

MEDFORD MAIL TRIBUNE

Complete Series: Thirty-ninth Year: Daily, Fifth Year.

PUBLISHED DAILY EXCEPT SATURDAY BY THE MEDFORD PRINTING CO.

A consolidation of the Medford Mail, established 1889; the Southern Oregonian, established 1902; the Democratic Times, established 1872; the Ashland Tribune, established 1896; and the Medford Tribune, established 1904.

GEORGE PUTNAM, Editor and Manager

Entered as second-class matter November 1, 1899, at the postoffice at Medford, Oregon, under the act of March 3, 1879.

Official Paper of the City of Medford

SUBSCRIPTION RATES

One year by mail, \$5.00
One month by mail, .50
Per month, delivered by carrier, in Medford, Ashland, Jacksonville, Talent, Phoenix, Central Point, Gold Hill and Woodville, .50

Sunday only, by mail, per year, 2.00

Weekly, one year, 1.50

Full Leased Wire United Press Dispatches.

The Mail Tribune is on sale at the Ferry News Stand, San Francisco, Portland Hotel News Stand, Portland, Bowmae News Co., Portland, W. O. Whitney, Seattle, Wash. Hotel Spokane News Stand, Spokane.

POSTAGE RATES

8 to 12-page paper, .10

11 to 24-page paper, .15

25 to 36-page paper, .20

SWORN CIRCULATION

Average Daily for—

November, 1909, 1,700

December, 1909, 1,825

January, 1910, 1,925

February, 1910, 2,122

APRIL CIRCULATION

1, 2,300 17, 2,375

3, 2,350 18, 2,325

4, 2,500 19, 2,325

5, 2,300 20, 2,325

6, 2,300 21, 2,325

7, 2,300 22, 2,325

8, 2,300 23, 2,400

9, 2,300 24, 2,400

10, 2,300 25, 2,400

11, 2,300 26, 2,400

12, 2,300 27, 2,400

13, 2,300 28, 2,400

14, 2,300 29, 2,350

15, 2,325 30, 2,350

Total, 58,325

Less deductions, 500

57,825

Average net daily, 2,301.

STATE OF OREGON, County of Jackson, ss.

On this 30th day of April, 1910, personally appeared before me, G. Putnam, manager of the Medford Mail Tribune, who, upon oath, acknowledges that the above figures are true and correct.

(Seal) H. N. YOCKEY, Notary Public for Oregon.

MEDFORD, OREGON.

Metropolis of Southern Oregon and Northern California and fastest-growing city in Oregon.

Population, May, 1910, 9,000.

Bank deposits, \$2,500,000.

Banner fruit city of Oregon—Rogue River apples won sweepstakes prize and title of "Apple Kings of the World" at National Apple Show, Spokane, 1909.

Rogue River brings highest prices in all markets of the world during the past five years.

Write Commercial Club, enclosing 6 cents for postage on finest community pamphlet ever written.

Don't forget the census.

Fine opportunity for capital—apartment houses and dwellings in Medford.

Shall Medford continue her publicity work? If so, subscribe to the fund.

Medford grows because she greets capital half way. This is a tip to Ashland.

Portland claims the census proved a population of 220,000. Medford ought to show 9,000.

Does Ashland want a competing line or is she satisfied with the Southern Pacific alone?

On May 18 the earth will be enveloped in the comet's tail. But Medford's used to hot air.

Governor Gillett has refused to interfere with the Jeffries-Johnson fight. There is no reason why he should.

Some Ashland people are opposing the trolley line on the supposition that a franchise in Ashland is as valuable as one in New York.

Not a vacant storeroom or dwelling in the city. For that matter not a vacant bed. Get busy and build some—you men with coin.

T. R. has been made a Ph. D. by the University of Norway. Why not make him a doctor of the Big Stick, to vary the monotony.

The senate has passed the postoffice appropriation bill, carrying \$240,000,000 for the postoffice department. Mail is an expensive luxury.

Former Governor Henry T. Gage of California has left for his new job as minister to Portugal, taking with him eighteen pairs of boots. Must expect to do some kicking.

Taft will accept the mutilated railroad bill as he did the tariff bill—and put the blame on congress. But a Democratic congress is cold comfort.

