

SOW GOOD SEED;
REAP GOOD HARVESTS

FIELD SEEDS GARDEN

We aim to handle as complete a line of field and garden seeds as can be had. It is useless for us to tell you growers what good seed means. Seed must be last crop, have been properly kept and prepared, in fact any little thing makes seed go wrong. We sell D. M. Ferry & Co. and C. C. Morse & Co. seeds, and that is guarantee enough as to their quality.

Look Over This List

GRAIN and GRASSES

Alfalfa
Red Clover
Timothy
Spring Wheat
Field Corn
Spring Oats

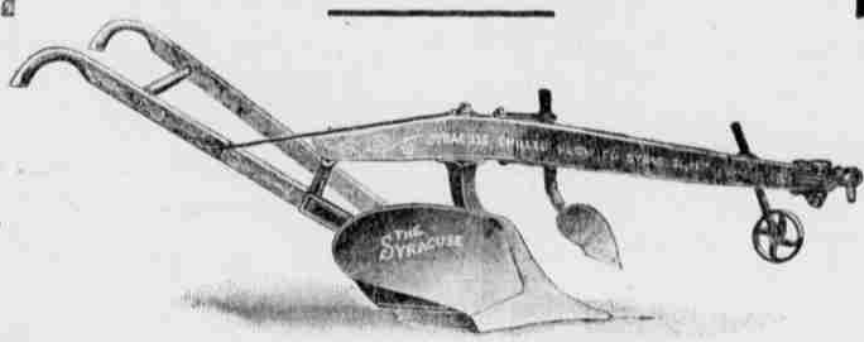
GARDEN SEEDS

Early Seed Potatoes
Onion Sets
Flower Seeds
Sweet Corn
Peas and Beans
All other varieties

A ALWAYS some big snaps on the "Bargain Counter." It is our aim to keep some genuine bargains on this table all the time that are being added to each week. Don't forget that for a full and complete line of DRY GOODS, CLOTHING, SHOES, FURNISHINGS AND GROCERIES this store is among the leaders.

SOUTHERN OREGON SUPPLY

GET BUSY AND DO
YOUR PLOWING



Now that the nice weather has come, why not get your plowing finished before you are rushed with other work.

You know from experience which is the best plow on the market. Come in and get our prices.

JEWELL HARDWARE CO.

C. F. COOK, President and Manager F. H. COOK, Treasurer
F. J. NEWMAN, Secretary

Rogue River Valley Nursery Co.

Incorporated
MEDFORD, OREGON
BULBS OF ALL KINDS SEEDS OF ALL KINDS
Growers of Reliable Nursery Stock, Fruit and Ornamental Trees, Shrubs, Roses, Vines, Palms, Small Fruits, Etc.
Write for Prices
Office 25 West Main Street Phone 1201

TREES

The biggest, best and most complete stock of trees in Southern Oregon.

Eden Valley Nursery,
N. S. BENNETT, Prop.

Box 823

Medford, Ore.

TALK ON ADVERTISING AND SALESMANSHIP

On Friday night Ben R. Vardaman, associate editor of the Merchant's Trade Journal, spoke at the Commercial club rooms in Grants Pass on the science of salesmanship.

Mr. Vardaman is a salesman of great experience and his clear convincing manner and speech held the attention of the comparatively large gathering of merchants and clerks. He spoke at some length on personality and suggestion in salesmanship and emphasized these two subjects with telling illustrations which reminded the merchants present of many like experiences. During the lecture he told many amusing stories appropriate to selling goods, proving his ability as a raconteur. He said in part:

"In salesmanship there are just three simple factors, so simple it seems hardly worth while to name them. They are yourself, the goods and the buyer.

"The thing one is taught the least about is one's personality. I have been in nearly all the universities and colleges of the states and the many students whom I have questioned replied they were not taught their own personality. And the same applies to students in business colleges, with one or two exceptions.

"Learn to look at yourself. Tomorrow morning go into your store and, as it were, watch yourself behind the counter. As a customer imagine the effect you have on yourself. Consider your personality; see if it is pleasing—magnetic. Some of you may have the idea that it is necessary to be a big, broad-shouldered man, with a piercing eye and so on. I can take you on the street corner and show you some such big men and they are repulsive.

