

**Medford Daily Tribune**

A Live Paper in a Live Town.

Published every evening except Sunday.

Medford Publishing Company.

G. PUTNAM, Editor and Manager.

Admitted as Second Class Matter in the Postoffice at Medford, Oregon.

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One year, by mail \$5.00

## THE MOSSBACK MERCHANT.

The progress of a community is reflected in its newspapers. The growth, the energy, the activity and the enterprise of any city can be seen at a glance at the printed page. See the newspaper and you see the town.

The quality, make-up and support of a paper but mirror the character of the community. A good paper poorly supported, speaks louder than any amount of boasting regarding the city.

A good newspaper is in itself the best advertisement of a city that can be put out. It serves it to the interest of every one in business to support a home paper, not only for the direct results, but for the indirect as well.

In Medford there are many merchants who have never advertised a line in this or any other paper. You can tell their stores as you walk past. Most of these merchants have been in business a long time. Medford has grown, but they haven't. Their stores are the same as they were ten years ago, though the town is ten times the size. They haven't grown with the city, and apparently haven't the capacity for growth.

When you pass an old fashioned store window on a town's main business street, with a stock that might be a credit in a country crossroads a decade ago, with a little of everything and not much of anything, you know at a glance that here is a man who doesn't believe in advertising.

The mossback merchant doesn't advertise, doesn't believe in it, and his head is so thick he can't see the benefits of it. But live, progressive, up-to-date merchants come in and in a few months build up a larger trade than the mossback ever dreamed of doing—simply knowing their business better—and no retail merchant knows his business that does not know the value of printers' ink.

It is almost impossible to reform the mossback merchant. To advertise would bring in more trade and he would have to hire another clerk and work harder, and as has been frequently remarked, the mossback has a violent sympathy for work. To modernize his store would take still more work, and he prefers to run along in the rut, forgetting that the only difference between the rut and the grave is that one is a little deeper than the other.

The mossback belongs to a bygone time. The Oregon of today calls for energy, hard work and brains to develop her multitude of resources, the wealth that the mossback was content should lie latent so long as he made an easy living, which was all he cared for, and a want that a bountiful nature supplied abundantly.

With the development of the country and growth of the city the mossback will drop further and further to the rear, unless he wakes up and gets in the procession. The merchant on the main street, who persists in doing business in an absolute fashion with the bulk of blue bottle tills up and down the windows the principal sign of life in the store, will soon find his rent raised, and as his business doesn't justify the raise, he will be forced to move into a cheaper storefront on a back street to make room for a more progressive merchant, who finds no difficulty in paying the rent asked, because he advertises.

This will be the fate of the mossback merchant. He will still do a small business with old customers, but as they age, one sell out and drift away, or are attracted by bargains offered by the live ones, he will fall further and further into the realm of the forgotten.

## COMMUNICATIONS.

## Judge Dunn and His Policies.

To the Editor:

Judge Dunn in one of his published letters kindly informs the "voters" that if elected to succeed himself, he will pursue the same policies which he has pursued while in office."

Let us look at these "policies," which he has pursued and see how much hope the tax-burdened public has of being relieved from the "oppressions and cans" which it has borne during the term of Judge Dunn.

Firsts—We have had an outrageous, illegal, arbitrary, unreasonable and inconsistent assessment imposed upon the people, and this without even an opportunity to object to it. This is one "policy" he will follow if he is re-elected. About promise?

Second—He will "impose upon the taxpayers a flat rate of 60-2-3 per cent on all assessed property values and then call that 'equalization' with no regard to the present inequality of distribution of such act."

This is a most ridiculous piece of information. All taxpayers may expect to have their taxes raised and another "flat" imposition of 60-2-3 per cent or more made upon them. This is what will be his policy. Great things have happened and adheres to it, even though it may be radically wrong. So, Mr. Taxpayer, you know what to expect. Elect Judge Dunn that you may have higher taxes.

Third—That heretofore taxpayers have been taxed more than they ought to pay, to show those that they have been paying too much. Now, Judge Dunn will still pursue this "policy" and all taxpayers may know by their taxes that they have been paying too much, but this will help them, for in the wisdom and bene of Judge Dunn, it is a good thing to do, and a most fitting course. It is like putting a load on a man's back year after year that he may know that the year before he was carrying too heavy a load, and such wonder-

ful knowledge will help him to find out that he has been carrying a load, and one which he ought never to have carried at all, and no relief is offered, for the same policy will be followed.

Fourth—That this county receipts will not be "expended," no matter how bad they may be, or how necessary for taxpayers to know what is being done with their money, and what has been done with it for years. Excellent judge. The honest man or corporation needs and does not ever fear publication.

