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diagnosing and curing all
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the study of anatomy for the purpose of
diagnosing and curing all
diseases of the human body.

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Medford Mail.

VOL. XIV.

MEDFORD, JACKSON COUNTY, OREGON, FRIDAY, JANUARY 10, 1902

No. 2.

You want Something

Handsome, Durable and
Useful get a set of

Rogers "1847" Silver-Plated Ware

or a

Silver Mounted Carving Set

Nothing could be more accept-
able or useful in the household

WE HAVE THEM IN GREAT VARIETY

J. BEEK & CO.

Just from the East, did you say?

Then perhaps you don't know that

SNOWY BUTTE FLOUR

Makes bread and pastry like your mother used to make. Ask
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That's because we blend the foothill and the valley wheat in the
right proportions.

PLOWS AND HARROWS

**John Deere Gang Plows
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For all kinds of soil. Also a large assortment of

**Spike Tooth, Spring Tooth
and Disc Harrows**

Come in and See Them.

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THE MORTAR DRUG STORE,

G. H. HASKINS, Prop.

HAS EVERYTHING IN THE LINE OF

DRUGS, Patent Medicines, Books, Stationery,

PAINTS and OILS

Cigars, Tobacco, Toilet Articles, Etc.

Prescriptions Carefully Compounded

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New Lumber Yard

O. E. GORSLINE & SONS

MANUFACTURERS OF AND DEALERS IN

Rough and Dressed Lumber

Fir and Pine Shingles

Medford, Oregon

Rustic and Flooring
Three Years Old
Thoroughly Seasoned.

Yard South of
Whitman's
Warehouse

If You Build

Or think of building this spring; we can
furnish you with

Doors, Sash, Mouldings, Flooring,

Rustic and all Mill Products

Manufactured right at home at the

N. B. BRADBURY PLANING MILL

Medford, Oregon

Advertise in THE MAIL and get good results

OREGON APPLES ARE ALWAYS IN THE FRONT RANK

**Lively Market for Our Choice Fruit
for Christmas Gifts**

Two Oregonians Inter-
view New York Mer-
chants—Only one Fault
with Oregon Apples—
Not enough of Them to
Supply the Demand

From the Portland Oregonian:

Two Oregonians walking down
Broadway, New York, one day early
in the current month stopped for a
moment to admire a display of
fresh fruits in the show windows of
the celebrated Hicks establishment,
at the corner of twenty-seventh
street. The exhibit was one of
amazing variety and beauty, and
suitable to the season, was especially
rich in fall and winter apples. The
red Spitzenburg made the bravest
show, while the green and yellow
Newtown Pippin was scarcely less
conspicuous. But what attracted
and interested the Oregonians
even more than the fruit itself was
the fact that each and every pack-
age bore an Oregonian label. More
interesting still, the sidewalk in
front of the store for a considerable
space was covered with half-boxes
of apples, repacked with scrupulous
care, each bearing a private address
some in this country, but the greater
number on the other side of the
Atlantic. Almost every country in
Europe was included in the twenty
or more foreign addresses, far the
larger number being in England
and France.

Here was a matter for inquiry,
and the Oregonians lost no time in
seeking the facts of this curious
traffic in Oregon apples. And it
was a story to please an Oregonian
mightily. "We get," said the dealer,
"our best apples from Oregon, and
the one fault we have to find is that
there are not enough of them to
meet the demand. Here in New
York there is a very large buying
public far more concerned about
quality than price. What we call
our best trade really cares nothing
at all about what a fine food product
costs, provided it is the very best
of its kind. Take these rich people
who live up the avenue, for exam-
ple. Why through their butlers
and housekeepers they are always
on the lookout for the rarest and
the best, and they will pay any price
required to get what they want. It
is to this special trade that the very
best of Oregon apples go, and never
at any time do we have enough gilt
edge stock to fill our orders. Why,
those apples on show are sold, and
we are delaying the delivery simply
because we want the goods to top
off our window display. We can't
keep such stuff in the house two
hours, and we could have sold these
goods over half a dozen times."

Asked about the boxed fruit on
the sidewalk, the dealer said:
"That's a very interesting part of
the business. It is a growing fash-
ion, especially in the winter season,
to make gifts of fruit, and probably
20 per cent of what goes out from
this store carries with it a card con-
veying the buyer's compliments.
For this purpose the Oregon apple
is a hot favorite, due as much to its
fine appearance as to its good qual-
ity." At this point he consulted
his order book, and, continuing,
said: "Today we have orders for
21 gift boxes of the best apples we
can dig up—and that always means
Oregon apples. Yesterday we had
12, and the day before that 31.
The day before sailing of the fast
ocean liners is always a good day

for the fancy fruit business, because
there are always many orders for
goods to be sent to friends or rela-
tives on the other side. Those
goods you see on the sidewalk are
mostly for Christmas presents, and
if you will examine the addresses
on the boxes you will see that they
go every where. Of course, only
the best stuff goes in this way, and
nobody cares what the cost is.
We prefer always to fill foreign or-
ders with Oregon apples, for they
are usually handsomer, and always
crisper, and better in flavor than
any other apple which comes to
this market."

