

BIG BUSINESS YEAR PREDICTED

W. H. Lally, special representative of the firm of Sherman & Williams, has been spending a few days in Medford. He is more enthusiastic than ever over the business prospects for this season.

"You will find that 1911 will be by far the largest and most prosperous year that Medford has ever had," he says. "The sales of paid accounts indicate that, and if we did not add any more this year than we have already taken orders for, we would be justly grateful. There is no better barometer of business conditions than the use of paid. It means more buildings, more public utility and good bank accounts. People don't go in for beautifying their places unless they can well afford it, and prosperity is the only thing which loosens the purse strings, because profit is really a luxury. Last year we discounted all previous records, but this season we will do better. Do you know that in 1910 our account in Medford handled more than that in any other account in Oregon, including our Portland branch. There is business enough in sight here now to satisfy us and all our competitors.

"Your community spirit is amazing, and your advertising is doing wonders. Our firm is perhaps the greatest advertiser in the paid line in the world. At least it is the greatest believer in advertising, and we spare no expense in keeping that branch alive. Mind you, we are not in the experimental stage of the game, either. We find that advertising not only pays, but is as necessary as quality. The Rogue River valley has the quality that means something, and all you have to do is to tell the whole world about it. We tried out advertising under the most adverse conditions in 1907 and the result startled us. When the 1907 panic struck the country and everything went to pieces in a few hours, every single transportation line in the United States, including the railroads, steamer lines on the rivers and seas, automobile factories, wagon works, and in fact every large consumer of paint stretched in every line of expense, but particularly in the use of paint. They went so far in some cases as to disregard the limits of absolute necessity. Our greatest mistake, too, is done with those heavy consumers, but we felt that our only recourse was advertising. The appropriation for the 1908 campaign had already been made, but our people immediately doubted it. What do you think the result was? That year, right in the midst of the panic, we sold more paint by 16 per cent than any previous year in our history, and we have kept up the pace advance ever since. Nothing succeeds like success" can well be substituted for "nothing succeeds like advertising." At least that is how we feel about it."

RICE EXPERT VISITS VALLEY

Professor Charles Chambliss of the United States department of agriculture is in Medford looking up matters for rice culture. He intends to plant several varieties in this valley in order to see if the northern limit of rice culture cannot be successfully extended. Professor Chambliss is practically sure that several varieties will do well in this valley.

In California he successfully demonstrated that rice could be grown as far north as Red Bluff.

He was the rice expert for South Carolina and on account of his great knowledge of rice culture he was selected by the department of agriculture to introduce a large number of varieties in different parts of the country. He intends to plant at least 15 varieties in this valley if suitable locations can be secured. He has experimented with several hundred varieties.

A fact not widely known is that some kinds of rice are very fine for poultry and this growing of rice feed for poultry is assuming large proportions in some sections of the country. Several varieties that can be grown here can be used. Mr. Chambliss and Professor O'Gara are great friends, having known each other many years.

G. A. R. OBSERVE ANNIVERSARY

The Chester A. Arthur post, No. 47, of the Grand Army of the Republic, celebrated their 45th anniversary of the founding of the order on Thursday evening. The sons, daughters, old soldiers and their wives, and also their countless friends, crowded the Angle opera house before 8 o'clock.

The program opened with "Tenting Tonight," which was rendered by a quartet composed of Messrs. Hoy, Valentine, Canady and Shomer.

Major D. R. Andrus, commander of the post, read a letter from Adjutant General Williams of Portland expressing regret that he could not be with them that evening. Major Andrus then gave a sketch of the history of the Medford post, touching upon the history of its early organization.

General William Sooy-Smith gave a graphic description of the battle of Shiloh.

Past Commander M. M. Holmes of the departments of Washington and Alaska entertained with a history of the Army of the Republic.

Electric Rooms

Opened Monday, March 6th in Electric building, 218 West Main street. Everything new and modern, including steam heat, baths, etc. Best in city. Rates reasonable.

Mr. and Mrs. Felix T. Swan
Proprietors

Notice, Fruit Growers.

We have leased the Page Packing House and will operate in the Medford district this coming season. We are the second oldest company in California and are members of the California Fruit Distributors who handle 75 per cent of the deciduous fruit out of California this past season. Call on our northwestern agent, E. M. McKeaney, room 1, Stewart building, and talk matters over with him before making your season's arrangements. Advances made if desired.

PRODUCERS FRUIT CO.

FOR SALE

Eighty acres of the best land north of Rogue river; 35 acres in pears; 5 acres in apples; 14 acres to oats; 10 acres to potatoes; 3 1-2 acres to onions, 1 1-2 acres to beets, carrots and parsnips; 2 acres to blackberries and raspberries and 9 acres to grass and rye pasture.

