

SOCIAL AND PERSONAL

R. A. Pierce of Woodville was among the interested at the fruit growers meeting Thursday.

E. B. Hunt and J. R. Pittinger of Ashland attended the fruit growers meeting Thursday.

O. D. Whitney of Hagerman, W. T., was in Medford Thursday looking over the country.

R. K. and J. King Ross, the former from British Columbia, and the latter directly from Scotland, are in Medford gathering information regarding the country. The brothers have pretty thoroughly investigated the northwest coast and express themselves as best pleased with the Rogue river valley than with any other portion of the country.

Business men's lunch served daily at the Louvre cafe from 11:30 to 2 p. m.; 35c. An elaborate menu.

Hugh O'Malley of Oregon City, superintendent of fish hatcheries, was in Medford Thursday. Friday morning he left for Trail to inspect the hatchery there, accompanied by H. L. Kelly, Jr.

Mr. and Mrs. H. D. Reed of Gold Hill attended the performance of the Alaskan at the Medford Thursday night.

Dance the old year out and the New Year in at the skating pavilion. 245\*

R. C. F. Anthony of Gold Hill spent Friday with Medford friends. District Attorney Mulkey of Jacksonville was in Medford Thursday evening.

C. L. Renmes returned Friday morning from Berkeley, Calif., where he spent Christmas with his mother, Mrs. F. G. Renmes.

Sam Hodges and L. C. Applegate, prominent citizens of Gold Hill, were in Medford Friday on business matters.

Everything in Portland or San Francisco's markets at the Louvre daily. 244\*

J. M. Almutt of Ashland was a Medford business visitor Friday.

Mr. and Mrs. J. H. Fuller of Talent were in Medford Thursday.

W. E. Hammel of Eagle Point spent Thursday in Medford.

E. Tribow of Fresno, Calif., representing the Frost Prevention Co., is in the valley demonstrating the value of his company's system of preventing injury from frost to orchards. He has interested some of the principal orchardmen of the valley in his contrivance.

Mr. and Mrs. F. H. Cowles of the Westerway orchards were in Medford Friday.

Watch the old year out and the New Year in at the Louvre, New Year's eve. 244\*

Assessor W. T. Grieve is in Medford on business today.

Wear Kidd's shoes. 244\*

Tyron Heall of Central Point was a Medford business visitor Friday.

Frank Brown, the Eagle Point merchant, was a visitor in Medford Thursday.

Prof. A. J. Hanley of Gold Hill, principal of the school in that town, was in Medford Friday on business.

Gibson Caldwell, the Portland landscape artist, is in the city trying to arrange for the publication of a landscape drawing that will show all the orchards and geographical features of the valley.

TOO LATE TO CLASSIFY.

LOST—A key ring of about a dozen keys; some Yale; belonging to the library shelves. Finder please leave at P. O. Box 704. Librarian. 246

THREE LEG MAN

Did you ever hear about the man who had only two legs?

He said he didn't know as he actually needed three legs, but if he had another he felt sure he could get along faster.

It's a good deal the same with an electric sign.

An electric sign isn't an actual necessity to your store, but it would help you to "get along faster."

There isn't any doubt about it. It's as sure as the sun will rise tomorrow morning.

Doesn't it stand to reason that an electric sign in front of your store would flash out its message to your people more brilliantly, strikingly and impressively than any other form of sign?

Isn't it a hard fact that no other sign is fit for night work?

Can't you see yourself, that an electric sign would attract folks all along the street and impress your name and exact location in their minds?

Don't you realize that an electric sign would offer you the best night advertising you could secure?

An electric sign is better than a daytime sign, for the simple and logical reason that, in the daytime, everything is visible, while, after dark,

COMMISSIONER CARSON ON ROUGE FRUIT GROWING

(By A. H. Carson, State Horticultural Commissioner.) It will be but a few years until Medford will be the largest shipping point for apples and pears in the Pacific northwest, if not on the Pacific coast. Ashland is and will no doubt be the largest shipping point for peaches, as she already has a large acreage in peaches, and is steadily increasing that acreage yearly.

