MEDFORD MAIL TRIBUNE

PUBLISHED DAILY EXCEPT SATURDAY.

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Entered as second-class matter November 1, 1909, at the postoffice at Medford, Oregon, under the act of March 3, 1879.

SUBSCRIPTION RATES:

One year, by mail.....$5.00
One month by mail or carrier..... .50
Weekly, per year..... 1.50

AN ACRE OR TWO OF FRUIT.

NO LIFE appeals more to the city worn man of the world, to the retired business man or to the youth in the morning of life, and to the lover of out-of-doors than horticulture. In God's pure sunshine he can follow the simple life, breath pure mountain air and lead the life worth while.

There is physical exercise a plenty to rebuild the body, refresh the jaded mind and restore fading health, and brain work sufficient to exercise all the faculties, for the successful orchardist must possess those qualities that make for success in the commercial world. There is ample time for leisure, study and recreation—hence fruit raising is the ideal occupation for the man of culture—the gentleman.

In the Rogue River valley, conditions are ideal. Hence we find the highest grade of intelligence, men who have made names in the professions, on the stock exchange and in commerce, men from all sections of the globe, among the orchardists of the valley and in love with their occupation.

No place in the world does finer fruit grow, apples, pears and peaches that command the highest prices in all markets of the world, returns that net as high as $1000 an acre to the grower, and sometimes higher. Bartlett pears that yielded $2250 an acre on the Bear Creek orchard, Comice pears from the Hillcrest orchard sold at $10.08 a box in London. Winter Nelis pears have netted $15.50 a tree the entire orchard. Newtown Pippin apples average the grower from $2 to $3 a box at the orchard and nearly the entire crop goes to England, and Spitzenbergs yield even more and are the favorite fruit of New York swelldom. Returns so far received this season show that Spitzenbergs have netted $1500 an acre, Newtowns $1420 an acre, Bartletts $1080 an acre, d'Anjous $3200 an acre, 7-year-old Howells $718 per acre, while even the despised Ben Davis has yielded $500 an acre. Peaches yield $500 an acre and other fruits in proportion.

Nowhere are apples and pears so prolific. One Yellow Newtown tree in the Mountain View orchard at Talent yielded 57 boxes this season, and from 23 acres 12,000 boxes were picked. The Norcross Central Point Newtowns produced 592 boxes per acre. A yield of 540 boxes to the acre was the record of the Tronson & Guthrie Spitzenberg orchard which averaged $1620 per acre. A yield of 600 boxes of Bartlett pears to the acre, of 435 boxes of Winter Nelis and of from 300 to 500 boxes an acre of Howells, of 500 an acre of d'Anjous and Comice, is not at all uncommon. These prize commercial varieties, shy bearers in most districts, are as prolific in the Rogue River valley as the cheap varieties elsewhere, and orchards become avenues of props to support the enormous yields.

Rogue River pears took all the first prizes at the Alaska-Yukon-Pacific exposition. Rogue River apples won sweepstakes and first prizes on Spitzenberg and Newtown Pippins at the Spokane apple show. The quality of fruit produced is unexcelled anywhere. Pear conditions are most favorable in the world for high prices, as the yield matures after the California crop is exhausted and before the local eastern crop is marketed, while the superior keeping quality enables fruit to stand shipment to any point.

As not over 2000 acres of the 50,000 acres planted around Medford are in bearing, and as this fractional bearing acreage is in most instances paying all expenses for caring for the entire planted acreage and in addition making money for the owner, the above figures offer a suggestion of what the profits to local fruitgrowers will be within a few years, for fruitgrowing is still in its infancy in the Rogue River valley.

Fruit buyers all admit that there is an increasing demand for fancy fruit at fancy prices, and the sections producing it are so limited in area that there is no danger of over-production. Despite the increased orchard area of the Northwest, there is an annual decrease in the fruit output of the United States, and more orchards are yearly abandoned in the East and Central West than are planted in the Northwest. Pear districts are few and the demand great.

THE CITY OF MEDFORD.

