

SENTIMENT SEEMS TO FAVOR MARKET

THE MEDFORD PEOPLE LARGELY FAVOR PUBLIC MARKET—BUSINESS MEN SOMEWHAT DIVIDED

A representative of the Tidings visited the public market at Medford Tuesday and interviewed the marketmaster, purchasers and producers, and also visited a number of business houses to see what the general opinion was as to the public market.

While in some instances there was fault found with the method of handling the market, in no instance was a man found who would say outright that it should be abolished.

Marketmaster E. J. Runyard was among the first interviewed. He expressed regret that the visit had not been made on a Saturday and in the busy season of the year, as on other days at this time there is comparatively little business being done.

The Medford market is conducted in a building about 50x100 feet in size, constructed for that purpose, and arranged so that there is a row of stalls down each side of the building. These stalls are each 8x10 feet in size and each has a door opening in the side of the building, so that the producer can bring his stuff directly into his own stall. These stalls rent for \$3 per month or 20 cents per day each, and are only rented to bona fide residents of the county.

The plan originally was only to permit each person to sell the stuff that he produced, but this was found to be impracticable, as in the case of meats, for instance, it was found that there was not a single stock raiser in the county that could supply the demands of the market from his own raising, and as the equipment of a meat stall was quite expensive, including provisions for refrigerating meat unsold at the close of the market, a strict adherence to the rule would have debarred any meat stall at all and would have rendered the market unsuccessful as the meat stalls were among the best drawing cards.

It was therefore decided by the council committee in charge to limit the sale to meat and produce actually grown in Jackson county.

Another reason why it was impossible to strictly enforce the above rule was that with the grower having only an acre or so the cost of the time in staying at the market was more than the profit on the stuff, so they were permitted to turn their stuff over to others and thus cut out that expense.

A very short visit to the market was all that was necessary to demonstrate that the personality and efficiency of the marketmaster was a very important if not indispensable element in the success of the undertaking. At first thought the marketmaster seemed simply a sort of special policeman whose duties were only to see that the stall tenants kept their stalls in fair shape, did not short change or short weight their customers, and that they paid their stall rent. However, these are among the least of the duties of this officer, if the market is to be a success. There are two things that must be especially guarded against. One is glutting the market with any particular thing, and another is a

MAY HAVE NEW SLOGAN

"Come to Ashland and Live to Be One Hundred" is Good Motto.

There is talk of a new slogan for the Ashland Commercial Club advertising, "Come to Ashland and live to be one hundred." It is a good motto and one which every resident of Ashland can conscientiously use and push. But living to be one hundred includes other things besides good air, good water and good climate. It includes the wherewithal to get shelter and food. It is therefore necessary, in addition to urging the advantages of the city along those lines, to develop the city and country along lines which will give the man or woman who is drawn here by the climate some means of livelihood. There are bound to be many drawn here by our climate and we should have something in the way of a profitable vocation to offer them.

If having some means to invest they wish to invest in Ashland and vicinity, they must have an opportunity to get it at a price which will return an income from it. If they cannot get it they will be compelled to go elsewhere.

shortage on some needed articles. The marketmaster must at all times have his finger on the pulse of trade and be able to judge from day to day approximately what the demand of the next day will be. Having done this, he must see that there is a supply forthcoming and that there is no marked over-supply, as if a producer fails to sell out reasonably close then he will not continue to bring his stuff to the market.

As an instance, on Thursday of last week the marketmaster went to the various producers and asked how many chickens they intended bringing to the market, and found that the intention was to bring about 500. As 300 is about the average number sold on a Saturday, he scaled down the number the various producers were to bring, and as a result only five were left unsold. With a weekly sale of about 300 chickens 16 is the most that have been left on hand at any one time.

Because of the fact that there was not enough stuff produced by the stall holders to supply the demand one or two were allowed to buy and resell last season, but it is expected that outside of meats this will not be permitted this year.

The producers have sold over three tons of bacon this winter besides what was sold in the regular meat stalls. Not only did the Tidings representative interview the marketmaster, but he talked with purchasers and with producers, and all had the same story to tell, the market benefited both.

An interview with various tradesmen in other lines showed a large preponderance of opinion in favor of the market. The meat market men strongly oppose it, as do some of the grocers.

Before the opening of the market the grocers were importing a large portion of the green stuff sold in Medford, because of the fact, they say, that they could not depend upon the farmers to bring it to them regularly. The producers, on the other hand, declare that the Medford grocers could have gotten all the stuff they wanted had they been willing to pay cash, but they wanted to pay only in trade, and the bucksters must have money for hardware, dry goods, clothing, etc.

