

MEDFORD MAIL TRIBUNE

AN INDEPENDENT NEWSPAPER PUBLISHED EVERY AFTERNOON EXCEPT SUNDAY BY THE MEDFORD PRINTING CO.

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With Medford Stop-Over. CLUB WOMEN WANT SIDEWALKS MADE PASSABLE. The committee from the civics section of the Greater Medford club...

The average merchant of Medford advertises very little. Those that do are getting most of the business. Even these do not begin to spend in advertising what the trading stamp costs.

The importance of the farmer of having an economical farmhouse has been emphasized by the farm architect of the department of agriculture...

MEDFORD SWEDES PLANNING CONCERT

The Swedes in Medford and vicinity intend to organize a singing society in order to give a grand concert in this city the first of May or on midsummer's day...

A couple of preliminary meetings have already been held; but it will be necessary to practice for weeks even before the simplest Swedish song can be rendered autonomously.

Persons who are interested in the matter, but unable to attend the meeting next Sunday, can communicate with Mr. Beauregard at O. N. Nelson's office, First National bank building.

Weather Forecast: Oregon—Rain west, rain or snow east portion tonight and Thursday; warmer tonight east portion; southerly winds.

THE TRADING STAMP CRAZE

MERCHANTS of Medford have the "trading stamp" craze. It is a disease that all merchants pass through at some stage or other of their existence—and then pass out of, somewhat wiser.

The idea is to make people think they are getting something for nothing—though no one ever does. So a percentage of the value of each article sold is given away in trading stamps.

The cost to the merchant of the trading stamp is about three per cent of the gross sales. It is supposed to increase his sales enormously by giving him an advantage over his competitor, the stamps being the inducement that attracts the extra customers.

Somebody pays this three per cent that the trading stamps cost. Either the customer pays it, or the merchant pays it out of his profits. If the trading stamps greatly increase the volume of business the merchant may be satisfied to lose the three per cent out of his profits.

So long as the trading stamp gives a merchant an exclusive advantage, it may be justified in his estimation. However, there is no such thing as an exclusive advantage nowadays. It is only a question of a few days before the competitor also is offering another color of trading stamp.

If instead of paying the three per cent of sales for non-productive trading stamps, the merchants would spend only one per cent in intelligent newspaper advertising, the result would be a greater increase in business for the merchant than the trading stamp brings, and a real benefit to the community, as it would bring into the city trade that now goes elsewhere, result in far better newspapers, and leave the money at home.

The average merchant of Medford advertises very little. Those that do are getting most of the business. Even these do not begin to spend in advertising what the trading stamp costs. One per cent of sales in advertising would enable the papers to employ an advertising expert to assist in the preparation of ads and permit an eight-page daily newspaper, and in many ways result to the material advantage of the community.

The Kitchen the Most Important Room in the Farmhouse

The importance of the farmer of having an economical farmhouse has been emphasized by the farm architect of the department of agriculture who states that the mental and physical fitness of the laborers both within the house and in the fields are vitally affected by the building that affords the family shelter.

The most important building on a farm is the home. The health, comfort, and happiness of the family are dependent upon its construction and equipment, and unless these matters are looked after the sanitary dairy barns or the economically constructed buildings for stock are of little value.

Although the housewife spends, in many cases, a lifetime in her "workshop," the kitchen, and the family room, she is not as a rule capable of planning a house in the highest degree serviceable and comfortable without assistance.

For the average farmer, economy bars a room especially reserved for weddings and funerals. A back stairway in small houses is an unnecessary luxury. Large halls which are never used to live, but merely as thoroughfares, are a feature which can be dispensed with in the interest of a smaller outlay of money.

Other features that should give way to a comfortable and convenient kitchen are narrow porches, filigree work, numerous angles in walls and roof, useless doors. There should be an intelligent purpose for every cubic foot of space and for every piece of material about the building, if possible.

Reduced Rates to Sisson and Return. The Southern Pacific has named a rate of \$1.30 to Sisson and return on account of Winter Carnival held there every Friday, Saturday and Sunday under auspices Sisson Commercial club, make this trip and enjoy a frolic in the snow, finest toboggan slide on the coast, skiing, ice skating and sleigh riding.

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COUNTY COURT PROCEEDINGS

Table listing court proceedings including Medford Sash & Door Co., L. W. Miller, labor, Nichols & Ashpole, supplies, G. B. Richmond, labor, Frank Rhodes, labor, F. W. Smith, labor, H. M. Teel, labor, A. D. Walters, labor, H. E. Young, labor, Total \$1,212.13.