MEDFORD spells progress and municipal advancement. It is the most metropolitan small city in the world and its population the most cosmopolitan, a citizenship that has the utmost faith in the city's future and works as a unit to realize its destiny—the metropolis of that vast region between Portland and San Francisco.

Medford is a city of some 7500 inhabitants where two years ago there was a village with a scant 3500, with the finest climate in Oregon, in the center of one of earth's richest, fairest and most picturesque valleys. On the west the hills are underlaid with gold, on the east with coal. A little further back on the one hand is an immense belt of timber, on the other one of the world's largest copper districts. Through the valley winds the Rogue, most beautiful of the many beautiful rivers of Oregon, wasting more power than Niagara in its tumbling course to the sea. Beyond in the hills at the very summit of the Cascades, in the burned out bowl of a gigantic volcano, are the blue waters of Crater Lake, the greatest natural wonder in the world.

The picturesque valley of the Rogue, hemmed in by verdure clad hills, is the greatest natural fruit belt in the world, where soil, elevation, climate, combine to produce the perfect product. Here are 50,000 acres of commercial orchards that cannot be equaled on the globe, whose apples win the sweepstakes prizes at world's apple shows, whose pears sell to England's epicures at $10 a box, whose peaches take first awards at world's expositions, whose products command the highest price in the world's markets—orchards which yield $1000 an acre annually to the grower. The planted orchard area is increasing at the rate of 15,000 acres annually, and will eventually comprise a quarter million acres or more.

Medford is the railroad center of the present and the future. Within two years it will be the only city in Western Oregon except Portland to have a competing railroad and will be connected by trolley with nearby cities. Already its railroad business, both passenger and freight, exceeds that of any other place in the state except Portland. With the completion of the railroads under construction and planned, will come the lumber mills and the smelters, the payrolls and population.

The Pacific & Eastern railroad, on which 1000 men are now rushing construction to the Cascades and beyond, will tap the largest of the remaining sugar pine belts, containing eight billion feet of merchantable standing timber, half of which is sugar and yellow pine. To cut this timber will require seven sawmills cutting a hundred thousand feet each per day for 300 days in the year for a term of 40 years, equivalent to 35 carloads a day, or over 10,000 cars a year during the entire year, insuring labor for over 2000 employes, or a payroll in manufacturing lumber of $3,000,000 a year. As the timber is cut, the land can be used for agricultural and fruit purposes, the elevation and slope being ideal, and the soil, proved by experiments already conducted, adapted to fruit of all kinds.

Over $25,000,000 in placer gold has been taken from the soil within a few miles of Medford and each year sees a substantial increase in the total yield. Over a million dollars spent in developing one mine in the Blue Ledge district proves it one of the greatest copper deposits of the West, and railroad and smelter will soon make it accessible and a prolific producer. Within sight of Medford's door are coal mines under development, with an average vein of 12 feet, estimated to yield 2000 tons per day of fine bituminous coal.

Medford has spent within a year $350,000 for a gravity water system fed from the snow-clad summit of Mt. McLaughlin, $150,000 for 20 miles of cast iron mains in a city distributing system, over $100,000 for three miles of hard surfaced pavement, constructed 25 miles of sewer system, many miles of cement walk and other improvements, a greater expenditure per capita than ever made by any city in the land in the same length of time. During the same period over two and a quarter millions have been spent for building materials for private construction in Medford.

Medford has more natural resources than any place in the country, and the Commercial Club offers $5000 for proof to the contrary. These resources are many and diversified. Few are developed, others are in process of development. Any one of a dozen that might be named, properly developed, justify the existence of a city larger than Medford. All together promise a certain future—and the future has arrived.

THE MAIL TRIBUNE.

THE Medford Mail Tribune is the largest daily newspaper in the world in a city the size of Medford. It prints daily an eight-page seven-column paper, its Sunday issue is from 16 to 32 pages. It also prints a weekly that has a large circulation. Full leased wire telegraph service is used, an operator being installed in its office.

