

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 1887; the Southern Oregonian, established 1897; the Democratic Times, established 1873; the Ashland Tribune, established 1896; and the Medford Tribune, established 1906.

GEORGE PUTNAM, Editor and Manager. Entered as second-class matter November 1, 1909, at the postoffice at Medford, Oregon, under the act of March 3, 1879.

Official Paper of the City of Medford

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Full Leased Wire United Press Dispatches. The Mail Tribune is on sale at the Ferry News Stand, San Francisco; Portland Hotel News Stand, Portland; Bowman News Co., Portland, Or.; W. C. Whitney, Seattle, Wash.; Hotel Spokane News Stand, Spokane.

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SWORN CIRCULATION.

Table with columns for month/year and circulation figures. Includes rows for November 1909, December 1909, January 1910, February 1910, March 1910, April 1910, and a Total of 45,100.

Average net daily, 2459. STATE OF OREGON, County of Jackson, ss: On this 1st day of May, 1910, personally appeared before me, G. Putnam, manager of the Medford Mail Tribune, who, upon oath, acknowledged that the above figures are true and correct.

Notary Public for Oregon. MEDFORD, OREGON. Metropolis of Southern Oregon and Northern California and fastest-growing city in Oregon. Population, 1910, 9,990. Bank deposits, \$2,750,000. 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 pears brought 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. It may be that Manhattan skyscrapers will have to put in screens against those Jersey airships. By dissolving the Wright injunction the court justified again the use of the expression "as free as the air."

The colonel helped the stokers a little recently. The colonel himself needs no stoking. He is always under a full head of steam. The new science of the air is proceeding at a fast gait, but is not a congressional bill for carrying the mails in aeroplanes a little ahead of events?

The six-year-old boy who rode horseback from Oklahoma wants to be a New York hotel clerk. Thus does the pinnacle of earthly glory and splendor lure simple and rustic youth to high endeavor. The Montclair citizen who is contending for the right to celebrate the Fourth noisily in a town which has ordained that it shall be noiseless shows that the spirit of Independence day is not extinct.

Natchez, with a treasury deficit due to the expense incurred in entertaining President Taft, has the satisfaction of knowing that it went broke in the good cause of maintaining southern traditions of hospitality.

THE BOOK OF YEARS. In sleep I turned the volume of my years; The leaves were many, rough and soiled and marred, And here and there a line was blurred and seared, Where to erase it I had tried with tears.

No page was perfect, but through all there ran Fair lines and many spaces white and clear; Ah, small they were, the blotted lines too near, But each showed where a higher thought began.

Unknowningly, I traced these pages interlined, I thought them but loose leaves soon torn and lost; I know not then the tears which they should cost.

When in the western sky my sun declined, Could I but write them now, how fair they all should look When the Great Angel comes to close and seal my book.

—Ninette M. Lowater

UNIFORM THE POLICE.

MEDFORD'S policemen should be uniformed. By uniformed it is not meant that any old blue suit with any old kind of a hat, but a regulation suit with brass buttons and a hat, together with a helmet and the other little things which make known a policeman as far as the eye can distinguish form.

Medford is taking on metropolitan airs rapidly. A stranger remarks on this point often on his arrival. But let one meet one of the members of the police force and he is suddenly disillusioned. A vision of y<sup>e</sup> little country crossroads village flashes across his mind.

Medford is continually filled with strangers who naturally seek information. Instinct bids them turn to a policeman, but none can be found—you try and pick one of the force out of a crowd and see how far you get.

By all means let the police force be uniformed. Let Medford cease to boast of her metropolitan airs until it is done.

PERSISTENCY IN ADVERTISING.

BOOKS could be written about the power of persistency in advertising.

It is a subject of which the advertising enthusiast never grows weary.

The other day an advertising man was talking to a well known merchant. Naturally the conversation drifted to business-getting methods.

This reminded the wholesaler of some follow-up letters he had received from an eastern manufacturer. He showed them to the advertising man, saying: "What do you think of them?"

The advertising man read them over and vouchsafed the opinion that they were pretty good.

"Pretty good! Well, I guess they are!" replied the wholesaler. "If you want to know just how they are I will tell you.

"Those people have been sending me letters now for several months. I didn't pay much attention to them at first, but finally I became interested in them. I certainly admired their persistency. In fact, I admired it so much that the other day I sat down and sent them an order for a large amount of goods."

Mighty strong argument on the persuasive force of sticktoitiveness, isn't it? A striking illustration for the man who expects to build up a business on a one-time advertisement.

The merchant who stays with the advertising day after day and year after year is the one who wins the prize money. It isn't necessary that he write follow-up letters, but it's essential that he make use of the columns of the daily newspaper.

