What Do You Know About This?

KNOWLEDGE COMPETITION

Following will found a number of brief paragrahps, each one bringing out a few of the distinctive features .or characteristics of this city's business institutions or professional men. There is a query or two in each paragraph. To the party who first answers them correctly in detail will be given choice of the prizes noted above. The next nearest correct will be given choice of the remaining prizes and so on till they are exhausted.

Names must not be abbreviated but given in the usual style of the firm's advertising; street numbers must be given correctly and all answers must be neat and legible. There is no guessing about these. There is a clue in every one by which the identity may be confirmed.

Answers may be sent by mail or brought to this office any time before next Wednesday evening. On Saturday of next week the sequel to this feature will be published. At that time the prize winners will announced and they are then entitled to call and get them.

The competition is open to every one who reads this except employes of the paper and their relatives.

Address all answer to:

KNOWLEDGE CONTEST,
Care Mail Tribune

THE PRIZES

1 month.. Tuition Piano Lessons, once a week, Medford Conservatory for Music and Languages $16.00

1 month Tuition Medford Business College.... $12.50

1 dozen large Photos, Mackey Studio.......... $10.00

1 gold mounted Moss Agate, Bean's Lapidary $10.00

NUMBER 1—What is the name of the store in Medford which has in use 56,000 square feet of floor surface? There is no store that approaches it in size this side of Portland or Sacramento. There is no store on the Pacific coast that sells goods for less price. Your house can be furnished here from cellar to garret, from kitchen to parlor, as economically as if you were a resident of any of the large cities of the coast. There are three floors and a basement, all full of modern merchandise—hardware and furniture. There are scores of exclusive lines. Here are just a few to enable you to make sure: Bridge & Beach and Quick Meal ranges, Globe-Wernicke Elastic book cases and filing cabinets, Lowe Bros.' paints. What is the name of the company?

NUMBER 2—There are just two classes of grocers. One wants to get rich quick—he sells the cheap brands of goods. The other is not in such a hurry—he sells the best brands and leaves the question of profit to the volume of sales. This store belongs strictly to the latter class. It began carving out its career here 6 years ago. It is where you find that excellent Waitsburg Pure White flour and many other superior lines of provisions. It is the store with the sanitary floor—cement. It is the grocery that makes a special point on its fine bakery goods—bread, cakes, cookies, and pastry of all kinds—always fresh, always very tempting to the appetite. What is the name and address of this store?

NUMBER 3—This number represents an automobile garage which became a part of the business life of the city less than a year ago. Notwithstanding, the machine that is sold at the garage is one of the most numerous, and decidedly one of the most popular in the whole automobile game. At this garage they do no general garage business but take care of all repairs for the machines they sell for one year. There are so many points in the favor of this automobile that but few people who investigate hesitate to decide in its favor. There has been more machines of this make sold in Medford this year than all other makes combined. The new 1913 model, all complete with every necessity and convenience, is the greatest bargain in the auto world for this season. Give the name of this machine, also the name of the Medford agent, and the street address.

NUMBER 4—Here is noted a firm of implement dealers that began selling implements in this city while Grover Cleveland was still president. Indeed the family name in this business goes back three years further. Every kind of a tool the farmer or the orchardist may need will be found at this implement store. If there is anything new comes out it will always be seen on exhibition at this store. It is the store that sells the John Deere line of implements, the International Harvester Co.'s harvesting machinery, the John Deere and Velie Wrought-Iron buggies. It will not be hard for you to solve this number. Give the name and address.

NUMBER 5—Here are a few exclusive features that will lead you to this large dry goods and general store: La Porte Woolen Mills Dress goods, Thompson's Glove-Fitting corsets, Acorn waists, Butterick patterns, American Lady and American Gentleman shoes, and so on down the line. It is the oldest dry good store in town. Has been selling merchandise to the people of this city and valley for 20 years or more. They also carry a full line of groceries and table supplies. They have a large country trade as well as a large city trade. They allow no one to undersell them, and it has long been known that they sell the best merchandise. What is the name and address of this firm?

NUMBER 6—Did you ever notice the parallel that runs along between good, sanitary plumbing and connubial bliss and happy family traditions. If you want to avoid the divorce court get good plumbing. Here is a plumber who specializes on "quality plumbing." That is his watchword. He leaves the question of heating, of sheet metal work and tinning, etc., all to the other fellow. He puts in his whole time at plumbing—"quality plumbing." He has been emphasizing this line in Medford for two years past. He did the work in the Holland Hotel, and in scores of other good buildings and nice residences. He does fine repair work. When in trouble a ring at his phone will bring instant relief. What is his name and address?

NUMBER 7—What is the name and location of the restaurant that goes to the eastern coast for a name? It is one of the most inviting lunch places in the city. There are 8 tables with the whitest of linen, and there is a lunch counter about a half mile long, faced by mighty good things to eat and a mirror to aid you in completing your hurridly made toilet. There are 15 comfortable chair stools at the lunch counter and they are generally all in use—especially at meal time. The dinners they serve here are something to talk about. And they are being talked about. And the talk is all praise of the highest sort. This restaurant has not been running longer than a hundred years. If you try it once you'll "come again."

