MAIL ORDER MENACE

How the Cash Retail Trade Is Being Drawn Cityward.

THE LURE OF THE CATALOGUE

Amazing Growth of Big City Concerns That Drain the Country of Money Which Should Be Spent at Home. How the Evil May Be Combated.

In Maxwell's Talisman are the following remarks on the mail order business by Richard Hamilton Byrd:

It is a recognized fact that the retail business of the country villages and the large towns, for that matter, is being destroyed. Year by year the once prosperous merchants are being forced to the wall—driven out by the mail order business. And this is taking place in face of the fact that the population and purchasing power of the country districts are ever on the increase.

What is the matter?

The mail order houses are drawing the cash retail trade from its natural channels to the cities.

The growth of this octopus has been phenomenal. From a jellylike idea—without form—an experiment fifteen years ago, it has grown to proportions that threaten the extermination of the retail country merchant.

An idea of the way the money of the people is being drawn into this mail order trade can be had from the reports of some of these houses.

A certain mail order house of Chicago which began with a few thousand dollars fifteen years ago now carries a capital stock of $5,000,000 and has arranged to increase that stock to $40,000,000. It does a business of $5,000,000 a month and earns a net profit of $3,000,000 a year.

Like the patent medicine business, the mail order business depends on the gullibility of the general public. Thousands of people every week send in their hard earned cash to some mail order house in payment for goods that could have been bought cheaper at their home store.

Why do they do it? It is owing partially to the desire of the average person to be humbugged and partially to the effect of persistent advertising. The mail order house sends out its attractive literature to every family in the country. In this literature, composed of well illustrated catalogues and cheap magazines known as mail order papers, the goods are set out in the most attractive manner. It is tempting bait, and the fish bite.

All of these millions come out of the legitimate trade of the country merchant, the man who has invested his capital, built himself a home and been active in building up the town, with the expectation that he would be allowed to do a legitimate business in a legitimate way. He is entitled to the trade of his town and the country adjacent. He pays his taxes and contributes to the support of the community. That community owes him a reciprocal duty—the duty to give him the preference of trade, everything else being equal. This is the theory of all organized civilized communities, beginning with the family and going on up through every organization to that of the state. Home protection from foreign robbers is the first duty of every good citizen. If the village and town life that has grown up under natural laws of trade is to be maintained the retail business must be preserved against the unfair inroads of the mail order business. And this can be done only by organization and education. Let the people know the facts about the mail order business, and the offerings on the altar of credulity will grow beautifully less.

An Example Worth Following.

The Country Club of Ware County was recently organized at Waycross, Ga., for the purpose of securing an organized movement for improvements, says the Good Roads Magazine. Each member of the club pledged himself to plant 210 trees of some sort so that they will take root this winter and have them ready for transplanting along the public road closest to his home next fall. Among the members is Judge Warren Lott, chairman of the board of county commissioners, and he has promised that the county will have the trees planted next fall by the gang and replant those that die each year. It is figured that 210 trees will plant a mile on both sides of the road. John W. Greer of Waycross has been pushing the movement.

Knocked Off the Gilt.

"Yes," one of the two women was saying, "I think I'll get for the drawing room those curtains I looked at last. The dining room's all right as it is, but the drawing room"—

"Now, will you listen to that?" exclaimed a man sitting near by in an undertone. "Her 'drawing room!' Why, say, she occupies a five room flat just over mine and a duplicate of it! Whenever I get more than three people in my little parlor I feel like apologizing for crowding them. If she were to add a grand piano to her furniture I'll bet she couldn't open the door more than halfway.

"But I suppose she must get a lot of comfort out of talking about her 'drawing room,' especially when strangers are listening. [illegible] are queer that way." [illegible]

COMMUNITY IMPROVEMENT.

The Element of Permanency Is an Important One.

In a community where all or nearly all are house owners civic improvement is never a very serious problem, but in every center of population, no matter of what size, there are more or less of renters, and these have a deterrent effect upon progress in all its phases, says the Los Angeles Times. Permanency of residence is the only solid rock upon which desirable public improvements may be built, and a group of freehold cottagers will do more good work toward civic upbuilding than a like number of wealthy tenants. Those who have no fixed abiding place add little to community life or wealth.