Fifth—That money raised to improve roads in one road district, will be expended in another road district, and special localities will be favored at the expense of the road districts whose money is thus used outside of their own road district. Let the people of the country and outlying road districts take notice of this, for Judge Dunn will pursue the same policies in the future if elected as he has pursued in the present administration. Most hopeful outlook for the improvement of the "roads and highways" which for part of the year are almost untravelable. Yet this is promised us. So vote Dunn in that we may have bad roads and money taken from the district in which it is raised to be expended in other and favored districts.

Sixth—That he and the assessor will sit in their offices in Jacksonville and take the assessment roll, and after due deliberation, make judgment and expert mathematical computation, will decide that 60-2-3 per cent raise on all property will make it equal to all, whether the widow's little home, the pauper's hovel or the rich man's fine residence, or the big fruitgrower, or large farmer are considered. Wonder full! Wonderful is the wisdom of our Judge Dunn, and still more profound the reasoning of our "equalization," and even more wonderful the "mathematical" knowledge the dear public has gained. It may be that the "legislature" will create in our "state university," "you, in our public schools, a department to teach this exact science to show how to equalize without ever equalizing.

Seventh—That as Judge Dunn told the people a raise of 40 per cent had been made in taxes when in fact a raise of 60-2-3 per cent had been made, it may be Judge Dunn will continue to pursue the same policy of misstating the exact facts to the public, if the dear people can be induced to give him another term.

We are always glad to have the plan and policy of those who offer themselves for public office, and we are pleased to know that Judge Dunn will, if reelected, give us higher taxes, expend our road money where it does not properly belong, will not have the county records experts; will make a "flat" raise on all taxable and taxed property of 60-2-3 per cent; will continue to tax the people each year more than they ought to pay that he or she may know that they have been taxed too much the year before.

## TAXPAYER,

## LUMBER PRICES LIKELY TO ADVANCE AGAIN SOON

Lumber is likely to advance as the building season becomes brisker, says the Portland Evening Telegram of last Saturday. Lumber was quoted last year as high as \$15 base, but the cutting off of the eastern markets last fall by the advance on freight rates served to reduce the demand materially, and this was further weakened by the slump in prices at San Francisco and the decline of building operations resulting from the panic of October.

A good deal depends on the supply of logs as regards the quotations on lumber," a dealer said, "and if the logs continue to become scarcer the figures will advance and the increased cost of production will have to be offset by an increase in the price of lumber.

"Logs have been getting less plentiful from week to week on account of the shutting down of the logging camps, and the rafts that were so plentiful in the Cowlitz and other streams tributary to the Lower Columbia last fall have well nigh disappeared. With the expected opening up of the San Francisco market and the renewal of shipments east along in the summer it is more than likely that a sharp advance will take place in the quotations on lumber within a short time."

CITY TREASURER'S NOTICE.  
Office of City Treasurer, Medford, Or., March 23, 1908.

Notice is hereby given that there are funds in the city treasury for the redemption of all outstanding warrants issued against the Light and Water Fund protested August, 1897, and Warrants Nos. 1295, 1296, 1297, 1298, 1299, 1300 and 1301, protested September 5, 1907. And all outstanding warrants issued against the street and road fund, interest on the same will cease after the above date. J. L. JACOBS, City Treasurer.

## CITY TREASURER'S NOTICE.

Office of City Treasurer, Medford, Or., March 18, 1908.

Notice is hereby given that there are funds in the city treasury for the redemption of all outstanding warrants issued against the Light and Water Fund protested August, 1897, and Warrants Nos. 1295, 1296, 1297, 1298, 1299, 1300 and 1301, protested September 5, 1907. And all outstanding warrants issued against the street and road fund, interest on the same will cease after the above date. J. L. JACOBS, City Treasurer.

## JACKSONVILLE ITEMS.

Attorneys R. G. Smith and George L. Durham are up from Grants Pass attending circuit court.

Mrs. Mary Town of Medford is in town this week on business.

Leander Neil, John E. Polton and J. S. Butler, three prominent Ashland men, came down Monday to attend to legal matters.

Mrs. William M. Colvin of Medford and Miss Colvin of Corvallis spent the day in the Mrs. C. L. Reames Monday.

Joseph A. Hammerly or Gold Hill was in town on Monday.

Attorneys Kellor, Wellington and Pashley are among the Medford lawyers who are attending court this week.

## Cue Steer Brings \$64.40.

PENNBROOK, Or., March 23—Several instances have been recorded lately where fat steers have brought fancy prices, but Sam Lamborn of Athens has just sold one which heads the list this season. The animal weighed 1840 pounds and brought \$64.40 to the owner. This steer is at Durban breed, and was bought by Sam Lamborn, buyer for Fred, Braden & Co., of Seattle. The nearest approach to this price was that received by R. N. Stanfield at Echo for a bunch of over 300 steers, which he sold to the Portland market, three weeks ago, for an average price of \$62 per head.