NUMBER 8—It is a fact that you can tell a good liveryman the first time you drive out in one of his rigs. There is always something to give the "slip-shod" man away before you have gone a city block. The liverymen in Medford who make good are—who? They have been associated with this city since it was a village, and they are practical men who understand every phase of the livery business. They know the business from cleaning stalls to burnishing buggies. Everything about the "ranch" is constantly under inspection. They have the best rigs—any kind you want. Within a few days they will have made changes that will baffle you to identify them, but it will be the same old story in better form. Give name and address

NUMBER 9—This number is to represent the largest grocery store in the city. It was established two years ago. There are two entrances to the store and both lead to good things to eat at fair prices. It is the place where they have the Vacuum Seal coffee, the Snow Drift and Blue Stem flour, the Pure Gold butter, and the Cresco line of pure food products—an imported brand of goods that is in the first rank of excellence all over the world. It is here also that you find the imported Lucca oil. It is the only strictly sanitary store in Oregon, open at all times for inspection—every article sold under a guarantee. This store has a very large stock of fancy and staple groceries and table delicacies. The city patrons are served by the city delivery company, and they run a delivery wagon of their own through the country. What is the name and location?

NUMBER 10—When you are ready to get that "buzz wagon" here is an establishment that will interest you very greatly. They have been selling cars here for over two years and they can point to a satisfied customer wherever they have sold. They have a garage—the oldest one in the city, and they carry a full line of automobile supplies, and do first-class repair work—notice we said "first-class." They are exclusive agents for two well known machines, the initial letters of which follow consecutively in alphabetical rotation. They are possibly the best machines in their class. Give the names of these automobiles, also name of this company, and the location.

NUMBER 11—This is a sheet metal works. It has not been running quite a hundred years but the people behind the "shears" are just as competent as if they had had a century's experience. They make everything in tin, copper, brass, zinc and sheet iron. "Everything" includes cornices, skylights, roofing, guttering, tanks, sheet metal windows, etc. They are also experts in hot air heating. They are agents for a number of good hot air furnaces. They will be pleased to give you inside information on the heating subject. This company is not engaged in plumbing. What is the name and address?

NUMBER 12—Land, land, land, everywhere—back to the land. The man who gets a good investment in land is sure to reap a profit. The free lands are all gone, and everywhere you will notice that land values are creeping upwards. Here is a man who is making a specialty in lands and exchanges of all kinds. He opened his office for business in Medford last spring. He has some fine trades to offer to those who want either land or city property. He also writes fire insurance and makes loans. He is a notary public and attends to conveyancing. He is agent in Medford for the Union Assurance and the Orient fire companies. Has an office right on the ground floor. What is his name and address?

NUMBER 13—Before your gaze at this time is a bakery—the one that bakes that good bread, just like mother used to bake when she had good luck. This is not the oldest bakery in the city by any means, but it is one that has made many friends since it came to town. All bread is baked out of flour but the fact that some of it is better than others is proof that the baking has much to do with the quality. The pies, cakes and pastry of all kinds that come from this bakery are superior. Their wagon carries them to every part of the city every day, and if you want to get in touch with good quality just ring the phone or hail the wagon. They will see how nice they can be to you. They also have a delicatessen, with choice appetizers on sale every day. What is the name and address?

NUMBER 14—Who are the people who "know how" in the cleaning line in this city? They are sanitary cleaners and pressers; clean everything except dirty linen and bad character—and fish. Use the latest dry, or French process, send for and deliver, and guarantee satisfaction. They also do dyeing. It is the place where they clean your hat just like new. Your head is the most observed part of your body—for goodness sake have a clean hat. They have hats for sale. They have been here but three months and they are making good. What is the name and address?

NUMBER 15—Here is one of the leading grocery stores—a store that has been saving the lives of many people in Medford for nearly 5 years—saving the lives by selling them first-class fancy and staple groceries and table supplies. Flour and feed go along with the groceries. It is the store that has the Upper Crust flour and Monopole coffees. You may look everywhere and find no better quality. The name of this grocery is a very short one. There are three people in the firm and two of them spell the name just alike—only five letters. What is the name and address?

NUMBER 16—Who is the scientific eyesight specialist of Medford? This has reference, as you have perhaps already divined, to the most complete optical parlor south of Portland. The equipment is the latest and most up to date in use. Here will be found a complete grinding plant—the only one between Portland and Sacramento. The very best test of your eyes are made and the glasses ground to suit, thus avoiding delay. If you should be so unfortunate as to break one of your lenses save the pieces and they can restore it. This optometrist has had 17 years of practical experience in the profession. Those who want the best service for their eyes should be posted.

NUMBER 17—This number holds first rank in point of seniority in the drug line in Medford. It is a real drug store where they delight in carrying the very best drugs and standard remedies. There is no soda fountain in this drug store, but there is everything for the health and bodily comfort. It is the store that has the exclusive sale of the famous Arch family remedies—a different remedy for each ailment—not one remedy for all. These remedies are the latest product of eminent skill. This drug store is noted for its accuracy in filling prescriptions. The name in bold letters is under your feet at the entrance, likewise the name of the owner of the building. Give the name and address.

