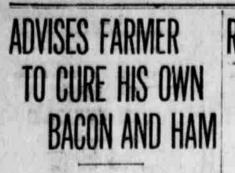
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MEDFORD MAIL TRIBUNE, MEDFORD. OREGON, FRIDAY, JANUARY 7, 1916



"A good many shipments of hogs have been made in recent weeks from Portland to Kansas City," said Ed R. Pentland, who is visiting this valley from Pendleton, this state. "These hogs were sold by farmers in this the year business was not good. and other counties of the state," con- Nearly everybody was pessimistic. tinued Mr. Pentland, "at unusually | War orders helped a little, but, taklow prices. At the same time our ing it altogether, business for the farmers are paying higher prices than hind the corresponding period of usual for ham and bacon. A good 1914. deal of that comes from Kansas City.

"It goes a long way toward illustrating our system of progress in many things in Oregon. The eastern packer gets our pork for a mere pittance, say 5 to 51/2 cents a pound, and sells it back to us at 28 cents a pound. We pay the freight both ways and give to the eastern packer a handsome bonus to make our bacon for us. If we had the enterprise to try, we could make just as good, and in some instances better, bacon at home-right out on the farm. But we haven't the enterprise and the eastern packer knows it. More than

Make Our Own Bacon

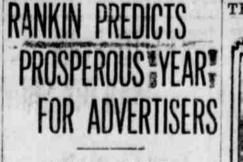
that, he proves it,

trader than that. I know Indians on 1914, but that they will be able to the Umitalla reservation who report a total increase for the year wouldn't think of selling me a 200- 1915 as compared with 1914. pound hog at 5 cents a pound on foot (\$10) and buying it back from me at \$35. He is a copyist. He would ity has not as yet become as firmly learn how I did it, and then he would established as it is in the East and proceed to make that extra \$25 him- Central West. Prosperity there deself. I know of many Indians who pends largely on lumber, but in the are doing that now. It's a matter of Northwest the price of lumber is from business with them. And so it should be with our farmers.

"It is a simple problem which, when figured out, makes us farmers at a profit last year, because of the look cheap," confessed Mr. Peutland, low prices of lumber, were closed "The farmers of Rogne River valley and have remained closed. With the can raise as fine hogs as can be found anywhere in the world, and lumber increased naturally because bile cars they can raise them just as cheaply of the resumption of building in the as they can in the so-called corn East, hundreds of mills will resume belts. In addition to the hogs, all operations very soon, and the result they need is a little salt and saltpeter and a smokehouse; or, if they business men throughout the Northwant to sugar cure them, add a little west. brown sugar and black pepper. A furmer who can't butcher a hog is out of place on a farm. A little ohys. nia oranges, canned fruits, olives, ical energy will do the work.

How Much He Can Save

"Suppose your farmer has 20 young hogs ready for the butcher. If the Coast will get their share of the they average 200 pounds each they general prosperity. are worth \$10 apiece at 5 cents a pound. The 20 hogs would thus



BY WM. H. RANKIN (Vice President Mahin Advertising Company.)

1915 will pass into history as an unusual year-as a year of big business. During the early months of

After a depressing August there was a sudden change for the better. In September the wheels of commerce began to revolve once more, the pessimists ran for cover, and the optimists, after having had an enforced vacation extending over two or three years, were back on the job. Business became good, healthy conditions were restored, the fog of doubt lifted.

