

SOCIAL AND PERSONAL

Montgomery's hair-dressing parlors now open. 50\*
F. M. Stewart has received news of the death of a brother, Cyrus Stewart of Adams county, Ill., who passed away March 30 at the age of 62.

WEDDING BELLS.

Gaskin-Tucker.
At the Baptist parsonage, 312 So. Central avenue, Medford, Ore., Sunday afternoon, April 10th, Mr. Richard Gaskin of Jacksonville and Miss Maud E. Tucker of Medford were united in marriage, A. A. Holmes, pastor of the Baptist church officiating. Mr. and Mrs. Gaskin will make their future home in Jacksonville.

BUSINESS LOCALS

For wood of all kinds, see the Square Deal Woodyard, 2001. Fir street, between Second and Third streets, Gould & Lindley, proprietors.
Nothing quite so tasty as Whiteman candies—fresh at the Merrivold Shop, West Main.

ADJOURNED TERM OF JOSEPHINE COURT

Judge Calkins Convenes Court at Grants Pass This Morning and Recalls Grand Jury—Regular Term Next Monday.

This morning Judge Calkins convened the adjourned January term of the Josephine county court, and in accordance with the line of procedure which he has laid down in Jacksonville, he has recalled the grand jury, so that that body may have an opportunity to investigate matters pertaining that branch of the judiciary in order that they might present a full report at the opening of the regular term next Monday.

A Merited Rebuke.
At the age of eighty-six Mrs. Reynolds still found much zest in life, and, having retained all her faculties, she felt that a few of the physical disabilities of her age were of small account and pertended nothing.

DEMOCRATS MEET IN CALIFORNIA

LOS ANGELES, Cal., April 11.—Delegates from 45 counties of California are gathering here today for the state Democratic conference which will open tomorrow.

Tong War in New York

NEW YORK, April 11.—A heavy police guard was put on in the Chinese quarter today in anticipation of further outbreaks between the Hip Sing and On Leong gangs, following the four assassinations yesterday in New York and Philadelphia.

Burns Gets Decision

SYDNEY, N. S. W., April 11.—Tommy Burns, ex-champion heavyweight of the world, signalized his re-entry into the ring here today by winning a 20-round decision over Bill Lang, champion of Australia.

Mrs. Saylor Guilty

WATSEKA, Ill., April 11.—Dr. William Miller and Mrs. J. B. Saylor today were convicted of manslaughter in connection with the murder of Saylor, who was shot to death in his home at Crescent City, Ill., in July, 1908.

NOT TRYING TO MAKE UP WITH HIS WIFE

PASADENA, Cal., April 11.—It was denied authoritatively at the Cudahy home that Jack Cudahy who slashed Banker Lillis in a Kansas City is trying to effect a reconciliation with his wife.

JACKSONVILLE SERVICE IS IMPROVED

The new quarters of the Pacific States Telephone company at Jacksonville are now occupied by the exchange and the people there are receiving a very much better service. An all-night service has been inaugurated and this alone will eliminate much trouble which has heretofore existed at this exchange.

CENTRAL POINT NEWSLETTER.

C. E. Lange is just beginning the erection of a handsome and commodious residence on the two-acre tract recently purchased by him in the west end of town.

John R. Beatty of Portland spent a few hours in town on Friday drumming up business for the shoe house which he represents in Oregon's metropolis.

Following a contest for new members for the Christian Sunday school, the "Reds" and the "Blues" had a lively social at the church on Friday evening, the "Blues" being the losers in the contest.

Mr. and Mrs. Warren Mee of Applegate are visiting Mr. Mee's sisters, Miss Mary Mee and Mrs. Emma Bebb of this city.

It is reported that Chalmers Gilmore has sold his home on Cherry street to John Brown who recently disposed of his fine ranch just outside the town limits.

The labor day exercises observed on the school grounds Friday afternoon were interesting and impressive. A carefully prepared program including songs, recitations and addresses was followed by the planting of trees by the various grades.

Little Jimmy had arrived at the questioning age. He had just made an inquiry concerning perpetual motion of his father.

His father thought a moment. "Why, it's pretty hard to say, Jimmy," he replied, "but it's something that keeps going and going forever. Here is an illustration. I once saw a woman in a train who had put on her gloves. She then tried to button her right hand glove, but she found that she must take off her left hand glove to do so.