NUMBER 18—Stunning are the waists they sell, fetching are their bonnets; fit for more than jingling verse—worthy a poet's sonnets. And this well known house has another trait that's nice—for the best of goods and the latest styles they're content with a modest price. This prominent fashion center has had a career in this city lasting over two busy years. They have the very latest creations of the fashionable millinery world. And they also have the exclusive sale of Stylecraft cloaks and suits. There are none superior to these in style, finish and quality. What is the name and location of this store. It crowns the alphabet.

NUMBER 19—What is the name of this institution of earnest endeavor, where young people in all business methods are made clever? Having finished in the laboratory of business perplexities made plain, the office man is very anxious their services to obtain. Its thoroughness in training is known far and wide through the proficiency of its students, by the public well tried. In mentioning Medford's institutions and their qualities fair, this one, in its class, takes a front chair. It increases enrollment each year of its existence, which, you may know, is a result of honest labor and persistence. He who enrolls with this school is considered wise, and to tell the name and location may assist in winning a handsome prize.

NUMBER 20—There is just one grocery store in town where you will find Hills Bros.' most excellent coffees in bulk. By buying them in bulk you always save the cost of the package. They range in price from 30 to 40 cents the pound. This grocery store makes a specialty of coffees and teas and guarantees absolute satisfaction to all its patrons. They carry a full line of groceries and table delicacies and have a trade that reaches the remote limits of the city—and then some. You will look for them in vain on Main street. The name is one of 5 letters and the street number is composed of 2 figures just alike. What is the name and address?

NUMBER 21—They do not move everything, but they move anything that is loose at one end. We refer to a prominent transfer company that has been 10 years in the "thickest of the fight." They have 8 wagons, rolling around on the streets all the time. All you have to do is to press the button or ring the phone—they do the rest. They make a specialty of baggage, household goods, pianos, safes and heavy work. They have safe storage. What is the name and address? It will help you a little to know that they handle the Rock Springs and other good coal—and wood.

NUMBER 22—When you put a few hundred plunks into an automobile it is the sensible thing to look out for its care and keeping. The largest garage in operation in the city—the one that offers the most security from fire and from unskilled workmen—is before you in this number. It is 60 by 100, two floors; machine and repair shop below and garage above. It is built of brick and cement—stuff that will not burn. The people in charge have been operating here 3 years. They have the agency for no machines. They are content with giving good service and selling automobile supplies. They are agents for the sale of Firestone tires. They have supplies and accessories of all kinds. Give the name and address.

NUMBER 23—What is the name and location of the oldest and largest abstract and title company in Jackson county. This well known institution had its beginning away back in the early days. They have complete files in their office of all records pertaining to real estate titles since the history of titles in this county began. When they have searched a title for you it is certain they have brought out all the dark spots. They furnish abstracts and certificates very promptly. The secretary and manager of the company has the longest name of anybody in the county, and it is spelled with only 5 letters. Being a lawyer he serves the good purpose of both the company and its patrons.

NUMBER 24—Where is it that you get the best cup of coffee in town? It is not the largest restaurant in town but it is one of the most popular. It is the same place that they make those fine hot cakes. There are 5 tables and a long lunch counter. They serve short orders at all times. At noon they have dinner—a dinner that would tempt the most discriminating epicure. The delightful home cooking prevails here. If you have not been in to sample it, it is time you were doing so. Quick lunch is the feature that dominates here. It is the only restaurant on this street. Give the name and address. A name that sounds like California's early days.

NUMBER 25—What is the name and location of the backsmith and horseshoer who has been pounding the anvil in this city for almost 30 years? Medford was a very small village when he began. He has the leading shop in the city at this time, keeps several men employed, and is always on the job himself. There is a string of 4 forges right down the center of the shop and they are all kept busy. One side is the horseshoeing and the other the general blacksmithing. There are always a few teams being shod, and frequently several horses waiting. Every job that goes out of this shop is done right—that's the reason. The shop is fully equipped with machinery and electric power.

NUMBER 26—What is the name and location of this popular grocery store known as "Quality and Quantity"—3 where they sell that delicious coffee pounds for $1.25? Many people will have no other kind for their breakfast table. It is the same store that has the Century flour—one of the very best breadmakers in the whole Northwest. The fact is that all the groceries and provisions you buy at this store are representative of the highest class of pure food products. The owner of this store will deal in no cheap brands of goods—that is,cheap at the sacrifice of quality. This store has been very busy here for 8 years. It is on the West side.

NUMBER 27—Where is the best shoe store in the city to buy men's shoes? It is the same place where they have the up-to-date repair shop with electric machinery and every modern facility. It is the place where they carry a full stock of leather both for dress and work shoes and make them up to order when desired. In men's shoes they offer the Kelley-Butler shoe and guarantee them to give absolute satisfaction. Their repair work is known all over the valley as being of the better class, and still their prices are no higher. You will not find this store on Main street. What is the name and location?

NUMBER 28—"Woman's crowning glory is her hair"—very emphatically so in these latter days. Its care and treatment are subjects upon which all women are critical. Who is authority in that line in this city? She has been conducting toilet parlors here for about 2 years. Her facilities for hair dressing, manicuring, facial massage, scalp treatments, skin bleaching, hand moulding, chiropody, and fine hair work are very complete, and she caters to the higher class of patrons. Here are found all the essential requisites and the most advanced skill in the giving of treatments. She manufactures a splendid line of toilet preparations. Makes children's hair cutting a specialty. What is the name and address?

