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THE APPLE.

"Adam and Eve were the first horticulturists and the apple was the first fruit named. The apple started with man in the garden of Eden and it will be with him in paradise," says Professor Gustaf von Schoenleber, who has just completed a tour of the fruit valleys in the northwest, where he passed six months in scientific orchard work.

"That the earliest varieties of apples were not to be compared to the products of modern orchards," he adds, "is evidenced by the fact that even as late as the time of Pliny, the only apple known was a crab 'a wilding,' upon which many a foul and shrewd curse was poured on account of its sourness."

Professor Schoenleber also declares that as fruit was made before meat, it may have been the Creator's hint it should be first in human diet. He contends that more fruit and less meat will tend to make men healthier and better, from the fact, as he puts it, that diet influences man and shapes his destiny, adding: "Meat-eaters are not good subjects for revivals. Lamb said: 'A man cannot have a pure mind who refuses apple dumpling.'"

"There is something twisted in the man who does not like a good apple, especially the kind grown in the northwestern country, which in its present day perfection holds even more glories than the fruit which tempted the original actors in the fall of man. There is no sweeter appeal to the senses of sight and smell than the pink and white and red of the apples in their setting of fresh, soft, green leaves. No artist has yet combined his colors in such perfect harmony.

"I have seen the southern peach trees in blossom, the cherry trees of Japan in bloom and the flowering almonds in many lands, but none was as beautiful as an apple tree in May. The apple satisfies four senses and the birds in the branches give their songs of gladness to the fifth. But apple culture is not all beauty and sentiment. The market returns meet the demand for dividends, yielding in golden coin a certain per cent that makes orchards desirable investments at from \$250 to \$3000 an acre.

"The fact that science looks upon the apple as the premier brain food because of the abundance of phosphoric acid in digestible form, should conduce every man who considers his own and his country's welfare to join the apple-a-day army, which has for its motto, 'An apple a day keeps the doctor away.' Modern reformers also advocate apples as a cure for the liquor habit. This should result in an apple famine all over the country where the crusaders are planting their white banners.

"The apple industry gives pleasure, health and food and the returns from some of the orchards in the west are like the realization of dream-laden argosies from Goleonda. The apple is also a good tree to plant along highways and streets and in waste places. Every farm should have its orchard, and every city or suburban lot its apple tree, for, even if it bore no fruit, it is worth its keep for its fragrance and beauty, while the prices the fruit commands gives a practical sensation which does not detract from the romantic side.

"The hope of every normal man is to own a piece of ground. He dreams of the time when he can hold title to an acre or more of land and upon it plant trees from whose limbs he may pluck fruit. This love of orchard and garden is the home instinct which flames in every heart and is the lingering reminder of man's origin in the first garden.

"If you want pleasure, get your acre of land, plant apples and know the joy which nature confers upon her votaries.

"If you want health, plant apples. The work, the air and the sunshine will drive away disease and the dark thoughts.

"If you want food, plant apples. There is no more perfect diet.

"If you want profit, plant apples. The returns are greater than from any other crop.

"The poets have found the flowers subjects for their song. Scott saw the beauty of the thistle, Byron glorified the rose and Burns immortalized the daisy, and Wadsworth's heart danced with daffodils. Others praised the modest violet and some rhapsodized over the clover's sweet perfume, but the apple blossom appears to have been forgotten. If my pen were poetic my song would be to the glory of the favorite of the humming bird and the bee.

"If I am called in springtime, no flower will be more welcome than the apple blossom, and no monument finer than the apple tree to mark my place of rest, and when I enter that realm where every day has its fruit, where flowers are always in bloom, and where all is beautiful, I ask for nothing more perfect than a profusion of apple trees in blossom and the air fragrant with their perfume."

CENTRAL POINT ORDERS PAMPHLETS

Justing Little City Will Advertise Its Resources to Utmost in Coming Year.

While the rainstorm of Monday evening hindered many members and others from attending the special meeting of the Commercial club, the meeting was one of the most enthusiastic in the club's history, says the William Bittle Wells, publicity manager of the Southern Pacific, was present and presented his proposition for advertising Central Point and vicinity to the club, and while it was heartily endorsed by every member present, formal acceptance of the offer was postponed until Wednesday afternoon in order that the members who were stormbound Monday evening should be given an opportunity to investigate and pass on the matter.

The proposition is by far the most attractive of any yet offered to any Oregon community by the Southern Pacific company, embodying as it does many new features recently devised and added by the company. Given in brief the proposition is substantially as follows:

The Southern Pacific company will send its own staff of expert photographers, artists and special writers to Central Point to secure pictures, make maps of the district to be advertised, prepare copy for books, folders, etc., these to do their work under the direction and in conjunction with the Commercial club. They also pay for all the engravings necessary for the production of the booklets, folders, etc. Literature to be furnished the club embraces the following:

Ten thousand copies of a community booklet of 16 pages and cover, 5x9 inches, with four-color cover and inside printed on superfine book paper in double-tone ink, all work and press work to be strictly first-class.

Fifteen thousand copies of "Conductor Booklet, How to Get to Central Point," 4x8 inches, 12 pages and cover.

Ten thousand copies folder, 3 1/4 x 5 1/4, 4 pages and cover.

Fifteen thousand copies "Colonist" folder for spring season, 1910, and 15,000 copies of same for fall season, 1910.

Publish extracts from Central Point booklet in magazine, "A Road," a magazine published in several different languages in Europe by the Harriman lines.