Next to permanency of abode comes the standard of citizenship, and the two are so interwoven that it is often difficult to determine which is the more important factor, for each is dependent on the other. Another inseparable and necessary partnership is found in high intelligence and lofty ideals as the standard of citizenship. It is necessary to secure zealous cooperation of all if the highest and best is to be attained. Efficient, honest citizens, free from partisan leanings and knowing neither religious nor racial differences, are the broad minded type that must be chosen for public work if we are to be safeguarded against mismanagement and partiality.

Billboards as Nuisances.

California reports an inspiring advance in the campaign against offensive posters, billboards and advertising boardings in the judicial decision that such objects are nuisances, subject to abatement by the police authorities under the common law, says the New York Tribune. It was argued that anything needlessly offensive to the senses was a nuisance. A soap factory or a pigsty would not be tolerated in close proximity to residences because of the vile odors which would outrage the sense of smell. A stone crusher or a boiler factory would be similarly forbidden because of the outrage upon the sense of hearing. But the eyes are as precious as the nose or ears, and the sense of sight, the most useful and valuable of all the senses, is as much entitled to protection against outrage as any other. So it was contended, and it was decided by the judge that posters or billboards which grossly offended the eye were for that reason nuisances and might be suppressed as such.

SOMETHING SHOULD BE DONE

What is Causing the Increase of Catarrh in Grants Pass?

In spite of the best efforts of medical men, catarrhal troubles are increasing not only in Grant Pass, but all over the country.

Catarrh is a germ disease, and to cure it germ life in the breathing organ should be destroyed, and to do this no other treatment has such positive and beneficial action as Hyomei.

When the mucous membrane is irritated and raw and the tissues weakened, there is an ideal lodging place for catarrhal germs. Breathe Hyomei and see how quickly it soothes the membranes vitalizes the tissues and destroys all the disease germs rendering catarrh no longer possible.

There is no dangerous stomach drugging when Hyomei is used; no tablets or liquid mixtures destroying digestion.

Breathed through the neat pocket inhaler that comes with every Hyomei outfit the healing balsams penetrate to the most remote air cells of the throat, nose and lungs destroying the catarrhal germs so that quick recovery follows.

Demaray agrees to refund the money to any purchaser of Hyomei who does not find that it does all that is claimed for it. The complete outfit costs but $1. 1 17 2

ENGLISH JOCKEY CLUB.

Most Autocratic Governing Body In the World of Sport.

A writer in Fry's Magazine explains the origin and development of the Jockey club, the most powerful and autocratic governing body that is to be found in the whole world of sport. The Jockey club has an enormous power and is feared and respected by all who are subservient to it, and yet nobody ever elected it or gave it its authority. But it is the ideal governing body for racing. One of its most notable achievements was the virtual "warning off" Newmarket heath, though not in so many words, of a Prince of Wales, he who was afterward George IV.

"His jockey, Sam Chifney the elder, was accused of riding the horse Escape unfairly, and the Jockey club decided that he should be expelled from the turf. But the prince believed that the accusation against Chifney was entirely wrong and unjust, and he determined to stand by him at any cost. Thereupon the three stewards of the club who were then in office were called upon to take action, and Sir Charles Bunbury, on behalf of these, intimated to his royal highness that if he [illegible] Chifney in his service no [illegible] would [illegible] against him."

[illegible] he withdrew from the turf altogether and did not [illegible] of it until [illegible]

Rogue River Fruit Notes

Profitable Pointers Regarding the [illegible] From Various Sources in This Favored [illegible] of Oregon

Rogue River fruitgrowers are taking a lively interest in the approaching "Horticultural Institute," which is to be held in Grants Pass, at the Opera House, Saturday, February 1, under the auspices of the Oregon Agricultural College and the Grants Pass Fruit Growers' Association. The program will embrace the principal topics that are of interest to the fruit growers of this valley and addresses will be made by men fully posted on the subjects they will handle.

* * *

Here is an item, not from the Rogue River Valley, but from the Umpqua Valley, which joins this region on the north, the Umpqua Valley News, of Roseburg, publishing it: "The Douglas County Fruit Association met at Roseburg last Saturday. The membership has grown from 21 to 60. The Association is now one year old, and while its members recall many failures, yet there have been many successes and Douglas county fruits have been placed on the eastern market."

