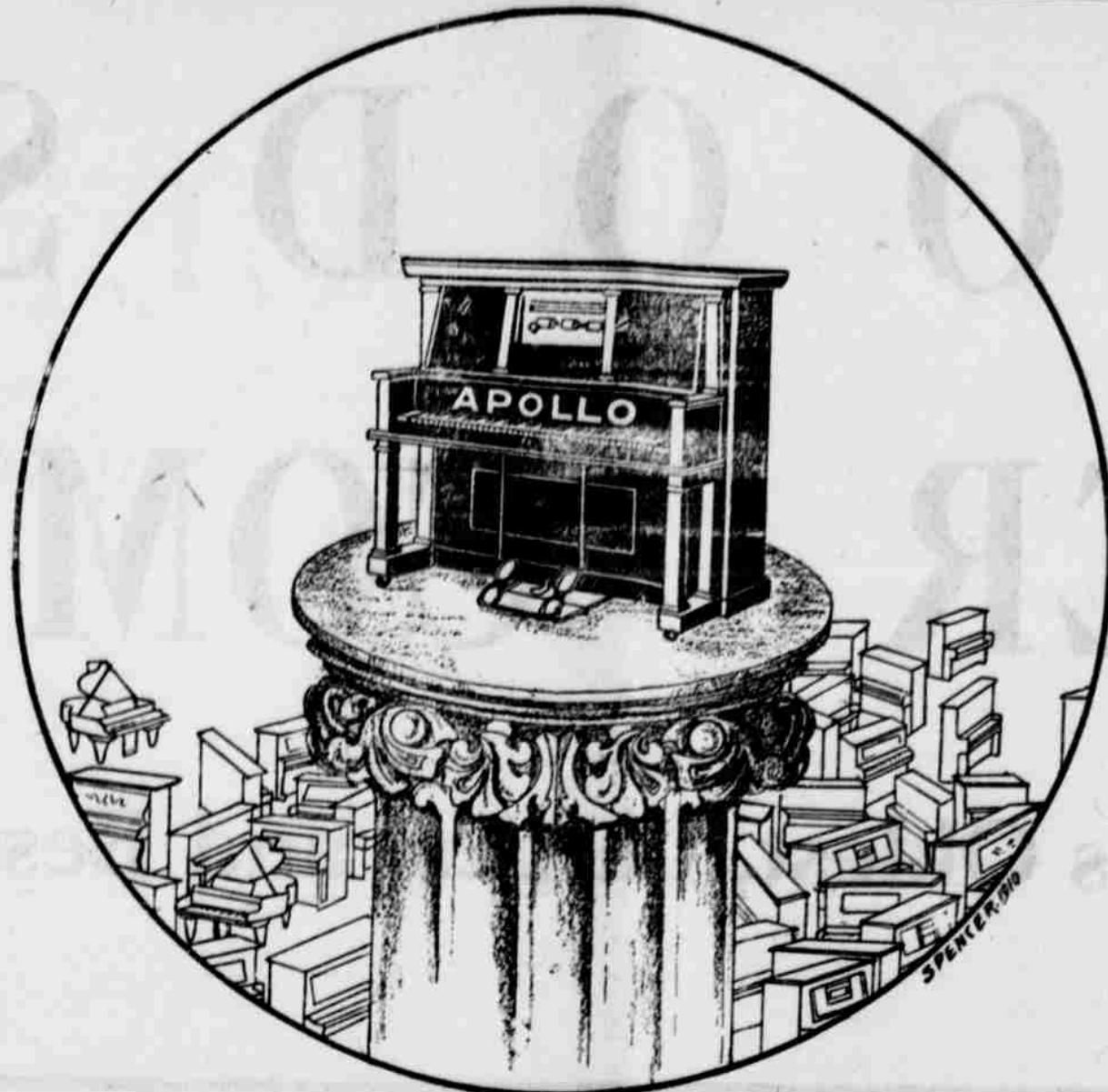


NEW GOODS No Shop Worn Pianos

Our goods are not shop worn in the large cities and then shipped out to the smaller towns to be dumped off on to the inexperienced buying public.