The Mail Tribune is the result of the merger of the two Medford dailies, the Tribune and the Mail, the Semi-weekly Southern Oregonian and the Democratic Times of Jacksonville. It is the legitimate descendant of the Table Rock Sentinel, established in 1859, the first newspaper in Southern Oregon, and is the heir of all the pioneer journals. The Oregon Sentinel, the successor of the Table Rock Sentinel, was absorbed later by the Democratic Times, founded in 1872 as a successor to the Democratic News. The Southern Oregonian, established in Medford in 1902, absorbed the Times in 1907.

The Medford Mail, founded as the Southern Oregon Mail in 1889, succeeded the Medford Advertiser, the pioneer paper of Medford, established in 1887, and afterwards absorbed its rival, the Medford Monitor. In 1892 the property was purchased by the retiring publisher, A. S. Bliton, who retains a financial interest in the new company. The Medford Morning Mail was established in 1908.

The Medford Tribune was established as Town Talk in Ashland in 1894, and some years later changed its name to Ashland Tribune. In 1906 the plant was moved to Medford and the Medford Tribune, the pioneer daily of Southern Oregon established.

NEW STATE OF SISKIYOU.

RESIDENTS of Southern Oregon and Northern California have started a movement for state division and the formation of a new state to be called Siskiyou, after the leading geographic feature of the region, the Siskiyou mountains. The new state would comprise eight Northern California counties and seven Southern Oregon counties form a commonwealth miles of coast, with several fine harbors, and contain the greatest timber, mining, horticultural and scenic resources to be found in the world.

Neglect of this vast region and its rich natural resources by the two states, dissimilarity in interest and in character of population, are responsible for the agitation. Though the obstacles are great in the path of the secessionists, they are not members of the can't do it club, and cheerfully expect to eventually realize their aims in less time than it has taken Arizona to secure statehood. To this end a convention will shortly meet at Yreka to formulate plans and outline a program.

THE Mail Tribune is indebted to the courtesy of the Portland Oregonian for the use of the cut used on the cover—a picking scene in the celebrated Snowy Butte orchard at Central Point.

MEDFORD ICE & STORAGE CO.

Medford's progress has been marked along every line characteristic of a growing metropolitan center and one of the most conspicuous of its thoroughly up-to-date industries that adds materially to the comfort and convenience of its citizens is the Medford Ice & Storage Company. This thoroughly modern and superior establishment was erected and the company incorporated in 1907. It is equipped with a 50 horsepower electric motor and a 25 ton compressor. It has a capacity of 12½ tons of ice per day and in addition refrigerates seven cold storage rooms. Both plate ice and can ice is make, the cakes of plate ice weighing one ton and the water out of which they are made is kept in motion, so that there are no impurities in plate ice. Can ice is made in 300 pound cakes and is used principally for refrigerator cars. The seven store rooms have a total space of 107x147 square feet, giving them 157,290 cubic feet of refrigeration. The different rooms are used for storing fruit, meat, eggs, beer and for anything that anyone wants to keep. They also make in the winter and store for use in the summer, 1200 tons of plate ice. As an example of what can be done in storing fruit—Yellow Newtown Pippins were put in storage as soon as gathered in 1908 and were sold the 4th of July following as perfect and pretty as they were the day they were picked. The capital stock of the company is $9,000, but over $30,000 has been invested in the plant. There are nine employees and the manager, Mr. G. R. Carter, has lived in the valley since 1885. He took charge of the plant in 1908 and his knowledge of the needs of the community and of the science of refrigeration has carried the business to the high tide of success. He was formerly the deputy sheriff of this county and is a member of the Masonic order and the Commercial Club. He has a fine fruit ranch near the city.

THE MERRIVOLD SHOP

Among Medford's new business enterprises that are making West Main street a center of trade, the Merrivold Shop is the latest corner. The Misses Marion V. and Frances A. Merrill, recently from Chicago, are the proprietors and they are at present occuping part of the Sherman, Clay & Co.'s store. Books, magazines, stationery and confectionery will be their lines. They have a large stock of the latest copyrights and standard reprints and know a great deal about the inside of books. All the standard magazzines are on sale and they have a fine line of society and business stationery. They have the exclusive sale of Whitman's Philadelphia candy that comes to them absolutely fresh at stated intervals and most beautifully boxed and wrapped. We are sure that in the Misses Merrill Medford has acquired a sterling addition to its business firms and its society a charming accession.

