

### NEGLECTED COLDS ARE DANGEROUS!

Dr. King's New Discovery soon breaks a cold and checks a cough

**CHILLS**—fever—sneezes—and then a hard cold develops. Take a little Dr. King's New Discovery when the sniffles start. It will soon check the cold, the cough-provoking throat-irritation, the sneezing, the watery eyes, the runny nose, the sore throat, the headache, the general malaise, the loss of appetite, the grippe, croup, No. 1, influenza, after-effects. All druggists—5c, and \$1.20 a bottle. Give it a trial.

**Bowels Behind Schedule?** Liver acting lazy? Bring them to time with Dr. King's New Life Pills. Gentle but sure-acting system cleansers that are tonic, in action and pleasing in results. Still 25c. a bottle at all drug stores.

### Reefer's More Egg Tonic

We are agents in Southern Oregon for this celebrated and highly recommended poultry tonic.

Try a package. Others have tried it with a marked increase in egg production.

**MONARCH Seed & Feed Co.**  
317 East Main Street

### DRUGS EXCITE YOUR KIDNEYS, USE SALTS

If your Back is aching or Bladder bothers, drink lots of water and eat less meat.

When your kidneys hurt and your back feels sore, don't get scared and proceed to load your stomach with a lot of drugs that excite the kidneys and irritate the entire urinary tract. Keep your kidneys clean like you keep your bowels clean, by flushing them with a mild, harmless salt which removes the body's urinous waste and stimulates them to their normal activity. The function of the kidneys is to filter the blood. In 24 hours they strain from it 600 grains of acid and waste, so we can readily understand the vital importance of keeping the kidneys active.

Drink lots of water—you can't drink too much; also get from any pharmacist about four ounces of Jael Salts; take a tablespoonful in a glass of water before breakfast each morning for a few days and your kidneys will act fine. This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for generations to clean and stimulate clogged kidneys; also to neutralize the acids in urine so it no longer is a source of irritation, thus ending bladder weakness.

### Rousseau Coal Co.

Producers and Distributors of Medford Coal.  
Price \$10.00 Delivered  
\$8.00 at Mine.  
Office 25 West Main  
Phone 934.

### GIM CHUNG China Herb Store

Herb cure for earache, headache, catarrh, diphtheria, sore throat, lung trouble, kidney trouble, stomach trouble, heart trouble, chills and fever, cramps, coughs, poor circulation, carbuncles, tumors, cracked breast, cures all kinds of colic. NO OPERATIONS.

Medford, Oregon, Jan. 12, 1917. This is to certify that I, the undersigned, had very severe stomach trouble and had been bothered for several years and last August was not expected to live, and hearing of Gim Chung (whose Herb Store is at 214 South Front street, Medford), I decided to get herbs for my stomach trouble, and I started to feeling better as soon as I used them and today am a well man and can heartily recommend anyone afflicted as I was to see Gim Chung and try his herbs.

(Signed) W. R. JOHNSON, Witness:  
Wm. Lewis, Eagle Point.  
W. L. Childreth, Eagle Point.  
M. A. Anderson, Medford.  
S. B. Holmes, Eagle Point.  
C. E. Moore, Eagle Point.  
J. V. McIntyre, Eagle Point.  
Geo. Von der Hellen, Eagle Point.  
Thos. E. Nichols, Eagle Point.



## WHAT ADVERTISING HAS DONE FOR THE CALIFORNIA FRUIT INDUSTRY IT CAN ALSO DO FOR OREGON

(By C. L. Lewis.)  
Advertising is one of the most potent factors today in American industry. It is coming to be just as potent a factor, however, in the development of agriculture and more especially in the sale of fruit. This year the California Fruit Growers' association, which handles the citrus fruits sold 37,000 acres of oranges and lemons. They had 4,000 cars more of lemons than the normal crop. Half of the orange crop was Valencia, which ripen in the summer at a time when we do not naturally consume oranges. Good advertising and skillful marketing sold these extra fruits at an average cost price of 50c a box including the advertising.

Five years ago the raisin growers were having trouble selling 65,000,000 pounds of raisins a year, now they are selling over 300,000,000 pounds. In five years they increased the consumption of raisins in half a dozen from 7,000 tons to 42,000 tons. Judicious advertising moved this tonnage and made and kept the raisin growers prosperous.

The cranberry growers for the three states of Massachusetts, New Jersey and Wisconsin were up against a stiff proposition this year. They had over 500,000 barrels of cranberries, and little or no sugar in sight. The crop is very perishable and without an abundance of cheap sugar is hard to move. The growers of the three states organized and formed one selling association. By December 12, they had moved the 500,000 barrels of cranberries, or over 90 per cent of their crop at prices which brought the growers a splendid profit. This remarkable record is the result of good marketing plus extensive advertising.

