

MERCHANTS HEAR ADVERTISING TALK FROM E. D. TIMMS

The attendance at the meeting of the Medford Merchants' association Monday night was the largest in many months and the meeting was most enjoyable. The announcement that E. D. Timms of Timms, Cress & Co. of Portland, and a member of the Ad club of that city, would give a talk on "Advertising," was the cause of the increased attendance and shows that the merchants of Medford are interested in one of the most important necessities of modern business. The hearty welcome given the speaker, the applause and the rising vote of thanks at the close of the address proved that the members were highly pleased with the talk, that was a combination of good, sound, practical sense, truth, facts, humor and up-to-date methods.

The ladies of St. Mark's Guild served a delightful banquet. In opening his address, Mr. Timms spoke of the wonderful development and prosperity of Medford and valley since his last visit here, and said it was beyond the comprehension of one's mind—it had to be seen to be realized. He said he was given the liberty of saying what he pleased and he would make his talk from the standpoint of his own personal observation, as a purchaser of newspaper space and as a member of the Ad club, that is doing much toward purifying the advertising atmosphere in Portland, and let the chips fall where they may.

Defines Advertising
He gave as a definition for advertising: "Everything connected with or emanating from a business which affects its personal profits or makes for its destiny," and said the results of advertising is to business what man's reputation is to his character, and the reputation of a man or his business surrounds him with environment and opportunities that aids in building business.

"It is absolutely impossible to conduct a modern business today without advertising." It is the greatest business builder in the commercial world," said the speaker. "National advertising has made the kodak, the automobile, the incubator and spear-mint gum and thousands of other articles what they are, and honest, consistent, local advertising will do the same with any business or profession.

Local Advertising Necessity
"Local advertising is every act connected with business; all advertising makes reputation and impressions, but the generally accepted meaning of advertising locally is that which is put in some printed form, Bill board, road signs, etc., only serve as reminders of location; they do not contain any selling arguments and only serve as auxiliaries to the main channel, which is the local newspapers, the best mediums by test on earth. Through them you have a heart-to-heart talk with the people in the homes, factories, stores, on trains, etc., and nothing else will ever take their place. They are the distributors of all news, national, state and local, and it is in them that you tell why people should buy your wares, and they will read your ads if they are properly gotten up, and tell the truth.

"Community advertising in booklets, etc., is all right in its way, but the people who want to locate in a community, the really intelligent, up-to-date citizens today, don't ask for a booklet—they ask to see your local newspaper, and the city and community is judged by its newspapers.

Local Press Praised
"I want to say here and now, not because I have any friends in the newspaper business in Medford, because I never met any of the people connected with them until today, but I say it with all due respect to other cities that Medford has the cleanest and best all-round newspapers in Oregon. I have only noticed two objectionable ads in one of them, and I have received both for two weeks, and I want to compliment the owners and you merchants and the people on this splendid showing. One small bath would clean that paper of objectionable advertising, and I hope it will soon take it.

Condemns Trading Stamps
"Any and all trading stamps are a menace to a city and never created any business. They may help one merchant to take business from another for a time, but never help construct business, and you who have them will sooner or later drop them. If I were writing an eulogy of Medford I would say you have the most metropolitan city of its size in the world. It has miles of well-paved streets, beautiful residences and lawns, pure water, splendid business houses with neat fronts and display windows, modern stocks and live-wire, prosperous merchants; a well-contented people, all surrounded by

PEGGY O'NEIL IN "PEG O' MY HEART" AT THE PAGE WEDNESDAY



beautiful scenery, snow-capped mountains, productive orchards and ranches, and you have trading stamps. It reminds me of the hostess who served a splendid dinner with the tables covered with fine linen and silverware, decked with beautiful flowers, a menu that was superb, and after entertaining his guests royally he used his napkin to blow his nose.

"Religion and charity are two of the fundamental principles of every government, every community and every home, but they should not be mixed into business, and I am glad your association bars the church and society programs as advertising mediums, as they are valueless. If men live right and conduct their business honestly, religion and charity will be amply taken care of in the proper way. I believe in both and do my humble share in supporting them. Did you ever see a good, old mother in Israel wearing a shawl and the stamp of religion deeply implanted on her face soliciting for such advertising? No, it is usually the young widow or the good-looking girl to whom this duty is assigned."

As a demonstration of what newspaper advertising will do, he cited to the popularity of Evelyn Nesbit Thaw, who is now touring the country and making money as a result of it. In closing, Mr. Timms thanked the association for his hearty welcome and said he hoped to be able to attend another one of their meetings some time in the future.

Joyful Anticipation of Motherhood

There is apt to be a latent apprehension of distress to mar the complete joy of expectation. But this is quite overcome by the advice of so many women to use "Mother's Friend." This is an external application designed to soothe and lubricate the muscles and to thus relieve the pressure resting on the nerves, that the natural strain upon the cords and ligaments is not accompanied by those severe pains said to cause nausea, morning sickness and many local distresses. Many people believe that those remedies which have stood the test of time, that have been put to every trial under the varying conditions of age, weight, general health, etc., may be safely relied upon. And judging by the fact that "Mother's Friend" has been in continual use since our grandmother's earlier years and is known throughout the United States it may be easily inferred that it is something that women gladly recommend. "Mother's Friend" is prepared only in our own laboratory and is sold by druggists everywhere. Ask for a bottle to-day and write for a special book for expectant mothers. Address: Bradford Regulator Co., 307 Lamar Bldg., Atlanta, Ga.