It is almost impossible to enumerate all the persons in Medford—the city has such a large floating population. Therefore every one should see to it that acquaintances are listed.

A nine-year-old Indiana girl who wanted to appear grown up and wear a corset was struck by lightning, which played upon the steel ribs. Girls, beware of imitating the follies of your elders.

A COSTLY EXPERIMENT.

THE Oregon Agricultural college is undoubtedly doing good work in many lines, but in their horticultural efforts there is altogether too much experiment.

Whether it is the fault of the instructors or the fault of students seeking to acquire knowledge—one thing is certain—their experiments have proved very costly to the Rogue River valley.

An example of some of their work is shown in one of the prize orchards near Medford, whose owner was persuaded to turn over a block of his greatest producers for experimental purposes. As a result, there is no fruit on this block this year, and probably will not be for several years, although these trees have produced upwards of \$1000 an acre in fancy pears.

Although climatic conditions and soil analysis proved conclusively the inadvisability of irrigating at a certain season of the year, the college experimentalists flooded the trees with water at the wrong time, which brought up a lime sub-soil, as well as chilling the roots during the fruit bud formative season, and it will be several years before national conditions are restored.

C. A. Cole, professor of horticulture of the O. A. C., in a lecture delivered recently at Sutherlin said: "Did you stop to think that the most famous fruit growing sections are not large valleys. Take for instance Hood River and the Columbia sections. Rogue River can hardly come in this class as yet, as they have not gotten down to fruit growing and a great deal of their land is still in wheat and wheat fields, but these sections are all in small valleys."

And so the Rogue River valley, with 15,000 acres of commercial orchard, four times that of any other district, has not "gotten down to fruit growing!"

PERPETUATING THE GRAFT.

The American Protective Tariff league, an organization devoted to perpetuation of the never-ending tariff graft, which is becoming more and more burdensome to the consumer with each revision, has rushed to the defense of the administration, and is flooding newspaper offices with circulars, booklets and pamphlets issued in support of the new tariff.

The Payne-Aldrich tariff is proving very unsatisfactory to the mass of the people. Though championed by the president, it has made both him and his administration unpopular. It has split the republican party, given insurgents success, dethroned Speaker Cannon and forced the retirement of the tariff warhorses, Senators Aldrich and Hale. It has forced President Taft to take the defensive in his first year, and the executive and most of his cabinet are busy stumping the country in their own defense. The unrest and dissatisfaction is not as at first thought, the mouthing of opposition newspapers, but is deep-rooted among the people.

At no time have party lines rested lighter with the public than today. The words "republican" and "democrat" have lost their charm, because more people are doing the thinking for themselves. A party organization is regarded at the best as but an organization for office holding. It would puzzle anyone to tell the difference between the ins and outs. The ins defending all their actions for the sake of remaining at the pie counter, the outs hoping to out them.

The American Protective Tariff league, whose manager recently admitted that he received a fancy salary for putting forth the tariff literature and who freely abuses those who oppose his propaganda, is an organization primarily devoted to the distribution of the earnings of the many into the pockets of the few, and self-respecting newspapers should demand the same rate for printing the stuff that they ask for other political advertising.

A NEGLECTED ESSENTIAL.

An article "On the Selling Line" in the Saturday Evening Post of April 30 should be read by every merchant, as it describes the why and wherefore of profit making by retailers.

In this article it is stated that thirteen of the New York department stores spend \$250,000 a month in newspaper advertising. The average amount spent by each firm is one and a half per cent of gross sales. The test of the advertisement is the amount of business it brings as compared with the amount done on the same day of the previous year. It is stated that a good retail advertisement averages in cost not more than seven per cent of the total sales of the day.

"The smart advertiser," says the writer, "does not as a rule spend anything like seven per cent for advertising purposes—indeed, he does not know how much he does spend. If he secures a large volume of business through advertising he is satisfied. On the whole of the amount of money devoted to advertising in small towns and cities, especially in the west, is too small. An advertising appropriation of \$1000 or \$1200 each year should not under normal conditions be excessive for a town of 6000. There are many legitimate promotion ideas which the public and small towns take to kindly, and they can be put into execution at a cost of not over three to five per cent of gross sales.

