

Watch This Page for Advertisements of Good Things to Eat

RICH STRIKE IS MADE IN WELL ON THE DESERT

William W. Kelly, While Digging a Well Three Miles From Central Point Uncovers Rich Vein—Pans Out Much Fine Gold.

What has every indication of being a rich gold strike has been made on the William W. Kelly farm, three miles from Central Point, on the edge of the desert. While digging a well Mr. Kelley encountered at the depth of 22 feet a rich vein of free-milling gold. So far he has gone down five feet and is still in the vein, which pans out richer with the increased depth.

Mr. Kelley filled a two-ounce bottle with corase and fine gold from six pans of the vein. Even better results have been secured by miners who have examined the strike. The ore has been sent off to be assayed and its percentages of values will not be definitely known until the returns are received.

The extent of the vein, its width and depth have not been ascertained. It is evidently more than five feet deep and much wider than the well. Development may show that a gold-bearing vein extends under much of the so-called desert land.

ADVERTISING CATECHISM

Something for You to Reason Over and Think About Seriously—It Means Money in Your Jeans.

Question: Why do the merchants advertise?

Answer: In order that the consumer may become familiar with the firm name and address and may become acquainted with the kind and quality of stock handled—the prices certain lines are sold for to show to the trade that everything is being conducted for the best interests of the patrons, and to invite everybody to visit the store and learn prices and values of merchandise carried—in short, the merchant advertises because he is progressive and wants your business.

Question: Why don't some merchants advertise?

Answer: There is no reason—they couldn't give anyone a satisfactory reason. Most of the non-advertisers will say that they got rich without advertising and can't see that it is necessary to begin now.

Question: Which denotes the most progress—the advertiser or the non-advertiser?

Answer: You be the judge—we will leave it to the public to answer.

Question: Do you appreciate having a good local newspaper?

Answer: Most people say yes.

Question: What supports and builds a good newspaper?

Answer: Continuous advertising.

Question: Is it necessary for an advertiser to take big space?

Answer: No. A small space changed often is better than big space used just once in a while.

Question: Has advertising been a benefit to the advertiser?

Answer: Correct, truthful advertising brings returns—proven in every 95 illustrations out of a hundred.

Question: Would you advise a merchant to keep open one day in a week and close all the rest?

Answer—This needs no answer.

Question: Will advertising done once a week bring more results than where advertising is changed daily?

Answer: It stands to reason that when advertising is changed daily that best results will show and they do.

Question: What newspaper will bring greatest returns?

Answer: The one with a paid circulation and one that goes all over the valley every day.

Question: When do most people have time to read a paper?

Answer: In the evening. You will find two big evening dailies to one morning daily all over the United States.

Your store is "made" by your advertising—and your advertising is made by yourself!

An Oyster Drive

We were fortunate in securing a big "BUY" of canned oysters at such a saving as to be in a position to offer REGULAR 25c CANS FOR 20c.

CHASE & SANBORN COFFEE

BLUE RIBBON FLOUR

Warner, Wortman & Gore

IF YOU BUY IT HERE, IT'S GOOD TO EAT.

GROCERY PHONE 286

MARKET PHONE 281

A TALK ON CHINA WHITE DIAMOND

This is a day and age of specialty houses, and the store that makes a specialty of a certain line is sure to get the lion's share of that business. Why? Because people know that a line handled as a specialty will be more carefully bought—a larger assortment kept on hand, and the newest and best ideas will be shown as soon as they are brought out by the manufacturer.

Allin & Allin make a specialty of chinaware, glassware and kitchenware.

BARTLETTS SELL AT \$3.25 IN NEW YORK

Rae & Hatfield of New York, under date of July 9 say:

The sales of California deciduous fruits this week were as follows: Tuesday, 21 cars; Wednesday, 12 cars; Thursday, 10 cars; Friday, 15 cars.

The opening market Tuesday was weak, there being quite a decline in cherries, due partly to condition. There was also a decline of about 15 cents on Tragedy prunes, this variety being very heavy in the offering.

Wednesday, under lighter receipts, there was an upward movement on all varieties, principally cherries, which advanced on an average 30 cents per box. The upward movement continued on Thursday and Friday, and with the general good condition of the offerings the market was strong, active and higher, cherries again leading the advance.