The old question, "over-production," is always coming up. "Where can you market all this fruit when it is bearing?" To those who have not studied transportation facilities and market demands of the masses for good fruit, the question of over-production is pertinent. From a hygienic point of view, the people are learning it is cheaper to daily eat fruit and have health than gorge on meats and have to pay the doctor. The demand for fruit is constantly on the increase as the masses become educated on lines of health. The increase of population is always increasing the demand for the best.

Fruit Some Limited. The fruit zones throughout the United States for different types of apples, such as the Newtown and Spitzenberg are very limited. These two varieties are the commercial apples of the northwest Pacific states. There is no other fruit zone that can grow a Newtown or Spitzenberg with success on commercial lines. These superb apples do not compete with eastern grown apples. If there was no competition, why do our eastern apple growers sell a barrel of their best apples, containing two and a half bushels, in eastern markets for less than the grower gets for a box of our apples of one bushel?

Many thousands of boxes of Newtowns are exported to Europe, and as the keeping and shipping qualities of these apples are better known this demand will increase yearly. The orient is beginning to import apples from the northwest Pacific, and that demand from now on will increase faster than our ability to produce.

Has World for Market. The northwest Pacific has the world for such apples as her climate and soil can grow. The secret of her ability to supply and hold the market is to grow only the best, packing it the best. Where soil conditions are right here and a failure occurs in apple and pear growing, the cause will always be found in the neglect of the man; his neglect of details, as spraying at the proper time, lack of intelligent cultivation, and thinning the fruit and careless packing.

Success in fruit growing, as in any line of business, is had only where the grower is willing to pay the price; intelligent, hard working. "Next year men," i. e., men who are always going to do a thing next year, should never go into the fruit growing. They will fail.

The man who makes a success is the man who does in his orchard the things that need to be done as they come up, now.

There is no line of general farming that will pay the per cent per acre that can be obtained on suitable land by the skilled fruit grower in apples, peaches or grapes.

SUNSET TO MIDNIGHT

Many a sale is made or commenced after your store is closed, if you have electric light working overtime for you.

In your show windows electricity floods your entire store front with such alluring brilliancy that it beckons folks on the street; they cannot ignore it; they are naturally drawn to it.

It enhances the beauty of your display; it lends to your display an inviting appearance; it persuades folks.

It persuades them at the very time they are most open to impressions—evenings.

The people who work daytimes form the great bulk of your trade.

What other time, pray, do your windows get a chance to talk to these people, but in the evenings?

Does this sink in? We're just waiting for a word from you to send our representative.

When may he call? ROUGE RIVER ELECTRIC CO.

INQUIRY AS TO LOCAL FRUIT COMES FROM HOLLAND

HOLLAND—Head to Come—Eugene, Or., Nov. 22, 1909. Dear Sir—I am surprised to receive this morning a letter from my father, William Hartog, firm of Hartog & Fossil, Rotterdam, Holland, from which I quote as follows:

"Yesterday I was in The Hague and marked Medford, Oregon. This being the state where you are now living, it attracted my attention, and I noticed that the cars were wrapped in paper, of which I send you one herewith. Each paper was printed 'Bear Creek Orchard, C. H. Lewis, Medford, Or.' and in lead pencil was written 'Rogue River Valley Comes.' This is nothing new, I know, because we see American fruit here frequently, but these Comes pears which come from your neighborhood are so wonderfully delicious that people here are delighted with them. Even our Dutch peers cannot get them from your Dutch dealer got them from England and got some of them at 25 and 30 cents apiece (10 to 12 cents in American money). The pears are simply wrapped in a paper, and are much better condition, but they are so delicious that the finest peach or the most delicious apple cannot be compared with them."

As he is a first class American producer, he wants to know if Mr. Lewis ships these pears to Europe or whether this is done through middlemen.