South Improving

One of the big reasons for the encouraging change was the improvement of conditions in the South. Representatives of big houses say that business has been so good during the past six months that they will not only show a large increase "The Indian is a better business over the corresponding six months of

On Facific Coast

Out on the Pacific Coast prosper-\$2 to \$3.50 a thousand feet higher than it was a year ago. Mills that could not be operated

increase in price and the domand for

will be beneficial to workmen and

With improved financial conditions in the East, the market for Califorwalnuts, raisins, Oregon apples.

grapes and other products will give the growers better prices for these commodities, and business men along



ales 36 percent over those of 1914. ENGLAND FACES CRISIS: Silent salesmanship - Advertising -will play a more prominent part in he blg successes of 1916 than over before,

Silent Salesmanship

Foreible Silent Salesnians h i p, which is advertising in mewspapers, acked up by equally forefule personal salesmanship, will determine the varying degrees of success aspired to y manufacturers in the coming year. Concerns that have products which the people want at a fair price will have a banner year between now and the beginning of 1917, if the quality

of their advertising is such as to compare with that of Goodrich and Diamond tires. Hart Schaffner & Marx clothes, Athena underwear, Royal typewriters, Welch's, the National Drink, Snider's Catsup, Keen Kutter tools and hardware, and Haynes. Hudson, Chalmera, Cadillac, Studebaker, Overland, Dodge and Hupmoare adverse to a general election, but

Taking It Seriously

The heads of the big business organizations are taking advertising sent of the government, bring the more seriously than they have in the life of the parliament to an end by past. They are using it in a bigger, simply declining to proceed with better and broader way than formerly to dovetail with and support the work of their salesmen.

BREAKS A COLD IN Silept Salesmanship is no longer gamble. It is a part of organized sales effort. It stabilizes and standardizes business, and you will find that advertised products will reach the pinnacle in sales during 1916. First Dose of Pape's Cold Compound

The newspapers will be the largest

AUTO DRIVERS SMASH INTO GATES AT RAIL CROSSINGS

Five hundred and twenty-five cehiele drivers on the Pacific coast did their hest to break into a railroad crossing accident in the two years ended June 30, 1915, despite the fact that gates were down and warning bells ringing. This is shown in a report of the Southern Pavilie compnay, which reveals that during the period mentioned 525 crossing gates were broken by drivers who risked life and limb for speed and carelessness. The gamble taken by the drivers is obvious. To be broken the gates had to be down and the gates are down only when trains are approaching. The railroad company spends over \$100,000 annually to operate and maintain crossing gates, but feels that the active co-operation of motorists and other vehicle drivers is imperative if crossing accidents are to be minimized.

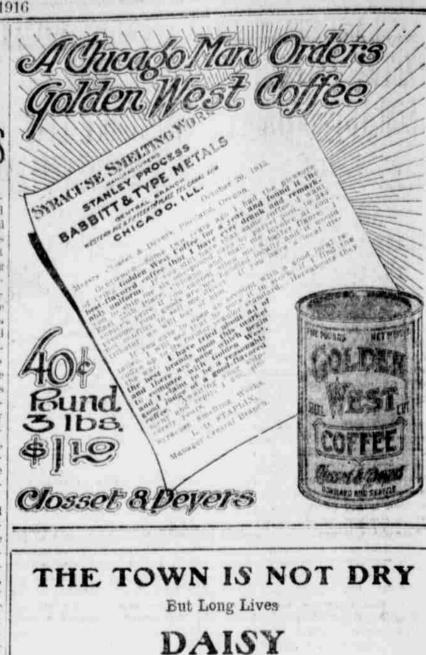
Recently the Southern Pacific had observations taken at various eross ings throughout the state to observe how eareful drivers were in ap-COMMONS IN TURMOIL proaching the tracks. Of 17,021 motor vehicles observed, 11.836 drivers, LONDON, Jan. 7 .- The question 6912 per cent, looked neither way on every tongue at the political renbefore crossing the tracks; 2.7 per dezvous clubs last night was whether cent looked one way only, and bat the momentous events of the day had 27.8 per cent looked in both direcbrought a general election in sight. tions. The almost incredible number An appeal to the country and a of 3301, or 19.3 per cent of the total breakup of both the coalition government and the labor party are continthe crossings at a reckless rate of gencles of the near future and while the government has secured what in machines before crossing the tracks ordinary circumstances would be reto see that no trains were approachgarded as a satisfactory majority of 298 for its bill, the defection of a



Bring back color, gloss and thickness with Grandma's recipe of Sage and Sulphur.

