little settlement, looked up the name on the time card, and then forgot it. And the natives gazed just as idly and with just as little interest at the passengers, without a thought of attracting the attention of a stranger or heir own.

Now all this is changed. When the traveler arrives at Medford he recognizes it at once as a locality of which he has heard a thousand times. His interest has been aroused in advance and he is eager to see for himself what it has to offer. If he is a capitalist looking for investments he wants to investigate Medford's opportunities. If he is a homeseeker he is predisposed to stop and purchase and build, with out looking further. If he is simply a tourist bent on enjoyment he welcomes the chance for sightseeing and recreation in a locality whose fame has so often reached his ears. Whatever his purpose he knows that Medford is on the map.

What has wrought the change? Advertising. Intelligent, well directed advertising. Without advertising Medford would have drifted along in the same old way for a dozen years to come. Now and then some straggled stranger would have been added to the population, now and then Bill Jones would have put a fresh coat of paint on his house or Tom Smith would have bought another cow. But there would have been nothing in the way of actual development and progress. When the people of Medford became incited with the spirit of progress and not until then the town took its Medford tumbled its cross, crossed, stretched and this incident sufficed that the day of opportunity had dawned. Closed on the books of this advertising came the main thing of advertising which is already bearing rich fruit.

Medford is not an instance and an example. There are other towns in Oregon which are showing the same spirit of progress and which are experiencing the results that follow. Eugene is an instance. Eugene will soon be in the same class. Astoria, Hood River, The Dalles, Seaside, Astoria, etc. and a score of other towns are rapidly waking up to the possibility of development and civic improvement. The same has been done before, but that period of struggle is past. The time has come for clean, unobscured and energetic effort on the part of every community in the state. There is now a race in Oregon which will not profit by following the advice that has been adopted in Medford.

SUGAR BEET SEED FOR GRAND RONDE VALLEY

LA GRANDE, Or., Feb. 24.—Sugar beet seed has been ordered for the largest acreage ever planted in the Grand Ronde valley, and this promises to be the banner sugar beet year in Oregon.

The total acreage to be planted to sugar beets in Union county this year will be above 4000 acres. The La Grande Sugar Beet factory has arranged to plant 2500 acres and contracts for over 1500 to be planted by private parties have been entered into. The sugar company announces that an increase of 50 cents per ton will be paid this season, making the price \$5 per ton. The average sugar beet ton in the valley will yield about 18 tons per acre.

Methodist Episcopal Church, P Street.
A notable was a round-robin at the Methodist Sunday school, the 41 members, ranging up to 754, the largest in the history of the school. At 11 o'clock Rev. Van Meter preached on this sermon on "The Good Samaritan." The central thought which the preacher emphasized was charity for the father and the unfortunate. After the sermon the doors of the church were opened and an invited. It is gratifying to know that while Medford is growing in heart of population the church and Sabbath schools are likewise growing. At night Rev. Van Meter's theme was "There is a Hell and What is it like?" After showing that his congregation that there is a hell in his heart with the teachings of the Christ and the apostles, he declared that hell would be a place of torture (1) because of a tormented conscience (2) because of the stinging of unrepented sinners, (3) because of various temptations, (4) because of shame, (5) because there is no hope in the regions of the lost.

SOUTHERN OREGON IS MAKING RAPID DEVELOPMENT.

Sacramento Valley, Cal.
A special edition of The Medford (Oregon) Tribune gives some interesting figures regarding the profits of apple orchards in the Rogue River valley. Not more than \$1000 an acre from apples or peaches are obtained to most growers. Just to show our California orchardists that they have not a monopoly of all the good things of earth, and our business that they are at times in a position, the following statements from The Tribune are appended:
"Canton pears from Medford sold as high as \$9.25 a box in New York city last autumn and a orchard from another Medford orchard brought \$4000.50 in New York, the highest price ever received for a orchard of fruit. Another orchard from another orchard sold for \$4750 in New York. From night sales over additional 1000 boxes of Newtown Empire apples were marketed, netting \$2000 an acre. In N. Y. the orchard for the past seven years this orchard has netted \$7000 per acre average. A young Bartlett pear orchard of 20 acres of 8 year old trees netted \$10000 per acre. Thirty acres of New York

Pippins adjoining this grove netted f. o. b. orchard \$1170 an acre. Sixteen and one-half acres of Winter Nellis pears at Central Point netted \$19,000 last fall. A year before they yielded \$9500 net."

