

AN ENTERPRISING STORE

And How It Has Been a Benefit to Medford.

Its Inception.

One year ago last June two young men arrived in Medford looking for a location for a ladies' furnishing goods store. They were in Medford just two days, when they decided to locate here and had arranged for a room in a new building which was to be erected during the summer.

The Opening.

was held one year ago the first of last October, commencing at 2 p. m. in the afternoon in the room next to the post-office. This was an unusual time to open a store, but these men were different, and have been doing things differently ever since that time.

The Merchandise.

consisted principally of ladies' ready-to-wear goods, furnishings and notions, and when they started in a small stock only was carried, but this was constantly being increased until today this store carries the largest stock of ready-to-wear and furnishings for women and children that can be found in all of southern Oregon.

From a stock of about \$4000 this store has increased until now a \$20,000 stock is carried.

The Departments.

were originally ready-to-wear garments, corsets, ribbons, notions, underwear, hosiery, gloves, handkerchiefs, belts and jewelry; but to these have been added millinery, bedding, dress goods and staple-piece goods, travelers' supplies, embroidery silks, Butterick patterns, infants' wear and headwear, etc., etc.

Benefits to Medford.

This store ushered in a new and modern merchandising system in Medford and brought the products of the best manufacturers and mills almost to the very doors of Medford citizens. It was almost as good as having a big city department store come to town, for not only did this store show very large assortments, but it made prices that were never made before in Medford. It has furnished employment to from six to 16 people or as big a payroll as any other business house in Medford.

It has caused the erection of two of Medford's most handsome business blocks. It boosted Medford as much as any other business in the length of time it has been here, both in and outside of Medford, and both with money and in other ways. It has always come through with donations, whenever called upon—if the cause was good.

It has saved the people of Medford in the form of extra profits on merchandise something over \$10,000—this is a rough estimate, but not far wrong—for it has not only been able to buy goods for less money than most stores in towns of this size can buy, but has turned around each time and offered these goods to the people for less profit than they were being sold for elsewhere in Southern Oregon. It introduced the first show windows into this city—that is dry goods windows—thus giving to the people the benefit of a display that enabled them to know about the new goods as soon as they arrived in town.

It has always advertised extensively, adopting the fearless method of acquainting people with the goods and prices. It has never sneaked around and found out a competitor's price in order to reduce this same thing quietly at the store.

It has sold goods at one honest price to all—if a price was reduced it was advertised so that all had the same chance.

It has brought the new goods to Medford almost as soon as they made their appearance in the east, and sold them at reasonable prices.

It has constantly shown the new goods instead of picking up auction goods and passe styles and bringing them here to sell for large profits as has been the practice with some stores.

It has kept an attractive store at all times where all were invited to visit but where no one was urged to buy—feeling that people are better satisfied who buy without urging.

It has guaranteed every article sold, thereby protecting its patrons from unsatisfactory goods. Few stores are as liberal as this in the matter of guaranteeing their goods.

It has inaugurated many sales that are seldom attempted in any but the largest city stores. One of these sales alone will save the people of Medford thousands of dollars in the course of a year.

A Greater Store for a Greater Medford

Each day we plan to make this store a greater store—to cut a new notch just a little higher on the tree of success a notch a little higher than the day before. Every store has its mission, and ours is well defined. Team work is behind our every action and effort, and each helper, has his or her duty to perform and does it gladly and cheerfully. Courteous service to our customers is our aim each day to demonstrate our usefulness to the community. What can a man, a hundred men do better than that!

Josh Billings said, "I love a rooster for two things—for his crow and his spurs to back it up with." The remarkable bargains offered by this store seems strange to some merchants.

But this store does not worship tradition—old ideas must step aside for better ones. Some have even gone so far as to say that this store is cutting its own throat by offering new goods at reduced prices at the beginning of the season. How does this store sell so cheap? Here is the reason—this store studies the market—watches it—searches and seizes it—buys when prices are lowest—picks up good goods at special concessions when they can—and they found that they could very often. Then they are satisfied with small profits.

Summing Up

We find that this store now occupies a storeroom with 50 feet frontage and the shelves and hanging racks are crowded with the best merchandise that money can buy.

This store has gained a following that is constantly increasing, because their patrons have come to rely upon the fact

that everything offered for sale is exactly as represented. Their advertisements contain only the truth. No clerk is allowed to misrepresent and everything is guaranteed to give satisfaction or the money will be cheerfully refunded. We have no hesitancy in commending you to the

BAKER-HUTCHASON CO.

HIS HEAD WAS HARD ENOUGH TO BREAK PIPE

WALLA WALLA, Wash., Nov. 20.—Robert Johnson, a young carpenter, did not know until today, when he regained consciousness, that his skull was hard enough to break a cast iron sewer pipe in a 20-foot fall.

Johnson fell that distance yesterday while he was shingling a roof, his head striking the pipe. With a part of his skull caved in, he was rushed to a hospital, where an operation was performed. His chances for recovery are good. An examination of the pipe showed the damage done by Johnson's skull.

ARRESTED FOR MURDER AFTER FOURTEEN YEARS

LOS ANGELES, Cal., Nov. 20.—Charged with murder for slaying his brother 14 years ago, Perry Holden, a Spanish war veteran, who has been known as Harry Whitaker, today said he would waive extradition and return to Roanoke, Va., to face his accusers. When arrested late yesterday at the soldiers' home at Sawtelle Holden was preparing to flee, having been warned by a sweetheart at home that the officers were on his trail. He admitted shooting his brother, but said that it was in self-defense, as he was being strangled in a fight following a quarrel over \$2.10. He did not know that his brother was dead, as he ran away as soon as he saw him fall.

