

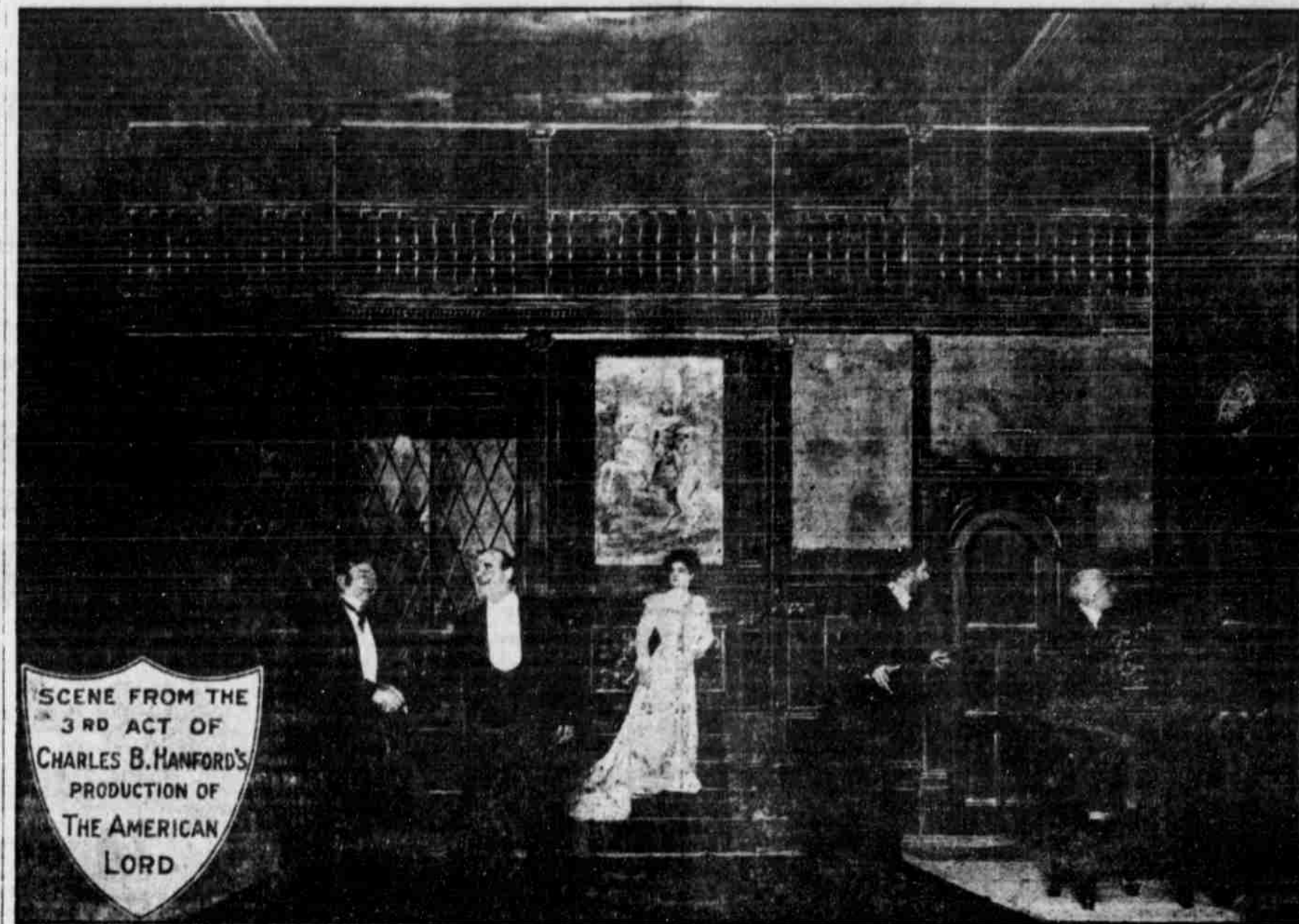
IN MEDFORD'S SOCIAL REALM

The official visit to Weatonka Tribe of Joseph Farrar, great in- chonoe of the Improved Order of Red Men, Friday was made the occasion of a reception at Odd Fellows' hall and a banquet at the Red Men's hall...

The principal address of the evening was made by the great in- chonoe, Joseph Farrar, on the fraternal relations existing between the two allied orders, and was listened to with great interest...

Mr. and Mrs. Scott Davis gave a delightful card party Friday evening for the members of the Five Hundred club at their beautiful home, 51 North Oakdale avenue...

For the year 1910 the Medford library has subscribed for the following magazines, which will be found on the library reading table: McClure's, Scribner's, Woman's Home Companion, St. Nicholas, Scientific American...



