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It is so good we cannot obtain a better coffee—not if we paid \$1 a pound for it.

Everything about Folgers' Golden Gate Coffee is perfect, and we sell it with the positive guarantee that it will please you.

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GROCERIES, CHINAWARE, FRUIT AND FEED.

**Delicatessen and Bakery**

Under new management. First-class baking and everything in Fine Lunch Goods. Give us a trial.

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The Jackson County Bank respectfully solicits your account, subject to your check, with the strongest guarantee of safety and efficiency.

We offer the highest attainment in systematic banking service, which assures the greatest care in every financial transaction, with this obliging institution.

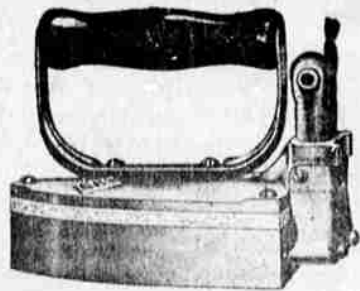
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**Foundry and Machinist**

All kinds of Engines, Spraying Outfits, Pumps, Boilers and Machinery. Agents in Southern Oregon for FAIRBANKS, MORSE & CO.



New 1909 Model

**Electric Irons**

Now \$5.00

Why not iron in comfort this summer? The Electric Iron heats in three minutes—no waiting, no changing irons.

We will send you an Iron FREE on ten days' trial. Write, telephone or call at our office, 206 West Seventh street, opposite the Big Electric Sign.

**ROGUE RIVER ELECTRIC CO.**

Successors to Condor Water & Power Co.

**LESSONS DRAWN FROM LAND SALES**

Oregon Journal Sees Great Revival From Mossback Period in High Values of Orchard Land.

Recent orchard sales in the Rogue River valley lead the Journal to deduct the following lesson:

For his nine-acre orchard a Hood River man has refused \$25,000. The offer was at the rate of \$2777 an acre, and the fact that the owner rejected it shows that he knows the value is in the land and the trees.

Last week the huge sum of \$335,000 was paid for orchard land and orchards in the Rogue River district. The 300-acre farm of F. H. Hopkins, of which 240 acres is set to trees, was purchased by Mr. Laime, G. B. Phillips and S. A. Mendenhall of Roseman, Mont. The 170-acre orchard of Wm. Stewart went to Geo. Duggett of Minneapolis for \$85,000. Another fruit farm of 140 acres went to C. H. Rowell of Cedar Rapids, Ia., at \$80,000, and J. W. Meyers has sold his 20-acre orchard to A. C. Fiero of Chicago for \$20,000.

It has taken 60 years of life in Oregon to discover that these values are in the land. It is a discovery that was not reached by mossbackism. If the methods of grandfather and father were still in vogue the old values of \$10, \$20 or \$30 an acre would still be applicable to these lands. Two generations shot squirrels, chased rabbits and lived their allotted time on the soil of these two districts without discovering the literal mine of gold stored in its fertility. If the old mossback ideas of opposing change and of hostility to new methods were still prevalent, the lands would still go at the old prices.

For decades in Oregon, in its mossback era, apples were the prey of worms, fell from neglected trees and rotted by tens of thousands of bushels under the trees. By the same token and for the same reason, for years the trade of Coos bay went to San Francisco instead of Portland. By the same absence of progressive force, the vast trade of ocean commerce with Alaska has been temporarily lost to Portland, a city so rich with the means of inaugurating ocean commerce that it scarcely knows what to do with its money. The apples rotting on the ground and the lost commerce are memorable examples of lost opportunity and are twin effects of the old unwillingness of Oregon to accept a changed order. The land values at Hood River and Medford and the 20 vessels plying between Seattle and Alaska are an illustration of the millions we have lost. They show the great usufruct

**CROWDS FLOCKING TO SEATTLE FAIR**

Daily Increase Noted in Number Who Visit Exposition—Promises to Be Success.

SEATTLE, July 1.—That the crowds at the A.-Y.-P. exposition show a daily increasing number of tourists and visitors from outside points is testified by the managers of the various buildings and concessions, who have been noting the people at the exposition.