an appeal to the country may come Common garden sage brewed into a eavy tea, with sulphur and alcohol about in either of two ways. First, heavy tea, with sulphur and alcohol added, will turn gray, streaked and fuded hair beautifully dark and luxurithe house of lords, without the conant: remove every bit of dandruff, stop scalp itching and failing hair. Mixing the Sage Tea and Sulphur recipe at home, though, is troublesome. An easier way is the parliament and registration bill. to get the ready-to-use tonic, costing about 50 cents a large bottle, at drug stores, known as "Wyeth's Sage and Sulphur Hair Remedy," thus avoiding a

lot of muss. While wispy, gray, faded hair is not sinful, we all desire to retain our youth ful appearance and attractiveness darkening your hair with Wyeth's Sage and Sulphur, no one can tell, because it does it so naturally, so evenly. Reflexes All the Grippe Misery-Contains No Quinine. Just dampen a sponge or soft brush with it and draw this through your hair,





Eggs

Fresh

Buttermilk

The drink of all drinks-nothing better through winter or summer. Butternilk is recommended by all medical science as a great system builder. Fresh at the Dairy by the glass, quart or gallon.



It is safe to predict that in 1916. bring him \$200, minus the cost of the automobile and accessory maning the coming year. They are raissale and delivery. ufacturers will have the best year in ing their standards, and giving bet-

"But suppose he is wise enough to the history of their business, Nearly ter service and co-operation to the ignore the blandishments of the every manufacturer was oversold in advertiser and the consumer. Hence dose of "Pape's Cold Compound" packer, who is figuring to get both 1915. Nearly every automobile manhis hogs and his money. He would ufacturer underestimated the number celpt of bigger and better patronage doses are taken will end arippe misbutcher and bacon his own pork, get of cars that would be bought in from the advertiser.

Best Auto Year

his own family supply very cheaply 1315, hence the entire industry benand have over \$500 worth of bacon effitted. The cars that were best adand hams to sell to his local marint vertised were the first to be sold in town or to his neighbor's. Deduct out; but the unadvertised cars-the inexpensive, form of Stient Salesman- discharge or nose running; relieves a liberal cost for the work and ex-pense of hutchering and delivering the benefit of the excess demand. So his finished product and your farmer Never before was the tire business will find that he is nearly \$400 ahead so good as in 1915. A protracted with the practical elimination of "Pape's Cold Compound" is the of the packer. fail made it possible for people to

"How many Rogue River valley drive their cars later than usual. Acfarmers did that last fall or this cording to the Wall Street Journal, winter? How many know how to the B. F. Goodrich company, the butcher a hog and cure the meat ne- leader in the production of automoceptably to the inspectors of means? Idla tires, in 1915 increased its total How many care to know? Just as

many as go to the trouble to learn. "How many of them would like to pocket that extra \$400? Every one of them who ever met a tax collector or a grocery bill."

SLAVS GAIN IN EAST:

LONDON, Jan. 7 .- The area of Russian successes over the Austro-German forces in the cast continues to widen. Although the situation around Czernowitz has not set been cleared up officially it appears from Try it the next time you suffer from advices from Russian sources that the Austriana are hard pressed over a long line of defense and are throwing huge reinforcements into the district. The Russians here are expected to strike at the Kalomea-Stanla land-Halicz line where powerful de fonsive worke have been in preparation for some time by the Austro-Germans.

Meanwhile the Russian position 250 miles further north on the middie Styr river has been greatly strengthened by successful operations in the region of the great marshes with prospects of being able to use the roads leading either northweat, weat or southwest. Their adan isolated battle, but a series of engagements lasting over a considerable period. In the capitals of the Saloulki and Egypt.

OLD-TIME COLD CURE DRINK HOT TEA!

Get a small package of Hamburg breast Tea, or as the German folks Breast call it. "Hamburger Brust Thee," at any HALT TEUTON DRIVES bear name. Take a tablespecular of the it, pour through a sieve and drink a teacap full at any time during the day or before retiring. It is the most effective way to break a cold and surs

> a cold or the grip. It is inexpensive and entirely vegetable, therefore safe and harmless.