ROGUE RIVER VALLEY NURSERIES

In the heart of one of the greatest fruit producing regions in the United States, the Rogue River Valley, Mr. C. F. Cook is establishing an equally famous nursery by the same name. In this territory the area devoted to horticulture is rapidly extending and the Rogue River Valley Nurseries is growing with the growth of the orchards and strengthening with their strength. High grade, home grown, nursery stock is what Mr. Cook handles and his goods are always reliable. He established the business four years ago and has $15,000 invested, giving employment to four people. He has sold several carloads of trees this season, making a specialty of pears. He has considerable fruit ranch property on which he demonstrates his rock-ribbed reputation for the high quality of his stock and its absolute reliability.

T. E. DANIELS

The general prosperity of Medford is well sustained by the flourishing condition of the various retail establishments, among which those devoted to clothing are well in the forefront. The store of Mr. T. E. Daniels is exemplary in this connection. Established in 1907 Mr. Daniels has made rapid strides into public favor until the slogan "Daniels for Duds" is synonymous with all that is up-to-date and stylish in the way of men's wear from head to foot. Everything from a silk hat to cowhide boots can be had at Daniels and his is the only exclusive men's store that carries clothing, hats, furnishings and shoes. The cabinet system is used for displaying clothing and only brands of tried merit are handled. The Alfred Benjamin clothing is the leading line and the Regal shoes are a close second. His stock is without a superior in the city and his prices in all lines preserve an equitable relation to profit. The general prosperous share of public patronage he enjoys bears eloquent testimony to the satisfaction his goods produce and also to the competent management of the salesroom and the attention accorded customers. There are six employees who are imbibing Mr. Daniels' cordial, conservative business principles. He is the Exalted Ruler of the Elks, a member of the Commercial Club and owns both city and ranch property.

A YOUNG PEAR TREE IN THE ROGUE RIVER VALLEY.

COFFEEN & PRICE

More and more are we coming to recognize the importance of the work of the sanitary plumber and today the building is a small one indeed that has no work for the representative of this line to do. Messrs. J. W. Coffeen and J. E. Price are among our best known exponents of practical plumbing, steam fitting and hot water fitting. They have been in business for the past year and carry a very full stock of all needed supplies. They have been very successful in securing good contracts and their work is characterized by finished workmanship, the finest materials being used in all cases and a job once done, does not require a second attention.

H. C. MACKEY

Photography has now reached a high point of development and today it is only those whose work shows class, who can hope to meet with any marked degree of success. The fact that Mr. H. C. Mackey produces artistic portraits and noticeable views has led to his studio becoming popular and retaining its popularity. Mr. Mackay has been here 15 years and he has kept in the lead in his profession in this section from the very first. Everything in connection with modern protography is done by Mr. Mackey. He has given a lifetime of study to all the branches of the business and takes that personal interest in everything that begets success. He has a fine outfit and is an adept at posing people so as to bring out their best side or front. The coming year he contemplates many improvements in his gallery. He is a member of the Odd Fellows, the Knights of Pythias and the Redmen. He owns some fine city property and holds an honored place among the public spirited men who have made Medford what she is.

LEON B. HASKINS

No line of business can be considered of more importance than the drug business, dealing as it does in prescriptions that make for life or death. "Haskins for Health" is a familiar sign in Medford and the store is one of our pioneer establishments, dating back to 1884. The present proprietor is Mr. Leon B. Haskins, a graduate from the pharmacy department of the University of California in 1903. He has a beautiful store and carries a full line of drugs, stationery, toilet articles, perfumes, cut glass and sundries. There are four employees and the name "Haskins" is a synonym for pure and fresh drugs and in the compounding of prescriptions he is as accurate as his scales and whatever he does is done right. He is a member of the Masonic fraternity and owns city property and orchard tracts.