NUMBER 29—Here is the grocery store where cash talks in loud tone of voice. To draw the curtain down a little more will say that it is the store where they keep Gold Medal creamery butter. It has not been under the present management more than a hundred years, they fell heir to a trade when they bought in, and it is growing so fast that it taxes their energy to keep up with it. It is the store where they have such a big line of crockery. It is the store that has the greatest longitude from Greenwich, if you care to figure it out that way. They have everything in groceries and table delicacies. Give the name and address.

NUMBER 30—All lumber yards look alike to most people, but here is one that is different. The whole stock of this lumber company is under cover. Nothing is left on the outside to be warped and weatherbeaten. When you buy lumber here you get it as smooth and as plumb as when it was manufactured. This is a point that is vastly appreciated by contractors—and should be appreciated by every one who buys lumber. They have everything in the line of building materials at this yard—sash, doors, mill work, cement, lime, plaster, roofing—the only place in town where Ruberoid roofing is on sale. There are three driveways at this yard. What is the name and address?

NUMBER 31—What do you know about Chiropractic, for the cure of all kinds of diseases? It is a form of healing that is making rapid strides, and it stands every one in hand to familiarize himself with its tenets. It is in line with advanced thought and many patients are being benefitted daily by its application. This city has an able representative of Chiropractic and Mechano-Therapy. You are to give his name and location. His office is on the ground floor, and he is ably assisted by his wife. The science is based on a correct knowledge of the nerves. It adjusts all displacements and allows the innate builder to reconstruct the broken-down tissue. No drugs or knives are used. Consultations and examinations are free.

NUMBER 32—Where is the place in Medford to get a new top to spin around with in your automobile or carriage? The place where they make a specialty of this work, and where they know how to do it right. Dust hoods, celluloid lights, side curtains, storm aprons, cushions and backs—any specialty in trimmings desired. Ask the man—he'll tell you all about it. He has been busy in this shop since last March. What is his name and address?

NUMBER 33—Who is the leader in wood working of every description—so far as it relates to vehicles? He is a wagon-maker who has been 11 years serving the people of this valley. He also does an extensive business as a jobber in wagon-maker's supplies. He builds wagons and carriages to order, also builds automobile bodies and wheels and does repair work of all kinds. He is an expert on rubber tire work. The last two or three years has seen a great expansion in his business, and he now has an establishment that is very complete. It used to be a firm,—it is now owned by one man who spells his name beginning with a letter right in the middle of the alphabet. Give the name and address.

NUMBER 34—Where is the up to date shoe store in Medford that makes a feature of "good shoes" at "right prices" —"a fit or no sale?" For the dainty feet of the ladies he offers the John Kelly fine shoe, and others. And for the men he recommends the "Just Wright" shoe—a shoe that has no superior for ease, durability and style. He has other shoes, the cream of the American market. There are shoes here for the whole family, and more where these came from. They will be arriving almost every day. You will find them suitable in price, style, size, texture and every other detail. What is the name and address?

NUMBER 35—Where is this new and modern garage with the machinist in charge who knows an automobile from tire to top? If anything goes wrong with your machine everybody knows that this man will put it right while you are wondering what is the matter. It is not the largest garage in town but it is one of the best arranged for repair work. It is built of brick and cement—25x75. He is not the agent for any automobiles but he is in position to give his patrons impartial information. You are to give the name and location of this garage.

NUMBER 36—Who is the insurance expert of Medford? And where is his office? He has been associated with the people of this city and valley in this capacity, for several years. He represents 18 of the best fire companies doing business in America, such as the Aetna, the Royal, the Liverpool, London and Globe, Home, Hartford and others. He makes the business of insurance a study, and is prepared to handle your risk with intelligence. It is better to be safe than sorry. He takes care of all kinds of insurance—accident, health, burglary, automobile, plate glass, liability, etc. Furnishes bonds for all purposes. He does nothing but write insurance. Requires 6 letters to spell the name.

NUMBER 37—What is the name of the best fence manufactured? The testimony of one million farmers has put this fence on this exalted pedestal. It has the standard of quality demanded by the U. S. government. Tremendous tensile strength, great elasticity, heavy galvanizing, secure weave, extreme durability, economy in erection, portability—these are some of the features that have made this fence the standard everywhere. This firm is the distributor for this fence in southern Oregon and northern California. They have their headquarters in Medford and have branch agencies in other towns. For the man who intends to use a fence they are the most interesting people in the state to talk with. What is the name of this fence, and the name of the firm?

NUMBER 38—Before your gaze at this time is a reference to a very prominent bakery that has been making things lively for the bread, cake and pie eaters around this city for only a few weeks under this management. The bread, pies, cakes, cookies, etc., that come from this bakery are just like mother used to bake when she had good luck. Everybody loves a good thing, and that is why their trade is increasing so fast. Their goods have a wide reputation for excellence. Their delivery is quick and regular because they have a horse that never gets tired. We allude to the bakery that bakes the famous White Lily bread. Give the name and address of the bakery.

NUMBER 39—Here is a candy store that has not been open for business more than a hundred years—but it has made good. It has the finest soda fountain in the city, adorned with a large oval mirror—and on the floor there are a lot of diamonds. Their show cases and shelves are full of the very choicest sweets, fresh and tempting to all who enter. At noon time they serve a delicious luncheon. They are caterers here to the tastes of the better class of people, of which Medford has such a large portion. This store has a name that indicates its character. You are to give this name, also the name of the proprietor, and the street number.