Mr. and Mrs. W. M. Ford, who have a stall, were among those interviewed at the market. They have a six-acre truck farm, and before the market started were not making expenses and were entirely discouraged. They find it profitable, even though selling on a close margin, and say were it not for the market they would have to give up in despair.

In speaking of the possibility of the success of a market in Ashland, Mr. Runyard said that he would discourage the attempt to start a market unless there was a building built for it and so arranged that the stalls could each have an outside rear entrance, as often the producer could not get his stuff in place until after the hour for the opening of the market, and that it would be impractical to have them bringing it in through the space reserved for the buyers. He also emphasized the necessity of having for a marketmaster some man who had had experience in the mercantile business; a man capable not only of handling men but of gauging the amount of produce that can be disposed of from day to day.

Another important question to be settled, he said, before the project was launched, was whether or not the farmers and market gardeners were in favor of a market and would support it.

After watching the market for a short time the Tidings man interviewed several business men in various lines. While some were not entirely satisfied with the conduct of the enterprise, nearly everyone believed it helped the farmer and the consumer, though admitting that in some instances it hurt the meat markets and the grocers. Of course the packing houses are dead against the market system as it causes the home-raised meats to be sold in preference to Portland or eastern pack.

As a compensation to the business men at large, it was said that the market drew trade to Medford, producers who would naturally bring their produce to Ashland and trade

(Continued on Page Eight.)

ROYAL CHANGES HANDS.

H. H. Cummings of Merlin Takes Possession of Royal Cafe.

George Mold has sold the Royal Cafe to H. H. Cummings of Merlin, who took possession on Tuesday. Mr. Cummings will continue the short order business along the lines on which Mr. Mold so successfully maintained it, and will also reopen the bakery. George Fisher, the well-known baker, will take charge of that department of the business, which will insure its popularity.

Mr. Cummings has been engaged in developing a piece of fruit land at Merlin, and formerly came from North Yakima, Wash.

Mr. and Mrs. Mold have not yet decided what they will do, but will probably go to California in the near future.

Cheese Lovers:

You will find the finest line of cheese in Ashland at the Ideal Grocery, including After Dinner, Camembert, Neufchatel, Oregon Cream Brick, Limburger, Wisconsin Swiss, etc. Phone 156.

The ladies of the Congregational church will hold a bazaar and give a cafeteria dinner at the G. A. R. hall Wednesday, March 19.

BUYS OUT BROTHER.

A. E. Jordan Sells Interests to Brother, J. S. Jordan.

A. E. Jordan returned yesterday to Oakland, Cal., after a few days' stay with his parents in this city. While here he sold his interest in the electrical business of Jordan Bros. to his brother, J. S. Jordan, who has been associated with him in the business the past few years. The business will hereafter be known as the Jordan Electrical Works. Al has a host of friends in Ashland who will regret that he has decided to leave Ashland permanently. The best wishes of all go with him. J. S. will keep the business here up to the high standard of success heretofore maintained.

To My Customers and Others.

I have moved my jewelry store into the handsome store room in the Elks building and am again ready for business. I will give 20 per cent discount on all goods during March. Come in and see my new store and take advantage of the saving.

R. J. SMITH, Jeweler,
Elks Building, Ashland. 81-1f

Mallory hats for style and service. See Enders' window and pick out your Easter hat.

O'GARA TALKS TO THE ORCHARDISTS

PATHOLOGIST GIVES LONG ARTICLE ON NECESSITIES OF ORCHARDS IN THE SPRING TIME

With the advent of fine weather comes the necessity of cleaning up the orchards before the blossoming season begins. This will be necessary in order to prevent widespread infection, through various pests, into all the orchards of the country. The most important disease which should be closely guarded against is pear blight, which affects all pomaceous fruits, viz: Apple, pear, quince, loquat, serviceberry, haw and mountain ash. Therefore, all trees above named should be carefully examined, and, if found diseased, the affected parts destroyed. Remember that pear blight is a bacterial disease which cannot be cured. However, its spread may be prevented by carefully removing all cases of infection which have held over from the previous year. The germ does not live in the ground, nor does it fly about in the air; it lives only in the bark tissues and the cambium layer of infected pomaceous fruit trees. To show how dangerous this germ is, a single organism, if permitted to reproduce under ideal conditions, would give rise to 1,140,000,000,000,000 organisms in 24 hours. Insects are the agents of distribution, and, when it is known that the average flower on a fruit tree may be visited at least 20 times during its life, we see the chances for infection through this source are very great, providing living germs are in the immediate vicinity where insects may come in contact with them.

Besides pear blight, we have another enemy which must be fought—the San Jose scale, or Chinese scale as it should be called. The commercial orchards are particularly free from this insect pest, but some town lot orchards are not. This insect, according to Professor L. C. Marlatt, U. S. department of agriculture, is so prolific that a single female, during a single season, would have 3,216,080,400 descendants.

