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SUBSCRIPTION RATES


The Tribune is for sale by Hotel Portiand News Stand, Portlanü, $n_{8}$;
JUST A PLAIN THIEF
The California nerve is superb. By its brazenness it excites admiration. Not long ago it startled the world by daring to dictate to the federal govermment. And now with remarkable effrontry, with shameless impudeninvites the world to eat at its table fruit form the Rogie River valler, whia $i$ ha beep rebaded, relabeled and offered as a Califnnia product. And by this act Califormia has placed nerself in the same class with the man who obfallis money under false pretenses.

Next week California, wide heralded as a land of sunshine, fruit and flowers, welcomes the world at its Portola festival in San Francisco. An admiring, albeit a confiding, world will attend. Some will remain to cast their lot with the Californians, others will return to their homes, there to tell of the marvelous beauty and quality of California's fruit. Her pears, her grapes, her apples, may well excite admiration, for they are grown in the Rogue River valley.

And California, unabashed and unblushing, will wel come their words of praise and glory in a greater reputation for the quality of her fruit, with a petulant contempt for the rights of others.

## REACHING THE BUYER.

The merchants who get the trade in these days of strenuous competition are the merchants who advertise, says the Potk County Observer. Successful business men ev erywhere agree that newspapers are the most effective and economical mediums through which to reach the buying public. Advertising on fences, programs, time-tables and the like is of doubtful value and is always expensive. As a rule, such schemes are grafts that benefit none but the men who are working them.

So apparent is the utter worthlessness of some of the schemes worked by smooth-tongued strangers that the Ob server office long ago adopted a rule that no such printing should be done on its presses. One instance where Dallas merchants were soaked to the tune of $\$ 125$ so impressel itself on the writer's mind that he has ever since steadfastly refused to permit his type and presses to be used in printing any such advertising matter for strangers, no matter how great the price offered.

It is possible that there is some merit in program advertising where the program is that of some local attraction or event, but ninety-nine times out of a hundred the schemes of traveling solicitors are grafts from start to finish.

The best advertisement of all-the kind that keeps the business world revolving-the kind that has transformed poor boys into John Wamamakers and Marshall Fields and George Peabodys-is the advertisement in the col umns of your little old home newspaper.



