# MEDFORD MAIL TRIBUNE

# AN INDEPENDENT NEWSPAPER PUBLISHED DAILY EXCEPT SATUR-DAY BY THE MEDFORD PRINTING CO.

A consolidation of the Medford Mail, established 1889; the Southern Oregon-lan, established 1992; the Democratic Times, established 1872; the Ashianu Tribune, established 1896, and the Med-ford Tribune, established 1906.

GEORGE PUTNAM, Editor and Manager Entered as second-class matter No-vember 1, 1909, at the postoffice at Medford, Oregon, under the act of March 3, 1879.

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Sunday only, by mail, per year ....

Full Leased Wire United Frees 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. O. Whitney, Seattle, Wash, Hotel Spokane News Stand, Spokane.

2.00



SWORN CIRCULATION.

Averag January, 1910 March, 1910 1910 1910 August, 1910 September, 1910 October, 1910

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	November (	Circulation.	1
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MEDFORD, OREGON.

MEDFORD, OREGON. Metropolis of Southern Oregon and Northern California, and the fastest-growing city in Oregon. Population—U. S. census 1910; 8840: estimated in November, 1910, 10,000. Five hundred thousand dollar Gravity Water System completed, giving finest supply pure mountain water and six-teen miles of street being paved and contracted for at a cost exceeding \$1.-000,000, making a total of twenty miles of pavement. of pavement. Postoffice receipts for year ending November 30, 1910, show a gain of 51 per cent. Bank deposits were \$2,376,532, a gain bank deposits were \$2,40,55, a gain of 22 per cent. Banner fruit elty in Oregon-Rogue River Splizenberg apples won sweep-stakes prize and title of "" "Apple Xing of the World" at the National Apple Show, Spokans, 1909, and a car of Newtowns won

First Prize in 1910

at Canadian International Apple Show Vanceuver, E. C. Rogue River pears brought highes prices in all markets of the world dur ing the past ma years. Write Commercial club, inclosing of cents for postage for the finest commu-nity pamphlet ever written.

## Oregon Is Advanced.

(Newcastle (Pa.) Leader.) Voters of Oregon in the recei election cast their ballots in re less than thirty-two initi or two exceptions, they indorsed the good measures and defeated the bad Oregon is the first state in the erendum, the recall, the direct prom ary and the direct election of thirte States senators. And it has also adopted a meas ure providing for the direct expression of its voters upon presidentia preferences. Hereafter Oregon wil express its views upon that subject before any of the national party conventions are held. Another excellent measure adopt ed by Oregon voters at the recent election is one making a two-thirdjury verdict binding in civil cases. A far more drastic employers' lia bility law was also accepted by the state at the polls. Oregon has been forging to th front with wonderful strides in recent years in population and gen eral prosperity, and such results are in no small measure due to the ad canced ground taken in matters o legislation for the benefit of the people.

GOOD ROADS SITUATION.

W HEREVER good roads are constructed they increase the value of adjacent farm property, just as paved streets increase the value of city property.

A farm or homestead that is not accessible by a good road in all kinds of weather is not an attractive proposition to the prospective purchaser, who realizes not only the inconvenience poor roads entail, but the increased cost of transporting his produce to markets.

No one thing will aid more in the development and off Cape Beale, leaking budly, and is settlement of Jackson county than a system of good high-At as early a date as possible the county should vote

bonds for the construction of such a system, the proceeds to be devoted to needed highways. The interest on bonds will entail no greater annual expenditure than is now spent

on road construction. Jackson county should co-operate in the effort to se-

cure state aided highways, but these roads should be trunk lines, extending through the county. The proposed bill to be introduced in the legislature by Judge Webster for state aided highways is defective in that the state only supplies a small percentage of the funds, a very small sum for each county, which would be of no material assistance. The state should spend dollar for dollar with the county on these trunk lines.

Jackson county should also abet the effort to use state prisoners on highway construction, and the first road so ouilt should be the Crater Lake highway. This is prop-faithful member: therefore, be it rly a state highway, of benefit to the entire state, and it should be the first road upon which to try the experiment of convict labor.

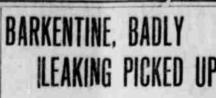
The first cost of macadamized roads throughout the vorld runs from \$2500 to \$7500 per mile, depending upon Daily average, 3,080, BTATE OF OREGON, County of Jack- highway on the Pacific coast is \$7700, but the average son, set: On the first day of December, 1910, personally appeared before me. George Putnam, manager of the Medford Mail Tribune, who, upon oath, acknowledges that the above figures are true and cor-rect. H. N. YOCKEY, (Seal) Notary Public for Oregon maintenance would be no greater than that of poor roads.