Supposing that all these insects from a single female, which had been permitted to winter over, had secured a foothold on the fruit of an apple orchard, and allowing 20 scale insects for each apple, 1,236,954 boxes of apples, with an average of 130 apples per box, would be rendered unsalable. Think of 2,000 carloads of fruit rendered unsalable by one insect! As a matter of fact, according to the state horticultural statistics, a single scale insect found upon a fruit would render it unsalable.

We are giving these enormous figures in order to make everyone feel the necessity of cleaning up. It is not a matter of the few trees in your own orchard or lot, but it concerns the whole community, and particularly the commercial orchardists of the valley. A number of people never feel like doing anything until the inspector comes, and then feel that the inspector wants to do them harm. An inspector never destroys property, but does abate nuisances; and this in accordance with his instructions. It is remarkable that

people who would not think of disobeying a quarantine order in case of smallpox or scarlet fever pay no attention to orders of the very same nature given by the horticultural inspector.

The county inspector has already given out legal notice through the press for everyone to clean up. His order MUST be obeyed, or unpleasant consequences will follow. Time was when the law was not enforced, but that time has passed. The commercial orchardists MUST be and MUST be protected. The county is paying for this protection, and the inspectors will enforce the law. Everyone who owns trees, whether fruit trees or ornamental, must look after them. It will be very much cheaper to look after your own trees than to have the inspector clean up for you. At this time, look every pomaceous tree over very carefully and eradicate pear blight if you find it. If you do not know what blight is, please call at the pathologist's office and find out, or ask any inspector. Whether your trees have scale or not does not matter; they should be sprayed just the same. The material to be used is lime-sulphur solution diluted in accordance with instructions already given.

If you have no spray pump, do not try to put the mixture on the trees with a whisk broom or garden sprinker. Better hire someone who has a good pump and can do a good job or cut your trees down and burn them up. By doing either one or the other you will save money.

To those owning trees within the city limits, let it be said that you should take pride enough in your city to have clean trees in your back yards and not have them overgrown with pests. Let each one consider himself an inspector working for the good of the whole community, and when disease is found either report the matter to the proper authorities or eradicate it. Remember you are your brother's keeper.

Three Times.

The New York Tribune relates that ex-Governor Pennypacker, discussing the divorce evil in Philadelphia, said with a smile:

"In these times one never, as the saying goes, knows where one is at. An acquaintance of mine extended his hand to me at the Historical Society the other day and cried: 'Congratulations! I am the happiest man alive!'

"I looked at him doubtfully. 'Engaged, married, or divorced?' I asked."

Household goods for sale at a sacrifice. Bedroom set, chairs, tables, gas stove, heater, baby cab, many other articles, by parties leaving town. 478 Allison street. 11*

Yes, there will be skating at the Natatorium Saturday night. Music by the Porter orchestra. Saturday afternoon, children under 16 only 15 cents. 83-1f*

SHOULD PROMOTE HOME INDUSTRY

J. G. MILLER WRITES INTERESTINGLY AND PROFITABLY OF CONDITIONS IN ASHLAND AND ROGUE RIVER VALLEY

"By industry we thrive." The axiom of long ago when our nation was in its infancy—when every heart throbb'd meant expenditure of vitality—not for luxurious recreation and mere convenience, but for the building of a home, a country, a nation, each pulsation representing a stroke effectual, "hitting the nail on the head." Every one with sleeves rolled and hard at it producing cloth from the yearly clip, shoes from the home tan, sugar from the March drip, lumber with the broad axe and hand saw, thus ad infinitum producing everything in the way of home necessities.

Were those people happy? Marvelously so. A century's developments were wonderful. The hand spinning wheel largely supplanted by the great woolen mills of the New England states and the cotton factories of the south, production demanding of prosperity greater strides and larger achievements.

Another century breaks the sod of the middle west, and production, enormous production, demands of prosperity the mighty mills of commerce today dotting this great nation as do the stars the firmament.

Production stands at the helm of all homes, countries and nations that prosper. Produce something and the sequel must follow. This great principle in nature's economy cannot be gainsaid, neither can it be ignored without disaster.

Produce—not one thing only, but any and every thing that with tender fostering can be produced, and prosperity is yours. The individual who owns ten acres or less, and buys the family supply of potatoes and other vegetables from the grocer or other source, violates the law of production and prosperity and fully deserves the inevitable penalty. Prudence would not advise the planting of oranges or other citrus fruits in the Rogue river valley, even if the Oregonian dubs it the old-time "Garden of Eden," but dozens of nature's products, without which we cannot live comfortably, can be produced here profitably.