HUTCHISON & LUMSDEN

Among Medford's popular points of trade, one store which stands out prominently as an institution of reliability, is that of Hutchison & Lumsden. They carry a large and well selected line of dry goods, furnishing goods, boots, shoes, clothing, hats, trunks, staple and fancy groceries, provisions, etc. Everything to eat and to wear is handled by this pioneer firm that has been in business here twenty years. The firm is composed of Messrs. C. I. Hutchison, H. U. Lumsden and C. W. Heilbrunner, the latter becoming associated in the business a year ago. They own the premises they occupy and with the stock, fixtures, etc., an investment of $35,000 is made. Seven people are employed and they vie with each other in seeing that every customer is satisfied. In the stock will be found articles from the best sources of manufacture and great judgment is shown in buying. The coming year the store will be overhauled and new fixtures installed.

C. M. KIDD

The prosperity of Medford permeates every department of its commercial activity and this is admirably exemplified in the elegant shoe store of Mr. C. M. Kidd. Mr. Kidd has been in business here two years and is just entering his beautiful new store—the finest shoe store in the state of Oregon. All the appointments are magnificent, the cases, shelving, seats, etc., being in keeping with the best taste. A superb $20,000 stock is carried and many of the makes of the best manufacturers, those of recognized excellence, are displayed. Three people are employed and a large and select patronage is enjoyed. Besides a gratifying proportion of the best city trade, a large country business is done throughout the valley and the smaller towns which is rapidly increasing in importance. Mr. Kidd is a member of the Masonic order, the Commercial Club and Business Men's Association. He has shown his faith in our apple country by his works around his fruit ranch.

GARNETT-COREY HARDWARE COMPANY

Adding in no small way to the reputation of Medford as an up-to-date metropolis, is the Garnett-Corey Hardware Company which has just been incorporated for $100,000. It is one of our pioneer business establishments and the incorporators are H. C. Garnett, C. H. Corey, C. C. Johnson, O. H. Johnson, W. A. Aitken and Benj. Garnett. They do an extensive wholesale and retail business in hardware, stoves, tinware, copperware, builders' material, paints, oils, fishing tackle, guns and ammunition, cutlery, etc. They are agents for the Petaluma incubators and brooders, Golden Gate cement, Arden plaster and Toledo ranges. Miners' and lumbermens' supplies are specialties with them and an extensive tinshop is operated in connection with the store. They are building a mammoth new brick block that they will occupy as soon as completed at the corner of Grape and Main. It will be three stories and basement and give them 21,000 square feet of floor space. Nine people are employed and the trade of this company extends throughout Southern Oregon and Northern California.

MEDFORD FLOUR MILLS

For 20 years the Medford Flour Mills has been one of our leading industries and its importance to the city is enhanced by the fact that it furnishes the farmer a market for his grain and where the farmer receives his money he will do his trading, banking, etc. The mill is 50 feet square and has warehouse additions on each end 50x50 feet each. Its capacity is 80 barrels per day and it has the full roller process machinery. It is most modernly equipped and manned and $25,000 is invested and four men employed. Mr. A. A. Davis is the proprietor and Mr. S. V. Davis the manager. Their specialties are Blue Stem hard wheat flour, Davis' best, Pride of Washington, cornmeal, graham, bran, shorts, rolled barley, seed oats and seed wheat and a famous breakfast food, Gerina. The Messrs. Davis have large investments in fruit lands, Mr. A. A. having 1100 acres and Mr. S. V. 260 acres. Mr. A. A. Davis also owns a one-third interest in the Big Bend Mill Company, of Davenport, Wash., which has a capacity of 400 barrels, and his timber interests are exceptionally heavy. Both gentlemen are members of the Commercial Club and public spirited, progressive citizens.

MODEL CLOTHING CO.