NUMBER 40—Who is the watchmaker and jeweler who is always "ready" to give you an honest opinion about your timepiece, its needs and its requirements, without charge? Think of it—your balance wheel in your watch makes 157,680,000 million revolutions in a year's time. What about neglecting to oil it? You will find this watchmaker and jeweler in one of the most central locations. He has been here 5 years. He has Libby and Hawkes cut glass in large variety. Has Fairfax Sterling silver and novelties. Carries a nice line of diamonds, and jewelry novelties. Makes a specialty of watches and clocks and repairing. What is the name and address?

NUMBER 41—Light and heat go together—hand in hand—at this shop. They are kindred subjects, engaging the same mechanical skill. This company are the experts in both heating and lighting. One man superintends and carries out the electrical work and the other attends to the heating. Steam and hot water heating has been made a study by him for many years, and he has mastered it so as to be able to relieve any one from worry about that part of the new home or the new business building. When it comes to electrical work this company is right here with the goods. Every kind of electrical installation is skillfully handled. The company was formed within the present year, but they have been here several years. What is the name and address of the company?

NUMBER 42—The art dealer in Medford finds a fruitful field for patronage among the refined and cultured homes of the city and surrounding country. What is the name and address of this store which is the leader in art goods and artistic picture framing? Coming Christmas soon—better bring out that new picture that needs framing and have it done before the rush is on, hazarding its being ready in time. Here will be found art goods and artist supplies, paints, wall paper and a stock of pianos—some of the best makes in America, going on very easy terms.

NUMBER 43—This number represents a merchant tailor in Medford who began business here 9 years ago. He carries the largest line of woolen fabrics to be found between Portland and Sacramento. You not only have a large line to select from here, but you have the skill of one of the best tailors in the state at your command. The only thing old fashioned about him is his desire to give every man full value for his money. Your suit if made by him will answer as a passport into Oregon's best society. He will bring out the lines of your individuality and put you on a footing with the best dressed men in the country. Half dozen letters in his name. Give name and address.

NUMBER 44—This number introduces one of the active realty men of Medford—a name that makes the letter "o" work overtime in spelling it. It is a well known fact that if there are any bargains laying round loose in either city or ranch property, this man has them. His judgment of comparative values is unexcelled, and he knows when to put a piece of property to the front. His bill of fare is "lands." In this line he is always ready with the goods. "If you want to sell your property list it where people come to buy—if you want to buy property come where it is listed for sale." It is an easy name to spell, only one syllable. Give the name and address.

NUMBER 45—This number represents one of the busiest industrial institutions in the city. It has been a prosperous institution here for a number of years. It is a hive of industry six days in a week and gives employment to a number of men. It is provided with every improvement in the way of machinery that will render service to builders. They manufacture doors and windows, frames, inside finish of every description—bank, office and store fittings, cabinet, stair and general mill work, etc. If you have some ideas in your head they will help you bring them to a practical basis and then execute them for you to your satisfaction. What is the name and address of this company?

NUMBER 46—You surely must know of this excellent beer, brewed in Portland—on tap everywhere. The best for the table, 'tis generally said, for purity, age and a very good head. The doctors say: "For an appetiser drink this beer; you can do no wiser. Therein the extract of malt you will find, which is food for the body and good for the mind. Of alcohol there is almost a dearth, which, as you know, further adds to its worth." Therefore, my friends, if you suffer with thirst, think of this beer made at Portland first. What is the name of the brewery that has its branch here, also the names of their three brands?

NUMBER 47—These piping times of "skimp and save" it behooves the head of the family to make his money stretch as far as possible. The second hand store is the place where this feat can be accomplished. Here is a new second hand store that has been doing business. They have about everything in stock to go to house keeping, all but a second hand milk cow. It is an interesting sight to walk down through their store, and see what has been gathered together. You may be able to find the very stove that you want for this winter, and get it at half price. Household furniture of every description. What is the name and address. On the West side.

NUMBER 48—Who is pre-eminently the man to see for first mortgage loans in Medford? He has been loaning money on Rogue valley lands and orchards for many years. When he takes care of your case you never have to wait. The money is always ready, and you get it with the "on or before" and other privileges. He is well posted on values all over the city and country and can tell you very quickly what can be done. He has an office on the third floor of a very prominent building. Take the elevator and he will give you all the information you want any time. What is his name and address?

NUMBER 49—Who is the liveryman, who has been 10 years "in harness" in Medford? He has a large stable and does a big business. Any kind of a rig you want may be found in this stable. He has the kind of horses that are "safe and sane," and still they go along without the vexatious "pushing on the lines." He knows the livery business from start to finish, and you are always safe on getting first-class service from this barn. He also does an extensive feed business, and is a successful veterinary with a large practice. Your horses will always get their "due" when you put them up here. Also does heavy hauling and freighting. Give name and address.