A number of years ago the California walnut industry was in a bad way, with 18 million pounds the market was poor. The growers organized, adopted the Blue Diamond brand, and started an extensive advertising campaign. This year in three days after their market opened they had sold 12 million pounds of walnuts and were obliged to turn

down orders for over 60 cars. Such brands as the "Big V" brand and the Good River brand of apples have been advertised to good advantage, but as yet, no apples on the Pacific coast have been as extensively advertised as they should be. The growers of Jonathan apples got together this year raising \$100,000 for an advertising campaign with the result that the country witnessed the largest crop of Jonathans that has ever been produced and at the best prices in the past decade. The cost per box was practically nothing. In December, the pine growers of California advertised in national magazines their new Sunsweet brand of pines. In three weeks from the date that the first advertisement appeared they had received 2300 inquiries. Campbell's Soup is well known in every household, yet Campbell spent \$1,000,000 educating American women to appreciate Campbell's Soup. As a result of this advertising however, he soon sold \$55,000,000 worth of soup.

National advertising brings settlers to the country. A year ago the orange growers of California received 15,000 letters in one year from eastern people who desired to make California their home. The raisin growers received 7,000 inquiries in one year. A single advertisement of the "Piez" products published in one magazine of national standing is bringing 50 new families of settlers to Salem to engage in the raising of loganberries.

Women determine to a large extent, what type of food the family will consume. Merchants prefer to sell advertised products. Not to advertise, is to admit that one is behind the times. The Oregon Growers' Cooperative association is adopting a state wide brand. It will begin advertising in a conservative way first, and will increase this advertising as the tonnage warrants. We hope in the not far distant future to be able to advertise not only in the lobbying and trade papers, but in magazines and newspapers in order that we may make Oregon's splendid fruits well known and appreciated in every American home.

### Omsk—The Chicago of Siberia

Omsk, for a time seat of the government headed by Admiral Koldchak, was shelled and partly burned recently by the Bolsheviks, according to news dispatches.

Located on the Irtysh river, longer than the better-known Volga and approximately as long as the Mississippi, Omsk, once the seat of government of the Steppes region of west Siberia, under the monarchy was the cross-roads of the route to central Russia, Urenburg, and Turkestan.

It lies along the Trans-Siberian railway, running from Moscow to Vladivostok, a 5,385-mile journey, taking ten days, formerly made in a luxurious express train equipped with bath rooms, dispensary, and library.

Amid the ruins of an old fort, behind the museum of the Imperial Russian Geographical Society, stood, until a few years ago, the house in which the famous Russian novelist, Fedor Dostoevsky, spent his four years of imprisonment ten years before our Civil War.

Home of the Russian Dickens Here Dostoevsky wrote his Siberian novel, "Recollections of a Dead House," translated into English under the title "Bored Alice in Siberia," which is the "Little Dorn" of the Siberian exiles. Indeed, his subjects and characters have been compared to those of Dickens, though his treatment is far more grim. Out of his experience with criminals while at Omsk also came his "Crime and Punishment" in which, with semi-

### IF HAIR IS TURNING GRAY, USE SAGE TEA

Here's Grandmother's Recipe to Darken and Beautify Faded Hair.

That beautiful, even shade of dark, glossy hair can only be had by brewing a mixture of Sage Tea and Sulphur. Your hair is your charm. It makes or mars the face. When it fades, turns gray or streaked, just an application or two of Sage and Sulphur enhances its appearance a hundred fold.

Don't bother to prepare the mixture; you can get this famous old recipe improved by the addition of other ingredients at a small cost, all ready for use. It is called Wyeth's Sage and Sulphur Compound. This can always be depended upon to bring back the natural color and lustre of your hair.

prophetic vision, he pictured a future Russian people freed from bonds of force, but united by ties of mutual trust and kindness.

In the principal square of Omsk stands the Church of St. Nicholas, in which hangs a banner reputed to have been that of Yermak, a Cossack hero of the Volga, who turned over the vast domain of Siberia to Ivan the Terrible, with the result that Yermak secured his own restoration to Moscow court favor.

Thus that tyrannical and talented Tsar came into possession of the extensive territory which had been wrested from the Mongolians by Russians who had fled from the mad vengeance of Ivan. This same Ivan, it will be recalled, threw his scepter to the dogs, dared to proclaim himself Tsar, though his father had not, and summoned the first Russian national assembly, killed his son in a fit of anger, and took the head of the strictest monastic order just before the end of a dissolute personal and brilliant political life.