While for the first two weeks the crowds were largely from the vicinity of Seattle, a change has been noticed. Outside visitors are beginning to pour into the city. The rooms are filling up, but there is still ample provision for the accommodation of visitors.

The attendance at the exposition has continued remarkably large. Up to Sunday, June 27, about 600,000 paid admissions were reported by the gate keepers. This is a number equal to nearly half of the total population of the state of Washington.

The week beginning Sunday, July 4, will be one of the most important during the exposition. Sunday will see another free concert by the Seattle Symphony orchestra. The Norwegian Evangelical society will also give a concert on this day. This event has been carefully prepared and has attracted the attention of the Nodvegians over the entire coast.

On Sunday will also be held the Good Roads Conference of America, one of the most important conferences in the history of the west.

we have failed to gather by opposing innovation, by objecting to new processes, and by pulling down men and measures that sought to lead us forward and onward.

Hood River and Medford have become rich by the alertness of their men. They punctured the crust of mossbackism and let in the light. They searched for the truth and found it. They longed for a changed order and created it. They studied orcharding as the bacteriologist studies his cultures or the chemist his test tubes. They devoured agricultural college bulletins on orcharding, soils and methods with avidity and strenuously applied the suggestions offered. They experimented and delved until the truth stood vividly revealed. Their asset was that which is the difference between vigilance and mossbackism. Their reward is land selling at \$500 to \$2777 an acre. The apples that rotted under the dismal trees have become the head of the corner. Progress pays. Mossbackism is blight.

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**Timber and Coal Lands**  
ENGINEERING AND SURVEYING CONTRACTS TAKEN AND ESTIMATES FURNISHED.  
**B. H. Harris & Co.**  
**MEDFORD, OREGON**  
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THE  
**BUNGALOW**  
Tenth and Front Streets  
**GRAND OPENING**  
NEXT THURSDAY NIGHT  
**DANCING MUSIC**  
**BUNGASCOPE**  
MOTION PICTURES  
CLEANEST--NEWEST--BIGGEST--BEST  
Admission 10 Cents

**The Daily Tribune Popular Voting Contest**  
Fill in the name of the young woman you wish to vote for and the district in which she lives—bring or mail to Manager Contest Department, care of Daily Tribune, Medford, Oregon.  
This Coupon Counts as One Vote for  
Miss.....  
District No.....  
(This Coupon is not good after July 8.)  
Cut this out and vote for favorite.

P. C. Hansen. Tom Moffat.  
We make any kind and style of windows. We carry glass of any size on hand.  
**Medford Sash & Door Co.**

**IF YOU INTEND TO BUILD A COMFORTABLE HOME**  
Cool for Summer and warm for winter—then build a good solid comfortable EASTERN HOUSE—two stories and garret; this can be built for the same price as a bungalow—come and see  
**WILLIAM WINKEL**, Architect, General Contractor, 30 years' experience—First Class Workmanship Warranted. Plans and Specifications Free of Charge—Orders Expected at Residence, 244 West Fourth Street, Corner of Ivy Street, or at 103 Main St.  
J. W. DRESSER'S OFFICE.

Mr. Investor—Have you seen the modern home—seven rooms in the space and cost of four rooms; iceless refrigerator, built-in buffets and dressers; cabinet kitchen.  
J. A. McINTOSH, Architect,  
Third Floor Medford National Bank Building.

**BRIDGE RINGS**  
I have just received a new line of Bridge and Shirt Waist Rings.  
**Martin J. Reddy**  
The Jeweler  
Fine Watch and Jewelry Repairing. All Work Guaranteed. Near Postoffice.

**THE NATION'S BIRTHDAY**  
the great and glorious Fourth of July, do not remain in obscurity because you are not free and independent enough to call on your friends for look of suitable attire. Our facilities for supplementing your wardrobe with the finest and most fashionable clothing are unequalled. We guarantee absolute satisfaction in cut, fit and finish of any garment made by us.  
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