RUB RHEUMATISM FROM STIFF, ACHING JOINTS

Rub Soreness from joints and muscles H. O. Nordwick, Prop. with a small trial bottle of old St. Jacobs Oil

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Stop "dosing" Rheumatism. It's pain only; not one case in fifty requires internal treatment. Rub moth 2, penetrating "St. Jacoba Oil" right the "tender spot," and by the time ADLT. 00 you say Jack Rohimson-out comes the where, went or southwest. Their ad- rheumative pain. "St. Jarob's Oll" is vance here has not been the result of a harmless rheumation cure which never sappoints and doesn't burn the skin. takes pain, soremus and stiffness from aching joints, mussies and bonest stops selation, Lumbago, backache, neuralgia completely upset the plans of the from any drug store, and in a moment you'll be free from pains, achieve and central powers for an Invanion of stiffuses. Don's suffer! Bub rhenna Bantta mittung:

er in the head, chest, body or limbs

FEW HOURS-TRY IT!

large section of the labor party, with

the loss of four members of the gov-

ernment, admittedly places the gov-

ernment in a critical position and

many doubts are expressed that it

will succeed in weathering the storm.

No cabinet council has yet been

summoned and a majority of the

members of the house of commons

Don't stay staffed-up! Quit blowing and snuffling! A they are being rewarded by the re- taken every two hours until three ery and break up a severe cold eith-

Effective Advertising

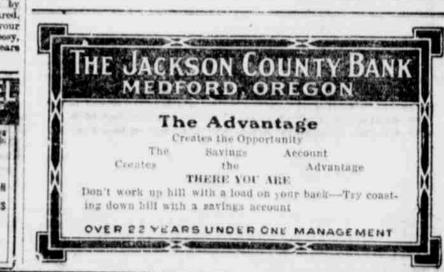
Newspaper advertising is by far the in promptly opens clogged-up nos most effective, as well as the most trils and air passages; stops nasty sick headache, duliness, feverish-

So, with people throughout the ness, sore throat, succering, soreness country having plenty to do, and and stiffness. cheap foreign labor and foreign com- quickest, surest relief known and

petition in manufacturing, the year costs only 25 cents at drag stores. It 1916 blossquis forth with a fairer acts without assistance, fastes nice, promise of good times than any year and causes no inconvenience. Don't Since 1901. accept a substitute .- Adv

taking one small strand at a time; by morning all gray hairs have disappeared. After another application or two your hair becomes beautifully dark, glossy,





HOME PRODUCT INSIST THESE GOODS ARE MADE IN THE ROGUE RIVER VALLEY-KEEP THE MONEY AT HOME FOR THE USE THE PRODUCTS OF **TRY OUR** Patronize the institution GOOD THINGS that maintains the Largest You plan for your many feasts be **Rogue River Valley** sure to use Payroll in Medford. Want **Rogue Spray Flour** Cannery The Medford better pastries, most wholesome bread, biscuit, etc., when you use The Best Made Printing Co. Ads Rogue Spray Flour, costs you least in Help Home Industry. the long run, too. For goodness sake-order The Best Equipped Job Try Loganherry Juice and Sherbets ROGUE SPRAY FLOUR at the fountains and ice crea... par Plant in Oregon outside of They Reach the People Medtord Roller Mills lors. Portland. Phone 507 For Ask Your Grocer and Butcher The New Year Is GALVANIZED Seeking Admission TANKS to your home. Open wide the doors ROQUE RIVER and take advantage of the many op-They're AAMS AND BACO OIL AND WATER portunities it offers. Especially in They Are mill work is the opportunity offered and the Best you, for we are prepared to supply Home IRRIGATING PIPE you at the lowest prices we've ever asked for strictly high grade ma-ACORN Go to J. A. SMITH Ever

