Medford Daily Tribune A Live Paper in a Live Town.

Published every evening except Sunday Medford Publishing Company.

0. PUTNAM, Editor and Manager. Admitted as Second Class Matter in the Postoffice at Medford, Oregon. Subscription Rates:

One month, by mail or carrier ... \$0.50

One year, by mail...... 5.00

THE ADVERTISING FARIE

A prolific field for the man with lat of brass and no invested capital is that occupied by the advertising fakir He travels about the country on his aerve and jawbone, never staying long in any one pince and never working the same field again. He can't. The people won't hite twice for low, but they will for the next oily tangued grafter that comes along.

grafter that comes along. The advertising faktr availity has some scheme or other out of the or dianzy rait that he springs on the pub-lie that likes to be hambingged. His patrons are those who do not under stand advertising and he usually fightsky of the large advertisers who know the game. His victim's cannot tell the the game. This vietness cannot ten the chaff from the wheat, and as long as they see their mane in print do not know whether they reap results or not. The scheme he works varies with the

locality. Sometimes he tries one thing sometimes another. But it is never any thing that brings returns to the in hang that brings retarts to the in vestor. He will tell you, if you ask him, that the public won't bits at a legitimate proposition, but they will fall over themselves to take hold of a fake one, just as they will to buy wildeat mining stock, and seorn a proven divi

dend-payer. Sometimes newspapers lead them selves to his game, but always to their own loss and his profit. He gets his money and elears out, leaving the pa per to live if down:

A conspicuous example of the adver-tising fakirs' skill along this line is a scheme that he has successfully worked in all southern Oregon towns. He has in all sources Organ lowes. It is not a plate representing a boose unde, ar-ranges with a local paper to print it on a percentage basis, and sells cards on all parts of it at so much per. It is impossible to get much more than business card on this bouse, and it valueless save for the cumulative effect of keeping a name before the public, like a billboard, and is in reality so much dead space, without store news to make the advertising attractive or read

able Yet the merchants and business men who cannot possibly trace a penny worth of business to the money the spent, will refuse to patronize the legit imate advertising columns in a newspa per struggling for existence, claiming that it doesn't pay to advertise, in or der to support some traveling grafter without a cent invested in the commu-uity. As for returns, they might as well throw their money away

The atmosphere of Medford is so reolent of the aroma of fruit that the citizens propose to adopt harticultural names for their streets. If you consult a Medfordite you will learn that the city as a whole is a "peach."--Pacific Outlook.

NEW CENTRAL COMMITTEE FOR KLAMATH REPUBLICANS

Following is the personnel and offi cers selected of the newly-elected re-publican county central committee of Klamath county: C. T. Oliver, chair new Farsh Asland Kumath county, C. T. Ohver, chair man; Frank Ankony, socretary, Fred McKendree, Vivian Evans, W. P. Sodge, R. C. Cowley, S. C. Hannaker, R. C. An derson, E. M. Leever, O. C. Brown, K. I. Coleman and Jesse Strotts, At the initial specting of the new committee the official were elected and the following delegates to the state convention and congressional conviction for the trist district appointed:

L. F. Villits, George Noble, E. F. Fitch and C. E. Hoyt, H. L. Holgate of Bonanza was selected as member of the state control committee and first in White of Clamath Palls as easy. aland coun theman.

ORDINANCE NO. 152 An Ordinance providing names and numbers for the streets and avenues of the City of Medford, Orego

The new Jackson county republican central committee is composed of the following committeemen elected at the recent primary election; East Ashinand-J, A. Hurvey, West Ashinand-J, E. Young, Barron-G. W. Barrow, J. M. Wag-Barron-G. W. Barrow, J. M. Wag-ner tie voic), Talent-H. H. Goddard.

Talent-H. H. Goddard. Phoenix-L. A. Rose, Astioch-K. D. Jones

Applegate—M. A. Van Gorden, J. D. Whitehead (tie vote), Central Point—W. J. Freeman, Sagle Point—N. L. Narregan, Flource Rock—S. S. Aiken, Gold Hill-J. L. Hammersley, North Jacksonville-J. H. Bellinger North Medford-Hornee Nicholson, Mound-W. H. Noreross, D. W. Beck

tic volc). Sams Valley-J. C. Pendleton. Trail-A. A. Hall, Thomas G. Span er (fie vote).

