

THE FORUM

Articles of timely interest are welcomed under this head. Communications must bear the signature of the author.

Editor Tidings:

I would like to call the attention of the growers of our community, through the columns of your paper, to the changing conditions which affect the marketing of our products, to what, in my opinion, is the best way to meet these changed conditions to our advantage and profit. A few years ago Ashland produced the most of the fruit and vegetables raised in the southern end of our county and found a ready market in northern California and the Klamath country for all we could produce.

There was at that time, no Green Springs highway few trucks and peddlers and little competition from other sections of the country so that the people of these districts were compelled to look to us for most of their fruit and vegetables.

Today conditions are entirely different, the competition is keen and I want to mention some of the things which now and in the near future, we will have to face and the problems we will have to solve. First the completion of the Natron cut-off will open the districts I have mentioned to the products of the Willamette Valley and while the consumption of fruit and vegetables in that part of the country will increase greatly, the growers of the Willamette Valley never have received the prices that we have for our products and will send their stuff out at prices far below what we have been accustomed to, and be well satisfied with the returns. Second, the Pacific Fruit Co. buying produce from every district at the lowest prices possible, have wagons visiting every town in northern California and the Klamath country daily, thus giving the dealers a chance to take just what they need for the day's needs. Then the Wood Curtis Co., of Sacramento, has a branch house in Klamath Falls, shipping in produce from the rich farming lands of the Sacramento River delta and ripe fruits from the large fruit producing districts of California, this stuff being sold at any price possible to move it, rather than have it spoil on the growers' hands. Then the district around Anderson, between Red Bluff and Redding has come under irrigation and we have had to compete with berries, apricots, peaches, cherries, apples and vegetables from this district, their produce coming on the market at the same time as our own. The greatest difficulty we are facing, however, is caused by the action of the growers of the Grants Pass district. This district has been largely settled, the past few years, by people new to the fruit game, a large acreage has been planted and they apparently have no organization or idea of the cost of production, throwing their fruit on the market at less than cost of production, for far less than the

demand warrants and thus, not only ruining their own prospects for the future, but causing other districts much needless loss and grief. Many times the past season, they have thrown large quantities of berries on the Klamath and California market at 75c to \$1.25, per crate when our price was 50 percent higher and the demand good. Until someone with a vision of what can and should be done with the fruit of this district, takes hold there, they will be a thorn in the flesh to other communities which are trying to put their growers in a position to get adequate returns for their produce.

As to the peddlers, which I mentioned at the beginning of this article, they are necessary to take care of stuff which is not good enough to go out under the community brand, or surplus of perishable goods which must be moved, but I feel that they should buy from the marketing agency of the community, rather than from the individual grower and that every time a grower sells to a peddler at less than the market price, he is not only injuring his neighbor but himself also. Managers of our own Association have, in the past, been blamed for small returns for produce, when the grower alone was responsible for the state of the market. If the grower would only remember that the manager, whoever he may be, is only human, that if he does anything at all, he is bound to make mistakes and that he is interested in getting all he can for the growers' produce, much needless criticism would be avoided and the entire community would be benefited.

Personally I have no complaint

to make, for since I have been manager, I have had the hearty co-operation of all the growers, for which I am very thankful, but I feel that there are many problems to be worked out before our produce brings the price to which it is entitled, by reason of its quality.

As to the best way to meet the situation as I have outlined it, it is summed up in a few words; the production of better stuff than the other fellow and care in gathering, packing and marketing. As I have talked with our customers, at their places of business and on the floor here, they have been unanimous in saying that the trade we have had and the new accounts we have secured are due to the fact that we try to get all produce to the consumer in the best possible shape, as soon after gathering as we can, and to the fact that we try to tell the buyer just what he may expect as to quality and condition with the thought in mind of building up a permanent connection, rather than unloading what we have today and letting the future take care of itself. Sharp practice never pays in any line of business, but the fruit and vegetable grower, especially, must please his customer a little better than anyone else if he is to succeed. May we count on you to help put the produce of the Ashland district on the market in the best possible manner and to work with us in establishing a reputation for our fruit and vegetables which will enable us, at all times, to find a profitable market? On our part we pledge our best efforts to attain this end.