"It is the thoughts in your head. You must have pleasant thoughts to have a pleasing personality. You can not think low, dirty tricks and smile. That is smile a whole-hearted smile—not a grin. Anybody can artificially grin. Try this experiment: Go before your mirror and smile. Then hold the smile and think low, hatred-bearing thoughts. You can't hold the smile.

"The buyer is lazy; that is, he takes the easy way—follows the line of least resistance. Don't put obstacles in his way. Don't expect to do much business up sixteen steps of stairway. One large store on State street, Chicago, has carried this idea so far as to remove the threshold from the doorway. Make the entrance so easy into your store that the customer may slide in.

"In salesmanship use the power of suggestion. And remember you can suggest either positive or negative thoughts. Never ask a buyer if he wants anything. Meet him and ask what you can do for him, what you can get for him. Always suggest the good points in your merchandise not the faults. For instance: I bought a wash boiler three or four years ago and the dealer said if I found any holes in it at any time to bring it back, as he stood behind and guaranteed the article. I never pass that boiler without thinking to look for holes. If I find one I will feel like sending it back—that I have not got my money's worth.

"You go into a confectionery store and call for 10 cents worth of chocolate creams. The storekeeper puts too many on the scales and then, one by one, the creams are put back until the right weight is reached. You watch and think, 'Stingy cuss, he is robbing me,' and go out of the store feeling sore, vowing never to go there again. Later you go to 'Old Uncle Bill Skiaem's' for a dollar's worth of sugar. He scoops out scoo-pful after scoo-pful and you wonder if he is going to give you the barrel for your dollar. You leave his store with a smile and tell everybody to go to 'Old Uncle Bill Skiaem's' to buy sugar. When you get home and put the sugar on the scales you find there is a pound

short. But you don't think you have been robbed. No one could make you believe it. The power of suggestion in the scoo-pfuls after scoo-pful appeals to your subjective mind, which is continually grinding away, telling how the stuff was scooped out."

After the lecture, as is usual with the Commercial club, a light lunch was served.

A representative of The Courier interviewed Mr. Vardaman at the hotel where he stayed for the night and asked for his opinion on the right and wrong way to advertise—a subject he had mentioned in his lecture as wishing to speak upon, but was unable to do so in the time at his disposal. He said:

"One of the things a merchant ought to consider in his ad is the good points of the merchandise he has for sale. The next is the news value of an ad. In other words, the telling of the story so that it is real news to the person who reads it. Tell of the wonderful value, the good quality and the fine items of manufacture." In this connection Mr. Vardaman showed a number of ads taken from mail order catalogues, magazines and newspapers. He explained how some ads produce results and some do not. "You will find," he said, picking up a mail order ad of a buggy, "that the first object that strikes the eye is the buggy itself, then the price. Next you read what a wonderful buggy it is, how many good points it has, and so that while you think the price is very cheap you think the buggy is the best on earth. This ad I am showing you sold 5000 buggies in one year.

"Now here is another ad, one taken from a newspaper. There is little selling value in it. The writer does not suggest any reason why the things should be bought. Practically all he says is that so-and-so sells such-and-such a thing. Not a price or reason for buying been given.

"Here is another from a newspaper. Notice the heavy black zigzag border and the flat and indefinite appearance of the text. While one attempts to read this ad the eye constantly wanders to the border. It is hard to read, says little and that little of no interest to a buyer, consequently the advertisement is worthless.

The power of suggestion enters into advertising the same as it enters into your store work. In fact, advertising is simply a form of salesmanship. The science of advertising is a large subject and I am unable to go deeply into it at this time. I advise the merchant to pay much attention to this feature of his business and to study the ways of writing ads followed by successful business houses."

Mr. Vardaman left for Portland on the morning train Saturday.

GOODBYE, DANDRUFF

A Clean Scalp for Everyone Who Wants One.

Parisian Sage will kill all dandruff germs and banish dandruff in two weeks, or nothing to pay.

It stops falling hair or itching scalp in two weeks, or money back.

It will stimulate the clogged-up hair roots, will cause the hair to grow and prevent the hair from turning gray and the danger of becoming bald.

Parisian Sage is a daintily perfumed hair tonic, that is not sticky or greasy.

Parisian Sage is sold by druggists everywhere and by C. H. Demaray on the money back plan. Try a 50 cent bottle and learn for yourself what a delightful tonic it is. The girl with the auburn hair is on every package.