A one-half page advertisement of Central Point in Sunset magazine for one year.

A two-page illustrated article on Central Point to be published in Sunset magazine.

To include Central Point in the lecture plan of the Harriman lines in the east.

Complete service of the Sunset Homeseekers' bureau for one year.

To assist in circulating Central Point literature. The Southern Pacific company will furnish stamps, envelopes, etc., for mailing Central Point literature to the amount of \$1000 if desired.

To exhibit products of the Central Point section in the east.

The charge for this entire service is but \$1200 and the Southern Pacific company will expend on the work practically \$5 for every dollar put up by Central Point. In other words, the community will receive about \$7000 worth of advertising for \$1200.

In addition to paying \$1200 the only other requirement is that the club shall furnish transportation and guides for the photographers, artists and writers while in the valley securing pictures and data for the work.

During the meeting the attention of Mr. Wells was directed to the location of the depot in the middle of the street, to the urgent need of telegraphic service here and to the fact that Central Point is not given proper credit on maps of the company circulated in the east and to the fact that tickets cannot be purchased to Central Point from eastern places as they can in some instances to smaller and less important towns. Mr. Wells was much interested in all of these complaints and assured the club that upon his return to Portland he would immediately take the matter up with the proper officials. He was particularly interested in the fact that we have no telegraph service here and denounced the matter as an outrage on the citizens of a town of this importance.

When Man Was a Marine Animal.

It was M. Quintan, a French physiologist, who several years ago wrote a paper to show that the colorless fluid in which the red corpuscles of our blood float and which is called the "blood serum" is the same fluid as that which constituted the primeval sea. The earliest forms of life which floated in the primeval sea were such that the cells and tissues of which they were constituted were always bathed by this primeval fluid. When silica became a constituent of the sea these animals may have coated themselves with silicious coverings, but many of their cells were still bathed by the fluid, and some of them as they passed from the sea to the land may have closed up their alimentary canals, so that a distinction arose between their internal organs and their outer superficies, but still, for the good of their cells, they still bathed them in the saline fluid. To do so more effectively they took the saline fluid ashore with them in the form of a blood serum, and it is this blood serum which we carry about with us today, the most evident relic of the age when we were marine animals.

Why He Was Deaf.

Scene—Stable of Scottish village Inn. Landlord is busy repairing a piece of harness and is carrying on at the same time a conversation with the village blacksmith. Enter farmer.

Farmer—Look here, landlord! Can ye gie me a bottle o' yer best whisky? Landlord—Weel, ye see, the horses are a' out, an' I dinna ken when ony o' them 'll be hame.

Farmer—It's no a horse I want; it's a bottle o' whisky.

Landlord—Aye; but, ye see, they're a guid bit awa', an' it'll be late before the first o' them's back.

Farmer (louder)—I tell ye, it's no a horse, but a bottle o' whisky, I want.

Landlord—Weel, ye see, the beasts 'll be tired, an'—

Farmer—Gang awa' wi' ye an' yer beasts!

Exit.

Blacksmith—Man, John, ye're gettin' as deaf as a doornail. It wasna' a horse, but a bottle o' whisky, the man was askin' for.

Landlord—Ou, aye, I heard him fine, but he didna' pay for the last bottle he got.—Pearson's Weekly.

"Henry Peck, you're a fool."

"You didn't seem to think so when I was single."

"No, you never showed what a fool you were until you married me."

—Exchange.

Not an Umpire.

A clergyman startled his drawing congregation the other day as follows: "My dearly beloved friends, permit me to remind you that I come here to preach, not to act as umpire in a snoring match."

The Explanation.

Fred—There seems to be a lot more fuss made of Miss A.'s slugging than Miss K.'s, and I am sure Miss K. has by far the richer voice. Jack—Ah, yes, but Miss A. has by far the richer father.

Made Sure of the Pie.

A young girl who carried her dinner was observed to eat her pie first. When asked why, she replied, "Well, if there's anything left it won't be the pie, will it, now?"

You Shoes

DO THEY FIT WELL?
DO THEY LOOK WELL?
DO THEY WEAR WELL?

IF THEY ARE NOT UP TO YOUR REQUIREMENTS IN EVERY PARTICULAR, IT WILL PAY YOU TO TRY A PAIR OF WALK-OVERS THE NEXT TIME. WALK-OVER SHOES ARE TRUSTWORTHY IN EVERY RESPECT.

AT \$4.00, \$5.00.



Edmeades Bros.

THE WEST SIDE SHOE STORE

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IS CALLED TO OUR SELECT LINE OF "HER MAJESTY" SILK UN-

DESKIRTS, WHICH WE ARE OFFERING FOR THE

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LOW SUM OF.....

THESE GARMENTS ARE TO BE FOUND IN ALL THE MOST DESIRABLE SHADES AND ARE WELL MADE AND A BARGAIN FOR THE PRICE.

WE ARE ALSO SHOWING A NICE LINE OF

Jersey Top Petticoats

WHICH FOR WARMTH AND COMFORT ARE UNEX-CELED. PER GARMENT

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Brighton Nightrobes

WE ARE SOLE AGENTS IN MEDFORD FOR THESE WELL KNOWN GARMENTS AND TO THOSE WHO LIKE THEM LONG AND WIDE, LIKE THE HOME-MADE ONES, CAN FIND WHAT THEY WANT HERE AT FROM

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