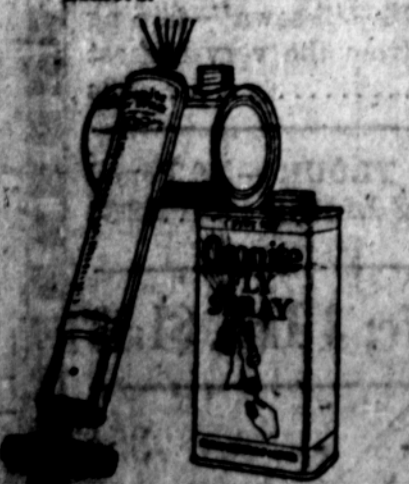
S. D. TAYLOR, Manager.
Ash. Fruit & Pro. Assn.



Oronite FLY SPRAY
a summer necessity



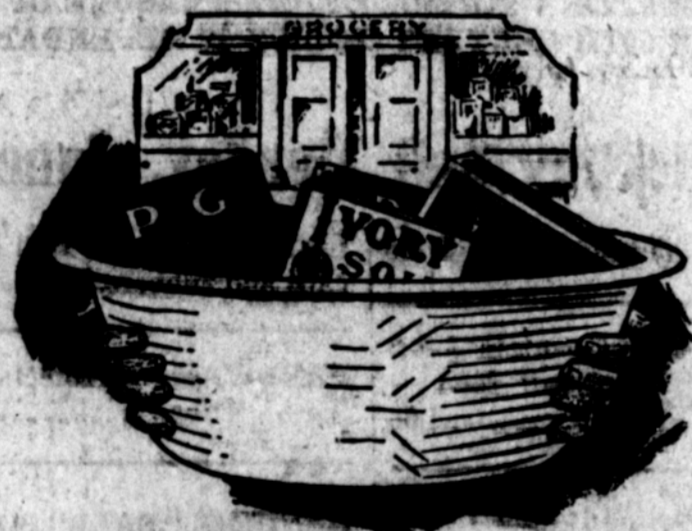
Kills mosquitoes—flies—moths! Fly Spray with Oronite Fly Spray—the potent new insecticide that does kill! A necessity for summer comfort!
Pleasant in odor, and safe to use, — non-injurious to persons, pets or furnishings. Mothproofs clothing and linen. Has given marvelous results in eradicating tenacious bedbugs, fleas, roaches, lice, etc. A wonderful new insecticide from the scientific laboratories of the Standard Oil Company of California.
Now on sale at grocery, drug, hardware, department stores, and other dealers.



ALL WOOL BATHING SUITS
Athletic Model
\$3.75

ARMY GOODS STORE
Biggest Little Store in Town
Opposite New Hotel — Open Evenings

A Real Bargain!



\$2.10

Value FOR ONLY

\$1.35

A White Enamel Dish Pan Full of Procter & Gamble Soaps

- 5 cakes P and G White Naphtha
- 2 cakes Great Ivory
- 2 cakes Ivory Soap (medium size)
- 1 pkg. Ivory Soap Flakes
- 1 pkg. Chipso (large size)
- and
- 1 Large White Enamel Dish Pan

all for only

\$1.35

WHILE THEY LAST

Here is a splendid soap assortment, carefully selected so as to supply every cleansing need about the house—brands famous for their quality the country over. This assortment of soaps, with a useful and attractive White Enamel Dish Pan included, offers unusually big value at a remarkably low price.

See or telephone your grocer before they're all gone!