Many Refugees Gathered There Founded only about 200 years ago, Omsk, nominally is a city approximately the size of Birmingham, Ala., or Paterson, N. J. Recently refugees have largely increased its population. Its nearest neighbor along the Irtysh is Tarn, an older city, where Peter the Great ordered 700 citizens butchered because they desired to take an oath of allegiance.

The Omsk museum was a principal point of interest for tourists because of its collection of ethnological relics of the steppes, or barren plains of western Siberia, which includes many prehistoric specimens.

Long a Cossack center, the Siberian Cossacks found Omsk a convenient rallying place to resist the Bolshevik influence, which assailed strongly to a foreign or mixed element in Russia that has no counterpart in Siberia. Descendants of many of the colonists sent to Siberia by the government, and also of many political exiles, are of good Russian stock.

### CENTRAL POINT

Mr. Hildreth of Bette Falls is enjoying a visit with his parents, Mr. and Mrs. E. A. Hildreth, here this week.

Mr. and Mrs. Miles, enroute from Los Angeles, at which place they spent several weeks, to their home in Portland, stopped off at Central Point for a visit with their relatives, Mr. and Mrs. W. E. Kahler. Mr. Miles is a brother of Mrs. Kahler.

The report in the local columns of the Medford Mail Tribune Saturday week, that there were five cases of smallpox here, was next to the entire community, and caused a great deal of wondering as to how the rumor started. The city board of

health have thoroughly investigated the matter, and at this writing (Sunday, February 1), find absolutely no smallpox here, nor any other disease of a contagious nature. The local health board will be on the lookout for any contagious diseases and all such cases will be strictly quarantined. Also officially reported, so those people who have been unduly alarmed over a mere rumor may rest easy now. There is no danger.

Mr. and Mrs. R. E. Cummings of Eagle Point were Central Point visitors Saturday. Mr. and Mrs. Cummings have just returned from a very pleasant visit with San Francisco friends.

The news of the death of Ted Lester of Table Rock, who was well known here, caused a great deal of sorrow among his host of young friends in the community this week. Mr. Lester's manly, sterling qualities endeared him to all who knew him.

C. S. Sanderson, former business man of Central Point, but now of Beagle, revisited his former home here during the week and enjoyed a several hours' stay.

The Gold Hill boys and girls basketball teams came to Central Point Friday evening and played two exciting games of basketball with the Central Point teams. Central Point coming out winner after a closely contested game with both the boys' and girls' teams. Central Point will play Gold Hill on their own floor in the near future.

Bert Newton of Hornbrook, Calif., was among Central Point friends and relatives here during the week.

The mission established here by the Apostolic Faith people, and which has been the center of worship for the local followers of the above faith for over a year, has closed, and the fixtures, furnishings, etc., have been moved to another field.

E. S. Gleason of Portland spent a few days here recently with his brother, E. R. Gleason and family. The visitor formerly resided here and has many friends in the valley. He is now traveling salesman for a People's Furnishing house in San Francisco.

Mr. and Mrs. Jesse Neff spent Saturday evening in Grants Pass. W. E. Kahler, who has been quite ill at his home here for the past several days, is much improved at this writing and is able to be out again. This will be good news to his many friends. Mr. Kahler's illness has been due to a general physical breakdown.

Mrs. Herbert Clark and little son arrived here Sunday afternoon from a several weeks' pleasant visit with the former's parents in Tacoma, Wash.

Miss Hattie Lester of Table Rock, was a visitor at the Robert Moore home here during the week.

### ANTIOCH ITEMS

Some newcomers have bought and moved to the J. W. Scott ranch but have not learned their name.

Miss Yella Taylor is very sick at the Wood orchard with the flu.

Ralph Russell of the Meadows was doing business with John Dugan of Sams Valley Wednesday.

Preaching has been going on at the Chaparral school the past week.

Mr. and Mrs. Kreiger have been staying at the Scott ranch several weeks. Mr. Kreiger fed out some hay he brought there.

Bert Chapman and Mr. Birch were trading in Medford Tuesday. Mr. Birch stayed over with his mother and sister.

Mr. and Mrs. Dell Morrison, also Mr. Myratt are down with the flu, with Dr. Toekman in attendance.

Mr. and Mrs. Clarence Wilhite were up from Moonville to visit Mrs. Wilhite's sister, Mrs. E. Glass, Sunday.

Born to Mr. and Mrs. Elbert Glass a nice little baby girl, Jan. 21.

Mr. Marvin Abbott left Monday after several weeks stay with home folks, for California.

Mrs. Carl Narrean of Antioch gave a sewing carpet rag bee Thursday and served a splendid dinner to all those present.

