

A Few Brief Words With the Would be

Successful Fishermen

Get busy and
Win a

PRIZE

Three Prizes
This Year

We will give away three prizes this year for the three largest fish caught with our Special Rogue River Trout Flies. You are as likely to secure a prize as anyone if you get busy and go in for the sport.

First Prize

A \$50.00 Fly Rod to the person catching the largest steelhead on one of our Special Rogue River Trout Flies this season.

Second Prize

A \$20.00 Hardy Reel to the person catching the second largest fish during the season.

Third Prize

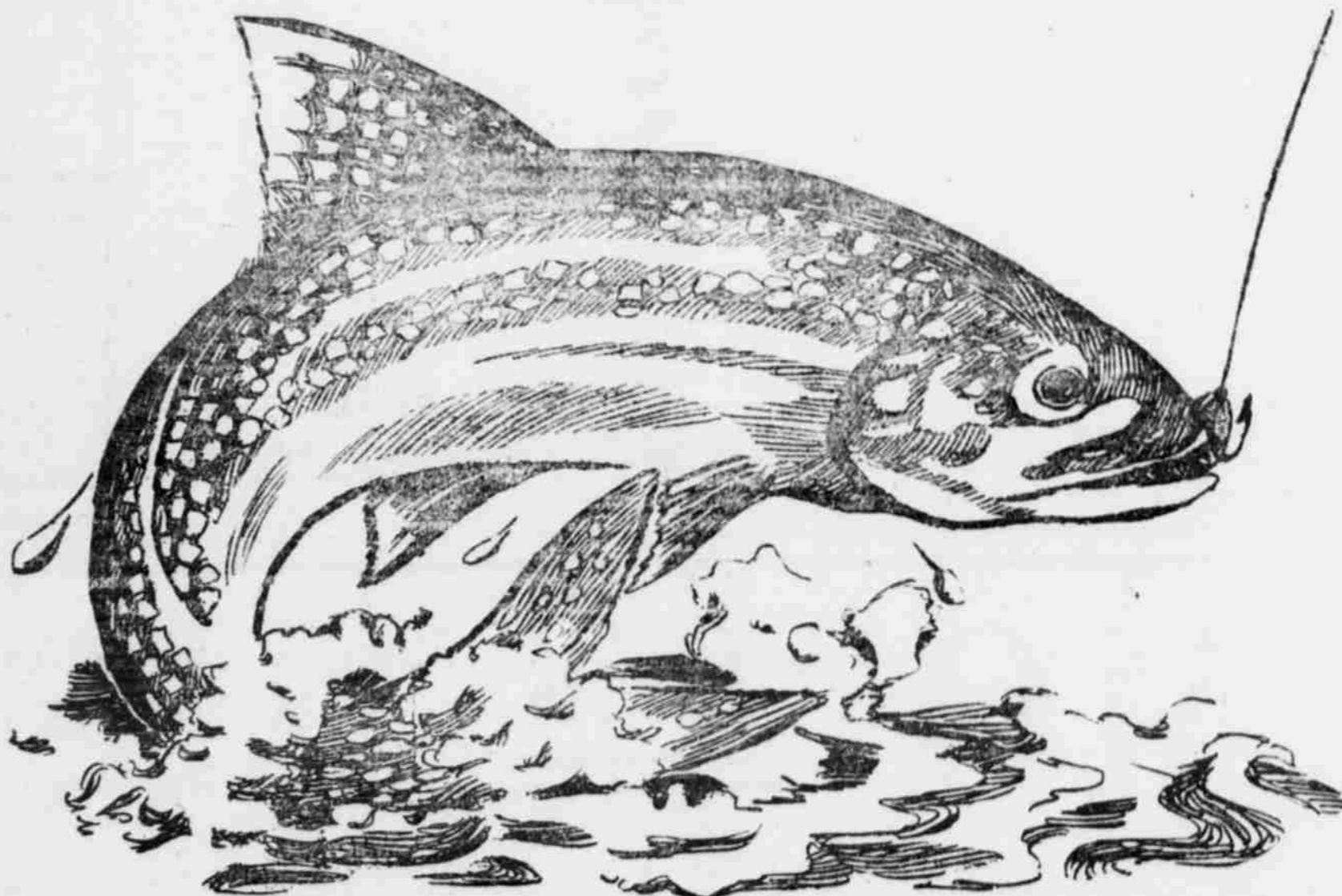
A \$10.00 Fly Rod will be given to the person catching the third largest fish this season.

Rules of Contest

The fish must be caught on one of our Special Rogue River Trout Flies and weighed after being dressed. If possible, the fish must be delivered at our store and weighed, otherwise the party catching the fish must have two reliable witnesses to prove that the fish was caught on one of our flies.

TROUT FISHING IS CERTAINLY THE PLEASANTEST AND AT THE SAME TIME MOST DIFFICULT OF ALL SPORTS. ONE MUST POSSESS, FIRST OF ALL, THE PROPER TACKLE (WE MAKE A SPECIALTY OF SUPPLYING THE BEST), THEN HE MUST PERSEVERE AND DO SOME WORK. WE WILL BE PLEASED TO TALK WITH ALL FISHERMEN AND WILL BE GLAD TO OFFER ANY SUGGESTIONS THAT WILL AID IN LANDING A GOODLY CATCH OF SPECKLED BEAUTIES. WE CATCH THEM—YOU CAN, TOO.

The Picture of a Real 11 1-2 Pound Rogue River Beauty



CAUGHT ON A SPECIAL ROGUE RIVER TROUT FLY. YOU'LL BE LUCKY IF YOU USE OUR FLIES.

YOUR BUSINESS IS OUR PLEASURE

Medford Hardware Co.

218 E. Main St. Medford, Oregon.---Phone Main 2581

We can Furnish the Right

TACKLE

You'll Catch 'Em

We have been particular in choosing our stock of tackle and have gathered here and the best and proven tackle known to be the best for trout fishing. You must have the proper kind of tackle in order to catch the gamy Rogue River Trout.

Our Specialties

THOMAS RODS,
KEWELL FLIES,
HARDY REELS,
REELS,
LEADERS,
FLY BOOKS,
FISH BASKETS,
LANDING NETS,
ETC., ETC.

Grand Sport

No grander sport was ever known to civilized man. The joy and excitement attendant upon the landing of a beautiful steelhead or cut-throat trout cannot be described by mere human.

Every Line Is Fully Complete

The Famous Lorain Range Has No Superior; May We Show You?
Builders Hardware, Lawn Mowers, Garden Tools, Kitchen Ware, Cutlery,
and full lines of everything a hardware store should carry

A Trial Order Will Prove our Supremacy of Price and Quality