**H. M. CAKE**

CANDIDATE FOR REPUBLICAN NOMINATION FOR UNITED STATES SENATOR AND CHAMPION OF STATEMENT NO. 1, WILL MEET AND ADDRESS THE PEOPLE OF JACKSON COUNTY UPON THE ISSUES OF THE CAMPAIGN AT

**MEDFORD OPERA HOUSE**  
Thursday Even'g  
**MARCH 26th**  
EVERYONE CORDINALLY INVITED.

**MEDFORD OPERA HOUSE**  
CHAR. HAZELBROUGH, MANAGER

**Tuesday Mar., 24**  
WM. P. CULLEN PRESENTS  
PIXLEY & LUDES'  
MERRY MUSICAL MASTERPIECE  
**"THE BURGOOMASTER"**

WITH GUS WEINBURG, RUTH WHITE AND OVER HALF A HUNDRED OTHERS, INCLUDING THE FAMOUSLY ORIGINAL KANGAROO GIRLS. ORIGINAL PRODUCTION. A VERITABLE TRIUMPH. BIGGER, BRIGHTER, BETTER THAN EVER. NEW SONGS, IDEAS, SURPRISES.

CITY TREASURER'S NOTICE.

Office of City Treasurer, Medford, Or., March 23, 1908.

Notice is hereby given that there are funds in the city treasury for the redemption of all outstanding warrants issued against the general fund.

Interest on the same will cease after the above date.

J. L. JACOBS, City Treasurer.

## WOMEN TO SOON WEAR

## HATS TWO FEET HIGH

CHICAGO, March 23.—The new "campaign hat" which Dunn Fashion has devised for women, is black, two feet high, composed of fine lace, and has an English cockade as its chief distinguishing feature. It is the latest expression of the art of millinery. In short, it is "it" on which you gaze. Thus, at any rate, is what was declared today by milliners from all parts of the country, who have come here for the annual convention of the National Milliners' association. It is admitted that the "campaign hat" will cost anywhere from \$10 to \$100, but it is pointed out it always has cost money to be fashionable, and the present spring is no exception.

"Logs have been getting less plentiful from week to week on account of the shutting down of the logging camps, and the rafts that were so plentiful in the Cowlitz and other streams tributary to the Lower Columbia last fall have well nigh disappeared. With the expected opening up of the San Francisco market and the renewal of shipments east along in the summer it is more than likely that a sharp advance will take place in the quotations on lumber within a short time."

## 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. Sleepy accommodations and small amounts of cash in connection with these tickets may also be furnished at the same time."

## POLITICAL CARDS.

FOR COUNTY JUDGE  
J. R. NEIL  
Candidate for the Democratic Nomination.

FOR SHERIFF  
WILBUR A. JONES  
Candidate for the Democratic Nomination.

## New Jewelry Store

DIAMONDS  
WATCHES  
JEWELRY

FAIR WATCH REPAIRING  
a Specialty

MARTIN J. REDDY  
C STREET, Near Postoffice.

**Massage Parlors**

ELECTRIC LIGHT  
FERDIE  
AND  
GALVANIC

HOT AND COLD SPRAY  
SALT GLOWS

MRS. C. A. MOORE  
THE ODELL, Over Postoffice

## Mrs. Elizabeth H. Morrison

CHINA PAINTING AND WATER-COLORS  
Box 208 A St. West, Tel. 325

**The Medford Brick Co.**  
Composed of W. G. PRIDDY, O. D. NAGLE, G. T. O'BRIEN, manufacturers  
COMMON AND PRERESSED BRICK.  
General contractors and builders in all branches. Plans and estimates  
Furnished. All work guaranteed.

LIME, PLASTER AND CEMENT FOR SALE.

## Mrs. Irene Hampton Isaacs

Instructor of Piano, List Method

Studio at Residence, North Street

Phone 824

## The Medford National Bank

MEDFORD, OR.

CAPITAL \$50,000.00 SURPLUS \$10,000.00

Safety Boxes to Rent. A General Banking Business Transacted. We Solicit Your Patronage

## SPECIAL ATTENTION

to business men and contractors on our deposits.

Business men and contractors dealing with us. Your business will receive

our best attention.

J. H. ENTHART President

JOHN J. CULLEN Cashier

W. H. JACKSON Asst. Cashier

W. H. CULLEN Vice President

G. H. LINCOLN Clerk

W. L. VAWTER President

J. H. LINCOLN Cashier

W. L. VAWTER Vice President

J. H. LINCOLN Cashier

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