Wm. Purcell, Judge

Table listing names and amounts for court proceedings, including Wm. Purcell, Judge, H. M. Porter, clerk, R. H. Powell, clerk, C. C. Pierce, clerk, J. R. Pottinger, clerk, G. C. Prescott, clerk, T. M. Peeler, clerk, D. M. Porter, chairman, John Roberts, fitting booths, Riverside store, rent of building, J. L. Rowe, clerk, H. D. Reed, clerk, T. R. Rock, Judge, O. E. Rose, chairman, John E. Roberts, Judge, M. A. Rader, clerk, R. E. Robbins, chairman, Chas. R. Rose, Judge, G. W. Rule, clerk, M. Ray, clerk, Robert Ray, Judge, William Ray, Judge, Jas. Stewart, clerk, J. E. Stewart, chairman, C. P. Smith, clerk, H. L. Sticket, Judge, J. E. Smith, rent of building, C. S. Sanderson, clerk, Geo. Stacey, chairman, P. J. Sullivan, chairman, W. S. Starnell, clerk, J. E. Starnell, chairman, Carl J. Smith, clerk, Roy L. Sherwin, clerk, Leslie W. Stansell, clerk, D. W. Sturgis, clerk, W. C. Spitzer, clerk, H. G. Shearer, Judge, J. W. Shirley, clerk, J. T. Sumner, clerk, E. A. Shearman, chairman, J. W. Smith, clerk, F. W. Shaw, chairman, W. R. Swacker, Judge, W. A. Swinney, clerk, Stewart Saunders, clerk, R. M. Shoups, chairman, Geo. H. Stowell, Judge, J. J. Skinner, clerk, Thos. G. Stanley, clerk, O. A. Tarpin, Judge, F. J. Taylor, Judge, M. S. Thompson, Judge, A. P. Theiss, Judge, C. E. Tiffney, clerk, Jay Terrill, Judge, M. M. Tucker, clerk, J. F. Tule, Judge, Joe A. Thomas, clerk, C. E. Terrill, clerk, T. C. Tomlinson, Judge, Chris Ulrich, Judge, Wm. Ulrich, chairman, Roy Ulrich, clerk, M. A. Van Gorder, Judge, Ray E. Wilson, clerk.

STAR THEATRE

TODAY The Great Racing Melodrama The Kissing Cup A lavishly mounted production with a great cast. 4 Interesting Parts 150 Thrilling Scenes A Stupendous Photoplay OTHER PHOTOPLAYS GOOD MUSIC COMING TOMORROW AMEND Frank and Shirley The One-Armed Trio A great vaudeville novelty act COMING FRIDAY MARY PICKFORD IN "CAPRICE" The first of the "Famous Player" pictures, made under the personal direction of DANIEL FROHMAN ADMISSION 10 CENTS

Special to Hog Breeders and Feeders

Digester Tankage Made by the Union Meat Co. NOW ON SALE IN MEDFORD AT A SAVING IN FREIGHT We offer you the opportunity of buying this famous hog food at a saving in freight, as we have just received a large shipment for disposal to hog breeders and feeders in Medford and vicinity. DIGESTER TANKAGE Is a concentrated animal protein 60 per cent meal—made from fresh wholehog pieces of meat. Endorsed by all leading Agricultural Experiment stations and by the best breeders and feeders in every state. It develops bone and muscle and makes pigs GROW. Fed wet or dry mixed with other food. Order a trial NOW. NOTICE We have appointed Mr. H. A. Algen to handle the Union Meat Company's famous "Rose-Lawn" brand fertilizer for us. This fertilizer is especially adapted for roses, sweet peas, lawns and all kinds of flowers. Put up in sacks or in a special air tight 10 pound pail. Rogue River Fruit & Produce Association, Medford, Oregon.

Yell Defiance at Blood Disorders

A Remedy That Has Shown a Most Remarkable Purifying Effect. At Last You Can Get Rid of Blood Troubles. The word medicine is one of the most abused in our language. There are certain medicinal properties just as necessary to health as the food we eat. Take, for example, the well-known medicine S. S. S. This famous blood purifier contains medicinal components just as vital and essential to healthy blood as the elements of wheat, meat, beef, the fats and sugars that make up our daily ration. As a matter of fact, there is one ingredient in S. S. S. which serves the active purpose of stimulating each cellular part of the body to the healthy and judicious selection of its own essential nutriment. That is why it regenerates the blood supply; why it has such a tremendous influence in overcoming Rheumatism, Catarrh of the Stomach and all chronic, skin eruptions and all blood troubles. Get a bottle of S. S. S. at any drug store, and in a few days you will not only feel bright and energetic, but you will be the picture of new life. S. S. S. is prepared only in the laboratory of The Swift Specific Co., 219 Swift Bldg., Atlanta, Ga., who maintain a very efficient medical department where all who have any blood disorder of a stubborn nature may consult freely. S. S. S. is sold everywhere by drug stores, department and general stores. Don't permit anyone to sell you a substitute. Insist upon S. S. S.

John A. Perl

UNDERTAKER Lady Assistant 28 S. BARTLETT Phones M. 47 and 47-32 Ambulance Service Deputy Coroner

STAR THEATRE TODAY The Great Racing Melodrama The Kissing Cup A lavishly mounted production with a great cast. 4 Interesting Parts 150 Thrilling Scenes A Stupendous Photoplay OTHER PHOTOPLAYS GOOD MUSIC COMING TOMORROW AMEND Frank and Shirley The One-Armed Trio A great vaudeville novelty act COMING FRIDAY MARY PICKFORD IN "CAPRICE" The first of the "Famous Player" pictures, made under the personal direction of DANIEL FROHMAN ADMISSION 10 CENTS ISIS THEATRE Licensed Photoplays Tuesday and Wednesday Program The Wolf of the City Selig Special Feature in two Parts PATHE WEEKLY NO. 74 NEWS EDUCATION OF AUNT GEORGIANA With Maurice Costello, Mary Charleson and Kate Price WHEN FATHER CRAVED A SMOKE Comedy H. Launspach Dr. E. J. Bonner Piano Coming Thursday Only THE TUDOR PRINCESS Two Reels Coming Friday Only O. A. C. FOOTBALL PICTURES Three Reels IT Theatre Tuesday and Wednesday Nights "UNCLE TOM'S CABIN" 2 reel Kalem special. "PROPOSAL FROM MARY" Sixth and last "WHO WILL MARRY MARY" Edison. "MOTOR CYCLE ELOPMENT" "SKELETON" BKO, COMEDIES Don't miss it. Only 10c Oranges 15c Dozen and up SPECIAL PRICE ON BOX Southeast corner Main and Fir