Bartlett pears are now increasing in receipt, but continue to sell well. Weather warm today. Prices on yesterday's sale ranged as follows:

Royan Ann, 75c-\$2.62; Black Republicans, 70c-\$1.87; Royal Cots, 45c-\$1.15; Tragedy prunes, \$1.05-1.65; Burbank plums, 65c-\$1.80; Simoni prunes, 70c-\$1.30; Wickson, \$1-2.85; Purple Duane, \$1-1.50; California Reds, \$1-1.65; Bartlett pears, \$3.25-4.12; half boxes, \$1.75-2.25; Wilders, \$1.30-1.85; St. John peaches, 90c-\$1.15.

Store news is your news!

Every woman in Medford would be delighted to receive a pure "WHITE DIAMOND"—if you don't believe it, just ask them. Not one will tell you that she doesn't care for a white diamond. There are two kinds of white diamonds—one is a jewel and the other a flour. Of course the jewel would be preferable, but one couldn't exist long without flour of some kind. All will admit that the diamond is the most precious of all jewels and a trial of White Diamond Flour will prove that it is second to none on the market. When you again want flour, call up Olmstead & Hibbard for a sack of White Diamond.

STRIKE IN HARVEST FIELD IS BROKEN

SPOKANE, Wash., July 16.—Members of the Industrial Workers of the World, who threatened to tie up harvesting in the Walla Walla valley, were given short shrift and the work is continuing with renewed energy. At the first outbreak the ringleaders were arrested by the police of Walla Walla and sentenced to serve 25 days on the rockpile. Others who scattered through the country were told there was no chance for work. This broke the backbone of the strike, also put an end to the efforts of several agitators to organize a union. The farmers in Eastern Washington say they would not raise a finger to prevent men from joining recognized labor organizations, but they will not be dictated to by a lot of trouble-makers. There are plenty of men to harvest the crops, the growers say, and they do not look for any trouble.

PARTY WISHES TO TRADE A DESIRABLE LOT WORTH \$700 FOR A BUNGALOW CLOSE TO WEST MAIN STREET; WILL PAY \$500 CASH BESIDES LOT. SEE E. F. A. BITTNER, 207 PHIPPS & TAYLOR BLDG., AT ONCE, OR PHONE MAIN 4141.

EMINENT SCIENTIST AT ISIS

Nellar, the eminent American scientist, will begin a four days' engagement at the Isis on Sunday, July 17. Professor Nellar's scientific demonstrations are beyond comparison. Press reports everywhere of Nellar speak in the highest terms and his work as marvelous. The remarkable "blood test" of which Nellar is the originator, puzzles alike the minds of scientists, of physicians and philosophers. In this Nellar draws every drop of blood from the arm and hand of a person and causes it to flow back. Professor Nellar demonstrates concentration and magnetism from a scientific standpoint, with enough good, wholesome comedy to make you laugh until your sides ache. Professor Nellar is also a magician of marked ability and never fails to amuse the audience with his clever deceptions of the yogi art.

Nellar is ably assisted by his attractive wife, Madame Nellar, the mind marvel, who has created a sensation wherever she has given her convincing readings. The Nellar's lay absolutely no claim for their wonderful work, leaving it to their audiences to call it what they will.

JACKSONVILLE HAS A NEAR FIRE

It was simply because the flames were discovered in time Friday evening that a part of Jacksonville was not wiped out by fire.

The fire started in the rear of a Chinese laundry on California street, which is situated in the center of a row of wooden buildings. Had the fire acquired headway the whole row would have gone up in smoke, together perhaps with buildings that were really worth while. However, the fire was extinguished without any trouble, beyond the peace of mind of the Chink proprietor of the joint.

Going Camping

We are supplying a host of campers with supplies. Every day someone calls to be fitted out and seem to rely a great deal on our judgment in the matter of what is best to take on a camping trip. We have made sort of a study of it, too, and are proud to think that we can fit you up with everything in the line of EDIBLES, and when you are ready to start YOU TOO ARE

Sure of Quality

The canned, bottled and bulk goods you buy here are first-class in every respect. QUALITY is the word, and quality means

Satisfaction

Try a sack of Pure White Flour and a package of Golden Gate Coffee and know satisfaction.

Allen & Reagan

Cor Main and S. Central

If a little advertising pays, adequate advertising will pay big!

DR. GOBLE'S OPTICAL PARLOR REMOVED TO 235 E. MAIN STREET, OVER STRANG'S DRUG STORE.