"The successful dealer spends in printers' ink all the way from practically nothing up to five per cent of his annual sales, the former when location and windows are exceptionally good. Under average conditions, beginners should spend from one to one and a half per cent of their annual sales in newspapers, perhaps two per cent would be better.

"When well done, printed matter undoubtedly influences people to come into your store. The right expenditure of a modest amount of money in newspapers not only makes the use of leaders more effective, but to some extent serves to diminish the amount of money necessary to spend in leaders. Advertising copy should be simple and direct—people should be told plainly in the simplest manner

what the merchant is going to do. A promise to the public once made should never be broken. The reason that so much advertising is not successful is that it is prepared in a slap-dash and shiftless way by one who has not studied the subject. The advertising is one of the most important tasks in the store."

INDIAN WARS OF SOUTHERN OREGON

(From J. C. Walling's History of Southern Oregon.)

CHAPTER XI.

The Early Explorers Attacked.

Jedediah S. Smith's Journey Through Northern California and Southern Oregon—First Knowledge of the Indians—Locality of Smith's Defeat—Turner-Gay-Ewing Young-Wilkes' Exploring Expedition—Fremont's Expedition Across the Plains—Attack by Modocs—Travel Through Southern Oregon—Indian Outrages in 1850 and 1851.

(Continued from Yesterday.)

Here Mr. Edwards' diary breaks off, leaving untold much of interest to the general reader. As regards the skirmish at Foot's Creek, just narrated, there is a doubt of it were it not succeeded by still more severe ones, inasmuch as the record of Wilkes' exploring expedition suggests further analogies to Young's company. Lieutenant Emmons, U. S. N., commanded a detachment of Wilkes' expedition, which left Vancouver for Yerba Buena, in September, 1841. J. D. Dana, the great scientist, being of the party, as well as Tibbetts, who was with the Young party. This man informed his new associates that the Young expedition was defeated by the Indians who killed one white man and wounded two others who died when they reached the Umpqua. "He showed great anxiety to take his revenge on them, but no opportunity offered, for our party had no other difficulty than scrambling up steep paths and through thick shrubbery."

In the work just referred to the natives about the Oregon-California line are spoken of as "bad Indians"—as if that were their common designation. Hence, we infer that they had, even at that date, acquired a sustained reputation for hostility to the whites. Such a name doesn't afford any clue to their real character, however, but only suggests a spirit of opposition to the whites with whom they came in contact. This opposition probably in most cases took the form of hostility. On other and more occasions it may not have exceeded that form of independence known to the early settlers as "insolence." This, be it remarked, was a favorite word with certain whites and infinitely recurs in the accounts of the early contests. It is only by the context that one can judge what the expression really signifies. To characterize an Indian as insolent, in certain cases meant that he was on the point of murder, at others that he had refused to allow white men to outrage his family. Such expression of independence or freedom or even of self-defense were all included in the then comprehensive term, insolence. Concerning the years preceding 1850 there is a dearth of information, whence not

only are we unable to array many facts, but power of drawing inferences pertaining to what is known is lost, whereby a discussion of the aboriginal character in the light of the earlier events is impossible.

In May, 1845, J. C. Fremont, with his exploring expedition, arrived in Southern Oregon, having come up the Sacramento and Pitt River valleys, and traveled by way of Goose, Clear and Tule lakes to the west shore of Klamath lake, where he camped for a few days. His force consisted of about fifty men. On the ninth of May, Samuel Neal and M. Sighler rode into camp with the information that a United States officer was on their trail with dispatches, and would fall a victim to savages if not rescued, the two messengers having escaped only by the fleetness of their horses. Taking five trappers, four friendly Indians and the two messengers, Fremont hastened to the rescue, and at sundown met Lieutenant Gillespie, guided by Peter Lassen and bearing dispatches from the United States government to Fremont. The place of meeting was sixty miles from Fremont's camp on the lake, which they had left in the morning. They camped that night in the Modoc country, near Klamath lake, and then it was that the savage Modocs committed the first of the long series of hostile acts which have marked their dealings with the whites. Exhausted as they were, the men lay down to sleep without setting a guard. The Modocs were not slow to take advantage of the opportunity. Late in the night, the watchful Kit Carson heard a dull, heavy thud as of a falling blow, and called to Basil La Jeunesse, who was sleeping on the other side of the camp fire, to know what was the matter. Getting no answer, and seeing moving figures he cried, "Indians, Indians!" and seized his rifle. Quickly the trappers, Lucian Maxwell, Richard Owens, Alex. Godsey and Steppenfelt, with Carson rushed to the aid of the men attacked. The Indian chief was killed and his followers fled, but La Jeunesse, Danne, an Iroquois, and Crain, a Delaware, were dead. This camp was on Hot Creek, in Siskiyou County, California. (To Be Continued.)