Laffargue Pianos

Are today the latest and most up to date achievement in piano construction. This piano since its presentation in Southern Oregon has appealed to the most critical buyers and has appealed to three-fourths of the piano buyers so strongly that they have compelled me to re-order the fourth carload of goods to supply the rapid demand for such a popular instrument.



THE APOLLO STANDS FAR ABOVE ALL COMPE TITION

EASY TERMS A Small Payment, Then a Little at a Time

All of our instruments can be bought on the easy payment plan. We tune pianos, we rent pianos, we buy pianos, we sell pianos, in fact we do the piano business of Southern Oregon.

Pianos on Sale

The following pianos have been traded in on our celebrated Players and are for sale at reduced prices. Pianos: Ludwig, R. Walnut, good as new, others ask \$400.00, our price, \$286. Schubert, in good condition, retails for \$400.00, our price, \$196. Kingsbury Inner Player, Mah., others ask \$665.00, our price, \$418.00. Huntington, Oak, regular price, \$350, special reduction from our low price, \$318.00. Wellington, H. Mah., others ask \$290, our price, \$196.00. All of the above pianos can be had on the easy payment plan.

Come, Let Us Have a Real Heart to Heart Talk With You

We want to have a heart to heart talk on a cold-blooded business proposition with every contemplating piano buyer in Southern Oregon. As a rule a saving of dollars and cents will appeal to any business man or woman.

Only Direct Factory to Home Distributor in Southern Oregon

Listen to me. We are the only direct factory to home distributors of the world's best pianos and player pianos at the least possible expense to the buyer in Southern Oregon. We pay no rents, we hire no men to sell our goods, we have our own delivering outfits for the purpose of economizing for the buyer and on top of this we absolutely guarantee to save you \$100 or more on every piano that you buy from our institution when you consider a piano from a quality standpoint. The above rapidly explains why we have in the last four months shipped in to Medford and sold more pianos than all other dealers combined in the last twelve months. Every time you buy a piano without investigating our proposition you just fail to add \$100 to your bank account. Every piano on our floor is clean cut from the castors up and you will at all times find the largest varieties here to select from.

Our line of pianos are of the following famous makes: The celebrated Ivers & Pond, the Gorgeous Chickering Bros., the old reliable McPhail, the world wide known Laffargue piano, the finest piano on earth for the money; the Sterling, Huntington, Mendelssohn and others. Our line of Players consist of the world wide renowned Appollo Player Piano, the only Player Piano that has no rival in the trade today, and the only player that touches down on the keys the same as the fa-mous musician, which gives the exact time and expression to the most critical ear.

JUST RECEIVED A CAR OF FINE PIANOS.

Visit Our Big Warehouse
Oakdale and 10th

Hale's Piano House

We Can Save You \$100 on
Most Any Piano.

THE LOT OF THE HOMESTEADER

(Continued from Page 9.)

miles away, to which he only made occasional trips and his family was there but a few weeks in the summer.

On the other hand, the real homesteader makes his home there and cultivates the land. He is one of the nation's benefactors, for it is through his arduous labor that the acreage of production is enlarged and the amenities of civilization brought to greater fields. The man who subdues the wild and makes an orchard grow where before there was but a forest or brush, has earned the thank of the world.

But the women who accompany their husbands to these out-of-the-way places are heroines. They knowingly deny themselves of everything dear to the feminine heart. There are many of these unsung brave women in Oregon. Often it is necessary for her husband to seek employment far away and she must remain alone.

With these kind of homesteaders it is astonishing how much improvement can be accomplished. Take the case of H. L. Young as an example. He has had his homestead for about two years. It is far up in the mountains and hard to reach. Yet in as short time he has put five acres into orchard, and all the trees are thrifty and well cared for. He has five acres planted in other crops which will be planted to trees this winter. Besides this he has

four more acres slashed and burned and the stumps will be removed this winter.

He has his entire place fenced and has a beautiful five-room bungalow and two barns on it.

You may say: Well, that is easy for a man with money. But Mr. Young has done all of this in two years by hard labor and by applying his earnings to the land. It only shows what can be done if efforts are applied and good faith exists. There is nothing of magic in this. Anyone can duplicate it.

There are a few homesteads worth while left in Oregon. Some good land, heavily timbered, is in the forest reserves, but this is not open for entry, except under the act of June 11, 1906 which applies chiefly to land not valuable for agriculture.