In the following previnets no com-mitteemen were elected, and the his provides that such vacancies shall b filled by the county committee: Bij Butte, Climax, Poots Creek, South Incksonville, South Medford, Lak Ureek, Mendows, Rock Point, Roxy Point, Roxy Sterling, Union, Watkins, Willow Springs, Wimer and Woodville. Th munitue also decides ties.

The committee has elected N. L. Nar gan as chairman and J. A. Harve a accretory

STEER PROVES COSTLY WHEN TAKEN INTO CIRCUIT COURT

Circuit court has been in se knuts Pass since the first of the week there are a goodly number of case the equity side of the docket, including of divorce cases. There is but one criminal case, It is

of long-continued interest, in which A Revuolids such R. P. George for the replevin of a steer worth #20. The matter was submitted a jury, which

wrestled with the evidence for two day ad one night, and in order to get rect conclusion held the hide up befor an electric light, and this act exposed a former brand underneath the presen identification and threw the case to the defendant.

In the face of this also comes a con-bill in the justice court of \$74, as some of the witnesses had to travel a dis-tance of 90 miles. The costs in the cir-enit court will bring a@total of about

PORTLAND BUSINESS MEN'S EXCURSION TO LEWISTON

the hundred and twenty seven Port and business men have signed up for the Lewiston Clarkston excursion, in elebration of the completion of the "Biparka cut off." The list will be nercosed lov-several others before Fri night, when the excursion is school lis dod to leave Portland. The party wif

return the following Sunday, May reaching Portland at 11:45 a. m. Golden Grain Granules lot of things that a kid who was been this side of the snow dools knam?(had much chance to get acquainted with. Those who have lived on both sides of

100 PER CENT PURE CEREAL COFFEE.

RESOLUTION he it resolved by the City Council the City of Modiford, Oregon, the Mayor approving. That there be, and is acreby called, a special election in said city for the purpose of submitting to the contrast of said city for their ap-proval or rejection, a proposed amend ment to Section 100 of the City Charment to Section 100 of the City Char-ter of said city, and such other mat-ters as any lowfolly he brought up at said election; that said election be held upon the 9th day of May, 1908, between the hours of 9 a. m. and f said day

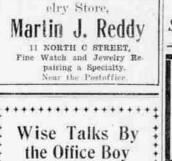
That the following are hereby desig-mated and appointed as the polling phases, and the judges and clorks of said elaction: For the First Ward—Polling place,

(d) City Hall, over Haskins' drug store Judge, George A. Jackaon, Judge, George A. Jackaon, Judge and cherk, J. U. Willeke, Judge and cherk, F. M. Jordan, For the Second Ward—Polling place. ample room, Hatel Nash. Judge, V. J. Emoriek. Judge and clerk, D. G. Karnen, Judge and clerk, H. H. Harvey, For the Third Ward—Polling place

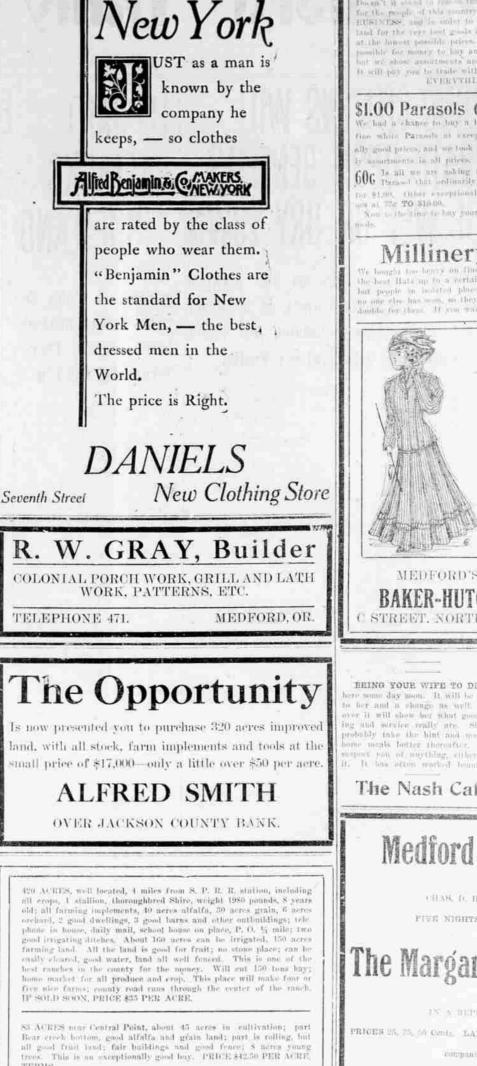
ty Hall. Judge, A. T. Drixko, Judge and check, F. M. Stewart, Judge and check, C. E. Collins. The foregoing resolution was adopted v the City Council April 22, 1908 Trowbridge coting aye, Eifert aye Wortman aye, Morrick aye, Olwell aye