This place has no buildings, but a fine building spot, with a well of good water, the entire place fenced with woven wire; has a deeded water right which waters the entire place. This place is for sale for just one month; purchaser will get the crop, team, farm wagon, hack, one and two-horse walking plow, one 4-horse disc gang plow, one three-horse sulky plow, drags, harrows, etc.

Terms reasonable and price ABSOLUTELY RIGHT.

Inquire at Tribune office or address P. O. BOX NO. 68 JACKSONVILLE, OREGON.

New Spring Footwear

You will like the 1911 spring models in fine footwear for men, women and children. The latest lasts are now on display and we invite your inspection. REMEMBER, we sell only the shoes that are sure to wear well.



HARRY LUY BENJ. M. COLLINS
County Seat Real Estate Office

We wish to announce to prospective purchasers that we still have bargains in farm and city property to offer you, also timber and wood lands. Last, but not least, a few of the BEST STOCK AND ALFALFA RANCHES in Southern Oregon at prices and terms that will please you. These ranches have an abundance of water for irrigation, good buildings and some stock. Let us "show you." Office in Bank of Jacksonville Bldg., Jacksonville, Oregon.

LUY & COLLINS

Horse Shoeing and General Blacksmithing

BY HUGH ELLIOTT, the noted horse shoer. I carry the largest stock and keep nothing but the best mechanics and guarantee all work.

We make a specialty of shoeing driving horses.

Corner Riverside and Eighth streets. Phone Home 39. Pacific 3101.

Campbell & Baumbach

MORTGAGE LOANS, COUNTY WARRANTS, CITY AND SCHOOL BONDS

Money on hand at all times to loan on improved ranches and fruit land.

PHONE 3231. 320 GARNETT-COREY BLDG.

BASEBALL

At Medford Sunday April 9th
Medford Regular Team vs. Neff Crater Lakes

No game in years has created more excitement than this one.

The Crater Lakes beat the Regular team in a practice game last Sunday.

The fans are talking on every street corner and hotel lobbies, and are about evenly divided as to the probably outcome of the game next Sunday.

GAME CALLED AT 2:45 P. M. ADMISSION 25 CENTS AND 50 CENTS.

Medford Jobbing Co.

The only exclusive jobbing company in Medford where you can get all of your little odd jobs done at once by expert workmen.

Our Specialties

Cleaning, Kalsomined or papered walls and ceilings.

ALL ELECTRICAL APPLIANCES REPAIRED. We will take charge of any job you may have, call us up and talk it over. WE GUARANTEE SATISFACTION IN WORK AND PRICES. PHONE MAIN 6501.

Office: Medford Music Shop
ST. MARKS BLOCK.

CLAIMS WRONG MAN CAUGHT FOR FORGERY

George Clemons, who was arrested as the alleged forger Ross, at Ashland, claims that the wrong man is taken. When asked to write the name R. H. Ross he did so and the bank officials say the same hand wrote it that forged the check.

COUNTY JAIL TO BE A BEAUTY

The new county jail will be a structure not only of great strength, but one of beauty.

The plans call for a two story concrete building, reinforced with steel, being 44x42 feet, almost square in appearance. The cells will be burglar proof and made of the finest steel. There will be a criminal ward, a women's ward, and a crazy ward.

The roof is to be red tiling and the architecture of classic design, which at a glance will show a massive strength. The building will be fireproof.

The bids will be accepted on the 21st of April and construction begun on May 1.

The cost of the building will be about \$42000.

NO INJURY BY FROST IN VALLEY

"Nothing was injured by frost last night," said Professor O'Gara, "because the temperature did not go low enough, the minimum standing about 30 degrees.

"The reason that there was so much frost on the ground came from the fact that the dew points were high and that there was a large amount of moisture in the atmosphere, which was condensed.

"A heavy hoar or white frost, such as fell on Thursday night, indicates that a large amount of water vapor has been condensed. This means that a large amount of latent heat has been given up, thus equalizing the temperature.

"All of the growers of apples and pears frost unnecessarily last night. "Notice was sent out that there was no danger from frost last night, but a few decided to fire anyway. These were the orchardists who were caught last year."

TO MAKE ABSTRACT OF COUNTY TAX ROLL

The county court on Thursday evening passed the "Rogue River Abstract" company to make abstracts of the tax roll and to have the same printed and sold in the county.

This will be the county's first attempt to make abstracts of the tax roll, and every person whose name appears on any of the books of the merchants of this county. There has been too much taking advantage of the good will of the merchants, so that now they will be able to make a fair, equal and just discrimination without hurting the feelings of anybody."