However, the homesteader has some compensations for the hard life he leads. He does not have to leave his place if he wishes to hunt deer or bear. A stray cougar is apt to venture on his domain and afford a shot. Then there are grouse and quail.

When it comes to fishing if he is a disciple of Isaac Walton he is in Paradise, for he lives way beyond the places of the city fishermen comes to.

All the joys of nature are his, the deep solemn woods all about, the clear pure invigorating air of the mountains, scented with pine and balsam. To the man who loves nature it is ideal life in many ways.



FOR SALE BY THE
Rogue River Electric Co.
MEDFORD, OREGON

IN THE FRUIT GROWING WORLD

(Continued from Page 9.)

of our growers are being supplied each day. We have a car this morning and the best authority on shooks says there will be another car Monday, this, of course, depending upon wrecks, which delayed our car today. When you are ready to start to town for a load of shook telephone this office.

We have sold 40 to 50 cars of apples and we do not think it wise at this time to publish the prices broadcast in the newspapers. Any member of the association interested may call and learn these prices. It may seem strange that we do not publish this information in the papers, but many times we want to put our prices up, which will be hard to do if our sales are published in the Oregonian and the Associated Press

papers and in time get into the fruit trade papers in the east, and we think work to a disadvantage. The passing on prices on sales of our apples is in the hands of the board of directors or a committee appointed by them. We have rejected an offer on 30,000 boxes of Newtowns and have turned down some business on one other variety of apples. You must remember we are not infallible and if rejecting these offers have in mind the welfare of all growers, and if take had been made we must not find fault, but must be governed by the actions of the board of directors whom you elected, and at this time it may be well to state that it is in perfect unity on sales made up to the present time.

C. W. WILMERTH.

Haskins for health.

Lighting Rates in Some American Cities

We are indebted to the Pacific Gas and Electric Magazine for the following table of electric lighting rates in some of the chief American cities:

	Population.	Cents per kw. hr.
Atlanta, Ga.	1,500,000	9
Baltimore, Md.	650,000	10
Birmingham, Ala.	60,000	10.4
Boston, Mass.	630,000	11
Brooklyn, N. Y.	1,600,000	12
Buffalo, N. Y.	415,000	9
Butte, Mont.	65,000	11.8
Chicago, Ill.	2,600,000	12
Cincinnati, Ohio	460,000	10
Cleveland, Ohio	550,000	12.5
Denver, Colo.	230,000	8
Des Moines, Iowa	100,000	12
Detroit, Mich.	450,000	12.6
Grand Rapids, Mich.	110,000	8
Guthrie, Okla.	23,000	15
Hartford, Conn.	100,000	11
Houston, Texas	100,000	13
Indianapolis, Ind.	250,000	10
Kansas City, Mo.	375,000	10
Little Rock, Ark.	60,000	13.5
Los Angeles, Cal.	350,000	7
Louisville, Ky.	290,000	8.4
Madison, Wis.	26,000	14.5
Memphis, Tenn.	200,000	10
Milwaukee, Wis.	375,000	12
Minneapolis, Minn.	310,000	10
Natchez, Miss.	18,000	13.5
Newark, N. J.	350,000	10
New Orleans, La.	375,000	17.1
New York, N. Y.	3,000,000	10
Oakland, Cal.	200,000	9
Omaha, Neb.	150,000	14
Philadelphia, Pa.	1,500,000	13.5
Pittsburgh, Pa.	600,000	10
Portland, Me.	65,000	9
Portland, Ore.	275,000	15
Providence, R. I.	215,000	12
Richmond, Va.	116,000	10
Rochester, N. Y.	200,000	8
St. Louis, Mo.	750,000	12
St. Paul, Minn.	235,000	13.5
Sacramento, Cal.	55,000	9
San Antonio, Texas	125,000	14.5
San Francisco, Cal.	500,000	9
Salt Lake, Utah	100,000	10
Seattle, Wash.	200,000	9
Topeka, Kan.	50,000	9
Washington, D. C.	350,000	10
Medford, Ore.	10,000	4 to 10

The lowest electric light and power rates in the United States in Medford, Oregon.

Have You Entered the Contest?