It will reach you
by return mail FREE
If you save and send us 12 and labels (facsimile shown in upper left corner) from Haradon's "Supreme" biscuit—no good as biscuit can be made—
a full sample box of 16 different, delectable, baked delicacies—all produced under the same favorable conditions that put the "Supreme" biscuits at your dealer's.
E. F. HARADON & SON
Portland, Oregon
This illustration shows the exact contents of the Surprise Box just as it will reach you postpaid free, providing your grocery cannot supply you.

PETIT LARCENY REPORTED IN MANY PARTS OF VALLEY

Thieves became active Monday night in various sections of the valley, and as a result the home of Roy Nichols near Tolo was entered and robbed of two watches, two refrigerator cars of the Southern Pacific were broken into, and two dressed muttons, and a box of oranges stolen several hen roosts raided, and a clothesline in the north part of the city stripped of wearing apparel.

Tracks in the dust show the course of Nichol's home robbers, and they lead to Tolo. Two men were seen to approach and leave the house. One of the watches was a ladies' valued at \$55, and the gent's watch valued at \$10. Mr. Nichols is in the city today looking for clues.

Greeks, because of their fondness for mutton are blamed for the entrance of the meat refrigerator car. A Greek will risk his life for a hunk of mutton in the spring of the year, the police say. The oranges, fresh from the groves of Southern California, are believed to have made up the dessert of the mutton feast.

Farmers near Central Point and Phoenix report that the last ten days they have lost from three to five fat hens a night.

TORPEDO FLOTILLA DOCKS AT GALVESTON

GALVESTON, Tex., April 21.—The torpedo-boats Preston, Elusser and Reid, constituting the first division of the torpedo boat flotilla, arrived here at 11 a. m. and docked alongside the army transports. The torpedo boats' presence surprised local army and navy officers, who supposed they were on their way to Tampico. Instead they were under orders to accompany the transports to Mexican waters. Lieutenant William Auerum was in command.

DAVIDSON TO TALK TO FRUIT GROWERS

Orchardists and fruit growers of the Rogue river valley are invited to

hear H. F. Davidson of Hood River, president of the North Pacific Fruit Distributors, who handle the bulk of the northwest crop, and Wilmer Sieg, sales manager of the same, speak at the public library at Medford Tuesday evening on the "Need of Co-operation in Marketing Fruit."

The talks will be along lines showing the need of growers getting together and cutting out the consignment to commission houses if the

experience of 1912 is to be avoided in future.

SAN MATEO, Cal.—Frank P. Simmen, San Francisco business man, was chosen as mayor yesterday.

Watch those stubborn soils and stains vanish before

GOLD DUST

Use it for washing all dishes and kitchenware and this drudging work will be done in half the time. It cleans everything.

5c and larger packages.

THE N.K. FAIRBANK COMPANY
CHICAGO

"Let the GOLD DUST TWINS do your work"

THE BUSIEST STORE IN MEDFORD

DEMONSTRATION
Miss Wolcott, an expert hair dresser, is demonstrating the Gumbiner Hair Co.'s Real Human Hair Switches this week. You can save money by seeing her tomorrow. Prices 95¢ up to \$6.95 each.

MANN'S

CENTRAL AVE., NEAR P. O.

Special Sale of INDIA LINONS
By a fortunate purchase of this well-known cloth we are able to give some exceptional values tomorrow:
30-inch Linon, 10c value, 8¢
32-in. India Linon, 15c value at 10¢

There Must be a Reason for the Wonderful Increase in Our Business this Year. Good Merchandise at Right Prices is the Reason

SILKS ARE VERY POPULAR THIS YEAR
Just received, 24-in. Black Moire at, yd. \$1.25
36-in. Black Moire for Coats, \$2 grade \$1.79
40-in. Black Cascade, special \$2.48
36-inch Soft Finish "Pussy Willow" Taffeta, in black, navy and white; why pay \$1.50? \$1.19 our price, a yard.
32-in. Tub Silks, 75c grade, now 59¢
32-in. Tub Silks, \$1.00 grade, now 79¢
32-in. Imported Pongee, \$1.50 grade 98¢

20% OFF ON ALL COATS AND SUITS 20% OFF
They are going fast at these prices
COATS
All \$10.00 Coats \$ 8.00
All \$15.00 Coats \$12.00
All \$20.00 Coats \$16.00
All \$25.00 Coats \$20.00
All \$30.00 Coats \$24.00
All \$35.00 Coats \$28.00
SUITS
All \$12.00 Suits \$ 9.60
All \$18.00 Suits \$14.40
All \$20.00 Suits \$16.00
All \$25.00 Suits \$20.00
All \$30.00 Suits \$24.00
All \$40.00 Suits \$32.00
A Slight Charge for Alteration

WEDNESDAY we will give 10% discount on all Wool Dress Goods. This includes our entire stock. Nothing reserved. Don't miss this chance to save money—10% off.

WEDNESDAY'S WASH GOODS SPECIALS
New Dresden Crepes and Batistes, new patterns, sale price, 15c
New Nub Crepes in stripes and checks, all colors, very special, yard 29c
5000 yards of the best washing and wearing Gingham made, all new patterns, good as most 15c grades, our price, yard 10c

EMBROIDERIES AND LACES
5000 yards new Val Laces and Insertions, up to 15c values, now, yd., 5c
45-in. Swiss Flouncings, new patterns, \$1 grade, now, a yard, 69c
5000 yards Plat, Val and Linen Laces, up to 15c values, Wednesday, yard 8c
SPECIALS FOR WEDNESDAY ONLY
Best Prints and Cotton Challies, fast colors, Wednesday, yard, 5c
Kayser's 16-Button Cham-oisette Gloves, a pair, 48c
Colgate's 25c can Talcum Powder, all odors, special, can, 12c

FREE—Save Your Saleslips and Get Wm. Rogers' Guaranteed Silverware—FREE.