THERE MUST BE A REASON for the enormous sale of RARDON'S BREAD. Your grocer sells it.

BENSON has 47 lots for sale at genuine bargain prices.

POINT TO A DEPOSITOR in the Farmers' and Fruitgrowers' Bank and you will point out a man who doesn't have to lie awake nights wondering if his money is safe. Neither does he keep worrying if that last remittance has gone astray. He knows the Farmers' and Fruitgrowers' Bank is the safest place for his money and that the loss or destruction of a check does not mean a loss of money. Do you pay by check? Farmers' & Fruitgrowers Bank.



Dainty Delights

We have never displayed a finer line of women's footwear than we are showing right now. New patterns, new models and a large variety of leathers. Light and medium weight boots, Oxfords and Slippers, made from the softest skins and the most flexible sole leather.

We will welcome the opportunity of showing you what daintiness and comfort in footwear means. Reasonable prices prevail at this store.

Edmeades Bros THE MOORE BUILDING

I Want A Home I will pay \$2,000 to \$6,000 cash for modern bungalow or residence. In answering this state when house was built, what street improvements are in, name and number of street, lowest cash price, when possession can be given. I am not an agent. Correspondence confidential; simply wish to buy a home. Address CASH BUYER, Care MAIL TRIBUNE.

A Home For Sale I have a new, modern, 8-room house for sale. Built for a home; built very well; will stand any test; comfortably arranged; all rooms large; all interior finish hand selected fir, finished in golden oak, dull; large sleeping porch; sewer and water in; close to paving; high ground; a splendid place for a home. Places not half as good are on the market for the same price as this. If you mean business and really want a first-class home, come and see this any time. Address OWNER, Care MAIL TRIBUNE.

Do You Wish To Buy a Home ARE YOU WANTING A HOME? WHY RENT WHEN YOU CAN TAKE ADVANTAGE OF OTHER PEOPLE'S MISFORTUNES? Parties are compelled to leave the city, and offer a fine new two-story, eight-room house, completely furnished, with high-grade furniture, best light and plumbing fixtures, lawn, cement walks and curb, south front, street to be paved. This is a beautiful home and is located on one of the best streets in the city. Price is very low, with or without furniture. Modern Cottage For Sale A neat, modern, five-room cottage, close in on Oakdale, east front, fine lawn and shrubbery, cement walks and curb, paved street, large range goes with house, large barn; lot 50x145. New Five-Room Cottage New five-room cottage, south front, lot 50x150, near South Newtown; price \$2000, terms. J. W. Dressler Agency WEST MAIN STREET.

Perfection in Baking Comes mainly from experience. The most skilled baker should turn out the highest class baking, but there is something besides skill. The most skilled baker must use the best materials and bake in the the latest and most approved scientific way. The reason is seen very plainly now—we use the best materials in all our baking; cook in the latest and best way and our Bakers are the most skilled in Southern Oregon. These are the reasons for the success of Peerless Bread Than which there is no finer loaf made anywhere. Every loaf is wrapped in waxed paper. You get it as it comes from the oven with all its best qualities preserved. Cream Bread for Family Use is par excellence. The finest bread for toast and sandwiches. Novelties Such as pies, cookies, cakes, snails, buns, horns, lady fingers, cream puffs, etc., etc. Everything is brought to the highest degree of edibility. Fruit Have you noticed our fruit display? We can sell you all of the seasonable green fruits at exceptionally low prices. Fountain The Iceless fountain keeps three or four people busy nowadays and is dispensing the finest fancy drinks and dishes to be found anywhere. Rardon's Bakery & Confectionery GRAPE AND MAIN STREETS.