Would you kindly write me as ask Mr. Lewis to write me, for there seems to be no reason why this business should not be done direct and the grower get the middleman's extra profit.

J. H. HARTOG

Saturday, January 8, is Children's Day at the Art Studio. Call and see about it. 244\*

CURTIS TELLS THE EAST OF ROUGE RIVER VALLEY

(By William E. Curtis in the Chicago Record-Herald.)

Rogue river pears bring the highest prices. Pears will not keep in apples, however, and are sold by the box at auction immediately upon arrival at market, to commission men. A trainload of pears is made up in Medford daily during the season and hurried eastward on passenger schedule time. A car will be dropped off at Omaha; another will be run down to Kansas City; still another to St. Louis; and the rest will go on to New York and Philadelphia and Boston, dropping off a car at Pittsburg, Cleveland and Buffalo at the way, where the commission men are notified and the auction sales take place.

The bids are governed by the state of the market and the quality of the pears—the old law of supply and demand. Early this year the price was as high as \$5 a box in the New York and Boston markets. This year the Bartlett's sell at an average of \$3.40 per box. One carload sold for \$2.70 per box in Boston; another sold at \$1.50 as \$2.80.

The big orchard men, who are able to fill cars from their own trees, handle their own business, but the fruit from smaller orchards is handled by an association, and each contributor receives credit on the books when his fruit is sold.

The world's record for prices is held by the Rogue River valley. The Bear Creek Orchard Co., near Medford, sold a carload of Comes pears at auction in New York City in 1907 for \$1622.80. The best previous price for a carload of fruit was obtained by the Hillcrest Orchard company in New York in 1906 for \$2450. During January last (1909) a shipment of Comes pears from the Hillcrest orchard sold in London for \$10.08 per box wholesale, which is about 20 cents a pound. The highest price ever received per box in America was \$5.00 for Montreal in 1908. The highest price ever received in the United States was \$4.60 a box for Bartlett pears. The highest average on record stands in favor of the Anjou pear, which sold for \$4 a box during an entire season. The highest record for any orchard in Chicago, who sold \$19,000 worth of fruit from 164 acres in 1907 to Rae & Hatfield.

It is asserted that the average profits on Medford pears during the last five years have been \$700 an acre.

The Fruit Growers' Association furnishes me the following statement showing the maximum and minimum prices received for fruit by the orchardmen in the vicinity of Medford during the year 1908. It is too early to furnish a statement for 1909:

Table with 2 columns: Fruit Type, Price Range. Includes Bartlett pears (2.00-2.75), Anjou pears (2.50-2.70), Howell pears (2.50-2.95), Newton pears (2.50-2.90), Winter Nellie pears (2.75-2.90), Newtown apples (2.50-3.00), Spitzenberg apples (2.00-2.50), Jonathan apples (2.00-2.50), New land costs from \$150 to \$250 an acre, etc.

John D. O'Neil, one of the most experienced apple and pear growers, tells me that the cost of production will from orange to cents a box; the freight on apples to New York City is 50 cents a box, or \$1 a hundred pounds; on pears it is \$1.40 per hundred, with corresponding rates to Pittsburg, Chicago, St. Louis and Missouri river points.

Kept Dogging. There was a chicken to be killed for Sunday dinner at the Cranes'. Mr. Crane did not like to wring its neck; likewise he shrank from using an ax. "I have it," he finally decided. "I'll shoot it." So, armed with his trusty gun, he took the chicken to the woods. Little Robert, anxious to be in at the death, followed. By and by Robert's mother, hearing no sound, stepped to the back porch and called, "Robert, hasn't your father killed that chicken yet?"

"No," Robert called back. "It isn't in the way."—Everybody's.

HIS OWN MEDICINE.

The Dose That Was Handed to the Persistent Agent.

He was a sewing machine agent of the most aggressive type. For twenty minutes the lady of the house had been awaiting an opportunity to say that she already possessed one.