Splendid Entertainment Promised for Saturday Evening

count of his first buffalo hunt; an article by Royal Cortissoy on Frederick Remington, a painter of American life; an article about the "Progressive Pacific Coast"; a good aviation story, "The Hermit of Bubbling Water," by F. Palmer.

The Scientific American is most excellent for those, especially for boys, interested in the latest in engineering, discoveries and inventions. The reading table is accessible to any one during library hours.

Sixteen young girls were entertained yesterday afternoon by Mrs. B. J. Trowbridge, 505 West Eleventh street, in honor of her daughter Mary's 16th birthday anniversary, which occurs today.

The Woman's Missionary society of the Presbyterian church met at the home of Mrs. G. W. Gibbons, North Oakdale avenue, Tuesday afternoon. Mrs. W. F. Shields read a most interesting and instructive paper on "The Greatest Invasion of History," which treated of the problem of immigration.

On Thursday, February 10, the annual rollcall meeting of the Baptist church will be held. It is hoped that every member of the church and their families will be present...

Notwithstanding the heavy rain Monday afternoon, more than a hundred ladies accepted the invitation of the Greater Medford club to attend the tea and reception at Smith's hall. The president, Mrs. J. F. Reddy, was present and presided with grace and dignity...

An interesting program was rendered by the ladies of the Baptist church Sunday evening, January 30. Mrs. L. H. Kent presided in her usual pleasing manner.

The F. I. L. held a regular bimonthly meeting Monday evening at the home of Mr. and Mrs. J. E. Watt, W. H. Watt, president of the club, being host. A full attendance of members was present and after a business session and roll call, which was responded to by favorite quotations, four new members were initiated into the mysteries of the club.

The Domestic Science course given in the Thursday issue of the Mail Tribune is attracting much favorable attention and the successive articles are eagerly looked forward to by many careful housewives. This week's article on "The Selection of Foods" was full of practical advice looking toward a wise economy, and should prove helpful to a large circle of women.

Miss Charlton is a recognized authority on domestic science and her lectures, besides being interesting reading, are provocative of thought.

The Swastika club, with Mrs. Sneider, Mrs. Aldenhagen and Mrs. Kentner as hostesses, entertained with cards on Tuesday afternoon at the home of Mrs. F. W. Streets. Nine tables of progressive five hundred were played, while other guests who preferred played whist or bridge.

Mrs. H. P. Hargrave and daughter, Miss Gertrude, spent Saturday in Phoenix, the guests of Mrs. A. S. Parry. Miss Hazel Cox, who is ill with typhoid fever, is past the crisis of the disease and is convalescent.

Mr. and Mrs. Volney Dixon, Mr. and Mrs. F. W. Streets, Mr. and Mrs. J. F. Hutchason, Mr. and Mrs. H. F. Meader, Mrs. Helen Haskins and Miss Clara Wood were members of the reception committee who entertained the Rebekah lodge and invited guests Tuesday evening. Supper was served in the banquet room, after which those who wished played cards.

Miss Hazel Emyart returned Thursday from an extended visit of eight months with relatives in the east. Leaving Medford last April, she visited her father's nephew in Chicago, where she was regally entertained, and then went on to New York, spending several months with her aunt, Mrs. J. A. Whitman.

Mrs. Glen Fabric entertained the ladies of St. Mark's Guild Thursday afternoon. The afternoon was spent in outlining plans for the Lenten season, and the hostess served light refreshments. Each Thursday during Lent the ladies will assemble at the church for the discussion of business and the Rev. William Lucas will hold a short service, but there will be no gatherings at the homes and no refreshments will be served at the gatherings until after Easter.

The Wednesday Study club met at the home of Mrs. F. E. Merrick, East Main street, Wednesday afternoon, the subject being the oft-misunderstood poet, Walt Whitman. Mrs. F. W. Hollis' essay, "An Hour With Walt Whitman," was the feature of the afternoon and was followed by a general discussion and social hour.

The dancing party by the Juvenile Dancing club Wednesday evening was one of the enjoyable events of the week. Haeckler's orchestra furnished music and about twenty couples were present enjoying the popular pastime. February 16 is the date of the next dance, which is not subject to change. It is hoped that members will bear the date in mind and allow no conflicting engagement.

The Swastika club holds its February dancing party Tuesday evening, the dancing will begin promptly at 8:30 and conclude at 11:45, as it is the desire to have the hall vacated before midnight, the next day being Ash Wednesday.

The Pythian Sisters have arranged for a series of card parties to be held each Tuesday afternoon at the K. P. hall, which will all the friends of the order be invited. Light refreshments will be served and a charge of 25 cents made.