On Sale Tomorrow, June 26th, and while they last, at these stores:

- Ashland Feed Store
- Dougherty's Groceteria
- East Side Grocery
- Herbert's Grocery
- Ideal Grocery
- Plaza Grocery
- H. G. Wolcott Grocery
- White House Grocery
- 20th Century Grocery

GRANTS PASS COMING HERE NEXT SUNDAY

(Continued from Page One)

handle the ball better. Captain Red Watts and Mike Cassidy have also been doing a lot of sharp-shooting during the week and will have their pegs down to perfection for Sunday's game.

Mohler is Right
The warm weather of the present week has taken all the kinks out of the southpaw arm of Lefty Mohler, and he'll be ready to mow down the heavy hitters of the Grants Pass club from start to finish. In the two innings he worked last Sunday Mohler showed more stuff than he did all last year for Klamath Falls. Then there's the other old gentleman, Emory Davis of spiltball fame, whose ancient arm is ready to take up the heavy burden for Ashland at any stage of the pro-

ceedings, to say nothing of the other chucker, Barr, who is fast popping into shape. On the receiving end, both Bill Forca and Walt Hughes are ready to do their stuff.

Takes Real Spurt
From a sorry beginning, Ashland has won the last three games and the boys are now out to top the league. They figure to trim Grants Pass Sunday, and then they'll start out to take the Klamath Pelicans into camp, like they did the last time out against the temperamental toasters from across the mountains.

Ashland fans are supporting the home club better than had been expected and with much appended on the same Sunday it is thought the largest crowd of the season will be out. Word from Grants Pass today states that half the town will be over here, so all in all it looks like a large baseball afternoon.

NININGER INSTALLS NEW SODA FOUNTAIN

(Continued from Page One)

degrees of colder. The automatic refrigerator feature of the Weber dispenser assures that ice creams will be kept firm and cold and always at the proper temperature. Bottled drinks are kept even colder than ice could keep them, while soda water comes out

Marshfield — Vessels of six world powers in port here, June 12.

of the fountain always at 40 degrees of colder.

The syrup used in the drinks is made from the time it is put in the big gallon jars until it is delivered into the glass. The syrup is operated by air pressure instead of hand pumps, the pressure being furnished by a carbonic gas tank.

"I have purchased the best fountain that money can buy, and I have done it because I believe in Ashland and believe the Ashland public is entitled to the best," said Mr. Nininger today.

IS THE HOT WEATHER CAUSING YOU FOOT SUFFERING?

Men! We have cool light weight shoes waiting for you.

OVERLAND SHOE SHOP

Pickwick Stage Systems ASHLAND TO ALL POINTS SOUTH

Yreka	1.00
Wood	2.00
Prineville	3.50
Medford	5.00
Sacramento	12.50
San Francisco	12.10
Los Angeles	24.00

Three schedules daily 6:25 a. m. 2:10 p. m. 10:00 p. m.
Stop over anywhere and as often as you like.
TRUNKS—See the Agents.
SEATS—High backed reclining adaptable three positions.
SAN FRANCISCO IN SEVENTEEN HOURS
The feature of the Highway is Spring in all its glory.
Get your tickets from Pickwick Stage Agent
Tavern Cafe—127 East Main St. Phone 24

Don't Waste The Dimes

Extravagant habits do not pay — they often lead to poverty.

Make every dime count to your advantage. Save all you can and deposit it with us each week. Come in and get one of our Dime Savings Banks, it will help you save.

The Citizens Bank of Ashland

Ashland, Oregon

is there any difference in Gasoline?
Saay

Have you heard that all gasolines are the same — all out of the same spigot — no more difference between two gasolines than there is between two tadpoles?

There is a difference. One tankful of General will tell you just how great a difference there can be in gasolines.

Drive up to the Green and White Sign and say "General" to the Independent Dealer. It's just like telling him, "I want to take hills on high that I never could before—give me a new lease on life for this old car of mine. I want to see it scoot away at the traffic officer's signal like a half-back skirting the end."

And you'll get all that you ask for and then some. Every day we put into every drop of General Gasoline everything that will give your motor power, response and vigor that it never had before. "Fill up your tank and let your engine decide."

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