It is not necessary to infer from these figures that all Oregonians are liars. That such returns are possible the history of our own Sacramento orchards attest. Profits almost fabulous have been made from Bartlett pears and other fruits grown upon our river lands, and from Tokay grapes and berries in the American river district.

Sacramento looks with no jealous eyes upon the development and productivity of southern Oregon, for that region is more or less tributary to this city, and destined to become more so. Medford, for example, is about half way between San Francisco and Portland, and its needs are more easily supplied by our wholesalers than by those of either of the two cities named.

But Medford has aspirations of her own. Although her present population is but 5000, it is growing rapidly, and The Tribune says the place is "destined to be the metropolis of a vast inland empire."

AMUSEMENTS.

(BY ED ANDREWS.)

The panorama representing the Passion Play is a series of beautiful and impressive scenes beginning at the Nativity and ending with the Crucifixion. This play is given at Oberammergau every ten years, and pilgrimages are made from all over the world to see this wonderful presentation. The actors who are permitted to appear in this play are selected from the common people, and only those who have lived the purest lives are allowed to personate the sacred characters.

So great is the impression made by this play that the entire village of Oberammergau is permeated with an air of solemnity. It is said that these series of pictures now being presented at the opera house cost originally \$700,000. It surely is a magnificent spectacle and leaves an impression upon one's mind which is more vivid than could be produced by oratory. The story of Christ from even a literary standpoint is wonderful, and when we come to add to it divinity, there is no wonder it has been the leading theme of life for 20 centuries.

Everyone should avail themselves of the opportunity of witnessing this most beautiful panorama at the Medford opera house tonight. Tonight will close the engagement.

JACKSONVILLE ITEMS.

Miss Margaret McLallen returned to her home at Roseburg Sunday after a short visit with relatives and friends. Mrs. John Huffer, Sr., spent last week with her daughter, Mrs. C. Ragon of Medford.

John S. Orth and wife spent Sunday in Jacksonville.

Mr. and Mrs. Jay Sexton spent the day in Medford Sunday.

The Saturday Night club met at the home of Miss Josephine Donegan last Saturday evening, the hostess entertaining them in a royal manner. Five hundred was the game of the evening, after which refreshments were served and music indulged in until a late hour. Mrs. Mamie Triach assisted the hostess, whose guests were: Miss Leila and Bertha Prim, Leona Ulrich, Anna Wendell Minerva Kenney, Margaret McCallen and Ray Sexton, J. Percy Wells, John Wilkinson, Charles Nunan, Pat and Edward Donegan and Mr. and Mrs. Lewis Ulrich.

ITALIAN ARRESTED FOR MURDER AT YREKA

LOS ANGELES, Cal., Feb. 24.—Sheriff Howard of Siskiyou county has left for the north, taking with him D. Corice, one of three Italians arrested here last Tuesday by detectives and accused of the murder of Charles Hamus, a bartender of Yreka. Corice was identified by Emil Castro, who witnessed the shooting. The killing was the result of a dance-hall feud over a woman. Both the alleged murderer and his victim were bartenders.

DIED

GOLLAWOY.—At Sierra Madre, Cal., February 19, of consumption, Robert W. Galloway, formerly of Medford, aged 31 years.

CONGER.—At Placer, Josephine county, February 14, Harold Conger, aged 18 months, of tuberculosis.

THOMAS.—At Seattle, Wash, February 14, the infant daughter of Mr. and Mrs. O. A. Thomas of Grants Pass.

WALLACE.—At Grants Pass, February 18, Mrs. Rhoda Wallace, aged 55 years, of consumption.

Always Anxious to Please.

This is night, where as sometime, we are anxious to be business with you. We are so large and our prices are so low, that we do not hesitate to add the best to all your trading with us. "Best quality and lowest prices" is the slogan we sing. Those who know us as we are with THE TROSKERY, Medford's Fashion Store for Men, 247

Buy Tickets by Wire.
"Something which is of considerable interest to the public generally and which is perhaps not generally known is the system of prepaid orders now in effect between stations of the Southern Pacific company and all points in the United States. By means of this system tickets may be purchased at Medford from any place in the United States and mailed or telegraphed direct to the party wishing to come here. Sleeper accommodations and small amounts of cash in connection with these tickets may also be furnished at the same time."