* * *

The residents of Grants Pass may as well prepare themselves for an attack by the fruit growers forces, for County Fruit Inspector H. D. Eismann has given out the word that he proposes to see to it that the fruit trees and shrubbery in the city yards are properly sprayed, just as he is doing with the farmers throughout the country. He has made arrangements with Messrs. Calhoun & Doxsee, who did such good work last season, to do the spraying for the citizens who fail to do their duty in this matter and then the expense thus incurred will be taxed against the property in question, as the law expressly provides. He reports that the growers throughout the county are doing most thorough work in this respect and now he proposes to see to it that the city people do likewise.

* * *

Regarding the effect of fertilizers on strawberries, land plaster when applied to the bed is said to make the berries more brilliant, though lighter in color. Nitrate of soda largely increases the size of the leaves and berries, but the berries are said not to be so firm. Sulphate of potash improves the size and flavor of the berries, and also the color and firmness, while superphosphate increases the yield. The kind of soil, however, is to be considered, as well as the variety of strawberry. On some soils the muriate of potash gives better results than the sulphate.

* * *

Prof. R. R. Turner, the popular and efficient superintendent of the Grants Pass city schools, is going into the fruit growing business on a large scale. In addition to the nice orchard recently reported, he has purchased 80 acres, two miles southeast of the city, in the famous Redland district, which he has named "Eleislee Fruit Farm", which he proposes to put to pears and grapes, with quite a planting of apples and peaches. The place already had a 15 acre orchard and he proposes to plant at least 15 acres more this year. To this end he has a force of nine men, engaged in using a new fangled grubbing machine, whereby pine, fir and even oak trees are pulled up with ease. Each Saturday he has large numbers of school boys out rendering him valuable assistance in the matter of piling up and burning the brush.

* * *

At the state horticultural meeting at Portland, Winter Nell's pears from the F. H. Hopkins orchard at Central Point captured first prize. The information was conveyed in a telegram from Superintendent Parker, who is attending the meeting. The display of apples made by the Medford Commercial club is reported to be a good one, but not as fine as might have been made if growers had taken care to save their choicest fruit. This carelessness of the growers has frequently deprived the Rogue River valley of awards at apple fairs, when local products in eastern markets were sweeping all before them. A letter received from J. E. Watt states that the Commercial club's "lay of apples is elegant and it looks like a 'stand-off' between Rogue River and Hood River." Last year but five boxes of Southern Oregon apples were shown at the state meeting. This year the display is more creditable.—Tribune.

* * *

Out in the Centennial district, George A. Hamilton, has the "Riverside Fruit Farm." Mr. Hamilton was at one time an Oregon City Merchant, and later he made a good "stake," up in the Alaska mines and now he has come down here to enjoy life. He has 17 acres of [illegible] Newtowns and Spitzenbergs, with peach trees set here through the Spitzenbergs. He gathered some most excellent fruit this season and is making preparations for having a big crop next year. He is putting forth every effort, to bring his orchard up to perfection.

SHRUBS A NECESSITY.

They Give a Charm Which Nothing Else Can Supply.

Every resident of a community owes certain obligations to it which he cannot slight without annoyance to those about him. One of these duties is to observe order and care about his premises. A home which is the very perfection of neatness and beauty may be thoroughly spoiled by a slouchy place adjoining it. It is the duty of every citizen to keep his grounds clean and attractive, and they can be made beauty spots with little care and expense. When one resident takes up this work, others usually follow, and whole blocks are thus beautified. This is what makes the town attractive and brings new residents. In an article on beautifying yards in the Home Magazine Eben E. Rexford says:

Every yard ought to have its shrubs. They give to it a charm which nothing else can supply. On very small grounds they take the place of trees very satisfactorily. Indeed, they are preferable there because they are not likely to outgrow the limits assigned them, as trees will in time, and they do not make shade enough to bring about the insanitary conditions which are almost always found to exist in small places where the trees have made strong development.

Shade is a pleasing feature in summer, but there is such a thing as having too much of it. We frequently see places in which the dwelling is almost hidden by a thicket of trees, and examination will show that the house is always damp and that the occupants of it are unhealthy. Look at the roof, and you will be likely to find the shingles covered with green moss. The only remedy for such a condition of things is the thinning out or removal of some of the trees and the admission of sunlight. Shrubs can never be charged with producing such a state of things, hence my preference for them on lots where there is not much room.