NUMBER 50—The science of restoring health is no longer dependent on materia medica and surgery. The pendulum is swinging the other way, and in the numerous methods of treating disease that of Chiropractic is one of the most popular. It is based on a correct knowledge of the brain, spinal chord, and the nerves emanating therefrom. Here is represented an institution that gives advice in dietetics, medical gymnastics and hydrotherapy, presided over by a thoroughly qualified Chiropractor. In connection he gives baths and scientific massage. Has a nicely equipped institution with a lady attendant. A Chiropractor so thoroughly understands the mechanism of the human body and Chiropractic science that they unerringly locate the cause of your trouble without asking you a question. What is the name and address of this Chiropractor?

NUMBER 51—Here is the best place in town to get that sweet tooth cured—but they do not guarantee it to stay cured. It is the sweetest story ever told. It falls to the lot of Medford to have the neatest and most complete candy store and factory in the whole coast region. It is the place where they make those fine chocolates, cream caramels, fancy nougats, etc. They make almost everything they sell at this store. Their ice creams, sherbets and other frozen dainties have a local reputation all their own. It is the place where the people who know get their dinner desserts, their party refreshments, and so on down the line. The store is a bower of beauty, an inviting place of rest and pleasure. What is the name and address?

NUMBER 52—Where is the hardware store where you can get "What you want, When you want it?" This store has not been doing business in Medford more than a hundred years but it has made good. It is one of the neatest, cleanest stocks of hardware in the state. It is the store where you always get the prompt and satisfactory service —where they have the big stock of shelf and builders' hardware, the Garland stoves and ranges, the Clark-Jewell coal oil ranges, the Acme Quality paints, the Diamond Edge cutlery and tools, and many other excelling features. What is the name and address?

NUMBER 53—What is the name and address of this clothing and men's furnishing goods house where they have Capps' fine tailored clothes, the Bostonian shoes, the Conqueror and Stetson hats, the M. E. Smith shirts, and the Mayfield Kentucky pants? They have a big stock of goods in men's furnishings and they are known all over the valley for low prices. It is a store that has been doing business in this city for a period of 4 years. A live firm of practical people who know how to draw trade and hold it. The name of this store is that of a very necessary piece of furniture.

NUMBER 54—This store has recently passed under new ownership and control. It is a variety store—one of those places where they keep a little of everything—dolls, toys, hose, nets, combs, notions, plain and fancy china, glassware, tinware enamelware, kitchen utensils, toilet articles, cutlery, post cards and the latest novelties of all kinds. The prices are not confined to 5, 10, 15 or even 25 cents. But there are great bargains to be found there every day. When you think of something that you want, and hardly know where to find it, this is the store that will come readily to mind. Give the name and address.

NUMBER 55—This is an old cigar store with a new proprietor. The smoke that has gone up from this cigar store would make Mt. Vesuvius look sick—and the smoke will increase in greater volume under the new and popular management. He carries the very best line of cigars, tobaccos and candies. A club room is to be opened in the rear where sodiability will reach an ebb that will please the boys. Keep an eye on this place. There will be things doing. What is the name and address?

NUMBER 56—What is the name of the bakery in Medford which makes that splendid bread which it calls after the name of the bakery—and which means the equal of any bread made. If you want to eat good bread, life-giving, nutritious, healthful bread you should eat the bread that comes from this bakery. You may think you are eating good bread but if you are eating any other kind, you are not eating the best. Their delivery wagon makes 4 trips daily, and if you will watch where it stops you will discover where the best families in Medford live. This bakery is in new hands. What is the name of the bakery, name of new proprietor, and the address?

NUMBER 57—Where is the place where they buy and sell everything—even to shoes and clothes? This store opened for business only a few months ago, and it has prospered so well that a new building is being erected to accommodate the enlargement of the scope of its business. Then will be added a full stock of furniture and household goods. There are scores of useful articles on sale here—you can get the cheapest suit of clothes, the cheapest hat or pair of shoes you ever bought. Look them over. What is the name and address?

NUMBER 58—What is the name of the bank in Medford that has the United States government deposits and also the Postal Savings Deposit funds? According to its last official statement the total resources of this bank exceeded those of any other national Bank in Jackson county, or in southern Oregon. The deposits in this bank at the time of this statement (Sept. 4) aggregated $563,709.12—over a half million. It does business in a bank building that represents an investment of $102,338. Its circulating notes to the amount of $100,000 are out all over the United States forming a very substantial advertisement for Medford. It is just the kind of a bank the cautious depositor is in search of.

NUMBER 59—Where is it that you find everything for the car and its driver—and then some? The automobile and motorcycle men would hardly know how to get along without this concern. It has been a very busy institution in this city for more than 2 years. They have the agency for the Flying Merkle and the Harley Davidson Motorcycles. In the rear they have a modern repair shop for motorcycles and bicycles. What is the name and address of the company?

NUMBER 60—Where is the dry goods store, and what is the name, where they have the exclusive sale of the Henderson corsets? The Henderson corset is the standard popular priced model. This dry goods store has been catering to the best trade of Medford and surrounding country for several years, the last two years under its present enterprising management. They have a big trade. It is the place where the Gordon hose are found, the Forest Mills underwear, the New Idea and Pictorial Review patterns. They have a beautiful assortment of fall and winter dry goods and furnishings. What is the name and address?