BOXING BOUTS SANCTIONED BY MEXICAN GOVERNMENT

LOS ANGELES, Feb. 27.—Permission to hold boxing bouts at Tia Juana, just over the Mexican border line from San Diego, has been given to Louis Blot, the San Francisco fight promoter, according to an announcement here today.

Blot chose the sight to hold finish contests. He proposes to stage five or six of these each year. With the necessary permission signed and sealed by the Mexican governor at Ensenada, Blot is here today on his way home. He said he has three contests in view. The first of these is Moran-Wolgaert for the lightweight crown. The other two are between Sam Langford and Jack Johnson and Al Kaufman and the negro champion.

Tia Juana is 18 miles by street car from San Diego and easily accessible both by rail and boat.

Samuel Bowden and wife came in from Canyon creek Tuesday to visit with friends and look after business matters.

LOST IN THE SNOWS OF THE ROYAL GORGE

CANYON CITY, Colo., Feb. 27.—Thomas Jenkins, age 26, and Eugene Hawkey, age 17, are lost in the mountains near the Royal Gorge. A hundred men from Canyon City searched all night and today, but no trace of them has been found.

Two companions who became separated from the other two after terrible suffering found their way home last night.

A MAN'S STOMACH

Is Just as Good, or Bad as He Makes It.

If you are blessed with a good stomach be thankful and make up your mind to keep it good.

If you have a bad stomach; one that makes you feel miserable after eating; one that turns your food sour and causes gas to belch up in the mouth, then you want to get busy at once and turn your bad stomach into a good one.

How can this be done? you ask. Simply by using daily the best prescription for stomach ailment ever written.

What is the name of this prescription?

Wherever civilization exists it is known as MI-O-NA.

C. H. Demaray sells it for 50 cents a box; does more; guarantees it to relieve stomach distress, in five minutes; goes even further and says; if MI-O-NA doesn't cure indigestion, acute or chronic, or any diseases caused by stomach disturbance C. H. Demaray will give you your money back, without any haggling or red tape.

And this guarantee means that MI-O-NA stomach tablets, as most people call them will cure biliousness, nausea, nervousness, heartburn, foul breath, nightmare, and sleeplessness.

It means that MI-O-NA is such a wonderfully good remedy that it quickly turns a bad stomach into a good one, that will stay good, strong, and vigorous just as long as it is treated right. Try MI-O-NA ye men of weak stomachs, you take no risk. It is guaranteed by C. H. Demaray and druggists everywhere.

Polk's Oregon and Washington State Gazetteer and Business Directory

Just issued for 1911-12 is the most complete work of the kind published.

It contains an accurate business directory of every city, town and village in Oregon and Washington, and the names and addresses of country merchants and professional men, lumbermen, etc., who are located adjacent to villages; also lists of government and county officers, commissioners of deeds, state boards, statutory provisions, terms of courts, names of the postmasters, post-offices, express, telephone and telegraph offices, justices of the peace, hotels, daily and weekly newspapers; besides much other information useful to all classes of business and professional men. A descriptive sketch of each place is given, embracing various items of interest, such as location, population, distances to different points, the most convenient shipping stations, the products that are marketed, stage communication, churches, schools, libraries and societies. An important feature is the classified directory, giving every business arranged under its special heading, thus enabling subscribers to obtain at a glance a list of all houses manufacturing or dealing in any particular line of goods. The work generally is compiled to meet the wants of the business community and is so thorough as to deserve their liberal patronage. Price \$9. R. L. Polk & Co., Seattle, Wash.

Here is a Remedy that Will Cure Eczema—"We Prove It"

Why waste time and money experimenting with greasy salves and lotions, trying to drive the eczema germ from underneath the skin when C. H. Demaray at the drug store guarantees ZEMO, a clean liquid preparation for external use to rid the skin of the germ life that cause the trouble? One application will relieve the itching and often times one bottle is sufficient to cure a minor case of eczema.

In over 2,000 towns and cities in America, the leading druggist has the agency for ZEMO and he will tell you of the marvelous cures made by this clean, simple treatment for eczema, pimples, dandruff and all other forms of skin or scalp affections, whether on infant or grown person. Will you try a bottle on recommendation? C. H. Demaray Drug Store, M. Clemens.

Mr. and Mrs. G. C. Gardner arrived here Tuesday evening from Napa, Cal., to visit with their son, J. E. Gardner and wife. They expect to spend the summer in this city.