Thos. Glass went to Willow Springs this week to put up a building for Mr. Ralph Dugan.

W. C. Chapman and daughters Myrtle and Ella visited in Sams valley Sunday.

Jess Glass and family motored to Eagle Point Sunday to attend preaching.

Mr. Chapman has been down for two weeks with la grippe and tonsillitis.

### TALENT TALK

The shipbuilders and teamsters of the Talent irrigation ditch company went on a strike Saturday morning for a wage raise. They ask for a raise from \$7.00 to \$8.00 per day for the teamsters, which was refused. Only one struck and thirteen went home but the company decided the one wouldn't be of much benefit to them and sent him home. When they called for their checks Monday

morning they were informed they would have to wait until some raising in wages was made before they could receive them.

Ered Lester who died at the Sacred Heart hospital Jan. 27, was well known around Talent, being an employe of Mr. Chas. Gardner for the past two years.

Mrs. R. H. Jones was visiting at the home of Mrs. Clint Carney of Straintown Thursday.

Mrs. Pearl Dunn returned home Thursday from a visit with her grandmother at Dallas, Ore.

Miss Maude Fay and Miss Bertha Hayman of Phoenix, were visiting at the home of Mrs. Earl Ribeca Thursday.

Wednesday evening, February 4, at the Methodist church, there will be a social given by the community. There will be singing and Professor Rimer of the Experimental Station

will lecture on his trip to China and will be followed with refreshments and a social pool time. Admission free, and everybody is expected to come and enjoy the evening with us.

The Ladies Aid will meet with Mrs. Louie Brown at her home Thursday, February 5. A ten-cent lunch will be served. Everybody welcome.

Mary Kline has sold the timber at his homestead near Wagner Falls, which amount him \$1,000. He is celebrating the occasion by buying a new car, "Hot Bird."

Mrs. John Dooking spent Thursday in Astoria visiting her daughter, Mrs. Ben Porter.

Mr. and Mrs. Hilroy Krogwamer were in Medford Sunday, taking in the movies.

Mrs. Wynne Jethroland of Winters, Cal., arrived in Talent Monday morning for a definite stay with her mother Mrs. Margaret Cross.

### CREAM FOR CATARRH OPENS UP NOSTRILS

It's Just Time To Get Quick Relief from Head-Colds. It's Splendid!

In one minute your clogged nostrils will open, the air passages of your head will clear and you can breathe freely. No more sneezing, sniffing, blowing, watery eyes. No struggling to breathe at night, your cold or catarrh will be gone.

Get a small bottle of Ely's Cream Balm from your druggist now. Apply a little of this fragrant, antiseptic cream in your nostrils. It strikes through every air passage of your head, soothes the inflamed or swollen mucous membrane and relieves you instantly.

It's just time. Don't stay stuffed up with a cold or nasty catarrh—Relief comes so quickly.

## Overland

### New TRIPLEX Springs Suspend the Car Above Road Roughness

The remarkable new three-point suspension Triplex Springs of Overland 4 separate car and occupants almost completely from the impacts of rough roads.

They produce a sensation almost like gliding smoothly above the ground where bumps are seen but scarcely felt.

These springs absorb road shocks and give the car a smooth evenness of motion. Strain on the body is thus greatly lessened; car parts and mechanism wear better and longer.

The light weight of Overland 4 spells economy in tires, oil and fuel.

Heavier car comfort is supplied by the lengthened Springbase.

The shorter wheelbase gives added ease in handling.

Overland 4 is a quality car in construction and finish. Equipment includes everything from Auto-Lite starting and lighting to electric horn.

### McCurdy-Browne Motor Co.

127 N. Riverside, Medford.

## A Rugged Speedy Saw

4 H.P. Motor  
Engine Clutch if Wanted

Two Men Can Move It From Place to Place  
One Man Can Move It Along the Log

Powerful Portable Speedy

### Men are Sawing from 15 to 20 Cords of Wood Per Day With the Mitchell

Portable Drag Saw

You will like the Mitchell Portable Drag Saw. You will like the way it is built. It has a substantial, well braced wood framework which insures the proper alignment of moving parts and prevents the machine from racking to pieces in a short time. The engine is as carefully built for its work as is an automobile engine. An ignition system that is troubleproof. An engine that is easy to start and is not only powerful when you buy the machine BUT STAYS THAT WAY. Furnished with a metal to metal engine clutch, when desired, that is a real clutch.

Come in and Let Us Show You the Main Features of the Mitchell Saw

BUILT by the PIONEER BUILDERS OF LIGHT DRAG SAWS

### HUBBARD BROS.

MEDFORD, OREGON.

SINCE 1870  
**SHILOH**  
30 STOPS COUGHS