NUMBER 61—What is the name and location of a certain cigar store in this city which the said name is that of a bridge? The concentrated smoke that has gone out from this cigar store during the 3 years of its career would make the volcano of Vesuvius look sick. They have the choicest brands of tobacco and cigars, the finest candies and the most good cheer in Medford. It is where everybody goes when they want a good smoke. The store has only been in its present stand about one year. The proprietor's name is one that comes close to the bottom alphabetically—very promising in a presidential way. Give the name of the store and the location.

NUMBER 62—Where is "the home of better clothes—where nothing counts but quality?" This refers to an aggressive establishment that began business in this city less than 3 month ago, but which has made a place for itself among the discriminating people who want the best service in custom tailoring. Their tailoring is done right at home and satisfaction is absolutely assured. They take care of everything in the tailoring line—also cleaning, pressing, repairing and alterations. Give the name of these parlors, also the name of the firm. Also give street number. You will find them upstairs.

NUMBER 63—What is the name of the store that is constantly under the supervision of all contractors and builders? Why?—because if there is anything new coming out in the line of improvements and specialities, this store very soon gets it on exhibition. They deal in such things as metal lath, deadening quilts, glass, paints, oils, wall paper, etc. They are the exclusive distributors for Patton's Sun-Proof paints—none better made. They have a full line of brushes and decorative supplies—everything for the painter. This store has been busy in Medford for two years past. As the holiday season approaches it would be well to keep one eye on their art department. Give the name and address.

NUMBER 64—What is the name of the oldest and largest bank in Medford? This bank has been a bulwark in the financial history of Southern Oregon since the early days. Its last official report shows total resources approximating eight hundred thousand dollars. The capital stock is $100,000.00, with a surplus that has grown to upwards of $80,000.00. The deposits in this bank aggregate $600,000.00. There is in connection with the bank a modern safe deposit department, with boxes at a nominal rental—in a modern bank building. The bank was established away back in 1888—when Benj. Harrison was president of the United States. Four per cent interest paid on time deposits.

NUMBER 65—In this number we suggest a meat market where they do their own butchering. Their meats are "fed right, handled right, cut right, sold right." The trade of this market is far reaching, both wholesale and retail. It is a market that appears so neat and clean that a look inside is an aid to the appetite. They have nice show cases and a full equipment in every way—the only thing that is missing is the old time "meat market smell." The best fat stock that is raised in Southern Oregon is butchered by this firm. Their family trade specialities have made this market famous in Jackson county, on account of their excellence. What is the name and address of this market, also the address of the branch market?

NUMBER 66—Who is the man who polishes the beautiful stones that you find around Medford and gives them such an exquisite setting. He has been busy with his grinding and polishing machinery for two years—so busy that he never has time for anything else. He has a full equipment of machinery propelled by the electric juice. The best equipped lapidary on the coast. If you have picked up any agates in the past and have been delaying to have them polished and mounted now is a good time to have it done before the Christmas rush comes on. He will be glad to give you advice and information. What is his name and address? If you can't answer this one you don't know beans.

NUMBER 67—Who are these painless dentists who get out of the old ruts and practice the modern kind of dentistry? To be up to date you must find out to whom this number refers. There is progress in everything else, why is it not reasonable and ethical for changes to come in dentistry? These dentists have been serving a constantly increasing clientele in this city for more than a year past. They are amply skilled and schooled, thoroughly certificated, under the state's rigid statutes. They make a specialty of restoration plates. Crowns and bridges properly made. They are the dentists who make you smile. Give name and address.

NUMBER 68—Where do those people who really appreciate fine work in photography sit for their photographs? To whom do they go when they wish, not just a good photograph, but that superior quality of work which is turned out from the studio of a real artist? The character of the work here is in a class by itself and is appreciated by all discriminating people. The studio is located right in the heart of the shopping district, occupying several nicely equipped rooms on the second floor. It has been under the present very efficient management 18 years. Carbon and sepia portraits, interior and commercial work, developing and finishing. A name that is composed of 6 letters beginning with a letter in the middle of the alphabet. Give name and address.

NUMBER 69—The vender of flowers and plants must be an artist to be successful. Here is a florist whose name is indicative of superior talent—and the name he has established in all this section of the state as a florist is certainly very complimentary. He has everywhere attracted the attention of all who have artistic eyes in the line of beautiful effects with flowers. He makes a specialty of interior decorating for teas, card parties, luncheons, dinners, birthdays and weddings. Always has a big variety of cut flowers and plants. Choicest assortment of bulbs that ever came to Medford just arrived. Has large greenhouses and a central down town store. Has been in this profession for over 25 years. Give the name and down town location.

NUMBER 70—This is the store that makes homes happy. Has been disseminating happiness in this city and valley for two years. They sell pianos, organs and musical instruments. The Ivers & Pond piano is in evidence here, but they will sell you an M. Schultz or choice of a long list of makes, and guarantee satisfaction in every instance. They will sell you an instrument and allow you to pay for it while you use it. No use waiting till you reach "the land of pretty soon." Your family will be grown then, and you will not have need of the piano after that, possibly. "Do it now" is a motto that ought to go in the piano purchase. See the big special sale announcement of pianos elsewhere in this paper. Give the name and address of this house. Also agents for White sewing machine.