MEDFORD BLUE BOOK CREATES SENSATION

The Medford Blue Book announcement has created a sensation and several mistaken ideas have grown up regarding it. When asked about it, a local merchant said:

"The Medford Merchants' Blue Book will not be a Bradstreet's nor a Dun's, but it will be a complete and up-to-date edition of the credit standing of each and every person whose name appears on record on any of the books of the merchants of this county. There has been too much taking advantage of the good will of the merchants, so that now they will be able to make a fair, equal and just discrimination without hurting the feelings of anybody."

The Craving for Drink Destroyed.

No more terrible affliction can come to any home than the craving for strong drink of husband and father. We appeal to wives, mothers and sisters to save the husband and father of the home with ORRINE, a scientific treatment.

ORRINE is prepared in two forms, No. 1, secret treatment, a powder, absolutely tasteless and odorless, given secretly in food or drink. ORRINE No. 2, in pill form, is for those who desire to take voluntary treatment. ORRINE costs only five cents a box. Write for Free Orrine booklet issued in plain sealed envelope to Oregon Co. 612 Oregon building, Washington, D. C. Orrine is recommended and sold for sale in Medford by Leek, H. Jackson, 214 E. Main street, Medford, Ore.

ALLEGED FORGER FOUND IN ASHLAND CITY JAIL

William Cook, of the Medford Blue Book and Abstract Company, who was arrested as the alleged forger Ross, at Ashland, claims that the wrong man is taken. When asked to write the name R. H. Ross he did so and the bank officials say the same hand wrote it that forged the check.



MAKE THE EASTER DEPOSIT

of your receipts the starting of an account at the FARMERS & FRUIT-GROWERS BANK. Then your money will be safe from loss by thieves fire or any other cause. Be as quick as a hare in making deposits and slow as a tortoise in useless spending. This time next year you'll have a balance you wouldn't have possible.

SPRING COLONIST SEASON ENDS ON NEXT MONDAY

Next Monday, the 10th of April, the season will end. The Medford Blue Book and Abstract Company will have the season's work done. The season has been a very successful one. The total of new business has been steadily increased by the Blue Book and Abstract Company. The total of new business has been steadily increased by the Blue Book and Abstract Company. The total of new business has been steadily increased by the Blue Book and Abstract Company.

Farmers & Fruit Growers Bank

J. E. ENYART, President J. A. PERRY, Vice-President
F. E. MERRICK, Vice-President JOHN S. ORTH, Cashier
W. B. JACKSON, Ass't Cashier.

The Medford National Bank

Capital, \$100,000.00
Surplus, \$20,000.00

SAFE DEPOSIT BOXES FOR RENT. A GENERAL BANKING BUSINESS TRANSACTED. WE SOLICIT YOUR PATRONAGE.

Medford Bakery & Delicatessen
TODD & CO. SOUTH CENTRAL AVENUE
HOME-MADE PIES AND PASTRY LADY COOK IN CHARGE.

Make a Selection of our small cakes and specialties and you'll have a collection of as tempting and toothsome dainties as were ever set before a king. Don't be too late coming for yours, however. We can never seem to bake enough no matter how many extra we bake fresh daily.

"AMOUREUX"
Royal Belgian Stallion

will be at the WEST SIDE STABLES alternating weeks during the season.

FIRST WEEK BEGINS APRIL 1, 1911.

Second week at Brownsboro; third week at West Side Stable.

"AMOREAUX" carries three sets of papers and breeders will do well to call and see him.

California Irrigated Lands
IN SUBDIVISIONS, 20 ACRES AND UPWARDS
EASY PAYMENTS
THE HOME OF ALFALFA, IDEAL CONDITIONS FOR ORANGES AND LEMONS.
Write us for Particulars.

Dixon Alfalfa Land Co.
DIXON, CALIFORNIA.

Medford Concrete Construction Co.
Manufacturers of
GLAZED CEMENT SEWER PIPE

CRUSHED ROCK
SCREENED GRAVEL
Plant North Riverside
Phone M. 6091
C. J. SEMON, Mgr.

Office: Fruitgrowers' Bank Bldg. Phone M. 652.
WASHED SAND for Concrete for Brick Work for Plastering

Summit Addition
THE CHOICE RESIDENCE DISTRICT.

All improvements in. Street paved. Cement sidewalks. Sewer and city water to the lot line. Building restrictions. Only four blocks to the new Jackson school.

East front lots \$850
West front lots \$725
Easy Terms.

W. T. York & Company
Selling Agents.

FORD

1911 TORPEDO ROADSTER, \$875.00
Fully equipped, f. o. b. Medford

Four-cylinder, shaft drive, 100-inch wheel-base, magneto of course. "Let us show you."

Ashland Motor Car Co.
43 MILL STREET, ASHLAND, ORE. CON.
Walter W. Richardson, Medford Representative.
Phone 2551.