



The MAIL TRIBUNE Is A NEWSPAPER

**IT'S BUSINESS IS—
TO GIVE THE PEOPLE THE NEWS.**

TO INTERPRET THAT NEWS.

TO PROVIDE A MEDIUM FOR INCREASED TRADE.

**TO DO EVERYTHING POSSIBLE TO DEVELOP THE
COUNTRY IN WHICH IT IS CIRCULATED.**

**TO GIVE THE PEOPLE OF SOUTHERN OREGON
THE BEST SMALL CITY DAILY PAPER ON THE
PACIFIC COAST.**

This has been its effort for over quarter of a century. During that time—during good times and during bad—the Mail Tribune has steadily grown.

During that time the Mail Tribune has never given away anything to get people to take the paper.

The people have taken the paper, in increasing numbers every year, **BECAUSE THEY WANTED TO TAKE IT.**

Because they wanted to read it.

Because they felt, particularly at the annual Bargain Day price of \$5 per year, for a seven-day paper

THEY COULDN'T AFFORD TO BE WITHOUT IT.

**CONSUMER DEMAND IS WHAT HAS BUILT UP
THE MAIL TRIBUNE, THAT IS WHAT IS MAIN-
TAINING IT TODAY.**

Such a paper is best for the reader, and best for the advertiser.

The Mail Tribune's subscription list is based upon legitimate demand, is solid as a rock, increasing steadily as the community grows and develops—often more rapidly. The Mail Tribune now, in the opinion of its publishers, is bigger and better than ever before. It is first, last and all the time.

A NEWSPAPER

Devoted to only one major aim, giving the people ALL the news, in as attractive and readable form as possible, and doing everything in its power to make Medford and Southern Oregon a better place in which to live.

In pursuance of this policy the Mail Tribune many years ago established special Bargain Days allowing the people to secure the paper for a full year, 365 days, for \$5, less than a cent and a half a day.

This Bargain Day will be held this year September 4, 5 and 6.

It is open to present subscribers, to old and new subscribers alike.

If you never have taken advantage of the special Bargain Day don't fail to do so this year. Nothing need be said to those who have in the past, for they always repeat.

**The Mail Tribune—1½c a Day—Is the Best 7-Day Newspaper Value
Offered Anywhere On the Pacific Coast**

No Bargain Day Subscriptions Received Before September 4 or After September 6