The remarkable dinner service made by Josiah Wedgwood for the Russian empress, Catherine II, in 1774 consists of 922 pieces, and on each piece is painted a different view.

What Was Missing.
Dr. Watson (Ian MacLaren) used to tell a story about his trip to the Holy Land, to which he had been looking forward for a number of years with pleasurable anticipation.

Neither.
English Walter—Which side of the table do you wish to sit on, sir? American Guest—I prefer to sit on a chair.—Judge.

In the morning when thou risest unwillingly let this thought be present: "I am rising to the work of a human being."—Marcus Aurelius.

town on Thursday interviewing the business men, in the interest of the Oregon State Gazetteer now in course of preparation.

Mrs. F. W. Lassemeister received on Wednesday the sad and unexpected intelligence of her mother's death. The death occurred suddenly at the family home in Hot Springs, Ark.

Mrs. J. O. Isaacson returned on Thursday from an extended visit among relatives in Pasadena, California, accompanied by her sister, Miss Elizabeth Stanton.

Wick Welch of Butte Falls, a son of the late Mark Welch, was in town on Thursday shaking hands with relatives and friends.

ended by the Ladies Civic Improvement Club goes steadily forward. Before many days the park will be in shape to sow grass seed, and a temporary fence will be placed around it for the protection of the grass and flowering shrubs.

Mrs. Gordon of Beagle has been visiting her brother, genial "Uncle" Sam Murray his week. Mrs. Gordon tips the scales at 325 pounds and says she feels as light as a girl.

Mrs. Roderick Clark, from near Central Point was called to Portland on Tuesday evening by the shocking announcement of the death of her sister's little two-year-old daughter by burning.

The work on Beall park, supervised by the Ladies Civic Improvement Club goes steadily forward. Before many days the park will be in shape to sow grass seed, and a temporary fence will be placed around it for the protection of the grass and flowering shrubs.

Profitable Advertising

And What Live Newspapers Do To Help The Advertiser

The object of this advertisement is simply to point out in a small way the strongest points of advertising and also to let our patrons know what this paper is doing to help the advertisers.

A System Necessary

The most successful advertisers have a well defined plan for advertising and follow it very rigidly—claiming that the persistent pounding will accomplish far more and better results than the haphazard methods. This is the strongest point to consider in advertising. Do it often.

Amount of Space To Be Used

Some lines of business require a large amount of space, while others only need a small space. It is a well established fact that a large space will do more good and bring more results than a small one, but better a small space and often than a large space just once in a while. A great deal depends on the amount you wish to spend for space.

Live Advertising

Consists in changing your space often. Your stock of goods would soon become unsalable if never changed—your advertisement grows old when allowed to run too long. You read the paper for live news—your advertisement should be a part of the news—then it would be read and results would come from it.

A Part of Every Business

You wouldn't think of trying to keep store without a store room; without either goods, help, light, fuel and a certain knowledge of the business, or where there were no people to sell to—you would want your business to become known, too.

You can reach a few people over the counter when they drop in; you can get a few more to come by treating those who have visited already, so well that they will tell their neighbors (they don't do that very often, though); you can reach a few more by advertising in weekly papers (but that is only once a week and very ineffective with most publications of that kind)—just because it is cheap and seems to have a large circulation (which is mostly supposition) you think it benefits, but it doesn't.

It's part of the business to advertise in a live daily—where in this case you get your advertisement into nearly 2500 homes every day—where over 10,000 people see and soon come to look for what you have to say, "IF" you have something interesting each day or every other day or two or three times a week.

We Can Help You

Every big daily employs an expert advertising man who has had years of experience in writing advertisements. It is his business to call for your advertisements and read the proof—see that you get a proof—if it is a large ad.—to offer suggestions and if you can't write advertisements, he will gladly help you.

Our ad man is at your service. He will do anything you ask to help you to get the most out of your space. He has written advertisements for eleven years and can tell you in a moment just how to get the best displays, in short, he will do everything an experienced ad man can do to see that you get full and complete returns for your advertising appropriation.

This paper is the best daily anywhere in a city the size of Medford—our circulation compares most favorably with the largest of the coast dailies—our charges for advertising space are lower in comparison than most dailies when you consider circulation.

IT PAYS TO ADVERTISE
CALL UP MAIN 3021
AND OUR AD MAN
WILL COME AT ONCE

McDONOUGH & DEMMER Stewart Bldg.

Advertising Department Medford Mail Tribune