Medford is a city of well dressed men and a leading emporium supplying this need is the Model Clothing Company, which was incorporated in 1907. The officers of the company are F. K. Deuel, president; W. T. Kentner, vice-president; S. T. Richardson, secretary and treasurer. They are outfitters for men and boys and the trolley system of showing goods makes possible a splendid display of fashionable and high class clothing of every description, which is at all times on view and gives space for four employees who are constantly busy taking care of the endless stream of customers which is passing in and out of this splendid emporium. A $25,000 stock is carried, three excellent lines of clothing, the exclusive lines of Knox and Imperial hats, and Wilson's shirts. The prices are the most moderate known to the trade, considering the quality and the style of the goods. The store is most elaborately finished in Mission style, and lighted by four arc lamps of 600 candle power each and the whole effect is most ornate and sumptuous.

REX GROCERY COMPANY

One of the most beautiful stores in Medford is the Rex Grocery. "It is different." The high shelving has disappeared and the goods are attractively displayed in pyramid form, rising in seried ranks from a broad base to the apex. The eye can take in a great deal at a glance and you can always find what you want at The Rex. It is one of the pioneer business establishments of Medford and the present proprietors, Messrs. Wm. R. Ewbank and J. H. Culp, moved into the new store about a year ago. The exclamations are "neatest," "cleanest," and you will not find any goods on display outside, on the street, where dogs, dust and dirt defile. They own their building and have an $11,000 stock, giving employment to five people. Among the lines they handle exclusively are Claset & Dever's coffees and the Red Ribbon canned goods. The most complete satisfaction is given in all departments and the large and increasing trade consider The Rex up-to-date, if not just a little ahead of everything in their line.

KING & EVANS

Medford's increasing prosperity has created a demand for every luxury afforded residents in other cities and the result is that many enterprises have been established to supply these demands. A recent one is the garage of Messrs. J. King and Leon Evans which was opened three months ago. Their garage is a fine brick building and can accommodate twelve machines. They carry a complete line of sundries and supplies and a most efficient repair department is maintained. Both gentlemen are natural mechanics and know the automobile business in every detail. They go about repairs with a vim and vigor that has placed them above the average in this work.

F. M. WILSON

You can't get in the postoffice without seeing Mr. F. M. Wilson's cigar and confectionery store and if you enter his place of business you will find it perfectly appointed in every particular. Everything is arranged most handily for supplying the needs of his customers and no pains are spared to place upon the market the best cigars and finest candies obtainable. His smokers' goods and supplies, combined with his candy trade, causes this branch of business to assume much importance and among the active dealers Mr. Wilson is a representative leader. He is a business man of progressive ideas and caters only to the higher class of trade. He has over $4,000 invested and the business gives employment to two people. Mr. Wilson was a member of the city council two terms and is affiliated with the Masons, K. P.'s and Odd Fellows.

ROGUE RIVER CLIMATE

The average altitude of the Rogue River valley is 1500. The average rainfall 20 inches. The mean temperature 57 degrees. The highest temperature in summer is 100 degrees; the lowest in winter 18 degrees. There are almost as many sunny days as in Southern California, but the winter is bracing and invigorating. There are no sunstrokes or deaths from freezing. Many former residents of Southern California claim the climate is superior to that of the Golden State, as it does not produce the lassitude and inertia which a few years residence in Southern California bring about.

The fall rainfall is copious enough to cleanse the earth of the remnants of a too luxuriant vegatation. The rainfall is about half of that of New York, Philadelphia or Portland. Rarely does snow fall, and when it does, 24 hours later it has gone. The summer heat is not unpleasant, due to the absence of humidity.

Climate is not regulated by latitude alone. Ocean currents and altitude are potent factors. The snows of untold ages lie unmelted on the lofty peaks of the Cordillieras in Mexico, the Andes in South America, and the Himalayas in India. The Alaskan coast, in the latitude of Labrador and Greenland, has a climate little more rigorous than that of Maryland and Virginia. California, on the same parallel with Nebraska, Kansas and Oklahoma, raises oranges, bananas, pineapples, figs, lemons, limes and pomegranates. And Oregon and Washington, in the latitude of hard-frozen Maine and blizzardy Dakota—where it is midwinter half the year, and a mixture of furnace-heated dog-days and very-late-in-the-fall during the other half—enjoy a climate that, in mildness and equability, is unsurpassed on earth, and is unrivaled anywhere else in the United States.