The late Mark Twain's story of the spider is apropos at this point. Twain was a newspaper man during several years of his life and was a strong believer in advertising. While addressing an association of advertisement writers one day, he said:

"It pays to advertise. When I was editing the Virginia City Enterprise, writing copy one day and mining the next, I tried to force this truth in many ways.

"A superstitious subscriber one day wrote and said he had found a spider on his paper; was this good or bad luck? I replied to him in our answers-to-correspondents' column as follows:

"'Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over the pages to find out what merchant was not advertising, so it could spin its web across the door and lead a free and undisturbed existence forever after.'"

It is wonderful, when you stop to think of it, that you can talk to every thinking man and woman in your city every day. You can do this very thing. It is made possible through the daily newspaper, a modern institution that for greatness ranks with the telephone, the telegraph and the electric railway.

You can't expect a salesman to solicit business from more than a few dozen people a day at best, and yet, through newspapers and magazines, you can solicit trade from millions of people in the same length of time, if you so choose.

Every intelligent American will sooner or later make a study of advertising, because every man who would succeed must know about advertising. It is the most powerful force of modern business. Its field has only been prospected. Its possibilities are unlimited.

PRIZE OFFERED FOR JONATHANS AT SPOKANE

N. S. Bennett, of the Eden Valley Nursery, has by way of a special prize of \$20 worth of nursery stock at the third annual exhibition of the National Apple Show at Spokane, for the best box of "Jonathan apples grown in Oregon." This is a "state-wide" competition and should stimulate competition among those growers who have Jonathans in their orchards.

Mr. Bennett has received the following reply to his offer from the management of the show: "N. S. Bennett, Eden Valley Nur-

ery Co., Medford, Or.—Dear Sir: We note your offer of a special prize of \$20 worth of nursery stock for the best box of Jonathans grown in Oregon. This will be a satisfactory prize and we shall take pleasure in making the announcement. I believe your offer will stimulate competition and it is certainly a generous donation on your part. Yours very truly, "NATIONAL APPLE SHOW (INC.)" "By Ren H. Rice."

The ad that the other newspaper reader merely glanced at may be the one you're looking for.

COMMUNICATIONS.

C. Pollard, the greatest traveling willow worker in the United States, was refused a glass of beer at No. 21 South Front street and at M. & R. Co. saloon on account of being colored. The saloon looked like it was worth about 25c, but yet it was too fine for a negro to take a drink, and on the same morning I was refused service in the little restaurant next door, in about the same shape.

I have been traveling for two years and I have never been refused in such a place as that before. I have been in the state of Washington, where the people are civilized, and one man's money is just as good as another one, so now I pick out a good name for Front street—Hobo avenue. I do think that it is a shame that there are but three saloons in town where a negro can get a drink. Nobody but fools could stay here, and they but a short time. So the same night I came out the saloon door and asked a policeman what he thought about it. Did he think the law allowed a man who had a public place to refuse to serve anyone as long as he acted the gentleman without having up a sign "No colored trade solicited"? He said no, he had to have up this sign. So I think the people of Medford need more knowledge of the law. I will probably have the matter investigated yet. I have got to meet my brother in San Francisco on July 4, and may call back at Medford on a later date and see what kind of law they are having here. I just want to show them that all negroes are not fools.

C. POLLARD.

SLEEPS FOR FIRST TIME IN 20 YEARS

However, He Fails to Wake Up—Suffers Torments for Years at Not Being Able to Close His Eyes and Rest.

HACKETTSTOWN, N. J., June 22.—Alonzo Wire, once chief of police, fell asleep two nights ago for the first time in 20 years. Today he is dead, not having returned to consciousness since his eyes closed.

The end came last evening, apparently from an affection of the lungs and the bronchial tubes. Up to the time he became ill, about three weeks ago, Wire was in perfect health.

Thirty years ago Wire was employed as a farm hand and one day was struck by a stroke of lightning. He soon became deaf. He went to many ear specialists, but none of them could relieve his deafness. So he resigned himself to his fate and learned the deaf and dumb alphabet. By the time he reached the letter Z his deafness had disappeared, and his hearing has been perfect since. Then the insomnia began. Year after year it increased, and for ten years Wire suffered torments from being unable to sleep. But, strangely, his health remained unimpaired. His sleeping hours grew shorter and shorter, and again he consulted many specialists. Almost every physician had a different theory about what the electric stroke had done to his system, but none could suggest a cure.

Finally Wire learned to do without any sleep. To rest his body he would lie for several hours on a couch, but his eyes always remained wide open and his brain apparently always was active. He frankly told his friends of his affliction and several physicians who doubted his word put him to extreme tests. Those tests, however, never served to make the man sleep.

