

WILL OPEN HUGE BOOST CAMPAIGN

"Oregon is the Place for You; 1910 the Time; Railroad Development the Reason," Key-note to Advertising.

PORTLAND, Dec. 23.—(Special.)—An advertising campaign that will reach no less than 27,428,750 readers of newspapers throughout the country has been planned by the Portland Commercial club and will be opened up in January and run for three months. The advertising will call attention to vacant lands of this state and the chances here for the newcomer. There is no question that this advertising will result in bringing many people to Oregon and the whole state, not any one section will be benefited. The keynote of the advertising will be "Oregon is the place for you; 1910 the time; railroad development the reason."

Banks Healthy.
Oregon banks show a remarkably healthy condition, according to the report of State Bank Examiner Steel. Assets and liabilities of the private and national banks of the state at the close of business on November 16 are compared with the same statistics on November 27, 1908, much to the disadvantage of the earlier date. An increase of 2 1/2 per cent in loans and discounts and individual deposits is shown for the current year. Individual deposits in banks have increased \$16,103,678 over last year, certainly a strong evidence of the prosperity of the state. A gain of more than \$21,000,000 in resources of the banks in a single year is a striking proof of the advance Oregon has made during the past 12 months. This is partly due to the marketing of a large lumber cut, but the high prices at which the agricultural staples were marketed had an even stronger effect on the figures. There has also been a great amount of money brought into Oregon during the past year by new settlers. This has gone into farm lands, timber and city property. Railroad activity now going forward in the state will undoubtedly have a strong effect in bringing the coming year's showing up to an even higher level than that disclosed in the latest report.

Planting Many Roses.
Everyone in Portland seems to be planting roses and to a greater or less extent the same is probably true of other cities of the state where the rose attains perfection. Never before has there been such a prevalent idea of beautifying cities as now and the support lent the movement by the people in all walks of life shows that this feeling is genuine and widespread. Nurserymen estimate that Portland people will have planted 100,000 roses by the end of the 1909-1910 season. This includes the fall and spring planting. This stunt is believed to be unparalleled in the history of American cities. Estimating that each new rose bush will bear ten blooms during the coming season, it means that Portland will have added 10,000,000 roses to its wealth of bloom during the coming summer. People of the city are determined to make Portland the "rose city" in fact as well as in name and to show festival visitors next June that this city has no equal in rose culture.

Commission Reports.
The state railroad commission in its third annual report just issued shows 35 miles of the Deschutes railroad has been graded and that it is expected to have 90 miles of the new line in operation by next July. James J. Hill, who was in Portland during the past week, gives assurance that the Oregon Trunk will be in operation by next fall, so that the coming year will see two railway lines into the interior of the state.

WE DON'T BELIEVE YOU CAN BEAT THIS:
Thirty-two acres in this tract, fine fruit land, about two miles from a shipping point. The buildings consist of a five-room box house, good-sized barn, etc. There are 12 acres of 5 and 6-year-old apples, mostly Newtowns, with commercial peaches planted between as fillers. Also three acres of young pear trees and some family orchard. Four acres in alfalfa. Six or eight acres of timber, mostly oak and laurel. There is a pumping plant on the place which supplies water for the garden and alfalfa, equipped with gasoline engine. About 40 rods from a good school. Has rural mail delivery and telephone. Price \$18,000. Terms.
W. T. YORK & CO.

TOM SAYS BIG SCRAP WILL BE SLAUGHTER

"If Jeffries Gets Back His Wind He'll Kill the Coon"—Sharkey Confident of Outcome.

24—TOM—NEW YORK, Dec. 23.—"If Jeffries gets back his wind there won't be a fight when he meets Johnson, there'll be a slaughter. If the big fellow doesn't get back his wind, he'll be just an ordinary prize-fighter and there'll be one grand battle," thus Tom Sharkey, ex-pugilist, delivered himself today after declaring Jeffries is the fighter of the century. Sharkey admitted that Johnson is the next best, and that no fighter has yet made the negro extend himself and work hard. He declared, however, that the champion hasn't the stamina and backbone to win from a white man of usual merit.

How important is it for you to break all of your store records for Christmas sales? Important enough for you to break all of your records for store advertising?

THE FAMILY CIRCLE

Any kind of open flame consumes as much oxygen from the air as four adult pairs of lungs. Would you consider and light "cheap" that affected the health of your wife, your children, or yourself, by depriving the lungs of oxygen? Electric light is the only kind of light that consumes no oxygen, and does not vitiate the atmosphere. It burns in an air tight bulb. Its good light.