With the Pacific Ocean laving its western shores for 300 miles with the warm waters of the Japanese current, and with range on range of giant mountains, many of them capped with glaciers and perpetual snow, traversing its entire length, Oregon is climatically a realized dream of paradise. There are no extremes of temperature at any season below the snow-line on the mountain peaks. The mean temperature of Medford for 27 years past, has been 56 degrees. The mean annual temperature of the coast region is 51 degrees, the thermometer rarely rising above 78 degrees in the summer, or falling below 35 degrees in the winter. In Coos county, according to the United States weather bureau reports for January, the coldest month, has been January, the clodest month, has been 45 degrees—a total range for the year of but 13 degrees.

Every temperate zone grain, grass, fruit and vegetable grows luxuriantly, and many semi-tropical fruits and frowers flourish; and yet there is not a day in the year when one cannot, if he will, wallow in a snowdrift 20 feet deep, or seat himself on an iceberg a hundred yards square, by climbing a few miles up some huge mountain side.

This winter has been a howling terror of frigidity all over the hapless East—with the thermometer crawling down to 40 below zero, blizzards whistling at 60 miles an hour, snow piled to the tops of the lamp posts and telegraph poles, whisky freezing in the glasses, and frigid death and horror stalking everywhere. While here in Medford, Ore., roses budded and bloomed and lawn-mowers were running. In February, spring dons her fairest robes of leaf and flower.

Last summer the whole East and South seethed and sweltered, as they do every summer, with intolerable heat. From Maine to Texas, people died by hundreds of sunstroke and caloricel prostrations. From Cape Cod to Corpus Cristi the whole continent was a vast sizzling bake-oven, with a sky of glowing brass for a lid, and every brick and cobblestone a gleaming coal.

And in all the time, there was never a night when the thrice-blessed dwellers in the Rogue River valley did not sleep under blankets. We have no blizzards, no tornadoes, and no thunder storms. No blazing weather in summer. Flowers bloom and fruits and vegetables ripen in the open air all the year round, and magnolias, oleanders and jassamines unfold their fragrant loveliness, as they do in far southern lands. Trees and grass are green as living emerald in December and January.

And it is as healthful as it is delightful. The absence of all sudden changes and trying extremes contributes much to make it so.

The United States census figures as to the yearly number of deaths to the 1,000 of population are: Oregon, 8.76, and Washington, 9.67—as compared with 19.16 for Massachusetts, 16.58 for New York, and 14.72 for California. That is, in proportion to population, there are about two deaths in California to one here, and three to one in Massachusetts—so the chances of living are three times as good out here as in New England, and twice as good as in the Golden State, with all its boasted health resorts. The report of the surgeon-general of the United States army places the annual death rate among the troops stationed in various parts of the country at one in 529 in the Pacific Northwest—that is, here; one in 283 in New England; one in 113 in the Central Mississippi valley; one in 67 in Texas, and one in 65 in New York.

All blessedness of climate to produce health and vigor—out here.

SMOKE HOUSE

Greater Medford is the companion phrase to the "Spirit of Medford." "Good Enough" is the enemy of the best and holds no place in the spirit of Greater Medford. Messrs. E. C. Ireland and J. W. Antle, in their new Smoke House, aim to give us the best in a modern, up-to-date anti-trust cigar store with a handsomely fitted lounging room and pool parlor in connection. The beautiful new store with its mission furniture, show cases, etc., is well stocked with a complete line of smoker's supplies. Everything in tobacco will be found here from the finest imported and domestic cigars to the Missouri mereshaum. A fine line of confectionery, nuts, etc., will also be carried. The most discriminating element in the city is finding its way to the Smoke House. Messrs. Ireland and Antle are members of the Masons, Elks and Eagles, and the Commercial Club. Mr. Ireland has $10,000 invested in city property and owns four fruit ranches in this vicinity.