Two nights ago, just before his eyes closed for the last time, he called his wife to his side. "The Lord be praised," he whispered, "I'm going to sleep at last."

The Columbia Park Boys, forty strong, arrived in town this morning, head by Major Peikotto, to whose efforts the club owes its existence. This afternoon the boys are playing baseball with our fast Medford team and tonight they appear at the Medford theater in a program of artistic musical selections varied with athletic and vaudeville numbers. The boys have been getting splendid notices everywhere they appear and will no doubt be greeted by the usual Medford big house.

Haskins for Health.

MINNESOTA REPUBLICANS BACK UP TAFT

Delegates Refuse to Pass Resolutions Denouncing Payne-Aldrich Tariff Bill—Roosevelt Policies Are Also Turned Down.

ST. PAUL, Minn., June 22.—Taft Republicans are today deriving much satisfaction from the refusal of the delegates to the Republican state convention to pass resolutions denouncing the Payne-Aldrich tariff as a repudiation of Republican platform pledges and commending the action of the Minnesota representatives and senators who voted against that measure.

The resolutions which were defeated by a large majority also contained a clause proclaiming unalterable support of the "policies promulgated by Theodore Roosevelt."

The progressives in the convention, however, secured easily the passage of resolutions commending the pursuit of conservation as outlined by Roosevelt.

MANY RIFLES FOR MEXICAN REBELS

GALVESTON, Tex. 22.—Ten thousand rifles and plenty of ammunition have been secretly taken into Mexico and distributed among the revolutionists during the past year, according to a special dispatch received here today from Hermosillo, Mexico. Most of the guns have been shipped into Sonora and Chihuahua. They were sent in small consignments. The dispatch says that most of the guns seized by the government officials last week were old ones and that the new rifles smuggled in during the past year are still in the possession of the anti-Diaz men.

It is further asserted that the alarm caused the government at Cananea was only a ruse and that instead of that place being the headquarters of revolutionaries, they are scattered all over Mexico.

SAYS HE KILLED JOHNSON.

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are to be given any credence.

The detectives admit that they are baffled concerning the whereabouts of Johnson's money, although they declare that they are sure that he had more than \$1000.

Bert Kersh, husband of the woman under arrest here with Webb, is expected to arrive today from Seattle to claim possession of his 7-year-old son, William.

Haskins for Health.

HARMON GIVEN NOMINATION.

(Continued from page 1.)

solent in the control lawmaking is a power that must be overthrown without delay.

"There cannot be relief while the interests profiting through the tariff laws are allowed to frame them, as thus far they have done. It has been shown strongly that they control the Republican party.

"Insurgency is a mere protest. The

regulars scoff at it. The only agency by which it can be dislodged is the Democratic party. Good government means the same in Washington as it does in Columbus. If the discussion which the state campaign involves shall help voters to elevate public service at both capitals I shall be doubly glad to have had part in it."

The "bargain hunter" who studies the ads is also a bargain finder!

Haskins for Health.

MICHELIN Tires. Michelin was the first to manufacture pneumatic automobile tires and now produces more than 50% of all the tires made in the world. In Stock by VALLEY AUTO COMPANY MEDFORD, OR.

Isis Theatre COMING Mitchel Dueo Wednesday Night Singing & Musical Sketches THREE REELS OF SELECT PICTURES— 1—THE CLOSED DOOR—a drama. 2—THE REJUVENATION OF FATHER—a comedy. 3—TOURING THE CANARY ISLES—Pictur- esque. 4—MEPHISTO AT A MASQUERADE—Comedy. Illustrated Song—"Night and Day"—by Miss Kennedy. Good Music. Clean, Cool and Comfortable

For Sale - - For Sale - - 428 ACRES—Rogue River bottom land, suitable for fruit and general farming purposes. 300 ACRES—Alfalfa land, covered with irrigation ditch and perpetual water right. Has coal outcropping. At a bargain on long time, easy payments. Gold Ray Realty Comp'y. 209 WEST MAIN ST.

We Fix It "Our machine responsibility does not end with the machine's sale. Anything wrong—we fix it. If anything breaks—we fix it. If anything wears out—we fix it. If it's your fault—we fix it. If it's the machine's fault—we fix it. If it's our fault—we fix it. No matter what's the matter—we fix it. Call Main 1711. C. S. LUPTON, Mgr. Lawton Building, Medford, Or.

E. F. A. BITTNER Medford Employment Bureau. Business chances, real estate, all kinds of help furnished. Room 207 Taylor & Phipps Bldg. Phone 4141 Main.