Inquiry as to the volume of Eu-
ropean trade in apples brought out
still more interesting and impor-
tant facts. There is, the dealer
declared, practically no limit to the
business which might be done with
the three countries of England,
France and Germany, if the right
sort of goods were available in suf-
ficient quantities. Many hundred-
of tons of American apples go to
these countries; but they are what
the trade calls "barrel goods"—that
is, Eastern apples packed in barrels,
and for the most part stuff of infe-
rior quality. They make no ap-
peal to the better sort of trade—in-
fact, they make the basis of a good
deal of joking on the other side,
just as the dried prune does with
us. "Until very recently," contin-
ued the obliging dealer, "the Eu-
ropean public has not discrimi-
nated between the grades or the
brands of American goods; but the
Oregon apple is coming more and
more into notice, and it is now par-
ticularly named in many of our
foreign orders. Of course, no better
means of advertising a fruit product
could be devised than the practice
of gift making, which I have just
described. Whoever gets a box of
these fine goods is not likely to for-
get the Oregon apple, and he is al-
most certain to inquire for it when
he comes himself to purchase fruit."

Interested greatly in what they
had learned about the Oregon ap-
ple trade in New York, from the re-
tailer's point of view, the Orego-
nians on the following day sought
the district on the west side of Man-
hattan Island where the wholesalers
and brokers in fruit products are to
be found. From the visitors' stand-
point, it is very far from being a
pleasant part of town. The streets
are narrow and dirty, crowded with
a prodigious traffic, while the side-
walks are so cluttered up with
boxes and crates that one picks his
way along with difficulty. The first
visit was to Mr. H. C. Vogel, of
Vogel & Co., general commission
merchants and wholesale dealers in
foreign and domestic fruits, 340
Washington street. Mr. Vogel was
found to be both a very courteous
and a very intelligent man. "Yes,"
he said, in response to inquiry, "the
Oregon apple is the best apple in the
Eastern market, and, for that mat-
ter, the best in the whole world.
It looks better, tastes better, stands
transportation and storage better
than any of its rivals, and so easily
takes the market in any and all
competitions. We get apples from
various parts of Oregon, and notably
from Hood River, and from Med-
ford. All the established brands—
indeed, all that I know any thing
about, come from one or the other
of these sources. I don't know that
the Hood River product is intrin-
sically better than that of the Med-

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the extra cost in extra value on
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THE MAIL

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ford district—in truth, I very much
doubt it—but it has the name among
retailers and, other things being
equal, sells a little more readily,
though there is never much diffi-
culty in selling any brand of Oregon
apples in this market. In general,
Oregon apples range in price, as we
wholesalers sell them to the trade,
from \$4 to \$5 per box, though the
last named figure should be called
exceptional. The average quota-
tion is \$4.25 to \$4.75, with the bulk
of the best shipments going at the
lower figure. The best apples from
Oregon come in what we call "four-
layer goods," that is, the fruit is the
size to make four layers in a stand-
ard apple box, averaging 96 apples
to the box. Five-layer stuff, of
course, goes at a lower price, though
the demand is as brisk for this class
of goods as for the better sort."

Proceeding to further discussion
of the apple question, Mr. Vogel de-
clared that the only serious com-
petitor with the Oregon apple is the
California apple from the vast or-
chards near Watsonville and Lompoc.
"Here," he said, "is a curious
fact. California fruits in general,
while not notable for flavor, are
fine in appearance, and, owing to
toughness of skin and the firm and
fibrous quality of their pulp, are
exceptionally good carriers and
keepers. This is true of the Cali-
fornia peach, and of pretty much
all fruits excepting the apple. Cali-
fornia sends us some very fine ap-
ples, but they lack the crispness of
the best Oregon goods, and they
will not stand storage or ocean car-
riage like the Oregon product. When
you go home, say to your orchard-
men that they have the best goods
and the best reputation, and that
our whole complaint is that they
don't give us enough. California
sends us carloads where your
people send us boxes, and while
we have no serious criticism of
the California goods, we prefer
the stuff which comes from Oregon."

Mr. Vogel could give no figures in-
dicative of the volume of the trade
in Oregon apples in New York, and
referred his visitors to Austin, Kim-
ball & Co., of 76 and 78 Park Place,
who are the largest importers and
handlers of apples in the New York
market. Mr. Kimball, while entirely civil,
was less disposed to talk than any
of the other dealers visited. Evi-
dently he regarded his expert
knowledge of the apple trade his
private property. However, he con-
firmed the assertions above quoted,
to the effect that the Oregon fruit
is the queen of the apple market,
and that criticism was only to be
made respecting the quantity of the
output. Asked if he could offer
any suggestions likely to advance
the interest of the Oregon growers,
he could think of nothing. "The
Oregon people appear to know their
business pretty well," he said.
"They pick, pack and get their
goods into market in better shape
than anybody else. They have the
call, and all they need to do is to
maintain their standards of grow-
ing and handling. Above all, tell
them to keep their orchards clean.
The various apple pests have ruined
the reputation of many another dis-
trict; do not let this stupendous
blunder be repeated in Oregon.
Every diseased tree ought to be
cut down and burned; every in-
fected apple ought to be destroyed
—not left to rot and breed after its
kind—but given to the flames or to
the hogs. Tell your people to safe-
guard their reputation by keeping
up the character of their product.
Let them do this, then multiply the
orchards, and the apple trade will
be theirs permanently."

LEVI STRAUSS & CO'S

**ENGINEER'S
OVERALLS**



SAN FRANCISCO, CAL.