Vines can be used upon the walls of the dwellings and about the verandas and porches in such a way as to give all the shade that is needed, and, with a few really fine specimens of shrubs scattered about the grounds, trees will not be likely to be missed very much. I would not be understood as discouraging the planting of trees on places where there is ample space for their development. A fine tree is one of the most beautiful things in the world, but it must be given a good deal of room, and that is something that cannot be done on the small city or village lot.

It takes years for a tree to grow to good size, while a shrub will—or ought to at least—be in its prime the third or fourth year from planting and generally affords a satisfactory degree of pleasure to its owner from the start.

Selection of Home Shrubs.

In helping to make your town attractive by beautifying your home grounds select the plants and shrubs that give the prettiest effects. Viburnum, the botanical name for the "snowball," is one of the most satisfactory of large shrubs for planting in home grounds, says the Chicago News. There are several varieties. The Japanese snowball is smaller than the common American variety, but is a fine bloomer. The "high bush cranberry" closely resembles the snowball in its foliage and has an additional attraction in its brilliant clusters of red berries, which sometimes remain through the winter. In the autumn its foliage turns to bright colors, which remain until freezing weather. The varieties catalogued as common snowball, Viburnum tomentosum and "high bush cranberry" are all excellent shrubs. Philadelphus, also known as syringa and "mock orange," has flowers which some think resemble orange blossoms. The foliage comes out rather late, but it is an extremely valuable shrub to have in a collection, especially where one has considerable room. It is as hardy as the northern oak and does well in the shade. The best varieties are grandiflora, which has large white flowers; Flora pleno, with double flowers, and pekinensis, with fragrant white flowers. Hydrangeas have flowers in great clusters eight to ten inches long, white when they first come out, gradually turning to a rich light purple. When cut, they dry, retaining their color well, and make fine ornaments for the house in winter.

A Mail Order Lemon.

Si Perkins—Where d'ye s'pose that expression come from 'bout handlin' a feller a lemon?

Lem Jones—Why, right from this town. Seth Bagley was fool 'nuff to send a dollar to a mail order house in the city for a pair of suspenders, and ye oughter seen what they sent him. They wasn't worth a quarter. Seth told me afterward that he got a lemon for his dollar, an' it's bin goin' the rounds ever since.

The old reliable—The Weekly Oregonian.

BANK

Your Mon[illegible] [illegible]s Creek Valley

One gr[illegible] $110 [illegible] ½ acre rows 3 ft. apart.
Another grew 16 ton[illegible] [illegible] than 2 acres
Sold [illegible] [illegible]ing quantities of fruit
for picking from 40 hill[illegible] [illegible] 38 Logan berries.
One grew 380 boxes Y[illegible] Apples on 2 acres young
trees, w[illegible] $2.45 f. o. [illegible]
28 box[illegible] Gravenstei[illegible] $28 f. o. b. Woodville.
225 Salw[illegible] Peach Tre[illegible] [illegible]ssive years sold: 1904,
1300 boxe[illegible]; 1905, 2300 [illegible] 130 boxes, 1907, 1000.
One Roy[illegible] Ann Cherry [illegible] 500 pounds 1907.
One D'Anjou Pear 7 ye[illegible] 6 boxes
4 acres Ben Davis picked [illegible] boxes
You c[illegible] get such [illegible] and better; come to me and I will tell you why.
You can buy a new [illegible] room house, large lot and barn for $1200
60 acres fine land 2 m[illegible] $1000.
7 acres with 5 acres in alfalfa and berries with water $1000.
10 acres partly cleare[illegible] water right. $475.
50 acres fronting on Rogue River 1 mile from town, $1000.
160 acres and three water rights, $50 per acre.
or irrigated lots, irrigated [illegible] irrigated farms close to station, school and church

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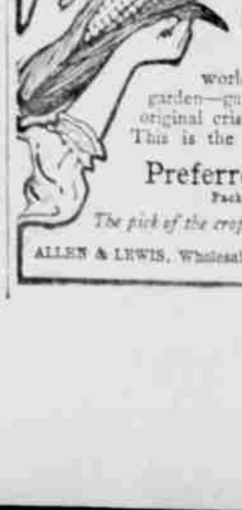

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