# WHAT EVERY WOMAN IS LEARNING.

**E** VERY woman is coming to know that advertising has I value to her. In olden days, under olden conditions. store-advertising was a very negligible thing. It consisted of either the dull, formal announcements of the conservative stores, or of the hysterical, misleading and "stampeding" style of advertisements resorted to by the irresponsible stores. In neither care was advertising important to the housewife, nor of the nature of "service" to her in planning her purchases.

Within the three decades just past advertising has Goble's Optical Parlors, evolved from these olden conditions into its present status of store-service. No worth-while store would now think of omitting it, or of limiting it too much in the scope of its usefulness. It would be as wise to try to do business in quarters wholly inadequate or with no delivery system. nor clerks. For the advertising is as much a part of store service as any other phase of store-keeping.

Women have learned, and are learning, that only stores that are adequately advertised are able to give real values markably sensible way. They voted - are able to compete in value-giving with other stores that advertise. The store that does not advertise is not ative measures and, with only one considered at all except as a mere neighborhood shop, to which we are driven by necessity sometimes-always to our loss.



VANCOUVER, B. C., Dec. 8 .- A wireless report to Point Grey today says that the United States governnent revenue cutter Snohomish has picked up the barkentine Griffiths

low towing her up the sound. It is said to be doubtful if she can reach

port before sinking.

## **Resolutions** of Condolence.

At their regular meeting on Wediesday night the Medford fire deartment, feeling deeply the loss of heir worthy and beloved brother, Warren E. Bodge, and it being the first regular meeting since the terible accident which caused his death, the members of the company all spoke kind words to his memory and then passed the following resolutions:

"Whereas, it has pleased an allwise Providence to remove from our ompany our honored and beloved

brother, Warren E. Bodge; and, "Whereas, 'the company feels deeply the loss of a worthy and "Resolved, That the Medford fire department express its sorrow at his antimely death and extends its symonthy to the bereaved family and clatives; be it further

"Resolved, That a copy of the



Opera glasses make the best Xmas presents. "There's a reason." They last a lifetime. Th whole family can use them. They increase the pleasare of shows one-half. You can read the orchestra music from the balcony, thus anyone can see the adcantage of having opera glasses at he theater. ...

A fine assortment in morocco. smoked and white pearl, gold mountd, with and without handles, at Dr.

Glasses ground while you wait. The most complete optical shop between Portland and Sacramento. See big eye sign.



PASADENA, Cal., Dec. 8 .- Colonel above resolutions be spread upon the minutes of the department and Theodore Roosevelt is coming to Pasa copy sent to the bereaved family idens in March, according to a tele-

"Yours respectfully, "C. H. Cady, B. W. Gregory, F.

Have you noticed the new build. California at Berkeley. He will have a packed house. If you want to ings going up in Oakdale Park ad- a place in a lecture course being ar- spend an hour where you can forget dition just south of Mr. Root's? tf ranged by the Throop academy s--

LEAKING PICKED UP and a copy published in the daily gram received here today from Dr. fion of always pleasing its patrons, James Shearer, president of Throop and the bill that just closed was the

**Rardon's New Grocery** 

Things to Eat

**A Few Choice Bits** 

Swift Premium Hams

and Bacon

**Fresh Oregon Ranch Eggs** 

S. & W. Pure Sap

Maple Syrup

**Absolutely Pure** 

**All Bakery Goods Delivered** 

**Twice Daily** 

**Prompt Delivery by our** 

**Own Wagons** 

Rardon's

GROCERY AND BAKERY

The Home of Good - - -

E. Redden, committee."

academy, who is now in New York. best that has ever been put on a MEDFORD FIRE DEPARTMENT. The colonel will start for Califor- local vaudeville stage. We undernia in March, stopping en route to stand that there is a good bill on Pasadena to deliver an address be- tonight and feel sure that the Isis

fore the students of the University of will show to a pleased audience and all of your troubles and be enter-

tained most highly, you should make it a point to visit this playhouse henever the occasion presents.

> A misleading advertisement would be almost as disastrous to a store as a fire-with no insurance.



SCHOOL CHILDREN Often need Glasses during the formative period of childhood. Let us prepare the glasses for your children's eyes, and the chances are the slight error will be speedily corrected and within a short time the children's eyes will be restored to normal

DR. STEPHENSON Office Over Allen's Store, Main and C Street. Phone Main 1857. Medford, Or.