BORN.
EGGERS.—At Grants Pass, February 17, to the wife of William Eggers of Waldo, a daughter.

Medford Rink

WINDLELL & LOOSLEY, Props.
Two Sessions Daily.
Rink Closed on Sundays.

Afternoon Session.....2:00 to 5:00
Evening Session.....7:30 to 10:30

The management will endeavor to conduct this rink to secure the patronage of the best people; where they may go for recreation and healthful exercise. People patronizing it must at all times conduct themselves as ladies and gentlemen. Music will be provided and special features added from time to time. All skaters pay 25 cents for use of surface. Admission free, except on special nights, which will be announced through the press.

Society Night Thursday

ADMISSION50 CENTS
SKATES50 CENTS

THE SECRET

of why our bread is in such demand for its fine quality, lightness and most delicious flavor is that it is made from choice winter wheat and by the best methods known in baking to give nutrition and enjoyment of eating at the same time. If you are not using Van Hordenberg Bros.' bread, try it.

Medford Steam Bakery

Several latest styles in Dinner Sets, Open Stock. Come and see our goods and make up the sets to suit yourself.

JUST RECEIVED
MEDFORD TEA and COFFEE HOUSE
216 WEST SEVENTH STREET.
McGLASHAN & JUNKEN - Proprietors

POLITE ATTENTION

to all of our patrons. We would be glad to have you give us a call. Our delicious chops and steaks, game, fish, and shellfish are cooked in a manner that makes them linger in the memory as well as tickle the palate. Our eggs are fresh laid, our meats are tender, our coffees and teas of exquisite flavor and our wines excellent. When you wish to enjoy a good meal come to

The Nash Cafe



THE line of fabrics we show this Fall is fuller and handsomer than ever. Each year marks improvement in variety of designs and now you will find here the choicest products of the mills at home and abroad.

Ed. V. Price & Co., whom we represent here, have a reputation for making clothes for those who are to wear them, that fit and maintain integrity of shape, that is justified by the care and attention they bestow on the workmanship. This, combined with honestly priced fabrics, makes the profit a little lower and our standing in this business a little higher than that of others in our line.

Whatever your fancy or your purse dictates, you will find it here. We show 500 new Fall styles of woolsens. Call to-day—we'll treat you right.

J. G. VAN DYKE & CO., Agts., Medford, Or.

THE FAN FURNACE SYSTEM

OF HEATING FOR SCHOOLS
SUPPLIES PURE FRESH AIR,
WARMED TO ANY DESIRED
TEMPERATURE, FURNISHING
PERFECT VENTILATION UNDER
ANY CONDITIONS.

EACH ROOM EQUIPPED WITH
A REGULATING MIXING DAMPER,
BY WHICH THE TEMPERATURE
OF THE ENTERING AIR
MAY BE VARIED FROM THE
TEMPERATURE OF OUTDOORS
TO ANY DEGREE OF HEAT
DESIRED.

THE ENTIRE VOLUME OF AIR
IN THE ROOMS CHANGED
EIGHT TIMES PER HOUR OR
OFTENER IF REQUIRED. AND
THE CHEAPEST SYSTEM AND
MOST SATISFACTORY TO OPERATE
THAT HAS YET BEEN
DEvised.

The W. G. McPherson Co

Heating Engineers, 328 Glisan St., Portland, Oregon

Fine Job Printing and Linotyping Done at the Medford Tribune

BE NOT DECEIVED
A HINT ON MOVING PICTURES.

The Genuine Passionplay

—AT THE—
MEDFORD OPERA HOUSE

The same one that pushed the house in Portland for two weeks.
NOT A THIRD PRINT FILM
PRICES: ADULTS, 10c; CHILDREN, 5c.

The first time these Glisan boys ever been shown at these prices. Five performances, beginning Monday.

Monday, February 24

Business Block For Sale

The only good business location left in Medford that can be purchased on any such terms as this property can be had for. Come in and talk it over with me. It is absolutely an 8 per cent income investment. Don't cry after it is picked up by someone else.

J. C. Brown

PALM BLOCK

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