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 these reductions in a lump, the wise merchant makes then on an article or two at a time daily, and uses them as
"leaders" to attract custom. Then at the season's end he "leaders" to attract custom. Then at the season's end hil
makes a big sale on the surplas articles left from the daily sales.

## Where to Go Tonisht



## Savov.Theatie



## NATATORIUM

 Ioviugs, muluarde, Poot, mbating, an rub anthe for wheates and aentiomen at at umes.but deficient in quantity supplied.
Water is the weak point in Oreg a sufficient supply. Fewer still have pure water. There fore, typhoid epidemics are frequent.
The poor water supply is a standing
The poor water supply is a standing reproach to many
Oregon towns. Salem, the capital city, sets an unprogres sive example by supplying citizen and state institutions wive example germ-laden moisture, unsafe to drink. Every effort to install an adequate supply of pure water has met de
feat at the hands of the mossbacks. Many other cities naturally more favorably situated than Medford, have fol lowed in her footsteps.
The best investment any community can make is a good
water system-not only on account of the increased health of its citizens and the beauty and adornment of the city profit upon the investment.

## CREATING A BUSINESS

F IT pays the merchant to advertise a sale occasionally it pays him to advertise a sale daily. This has becom
recognized in the mercantile world and we find the up-to date merchant is the advertiser, the one who arranges
sale of articles daily and lets the people know about it. Usually at the occasional sale, the price of nearly every article carried is materially reduced. Instead of making
 sible fort the growth of so many smal stores into
partment stores. The suceessfil city store cannot be op erated successfully without advertising-and the same
methods successful in the big city create success in the methods suce
small town.

## Our Correspondents



## Oak, $\$ 8.00$; Fir, $\$ 7.00$; Pine $\$ 6.00$

3 Tier to Cord.
Will Begin to Ship May 15

Phone us at Butte Falls.
BUTTEFALLS LUMBER CO.


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| \% | For sale CITY PROPERTY Lots wholesale and retail MOOR-EHNI-CO. 212 Fruitgrowers Bank Bld |
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|  | large, fine lots; |
| M. Smith, Prop | sewer and water |
|  | dress Box 666, care of this office. |
|  | of this office, |
| -Horse Shoeing Shop.- | ....................... |
| C. L. Allen, Prop. | FOR SALE ORCHARDS, FARMS FRUTT LANDS |
| City Property |  |
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|  | WOOD FOR SALE |
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| TRADE | Union Meat Co . |

## TAKE UP A CLAIM

C. L. Allen, Prop.

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## Coal <br> Rock Spring

Choice South Oakdale Avenue Lot
East front, 100 by 175 feet: alley in rear; a number of large oak trees, pplendidily placed in relation to a house: registered titce, nothing bett
in the city. Will sell at $:$ bargain for cashl.

Tuttle's Third Addition
HARRY H. TUTTLE, Owner
Or any member of the Medford Realty

Campbell \& Baumbach mortgage loans, county warrants CITY AND SCHOOL BONDS
Money on hand at all times to loan on improved PHONE 3231. 320 GARNETT COREY BLDG

## FOR SALE

## 2 LOTS ON SOUTH <br> OAKDALE 50x150 <br> EASY TERMS NO INTEREST

L. B. W A R N ER Jr.

At Warner, Wortman \& Gores

## IRRIGATION

This Rain Has Helped Your Crops. Why Not Have It on Hand When You Need It. TAKE WATER

Rogue River Valley Canal Co.<br>FRED N. CUMMINGS, Manager

Office 3d Floor Medford National Bank Building

## Irrigated Orchard Tracts

Let Us Show You What We and Others Are Doing on the Desert

ROGUELANDS Inc.