Where to Go Tonight

Medford's Exclusive Picture The Latest Licensed Photo ater. plays

One Dime-No More-One Dime. \*



No. Com

Isis Has Pleasing Bill

The Isis theater has the reputa-

With the election of United States senators by direct vote, a heavy blow is struck at one of the princi pal aids to building up state polit ical machines. The voters of Pennsylvania would do well to follow the lead of Oregon in many of the reforms accepted in that westers state.

Mrs. Alice Young admits in Chicago that she has been married three time since January 1. However, the police cut short her matrimontal career be fore she could get around to Nat Goodwin.

In Pittsburg a woman is suing for divorce because her husband has not had a bath for six months. Pittsburg is a particularly bad place in which to go unbathed for so long.

Illinois, not baying yet convicted any grafters, is thinking of trying the possibly more arduous job of convicting the jurors who acquitted the grafters.

Adequate advertising-frank in The New York teacher who says forming, factful, frequent-being that "blighted love is a blessing to part of a store's service to you, i girls" must have been thinking, in- follows that a good store is necesstead, of Laura Jean Libby's pub- sarily a well advertised store. lishers.

Haskins for health.

part of the city

PATRONIZE THE

SQUARE DEAL

WOOD YARD

reasonable prices. Deliver to any

CALL MAIN 2601.

All kinds of dry wood for sale at]

Women are learning that the advertised store, selling union to adopt the initiative, the ret great quantities of goods, is able to sell them at a much smaller per-sale profit than the unadvertised store, which must make its profits from a small number of sales. This truth makes store-advertising of real importance to every woman-to every buyer.

> THIS is the prize year for Oregon, and the taking of premiums merrily continues. Hood River not only took sweepstakes at Spokane for apples, but followed it up with capturing the sweepstakes at Chicago in competi tion with the whole country.

Medford took first prize at the Canadian National Ap ple Show at Vancouver, B. C., a Madras man took first honors at the Dry Farming congress at Spokane and a Heppner stock breeder won the honors and received the highest average paid for Shorthorn eattle at the International Livestock Show at Chicago.

### NEW ENGLAND COMEDY Won't Tell Age for \$90 Month. IS COMING HERE

### KANSAS CTTY, Mo., Dec. 8. "Along the Kennebee," a New Just because she would not tell he England contedy drama, now in its age to the civil service commission hird successful season, will be pro-Miss Vinnie Dodsworth, a stenog fuced at the Medford Friday. The rapher, who has been employed

play is molded along the same idea, the city hall for a number of year is "The Old Homestead," "Shore was disqualified by the commi-Acres" and "York State Folks," tom taking the competitive examin and deals entirely with country life. ation for stenographers. The rul Plays of this nature are deservedly of the commission makes it obligated popular, masmuch as they are clean tory much applicants to give their

and wholesome and leave a good iges, but this particular woman fel inste in the mouth. They usually ilthat that was an attack upon he istrate some good moral principle constitutional and personal rights without descending to the offime So she let a \$90 a month job go by norbid sensationalism of the mela- default to a woman who does no drama, "Along the Kennebee" is care who knows her age. and to have mot with great favo

224

wherever produced, All specia WEATONKA COUNCIL DEGREE OF cenery is carried for the produc POCAHONTAS. tion and a fine band.

All members are requested to be resent Friday evening, December The costumes are here for inspection and approval MRS. ELLA SHOULTS.

Keeper of Records.

The store that pays a lot of money for space in which to say something to you must believe that what it says is important to you

If you had never been inside any tore in this city you would be able to decide where to go by reading th



**Precious Jewels** Make Lasting Friendships Largest and finest assortment of Rings, Watches, Toilet Articles, Sterling Silver and Gold Articles, Diamonds, etc. You can't imagine how extensive our line really is until you visit my store and have a look. Come any time-you are always welcome, and you are sure of getting the best for the least money. MARTIN J. REDDY, The Jeweler, Medford. Near Postoffice. Just The "Gift" You Want Come and see our line of CHRIST MAS GOODS. You will find the article you want here. There are Hand Bag s, Toilet articles, Perfumery, Brassware, Stationery and many other usefu l, desirable articles all reasonably priced **Our Phone Works Night or Day** 101--Call Main--101 Medford Pharmacy Near Medford, Ore. Postoffice **BEAUTIFUL CHINA RICH CUT GLASS** QWHAT BETTER FOR CHRISTMAS? I Nothing could be more appreciated than a beautiful set of China, or even an odd piece, : : : : : : : : I A piece of rich Cut Glass is certainly acceptable to the housewife, and highly prized. : : : : : : : : Watch This Space Very Carefully WARNER, WORTMAN @ GORE **Grocery Phone 286 Market Phone 281**