When you think it over—isn't it the cheapest light? Human life is a progression—always towards some better thing—some higher state of civilization. It is this constant yearning for better things which characterizes, and sets apart, the human race from the brute creation. What would we think of a human being today who, in the midst of civilization, persisted in living in a cave, clothed with ruds skins, shunning society, and conducting himself as a savage.

You are ready and willing to adopt any new things in your house which can be proved a source of additional comfort, and cheer and health. We want you to think about a few facts regarding electricity, which, we believe, entitles it to your earnest consideration. We know that if you once realize what electricity will do to make your home more homelike, more cheerful, more charming, you will need no persuasion—you will insist on electricity.

We know that if we can show you where electricity will lighten your burdens and make your life more livable, you will need no urging to adopt it. In the first place, let me talk to you on light.

Electric Lighting in the Home.
A well lighted home dispels the gloom and invites hobby, and the grown-up boys and girls to stay in evenings.

Nothing conduces so much to cheerfulness and social congeniality as a brilliantly and pleasantly lighted fireside. And nothing quite realizes that happy condition so consummately as electric illumination.

You may talk about other means of artificial light, but after all, the

CHINESE OFFICIALS TAKE HAND IN WAR

Celestial Empire Will Take Hand in Tong War Unless It is Put at an End in San Francisco.

SAN FRANCISCO, Dec. 23.—That the members of the Yee family and the On Yick Tong, who have been at war in California for the last seven weeks may be punished by the Chinese government unless peace is declared, was the announcement made today when the contents of a message from Minister Chang Yin Tung at Washington was made public. Chang Yin Tung's word comes on authority of the home government which recently ordered an investigation of the war that resulted in the death of eight Chinese and has resisted all efforts toward restoring peace.

Land logged over and left to grow again just outside the city of Seattle in 1886 is now worth many thousands of dollars an acre. Some of it more than \$100,000 an acre.

kerosene lamp, gas, acetyline and the various other forms of light, can be considered but stepping stones, leading up to the ideal illuminant—electricity. We have reached the culmination point of illumination in electricity and today, nothing is known to making that so nearly approximate sunlight as this wonderful force.

No matter how richly the home may be furnished, if it is poorly lighted, it throws a depressing gloom over everything, and destroys the cheerful comfort that every home should radiate.

The family circle gathers together, around the hearthstone evenings, and that is the time, above all others, that the home should be brightly illuminated.

Electric lighting, with its soft glowing brilliancy, makes the home more attractive, inviting, and congenial and not only augments the beauty of material appointments, but welds the entire family together, evening into a happy, satisfied home circle.

If you want to drive your boys and girls out on the streets evenings give them a dimly, gloomily lighted home.

If you want to keep them in evenings give them a pleasantly lighted home. Electricity plays its part, with no uncertain hand, in the welfare of our boys and girls.

But that isn't the whole story by any manner or means. Electric lighting in your home is neat, handsome, and clean. It diffuses a steady, even light, unaffected by draughts, and offering the easiest light, known, on the eye for reading. No shadows.

Unlike all other lights, it casts no shadows, whatever, but sheds its brilliancy in all directions, unimpeded by fixtures or brackets. No heat. And in the summer time, you who have felt the withering heat in the home, have not thought kindly of your gasoline or lamp light, which has seemed to join forces with the hot temperature in an effort to make life well nigh unbearable.

Electric lighting instead of heating the house, gives you a cool, refreshing luminosity that can be seen, not felt, that can be appreciated—not condemned.

THE LIGHT QUESTION

The bell has sounded the knell of kerosene, gasoline lights and other forms of incompetent illumination. Are you ready to quit them? Haven't you tolerated them long enough?

There was a time when burning pitch faggots furnished the only means of artificial illumination folks knew about. And it was considered sufficient.

Then came the tallow dip, and everybody discarded his pitch faggot in disgust. The tallow candle was next to exert its supremacy over the tallow dip, and folks were glad.

The next step of development was kerosene lamps, and they in their turn were welcomed as a pleasing step in the right direction.

Then came the gasoline lights, which Jacksonville tried and cast into the junk pile several years ago. And now as a logical development of science, we have the greatest of all illuminants—electricity.

Maybe some day something will replace electricity. But the probability isn't strong enough to justify us in waiting for it.

No other form of artificial illuminant equals electricity in brilliancy, safety, neatness, healthfulness, economy and cheerfulness.

Electric lighting emits no fumes or odors, and is the one hygienic light for living rooms and bed rooms.