There are a few orchards that pay well, but a large portion are a rich man's luxury or perhaps a poor man's financial pyre. The writer is informed by those in position to know that more money is paid for grain shipped in than is received for fruit shipped out. Shipping out fruit, even where the net yields are not large, is all right, but to ship grain into a farming country is a violation of the law of production and prosperity and is beyond doubt the cause of lean bank accounts and responsible largely for the locking of the wheels of prosperity. Farm lands galore, with prices soaring around the \$300 mark, and shipping in grain for feed! Perhaps \$40,000 worth, each year shipped into the valley. The law of production is violated and prosperity cannot follow.

Timber lands produce a great article of commerce. This production demands means of manufacture and transportation. This demand results in the forging of new trunk lines and the installing of enormous lumber plants. The rich gold ledge needs only to be disclosed and her demands for smelter and iron rails find early response. We must be producers if we would thrive.

Ten thousand hogs could be grown and fattened on the products and by-products of this valley, and who dare say that there is no demand for the porker? Who lacks relish for the home-cured meats?

Ten thousand dollars are sent out of the Rogue river valley each year for brooms and it never comes back. It is a fact, too, that no state in the Union can produce as tough a fiber in broom corn as can this valley, and it grows in such quantities as to make it profitable for the grower. The production of this commodity is nicely started and now demands facilities, capital, machinery and men. This means that \$10,000 will be kept at home. The development of other resources should follow in close succession.

The general cry among growers is that the merchants refuse to buy the home product. Admitting that there may be some ground for such views, the writer is slow to accept the statement as being true in a general sense. Surely the policy of the prudent merchant is to not only support

but carefully foster home production in every line.

Co-operative effort, proper application of right methods based on correct business principles, will result in the much-desired prosperity.

The merchants are the most bidable and affilating class to be found. They will carry in stock just what the trade requires if it can be had. Especially is this true if the article is a home product.

It is up to every grower to produce enormously. Plant enough for a regiment or two, give it the needed care, and a market will follow. One of our thrifty grocery men displays on his door this placard: "Country produce wanted." How many growers are ready to respond copiously to the demand?

It is up to every producer to call for the home product. With emphasis this article appeals to the consumer to ask of the dealer the home product. Home-cured meats, home-dried fruits, home-manufactured brooms, home-canned goods, home-grown beans, celery, cabbage, potatoes, onions, etc.

The merchant will carry in stock anything that there is strong demand for. No community can prosper where shipped-in products are bought in preference to the home-grown.

A reform in methods and application of principles is essentially important. Facts and figures count. It is true that beans can be bought cheaper in Japan than from the local grower, because they can be produced more cheaply there. But add to the Japan price the transportation charges and the wholesale profits and we consumers eat Japan beans not one cent cheaper than the home-grown, and in the event we support the Japanese government at the jeopardy of our own best interests, local and national.

Rogue river beans and other products are good enough. Seldom excelled. Grower, merchant, consumer, stay with the home product.

Affable co-operation in the development of our own resources on a scientific basis will pay the mortgage and give us a bank account replete to a satisfaction.

J. G. MILLER.

Ratto Was Fine.

John B. Ratto, the impersonator, the fourth number in the Ashland lecture course, was one of the best entertainments of the kind ever seen in Ashland. He held the close attention of the audience during the entire evening and made good throughout. His makeups, done in full sight of the audience, were remarkable and his inimitable way of telling stories captured the audience.

Mr. Ratto spoke very highly of the Strollers quartet, the next number of the course, which comes three weeks from tonight.

The Trinity church ladies will hold a cooked food sale at the Ashland Trading Co. store next Saturday.

RAISED A PAY CHECK

John W. Walker Attempted to Pass Suncrest Orchard Check Raised From \$2.25 to \$42.25.

John W. Walker, a laborer, who had been working a short time at Suncrest orchards near Talent, was taken to Medford today to be given a preliminary hearing on the charge of raising a check. He had been given a check for \$2.25 and raised it to the sum of \$42.25 and presented it to the Talent State Bank for payment. E. B. Adamson, the cashier, immediately suspected from the appearance of the check that it had been tampered with and he tried to get H. F. Meader, the manager of the orchard, over the phone, but was unable to do so. He had Walker detained, however, and Dr. Hart and R. L. Burdick, who happened to be there with his auto, took the check to Mr. Meader, who at once hurried to the phone and told Mr. Adamson to hold Walker. Walker was taken to Medford this morning on a warrant sworn out by County Attorney Kelly, and, as above stated, is having a hearing today.

Clean rags, suitable for wiping presses, wanted at Tidings office.