At last he paused, only long enough, however, to thrust a card into the lady's hand.

The bill of pasteboard was certainly a novelty.

"My name is Sellem," it read, "of the firm of Blank & Co., sewing machine manufacturers, and I intend to prove to you that it is madness to defer purchasing one of our unequalled machines."

After a long description of the machine came the following:

"You may plead that you are unable to work a machine. I will remove that objection in fifteen minutes or in three lessons. Will call next Wednesday."

When the agent called again a six foot man opened the door and blindly remarked:

"You're the sewing machine man, I suppose?"

"Yes, I called last week, and—"

"Yes, I know," interrupted the big man. "You don't know me, I suppose. My name's Bury & Keegan undertakers, and I intend to prove to you that it is madness to defer purchasing one of our unequalled coffins."

The agent began to edge away.

"You may plead that you are scarcely qualified for a coffin," the big man went on. "I will remove that objection in ten seconds."

But the agent simply tore from the house.—Landon Tit-Bits.

WHAT TO DO.

Hints on First Aid to Everybody on All Occasions.

When a man rushes into your office hurriedly and says:

"By Jingo, Dawson, I hate to speak of it, but I need \$500 like the very old Dickens today!"

Answer—"What a singular coincidence. Hinks! I do too!"

When the lovely young maiden at the seaside to whom you have been paying court all summer shakes her head violently and says:

"No, Mr. Billthers, I understand under which circumstances I cannot imagine I could be induced to marry you."

Answer—"Thanks, Miss Jones. This is a great relief. I was afraid you had misconstrued my attentions and, of course, desired to live up to my implied obligations."

When you run face to face with your tailor upon the street and he turns a cold, dead eye upon you and says:

"Excuse me, Mr. Hump, but what have you to say about my little bill?"

Answer—"I don't think I have met your little bill, Mr. Sniperton. In deed, I didn't know you had any children at all."

While he is recovering from this jump into a taxi and proceed to break the speed laws.—Caryle Smith in Harper's Weekly.

Relative Strength of Arms.

As a result of some very interesting experiments made at Washington with a view to determine the relative strength of right and left limbs it has been ascertained that over 50 per cent of the men examined had the right arm stronger than the left, 10.40 per cent had the arms of equal length and strength, and 32.70 per cent had the left arm stronger than the right. Of women 46.90 per cent had the right arm stronger than the left, and 21.50 per cent had the left stronger than the right. In order to arrive at the average length of limbs fifty skeletons were measured, twenty-five of each sex. Of these twenty-three had the right arm and left leg longer, six the left arm and right leg, while in seventeen cases all the members were more or less equal in length.—Exchange.

Disadvantages of Poverty.

"We're going to move again in a month or two," said the little girl on the back porch. "We move into a new house every year."

"We don't," said the little girl in the adjoining yard. "My papa owes this house."

"And you don't ever move into any other one?"

"No."

"My, my! It must be awful to be as poor as that!"—Chicago Tribune.

A Rialto View.

"Do you think a little Shakespeare would go as a vaudeville act?" inquired Hamlett Patt.

"Why not?" responded Yorick Hamm. "Everybody feels that he has got to stand for it if it comes along. No man is going to admit that Shakespeare is over his head."—Washington Herald.

His Little Joke.

Percy—I—aw—wrestled fish an hour with me scarf this morning. Algeonon—Which won the victory, death boy, you or the scarf? Percy—Neither, I can't you see the match wrestled in a towel? Haw, haw!—Chicago News.

WESTERLUND OFF TO DENVER MEET

Will Address C. E. Whisler in Protest Against the La Fean Apple Bill—Has Made Exhibit.

J. A. Westerlund of this city leaves this evening for Denver, Col., where he will address C. E. Whisler in protesting on behalf of Rogue River fruit men against the La Fean apple bill.