NOTICE
Is hereby given that the undersigned will apply at the regular meeting of the city council of Medford, Oregon, on December 1, 1908, for license to sell malt, vinous and spiritous liquors in less quantities than one gallon, at lots 14, 15 and 16, block 21, in Medford, Oregon, for a period of twelve months.
YOUNG & HALL.
Dated November 21.

You can find it at Hussey's Cash Store

MEDFORD THEATRE

One Night Only
Friday, November 20th,
The Celebrated Actor
MR. LEE WILLARD
and a splendid company in
SOL SMITH RUSSEL'S
great comedy,
A Poor Relation
Note the prices—25c, 50c,
75c and \$1.00.
Seats on sale Thursday
a. m.

SAVOY
Tonight and Saturday.
"HELD BY BANDITS"—Portraying the thrilling adventures of American tourists in the Alps. The wives of the mountains alone are worth the price of admittance.
"THE POOR OFFICER"—Showing a scene, true in many cases, of an American officer whose salary is not adequate. A beautiful love story runs throughout.
"THE HELPLESS HUBBY"—Just a laugh producer.
Miss Eifert will sing an illustrated song in her usual clever manner. Miss Eifert will sing an illustrated song in her usual clever manner.
Admission 10 cents.

High Grade Canned Goods
We have added to our already complete stock of high-grade groceries a full line of the incomparable "Preferred Stock" Canned Goods. These goods are packed where the berry is grown. We will take pleasure in quoting you prices on this line, as we believe we can interest you. Once a customer, always a customer, is the motto of Preferred Stock goods.

Allen & Reagan
Groceries, Chinaware, Fruit and Feed
Phone Main 373.

WEAR PROOF

BOYS' AND YOUTHS' NEW SUITS
Boys' good Suits in Buster Brown and double-breasted styles at \$3.50 and \$5.00.
Boys' natty double-breasted Suits in new brown, gray and blue shades at \$3.50, \$4.00, \$5.00 and \$6.00 each; sizes 4 to 15 years.
Boys' odd Knee Pants in wool suitings and corduroy at 50c and 75c pair.
Boys' corduroy—Knickerbocker style—School Pants at \$2.00 per pair.
Boys' corduroy Long Pants with seams and cuffs at \$4.00 per pair.
SEE WINDOW DISPLAYS.
DRY GOODS, SHOES, FURNISHINGS
Van Dykes

Surely You Have Read About The THANKSGIVING SALE
Have You Attended Yet?

Our Thanksgiving Sale is attracting a lot of buyers these days and, as far as we can learn, everyone goes away satisfied. The question is: Have you taken advantage of this opportunity to save, especially on Linens, Towels, etc.? If you think you are going to need any thing of the kind for a year, now is the time to buy. We urge you to come and examine these special values. If you are not attracted by the values we will not urge you to buy.

Make Us Prove This
You never saw such values as we are offering at the
SALE OF LINENS, TOWELS, ETC.
LADIES' SUIT SALE
LADIES' AND CHILD'S COAT SALE
LADIES' SKIRT SALE
THE SALE OF FURS

A visit to the Store will prove that we save you money.
MEDFORD'S PROGRESSIVE LADIES' STORE.
BAKER-HUTCHASON CO.
CENTRAL AVENUE, JUST NORTH OF JACKSON COUNTY BANK.

RUBBERROID ROOFING
is in use on more buildings all over the world than any other roofing made. It is the world standard of roofing quality and has always given entire satisfaction where other roofings failed.
For sale by
CRATER LAKE LUMBER Co.

Thanksgiving Groceries at That Grateful Price Thanks to Cash

"Veribest Mince Meat in packages, each 10c	Thompson's Seedless "Sultana" Raisins, 2 packages for 25c
By the pound 15c	Fancy Re-cleaned Currants in 16-oz. packages, 15c each or two for 25c
"Garden Brand" Mince Meat in glass jars, weighing 4 pounds each, 56c	Large Eastern Cranberries, per the quart 10c
Sampson's Boiled Cider, per quart bottle 35c	Sweet Potatoes, Spices and in fact everything for the Thanksgiving board at the best prices in town.
Sweet Cider, by the gallon 25c	

Miller & Ewbank
Headquarters for Celery and all kinds of Nuts

GO SOUTH! Make arrangements to visit California this Winter :: :: ::
Get a taste of the delightfully mild climate known only to Southern California. There you will find an abundance of sunshine, bright blue skies, a clear, bracing atmosphere, congenial associations and invigorating healthful recreations too numerous to mention.
Resorts are there, some with world-wide reputations as Los Angeles, Paso Robles, Hot Springs, Long Beach, Santa Barbara, Hotel del Monte, Santa Cruz, San Diego, Santa Monica, Venice, and commodious, delightful stopping places of lesser renown. All maintaining the California standard for hospitality, and faultless accommodations.
SOUTHERN PACIFIC COMPANY
Will be glad to supply some very attractive literature, describing in detail the many delights of winter in California.
Very low rate round trip excursion tickets are on sale to California.
The rate from Portland to Los Angeles and return \$55.
Limit, six months, allowing stop-overs in either direction. Similar excursion rates are in effect to all California points.
For full information, sleeping car reservations and tickets, call on telegraph or write either
A. S. Rosenbaum, Agent, Medford, or Wm. McMurray, Gen. Pass. Agt., Portland, Oo.