H. B. Patterson, the Quaker Nursery man, has moved his office to 116 East Main street.

SPEND THE SUMMER

Newport, Yaquina Bay

The Only Beach in the Pacific Northwest Where the pretty Water Agates, Moss Agates, Moonstones, Corneliens and Rock Oysters can be found.

Outdoors Sport of all Kinds

Including Hunting, Fishing, digging Rock Oysters, Boating, Surf Bathing, Riding, Autoing, Canoeing and Dancing. Pure mountain water and the best of food at low prices. Fresh Crabs, Clams, Oysters, Fish and Vegetables of all kinds daily. IDEAL CAMPING GROUNDS, with strict sanitary regulations, at nominal cost.

Low Round-Trip Season Tickets

from all points in Oregon, Washington and Idaho on sale daily.

Three Day—Saturday to Monday Rate

from S. P. points, Portland to Cottage Grove inclusive, including branch lines; also from all C. & E. stations Albany and west. Good going on Saturday or Sunday, and for return Sunday or Monday.

A Sunday Excursion Rate of \$1.50

from Albany, Corvallis and Philomath, with corresponding low rates from points west, in effect all summer. Call on any S. P. or C. & E. Agent for full particulars as to rates, train schedules, etc.; also for copy of our beautiful illustrated booklet, "Outings in Oregon," or write to WM. McMURRAY, General Passenger Agent, Portland, Oregon.

Singer Sewing Machine

Are the standard among sewing machines. For years they have held the lead as to sales, and their popularity never grows less. They are made so perfect in every part, sell at reasonable prices and on easy payment plan and everybody knows that a SINGER means absolute satisfaction. Call and talk it over with us. Fine Groceries. Bulk Teas and Coffee. Bath Fixtures, China, Etc. Get the darnest cotton for the Darning Attachments here.

Allin & Allin Phone 2691. 132 WEST MAIN ST.

Our Policy

Is to handle a well assorted line of the most saleable brands of staple and fancy groceries—to treat every customer courteously at all times and to always offer for sale the best that money can buy at a fair and reasonable price. Our constantly increasing business proves that we are pleasing our patrons and through them and modern business methods we are building a satisfactory business. TRY OUR 25c SPECIAL COFFEE.

Olmstead & Hibbard West Side Grocers.

A Miniature Sportsman's Paradise

Just come over and have a peep at our window. It's a miniature sportsman's paradise. You see the tent and all the necessary paraphernalia for hunting big game, and can almost see the game.

Guns, Ammunition, Etc.

We are in a position to supply FISHING TACKLE AND ALL the necessaries requisite to a successful camping and hunting expedition.

Nicholson Hardware Co.

COR. MAIN AND BARTLETT STS.

THE BIGGEST RETAIL BUSINESS IN THIS CITY COULD BE CREATED BY ADVERTISING EXCLUSIVELY IN THE MAIL TRIBUNE.

No business of any moment could be built up in this city WITHOUT THE PATRONAGE OF THE READERS OF THE MAIL TRIBUNE.

ANY BUSINESS which persistently seeks and secures the patronage of THE READERS OF THE MAIL TRIBUNE can be made BIG ENOUGH TO SATISFY ANY BUSINESS AMBITION—any mercantile aspiration.

If there is any wisdom in CONCENTRATION, then there is wisdom in a one-newspaper campaign of publicity. Such a campaign is AIMED AT SOMETHING DEFINITE—it has direction, objective. There are no wasted expenditures—no experiments, no advertising to prove your "friendliness" to some cause, or faction, or interest.

The patronage of the Mail Tribune readers can "make" any store—any enterprise—in this city. THE LACK OF IT CAN QUICKLY UNMAKE ANY STORE OR ENTERPRISE IN THIS CITY.

And, more and more, the Mail Tribune's readers are coming into the self-interest habit and practice of buying things that are advertised in the Mail Tribune. For they are realizing—more of them every day—that the firms that advertise in their newspaper are rendering them a REAL SERVICE. And they APPRECIATE it.

Ever See a Spirella Stay?

You should come in and see this wonderful stay. It is made just like a spring—bends sideways or any way you are a mind to bend it, and is rustproof and unbreakable, providing comfort and durability found only in the famous

Spirella Corsets

You should own a pair now and forget your corset troubles. In addition, we show:

- TAXIS TOILET ARTICLES. WILSON HOOKS AND EYES. GUARANTEED HOSIERY. EXTRA FINE EXTRACTS.

You are invited to call at

The Spirella Shop 132 EAST MAIN ST.