Mr. Westerlund has also entered at the apple show in that city his prize over 42 competitors at Spokane Saturday, January 8, is Children's Day at the Art Studio. Call and see about it. 244\*

BIRDS' NECKS.

It's the Number of Bones in Them That Makes Them Flexible.

The flamingoes were making their afternoon toilets in the big flying cage at the Bronx zoo the other afternoon, says a writer in a New York paper. A crowd of children and grown people were looking on and exclaiming with admiring wonder at the way these birds were twisting their long necks about into all sorts of corkscrews and curves when one of the ornithological experts came along and stopped to watch the performance.

"It's the larger number of bones in a bird's neck, not the length, that make it so flexible," he remarked. "There are twenty-three bones in the neck of a swan, for example, and a few more in that of the flamingo. It seems that the smaller the animal organism the larger the number of neck bones. The giraffe, for instance, has only seven bones in his long neck, which has a reach of nearly twenty feet from the ground. That little white throated sparrow over there is only three inches high, but he has fourteen bones in his neck and can almost scratch the back of his head with his bill. The swan has twenty-three neck bones and swings his head about with even greater freedom than a snake."

Lure of the Heroic.

Why is baseball the game of the summer instead of croquet, and football the game of the autumn, instead of tiddlerewinks? It is the element of conflict, of struggle, that gives to the diamond and the gridiron their empire over the imagination. The whole man goes into base-ball, whereas croquet cannot, except a very weak diuinity of masculinity. The normal man likes a game that tries the player's thigh and spine, eye and brain, heart and courage.

The fact of the matter is that nothing is more attractive to men than difficulty, hardship, danger. The call of the heroic is irresistible. A case in point is that of a man who left one position for another a few months ago. He turned his back on friends and a sure success to grapple with difficulties of a most unusual kind. His employers offered him everything they could give him to induce him to remain. But one thing they could not duplicate—the opportunity for a struggle such as tries men's souls. That was more to him than the material reward.—St. Louis Republic.

Tip to the Wayfarer.

"Well," she demanded the stern faced woman as she leaned over the red handed broom, "what do you want?"

"Lady," said the wayfarer with the long beard and matted chin. "I'm an actor by profession and in hard luck."

"Why, what have I to do with that?"

"Well, er—I was thinking if you could spare me a quarter to get a shave and a hair cut I could get a job in the role of Virgilus."

She eyed him disdainfully.

"Oh, that's a poor excuse," she said, with a curl of her thin lip. "Go up to the town without a shave and a hair cut and get a job in the role of Van Winkle."

And before he could say anything word she started to unchain the dog.—Chicago News.

Leaky.

"My child, your head is all perspiration!"

"Yes, ma; my roof leaks."

BUSINESS LOCALS

Just arrived from factory, a new line of Sterling silver. Toilet, manuring and military sets. They are the latest in design. At Van De Car & Jasmann's, Phipps Bldg. Saturday, January 8, is Children's Day at the Art Studio. Call and see about it. 244\*

Neely furnished rooms with all modern conveniences at the Palms. 245\*

Dance the old year out and the New Year in at the skating pavilion. 245\*

Live at the Palms, new brick building, new furniture, strictly modern, corner Grape and Main streets.

Saturday, January 8, is Children's Day at the Art Studio. Call and see about it. 244\*

Hazelrigg's orchestra at the Louvre New Year's eve. 244\*

Spend Friday night at the Nash grill; open specially for those who wish to see the New Year in. 244\*

AT THE CHURCHES

Watch night services Friday night at the Methodist church beginning at 9:30 p. m. and continuing till 12 o'clock. Dr. Dyer will preach the sermon. All are cordially invited to attend. Sunday services as usual, preaching by the pastor morning and evening. Corner Bartlett and Fourth Sts.

Christian Church.