Mrs. Frank Loder, First street, between Sixth and Seventh, gave a surprise birthday dinner for Mr. Loder Tuesday evening, February 1, the guests being Mr. and Mrs. W. G. Aldenhagen and Mr. and Mrs. H. C. Stoddard.

The young girls of the Episcopal Sunday school have organized the E. G. S. and held a pleasant meeting yesterday afternoon at the home of Miss H. A. Bundy on South Central avenue.

Aleck Galloway, of the Blake-Moore company, Portland, accompanied by his wife, is making a business trip through the valley and renewing old-time acquaintances.

H. U. Lunsden has returned to Los Angeles and will spend several days en route with his son Treve at Stanford university.

Miss Hazel Davis leaves tonight for Portland to resume her studies in the high school.

Mrs. Roscoe Johnson has gone to Portland for a visit of several months with her parents.

Need of Organization By a Local Fruit Grower

Any one coming into contact with strangers on their arrival in Medford are invariably asked, "Have you an organization for selling your fruit?"

At the present time the best we can do is to hope for one in the near future. A strong organization for packing and selling would be the biggest ad this valley has ever had, and by its obtaining better prices for our fruit do more to enhance values than any other one thing. Under present conditions we are receiving, not what our fruit is worth nor what it sells for, less the commission charges, but what the commission men see fit to remit to us.

I am in receipt of a letter from New York to this effect. A car of apples was sold at auction and bid in at a ridiculously low figure by a dummy buyer representing the commission

house to whom the car has been consigned, it having been previously arranged that there is to be no competitive bidding. This car of fruit next turns up in the possession of the commission house to whom it has been consigned and by whom it is sold at a good price to the retailer. The commission house charges a commission on the first sale to their own dummy and later taking a good, rousing profit out of their own sale to the retailer. This explains the reason why apples are now selling at good prices in the east and in London and the growers receiving barely the cost of raising the same. The growers deserve all they are getting in this deal, for the power is all in their own hands and means simply organization.

The first step naturally would be to organize the local associations. Next, to place all these local associations under a state association and then to combine all the state associations into a Northwestern Fruitgrowers' Union, to

combine all the fruitgrowing states from Colorado north and west to the coast. This last association would have the control of the selling of the entire output of fruit in the northwest through district managers located at Chicago, New York and some convenient southern city. These district managers might have state managers under their supervision and if necessary local agents in all the large cities in each state. With such an organization we would follow the fruit to the retailer with a large profit accruing to the grower and the complete elimination of the men who have picked the pockets of the fruitgrowers for years who have subsidized newspapers to print false reports of fruit crops, and in fact are now completely dominating the fruit business of this country.

How long will orchards in the Rogue River valley maintain their present prices unless something is done at once to correct the selling abuses shown here? It seems to me that if we have

intelligence enough to raise fruit successfully we certainly have business judgment enough to market the same. One thing is certain, the matter lies entirely in our own hands. An organization along these lines would control the prices of apples in the United States. It could also arrange for precooling stations, for having representatives of their own at all the icing plants to see that the cars were properly iced, and the entire cost of all this supervision would not amount to one cent per box, while it would mean from 50 cents to \$1 per box in addition to the profit now allowed us by the commission men.

This same situation has all been fought over by the Citrus association of Southern California, which now markets \$50,000,000 worth of fruit annually, and as President Story of the association told us while here, that a saving of 1 cent per box meant \$20,000 to the association, the only salvation for the fruit industry here and elsewhere is "organization."

If this is not possible, I, for one, would want to sell out and quit. The raising of fruit is a business involving risk, close attention to every detail, an abundance of worry, and in the end under present conditions, the surrender of the largest part to others whose business methods are worthy of the whipping post.

The public today are paying big prices for apples all through the east, while the owners are receiving about the cost of raising the fruit. Think of the power of an association involving the control of the output of the entire northwestern states. We could do as an association what could never be done in any other way. I have heard something of opposition to an association pack on account of orchards which did not want to lose their identity. Very well, let them place a small sticker on each box. If their pack is well and favorably known, it will be a double advantage of the retailer that the pack is good.

There has been a suspicion on the part of some that the association pack might leave too many culis in the hands of the growers. This excuse carries with it its own condemnation, for the Rogue River valley should not contain a cul in it.

Any other course would be suicidal for the grower, and the valley as well. Let us get together and put this thing through, the plan to include local associations, state associations; Northwestern Fruitgrowers' Union, composed of the different states mentioned; eastern district managers, to be located at Chicago, New York and some southern point, if thought best; state managers under the district managers; local managers in large cities; precooling plant inspectors at all icing stations; our motto to be "From Grower to Consumer." Let us first start our local organization and the others will drop in naturally. A. GROWER. Medford, Or., Feb. 4, 1910.