

# MAY SALE

## May Sale

Ladies Hand Bags, special values 69c to \$4.59.

## May Sale

Of ladies' fancy collars in all the latest styles; Dutch, jabots, etc., special 29c to 98c.

SEE THE WINDOWS.

## SPECIAL DISCOUNT

MAY SALE.

This Week of

# 10%

Muslin Underwear and Shirt Waists

SEE THE WINDOWS.

Our lines of white goods are complete. Fancy and plain weaves at popular prices.

### New Gingham

Just received a special lot of NEW GINGHAMS, all 12 1/2-2c values, this week only.

11c per yard

### Sheet Special

81x90  
ONE-PIECE SHEETS  
85c,  
VALUE SPECIAL, 73c.

Kabo Corsets  
Butterick Patterns

# Hutchison & Lumsden

## WOULD STEAL THE LAURELS OF ROGUE

(MRS. W. M. HOLMES.)

Recently, as a Medford citizen had settled himself in the day coach on No. 15, as the train pulled south from Portland, a quiet and unobtrusive couple from "back east" in the seats across the aisle, evidently somewhat wearied by the trip across the continent, also made themselves as comfortable as the situation allowed. No sooner had Oregon City disappeared in the gloaming than a heavy fellow entered the car, reversed the seat in front of that occupied by the easterners and opened his eyes upon them with, "Well, this same old outrage of going through the finest valley in the west in total darkness is being perpetrated by the Harriman lines. You folks have no doubt come over the mountains and through the gorges until you think there is no good land west of the Cascades. And now, when you've got to where the land is good and the prospects are good to look upon, this infamous railroad company takes you through the Willamette valley in the night. And tomorrow morning, when you wake up in the Clatsop canyon, you will think the whole state is of the same character. You won't see anything of the great portion of Oregon, for the only thing in the valley line will be a trifling little valley at the south end of the state, where they fill you up with fake stories about the fruit they raise, when we know in the Willamette valley that there ain't good land enough there to grow a carload of fruit. It's too small a valley to talk about. You will allow me to introduce myself as E. J. Fraser, secretary of the Commercial club of the city of Eugene. I'm the man that makes things move there. I and a few more like me are making a wonderful city of Eugene. You just watch when we arrive at Eugene. It is the most magnificently lighted city on the coast. We are making a wonderful country out of Lane county, the most prolific section of the west. I tell you, it's good land that makes a good country.

"Where are you folks from? Oh, Pennsylvania? My people used to live there. You ought to stop in Eugene, she keeps. There's lots of Pennsylvania there, and more a-come on every train. We're talk-

ing of forming a Pennsylvania association there—to work politics and all that sort of thing; you understand. I'm awful glad to meet you. Can't you get a lay-over at Eugene and let me show you around and introduce you to the live wires? I keep my horse and buggy tied at the rack for the very purpose of helping to make Pennsylvania people feel at home in Eugene. I'll turn the rig over to you to use all day long, and give you instructions where to drive to get the best views and see the best orchards and gardens. I don't want you to miss seeing my place. It's something like three-quarters of a mile, more or less, from the lower end of the city limits, and I think it's the best place in Oregon. It's just wonderful what I can grow on my land. Why, there was one acre last year that brought me 640 bushels of potatoes, and I sold every one of them for \$1.40 per bushel. Just think it over! One single acre and 640 bushels. They're not the kind of potatoes you are used to. I had to cord most of them up in the ear like stovewood, and one of them was so big that I measured it to make sure my eyes did not deceive me, and it was more than 24 inches long. Just report that to your friends when you get back east, will you? A potato 24 inches long, and it weighed a trifle more than 13 pounds. It don't take many of that kind to make a sackful. And carrots—say, I had quite a field of them, and I sold them all for \$7 per ton, and they yielded at the rate of 80 tons per acre. That's going some, ain't it? I could have sold ten times as many as I had for the same price, \$7 per ton. You see, a single acre of our wonderful land yields more in coin of the realm than a whole farm back in the states. It's only in the Willamette valley, though, that you get such crops. Here, close to Eugene. And berries—say, you may think you've seen berries, but I have a single vine that came up from a seed in my dooryard, and they have named it the 'E. J. Fraser Wonderberry,' and last year from this one vine—it's two years old now, I gathered 2000 pounds of berries—a whole ton of berries from one vine. How does that strike you? A whole ton, mind you! And I was very careful to get the weights correct. Of course, they kept on maturing until frost came. We don't have much frost in Eugene, but some seasons there is just enough to make the berries take a rest for a short time.

"Now, I want you folks to keep your eyes peeled when we get to Eugene, so you can see the best-lighted

city in the west. We have such water power in our foothills and electric light is so cheap that we spread ourselves on it. It's like an Arabian Nights story, the way we string the electric lights overhead and across the streets in Eugene. It looks like throwing money at the birds to burn out globes that way, but we find

it economy. The water power would go to waste in some other way if we didn't illuminate our city with it, and so we show the visitors a thing or two about the way to show up a city. You just watch our lights." And his geniality didn't run out until he had extolled Eugene to limit and belittled every other part

of Oregon. The Medford citizen shooed Morpheus away long enough to enlighten the Pennsylvanians as to the wonderful character of all portions of Oregon, not forgetting Medford, and supplied them with Medford literature and data, but at the expense of other sections of our great state.



## For Store Lighting MAZDA Lamps Are Unrivalled

They enable any store to use electric light at a cost which is less than would have to be paid for any other illuminant on the market.

### We Furnish MAZDA Lamps

to our central station customers at very liberal terms. The General Electric Company is supplying us with the GE MAZDA lamp in all sizes suitable for all lighting needs. Every merchant should look into this question of more light for his business. We have several interesting propositions for merchants.

ROGUE RIVER ELECTRIC COMPANY

You can buy it for less at  
**THE WONDER STORE.**  
315 East Main St.

## A Shoe that Makes Walking a Delight

The very name—"Lady Walker"—stands for ease and foot comfort. Women will appreciate the wonderful merits of this shoe these warm summer days. It'll please your eye, too—and your purse. Make you forget that you ever had hot, burning feet or sore, aching feet. Made of fine, cool kid.

\$3.00, \$3.50.

S. H. DUFFIELD 217 MAIN

## FAIRMOUNT ADDITION

Most desirable location in Medford. Only forty-four lots left, in the only addition in Medford where the speculation hasn't been taken out. Between Jackson and Second Streets. (Both will be paved soon). Adjoining the proposed City Park.

### NOTE THE TERMS

\$25.00 Down and \$10.00 per month. For full particulars call on

J. M. DEMMER, Owner

Rooms 7 and 8 Stewart Bldg., or 617 W. Jackson St. Telephone 3471.