At the Christian church Sunday, January 2, a great rally day service will be held. Every member is earnestly requested to be present at the rally roll call. At 10 a. m. bible school; 11 a. m. The Lord's Supper and the annual sermon; 12 m. basket dinner in the basement; 2 p. m. song service; 2:15 p. m. roll call and report of the various departments of the church; 3 p. m. the annual adjournment of officers; 4 p. m. an adjournment; 6:30 p. m. Christian Endeavor; 7:30 p. m. song service and the New Year sermon, subject: "Where Are We and What Time is It?"

Christian Science.

Services are held Sunday morning at 11 o'clock. Subject of lesson—sermon, "God." All are welcome. Sunday school at 10 o'clock. No. 128 North Grape street, north Sherman, Clay & Co.'s music house.

Watch the old year out and the New Year in at the Nash grill Friday night. Music. 244\*

For the Best

In harness, saddles, whips, obes, tents, blankets, wagon sheets, axle grease and gait cure, as well as all kinds of custom work, see

J. C. Smith

314 E. Main.

DRIVERS that know the country RIGS that cover the country

QUICKLY AND WITH CONFIDENCE TO YOU ARE ALWAYS TO BE FOUND AT THE

FARLOW & DOWNING, PROPRIETORS.

WEST SIDE STABLES

PHONE 2431 S. GRAPE STREET

CALIFORNIA The Mecca for Winter Tourists. Its attractive seaside resorts, famous medical springs, magnificent tourist hotels, picturesque scenery, delightful climate, and opportunity for all kinds of outdoor pastime, such as hundreds of miles of auto drives through orange groves and along ocean beach boulevards, make this favored region The World's Greatest Winter Resort, reached via the SHASTA ROUTE and "Road of a Thousand Wonders" SOUTHERN PACIFIC CO. Low round trip rates are in effect from all points in the Northwest, with long limit, stop-over privileges and first-class accommodations. Me I ford to Los Angeles and Return \$47.50 With a final return limit of six months, and stop-overs in either direction. First class, up-to-date train with the latest equipment, uncalled dining car service, and everything that goes to make the trip pleasant. Attractive, interesting and instructive literature telling of the famous winter resorts of California can be had on application to any O. R. & N. or S. P. Agent, or by writing to WM. McMURRAY, General Passenger Agent, PORTLAND, OREGON.

Hair cutting will be 35c at all barber shops after January 1, 1910.

Bargains For Sale or Exchange. 40 acres heavy timber land seven miles from Medford; the wood will more than pay for the land. New 5-room house, wired for electric lights; choice location; West side. Terms, \$1600. For sale—New 5-room modern; terms; \$2000; plumbing and wiring complete; plenty of bearing fruit trees; East Side. New house, 4 rooms and bath, near park; choice location; terms; \$1500. Grocery store and stock goods; terms; \$2500; good trade established.

See Townsend 134 MAIN ST. AT CUSICK & MEYERS.

THREE STEPS in the progress of Domestic Science. We are devoting our attention to the latest improvements in Cooking without fire Heat without flame Chaffing Dishes, Cereal Cookers, Ovens. We would like to answer questions about them today. Rogue River Electric Co.

WE DON'T BELIEVE YOU CAN BEAT THIS: Thirty-two acres in this tract, fine fruit land, about two miles from a shipping point. The buildings consist of a five-room box house, good-sized barn, etc. There are 12 acres of 5 and 6-year-old apples, mostly Newtowns, with commercial peaches planted between as fillers. Also three acres of young pear trees and some family orchard. Four acres in alfalfa. Six or eight acres of timber, mostly oak and laurel. There is a pumping plant on the place which supplies water for the garden and alfalfa, equipped with gasoline engine. About 40 rods from a good school. Has rural mail delivery and telephone. Price \$10,500. Terms. W. T. YORK & CO.

DRIVERS that know the country RIGS that cover the country. QUICKLY AND WITH CONFIDENCE TO YOU ARE ALWAYS TO BE FOUND AT THE FARLOW & DOWNING, PROPRIETORS. WEST SIDE STABLES. PHONE 2431 S. GRAPE STREET.