NUMBER 71—A large dry goods store is before you in this number. It is where they have the R. & G. corsets, the McCall patterns, the Beacon blankets, the big stock of millinery being closed out, Carhartt overalls and gloves and scores of other attractions. There is a big skylight in the rear at this store to shed the daylight into the darkest part of the room. Their goods will bear the sunlight, for it is a well known fact that this store sells the very best merchandise in all lines. Their stock of dry goods and furnishings embraces almost everything that men or women, or the children, need. They make quality the watchword—price the second consideration, although it is always low. What is the name and address? "The long store with the short prices."

NUMBER 72—Here is a name that gets very close to the heart of every man who is bent on buying a new suit of clothes, a new hat or the latest style furnishing goods of every description. It is a name that does not necessarily suggest personality, but it suggests good goods at proper prices. The store began its career here over five years back, and it has been growing in favor continually. It is where they have the Hirsh-Wickwire fine tailored clothes; also the excellent product of Michael Stearn & Co—the Knox hats, the Phoenix hosiery, the Wilson Bros. shirts, the Vassar union suits, the E. & W. Redman collars—2 for 25. We might go on and mention many superior lines, but this will put you on the track. Give name and address.

NUMBER 73—When you're blue, or cold, or shiver with the grippe, the chills, or liver; when the doctor's auto stands before your door, he'll write down good and plain the drugs that ease your pain, and say, "get this made up quick at ________'s drug store." This drug store has been serving the people for 28 years. It is the best equipped drug store in the city. No old passe goods on the shelves here. Everything is fresh and up-to-date. It is the place where they have the exclusive sale of Nyal's family remedies. What is the name and address?

NUMBER 74—Here is a store for ladies and gents, anything you wish for 5 or 10 cents—if for this it can not be seen possibly it's there for only 15; and if for this it does not arrive we are sure it will come for not over 25—crockery and kitchenware, hooks and eyes, everybody's ribbons, young men's neckties, toys and candies, buttons and collars—buy all you wish and save your dollars. It is one of the greatest places in town to get big values for a few cents. You will be surprised to see the range of variety in this store. It is under new management—a new broom generally sweeps pretty clean. Give the name and address.

NUMBER 75—Here is where the motion pictures are found in such perfection—every evening an hour's magnificent program for only 10 cents. Possibly you have not acquired the habit of going to the picture show. If not you should be getting the habit for it is one of the most enchanting pastimes for yourself and family. It is no longer necessary for you to take a trip around the world. The world with its beautiful scenery, its people in action, are brought right to your door. It is both educating and entertaining. We are referring to the theater where they have such good music and vocal solos, the one that has a name that originates in the heavens above. Give name.

NUMBER 76—Get good plumbing, my dear man, if you want to have contentment and happiness in your home. Your wife will not elope with a handsomer man if you look to the plumbing and heating company that stands for the bigest class work. They never let a job go half done. Before they leave it, you may be sure it is well done and thoroughly sanitary. They are also experts in hot water, steam and hot water heating. They have a shop that sets down below the street, in one of the largest buildings of the city. Give name and address, and ever afterward you will know how to make a capital "C." and a capital "I."

NUMBER 77—You are to give the location of the land of harmony; also give the name of the institution—an institution that has done more than any other to promote the musical education of the people of this valley and of Southern Oregon. The season of 1912-13 is the most prosperous in its career. They teach piano and organ, voice, violin and viola, violincello, musical history and theory, clarinet and flute, brass instruments, banjo, mandolin, guitar, oratory and dramatic art, French, German and Spanish languages, and physical culture. School runs winter and summer, with the exception of certain vacations. You should learn all about this school. Give its name and location.

NUMBER 78—What is the name and office address of the successful specialist in eye, ear, nose and throat affections? He is located in a very handsome suite of rooms on the second floor of a large and modern building, with an easy elevator; in the heart of the shopping district. His success in the treatment of these affections has brought him much favorable comment. He is accredited in all well posted circles as being the master of this profession. His practice here extends over a period of seven years, and his clientele reaches into many of the best families of the valley. Give his name and address.

NUMBER 79—Good modern, sanitary plumbing is one of the things that has done so much to promote happiness and contentment in the home. Greater progress has been made in plumbing than in any other branch of the building trades. Here is a firm of plumbers that do the very best plumbing. Samples of their work may be seen in the Hotel Medford and in nearly all the principal buildings of the city. They have a shop in connection with another industry that generally goes with plumbing, but in this instance they are separate. What is the name and address of this plumbing company?

NUMBER 80—Insurance that insures—that is the chief aim in life in a certain well known office on the second floor of Main street. It has been less than a hundred years since this office was opened. Represents a number of good fire companies—one of them is the New York Underwriters. He furnishes all kinds of insurance, liability, accident, automobile—also furnishes bonds for all purposes. There is no better posted insurance man in the city and your risks are safe with him. He makes it his business to see that you are made safe. Give his name and address.

NUMBER 81—In this number you are to give the name and location of a well known dressmaker and ladies' tailor who has her parlors in a prominent building on the fourth floor. She has been dressmaking several years in this city the last year on her own account, and the ladies keep her busy all the time. And she never fails to please her many patrons. She is always ready to give her assistance on any costume, and will take pleasure in giving you her ideas. She has had many years experience both in designing and executing, and her prices are always reasonable. Having told you so much there will be no question about your discovering the identity. The place is very close to the city's center.

NUMBER 82—Who is the man to see when you have an idea in your head about some piece of furniture you want

(Continued on page 8)