WASH THAT ITCH AWAY

It is said that there are certain springs in Europe that give relief and cure to Eczema and other skin diseases. If you knew that by washing in these waters you could be relieved from that awful itch, wouldn't you make every effort to take a trip to Europe at once. Would you not be willing to spend your last cent to find the cure?

But you need not leave home for these distant springs. Relief is right here in your own home town!

A simple wash of Oil of Wintergreen, Thymol and other ingredients as compounded only in D. D. D. Prescription will bring instant relief to that terrible burning itch, and leave the skin as smooth and healthy as that of a child.

If you have not already tried it, get at least a 25 cent bottle today. We assure you of instant relief. M. Clemens.

S. L. Leonards and W. J. Roberts, of Medford, who recently purchased the 40-acre tract known as the Smith and Loughridge place, will shortly subdivide this tract. They are having it cleared and platted with this object in view.

NOTICE TO CREDITORS

In the County Court of the State of Oregon for Josephine County. In the matter of the Estate) of Ruth Irene Kerley, de-)

ceased. Notice is hereby given that L. E. Kerley has been appointed as administratrix of the estate of Ruth Irene Kerley, deceased, by order of the County Court for Josephine County, Oregon, dated February 11th, 1911, and all persons having claims against said estate are hereby notified to present the same, duly itemized and verified to the undersigned administratrix or at the law office of C. H. Clements at Grants Pass, Josephine County, Oregon on or before six months from the date of this notice.

Dated February 13th, A. D. 1911, at Grants Pass, Oregon.

L. E. KERLEY, Administratrix of the estate of Ruth Irene Kerley, deceased. 2-24-5t

NOTICE FOR PUBLICATION

Department of the Interior, U. S. Land Office at Roseburg, Ore., December 21, 1910.

Notice is hereby given that Jenkin Bertram Harker, whose postoffice address is Linden, Wisconsin, did, on the 16 day of March, 1910, file in this office sworn statement and application, No. 05985, to purchase the N $\frac{1}{2}$ NE $\frac{1}{4}$ SW $\frac{1}{4}$ NE $\frac{1}{4}$, section 14, township 34 S, range 4 west, Willamette meridian, and the timber thereon, under the provision of the act of June 3, 1878, and acts amendatory, known as the "Timber and Stone Law," at such value as might be fixed by appraisal, and that, pursuant to such application, the land and timber thereon have been appraised at \$637.50, the timber estimated 450,000 board feet at 75cts per thousand, and the land \$300.00; that said applicant will offer final proof in support of his application and sworn statement on the 4th day of April, 1911, before the County Clerk, Josephine County, Oregon, at Grants Pass, Oregon.

Any person is at liberty to protest this purchase before entry, or initiate a contest at any time before patent issues, by filing a corroborated affidavit in this office, alleging facts which would defeat the entry.

BENJAMIN F. JONES, Register.

NOTICE

To Whom It May Concern: Notice is hereby given that I, the undersigned, owner of one-half interest in the Sugar Pine mine at Galice, Oregon, will not be responsible for any debts incurred against said Sugar Pine mine or for any labor or improvements performed thereon; also that no person entering on said premises for any reason whatsoever shall remove therefrom any ore, mineral or timber.

Dated February 23, 1910. (Signed) F. E. KNIGHT.

NOTICE OF FORFEITURE

To Wm. W. Brown, his heirs or assigns, Greetings: Notice is hereby given that the undersigned has, in compliance with the Revised Statutes of the United States and the laws of the state of Oregon, performed the annual assessment or development work upon the "Whiskey Point" quartz mining claim, situated in the Kerby (unorganized) mining district, Josephine county, Oregon, for the years nineteen hundred nine (1909) and nineteen hundred ten (1910), and that unless you, the said Wm. W. Brown, pay your just and due proportions as owner of an undivided one-third interest in the said mining claim, to-wit: The sum of Two Hundred Dollars (\$200) for the years 1909 and 1910, within ninety days from date of the first publication of this notice, your said one-third interest in the aforesaid mining claim will become the property of the undersigned in accordance with law.

Date of first publication December 9, 1910.

CHARLES F. LANE, Co-owner.

POLK'S GAZETTEER

A Business Directory of each City, Town and Village in Oregon and Washington, giving a Descriptive Sketch of each place, Location, Shipping Facilities and a Classified Directory of each Business and Profession.

R. L. POLK & CO., Inc. Seattle, Wash.