Hafer avo. Approved April 22, 1998, J. F. BEDDY, Mayor, Attest: BENJ, M. COLLINS, Becorder,









The New Store the Place to Trade BELAUSE WE WANT YOUR Table country I Why? EUSINESS and to unler to get your business we have warched the and for the very last goals in all flues and we are adding these goals of the lawar possible prices. Not only do we get as goal goals as it is somilde for money to hay and a it then at very low average profits, at we show associate ets and keep new goals coming in all the time. to inde with the new store, for m EVERVTHING IS GUARANTEED. \$1.00 Parasols 60c 2.50 Suit Case\$1.95 huy Suit Cases we didn't buy the when Parmoleum exemption first lim that came along. but By good prices, and we took goodtooked at a number of the largest lines to be found, then we asked merchants in other towns 606 Is all we are asking for a paraset that ordinarily sells and got their opinions and then bought. \$1.90. Other exceptional cal-1.95 for a Sair Case worth ev-ory cont of \$2.50. Other similar values to \$17.50. - the time to hav your par-Sacrificed Millinery bought too heavy on the Millinery for this season. We bought best lists up to a certain price over shown in southern Oregon, people in isolated places seem to desire that they have something a, so they have their hars made and alimit the for threa. If you want a had no save YOU HALF NOW. Suit Sale All Suits Must go slium Saits for \$12.50 Suits for\$9.00 .\$13.50 \$25.00 Suits for\$19.00 \$29,00 \$25,00 stitute Suits for a concentration (20,00) Suits for \$22.00 MEDFORD'S MODERN STORE BAKER-HUTCHASON COMPANY STREET, NORTH OF JACKSON CO. BANK. BEING YOUR WIFE TO DINE summ day noon. It will be a ve what model on ably take this hint and make we you of anything, either. To De loss altern worked beautiful) The Nash Cafe Medford Opera House UHAS, D. HAZELBIOG. Manager FIVE NIGHTS. COMMENCING APRIL 28TH The Margaret Iles Company IN A DEPENDORE OF DRAMAS. PRICES 25, 25, 50 Cents. LADIES FREE on Opening Night When Ac-

companied by a Pard Ticket.

Isn't it Reasonable?

Made in



NEW REPUBLICAN CENTRAL COMMITTEE ORGANIZED

Whereas, there	are :	ā 10	mber	of
streets in the city	of M	letton	l, ore;	toni.
which have no off	teial:	mines	Carate	ile.
nations; and,				

whereas, certain names hereisfore It tastes like coffee. It looks given to the strests of the city decar in duplicate, or are otherwise desured like coffee and it smells like

andesizable; and,

and have recommended the adaption of curre the best flavor, the extrans and numbers for all of said streets, which names and numbers for all of greatest strength and an ar-

amendations:

That hereafter the respective manon, numbers and designations of the streads cially declared to be as shown upon the official plut of said city, as this data revised and corrected by the city engineer, and that the respective names and the names of said streets which may by this council authorized or adopted

Trowbridge voting aye, Eifert aye, Wortman aye, Merriek aye, Hafer aye, Olwell absent. Approved April 21, 1908. J. F. REDDY, Mayor, Attest: BENJ, M. COLLINS, 719 Recorder.

S. P. De Rozonm, manager of the United States hotel at Jacksonville, was a business caller in Medford Tuesday.

Whereas, the Greater Medical data in conjunction with a committee of Discouncil, have revised the names of grains, blended so as to pro-

Now therefore, the City of Montanet and night, doth ordain as follows:

numbers so shown upon said plat, and no others, shall be used in establishing any system of marking or indicating the name of marking or indicating

The foregoing ordinance was passed by the City Council April 21, 1908,

Golden Grain Granules is and avenues of the fitty of Melford, especially recommended to Basi 7th Street, rear of Merrina. Oregon, shall be and are hereby offithose suffering from heart trouble, nervousness, consti Nearly 2-pound package for 25c, all retail grocers. Wholesale by or to Condor P. B. Theiss & Co. Waler Power Co. Of fice 206 W. 7th st.

Medford, Or.

opp, hig electric sign-



Phone 355.



0

PHONE 1051.