The fact that electric light consumes no oxygen, like all open flame lights do, proves it to be the healthiest light known.

It keeps the air as pure and wholesome as if no light were burning at all.

The importance of this one feature is readily apparent when it is known that an open flame light burns more oxygen, from a room, than four persons would breathe.

No matches. No dangerous, dirty matches are needed in the home that is electrically lighted.

No washing and filling of lamps, no danger of explosions; no danger of leaks; no plumber's bills; no flickering flame to be blown out by a sudden gust of wind; no fine stodge of soot continually emanating from your light to be deposited on curtains, draperies, and furnishings.

When you want to flood your home with light, simply turn the button. Think hard now—don't you want it?

WANTED
Timber and Coal Lands
ENGINEERING AND SURVEYING CONTRACTS TAKEN AND ESTIMATES FURNISHED.
B. H. Harris & Co.
MEDFORD, OREGON
Office in Jackson County Bank Upstairs

THE ROGUE RIVER LAND COMPANY
NO. 11 NORTH CENTRAL AVENUE
Offers an especially good foothill orchard for a low price and on good terms. In these days of advancing prices, it will pay to look into this. It pays to deal with the "Man Who Knows." When the Rogue River Land Company sold the Tronson & Guthrie orchard at Eagle Point to the prize winning owners, four years ago, the salesman, W. M. Holmes, assured the purchasers those Spitzenberg trees would produce the world's best apples, and subsequent events prove the soundness of his judgment. By the way: Did it ever occur to you that most of the men who have won out in the Rogue River Valley, bought their winning orchards through the Rogue River Land Company? W. M. Holmes, Manager, is always at your service for a good buy.

Why Buy
AN INFERIOR GRADE OF BUTTER TO SAVE ONE OR TWO CENTS ON THE POUND, when you can get the best for almost the same price from your local creamery—We don't mix our butter. Ask your grocer for it and thus encourage home industry. If your grocer don't handle it, phone us.
Sweet cream, milk and buttermilk delivered every day.
ROGUE RIVER CREAMERY. Phone No. 2681

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

REAL ESTATE
Farm Land & Timber Land
Orchard Land
Residences & City Lots
Orchards and Mining Claims
Medford Realty Co
Room 10, Jackson County Bank Building

GOLD RAY GRANITE CO.
Office: 209 West Main St., Medford, Ore.
Operating Quarry at Gold Ray, Oregon
— DEALERS IN —
BUILDING, MONUMENTAL AND CRUSHED GRANITE

Don't Buy
Your Xmas presents until you have seen the splendid line of SILVER and EBONY BACKED BRUSHES, TOILET SETS, WOOD AND LEATHER FOR PYROGRAPHIC NOVELTIES, LEATHER HANDBAGS AND PURSES, SMOKERS' SETS, POST CARD ALBUMS, PEARL HANDLED PENS and scores of other suitable articles for presents.
Eagle Pharmacy
EAST MAIN ST. MEDFORD

For the Best
THE LINE OF ELECTRICAL APPLIANCES, FIXTURES, WIRES AND WIRING REPAIRING SEE MEDFORD'S PREMIER ELECTRIC.
FLYNN BROS.
132 WEST MAIN STREET

F. N. CUMMINGS T. W. OSGOOD
OSGOOD & CUMMINGS
Civil Engineers
THE BEST EQUIPPED ENGINEERING OFFICE IN SOUTHERN OREGON.
Surveys, Maps, Plans, Specifications, Reports, Estimates, Etc., Water Powers and Water Works, Paving and Road Making, Sewerage, Railroads, Irrigation and Drainage.
OFFICE: MEDFORD NATIONAL BANK BLDG.

SPECIAL SALE
By Common Consent
the crowd makes for the store of brilliant light. This is because an Electric Sign in front denotes hustling business qualities within. People like the light as well as hustling and right prices. As an advertising proposition it puts in over-time, working twenty hours out of twenty-four. Our special sign proposition must interest you.
ROGUE RIVER ELECTRIC CO.

An Appreciation
In order to show our appreciation of the splendid patronage we have received we offer our friends and patrons the following special prices on their Xmas Meats for Friday and Saturday only:
Round Steak, per lb...10c
Loin Steak, per lb...12 1-2c
Hamburger Steak, 3 lbs. for25c
Shoulder Steak, 3 lbs...25c
Boil, per lb6c
Rib Roast, lb10c
Shoulder Roast, lb.....8c
Weinerwursts, per pound12 1-2c
Rex Market
Huth & Pech Props. Phone 3271