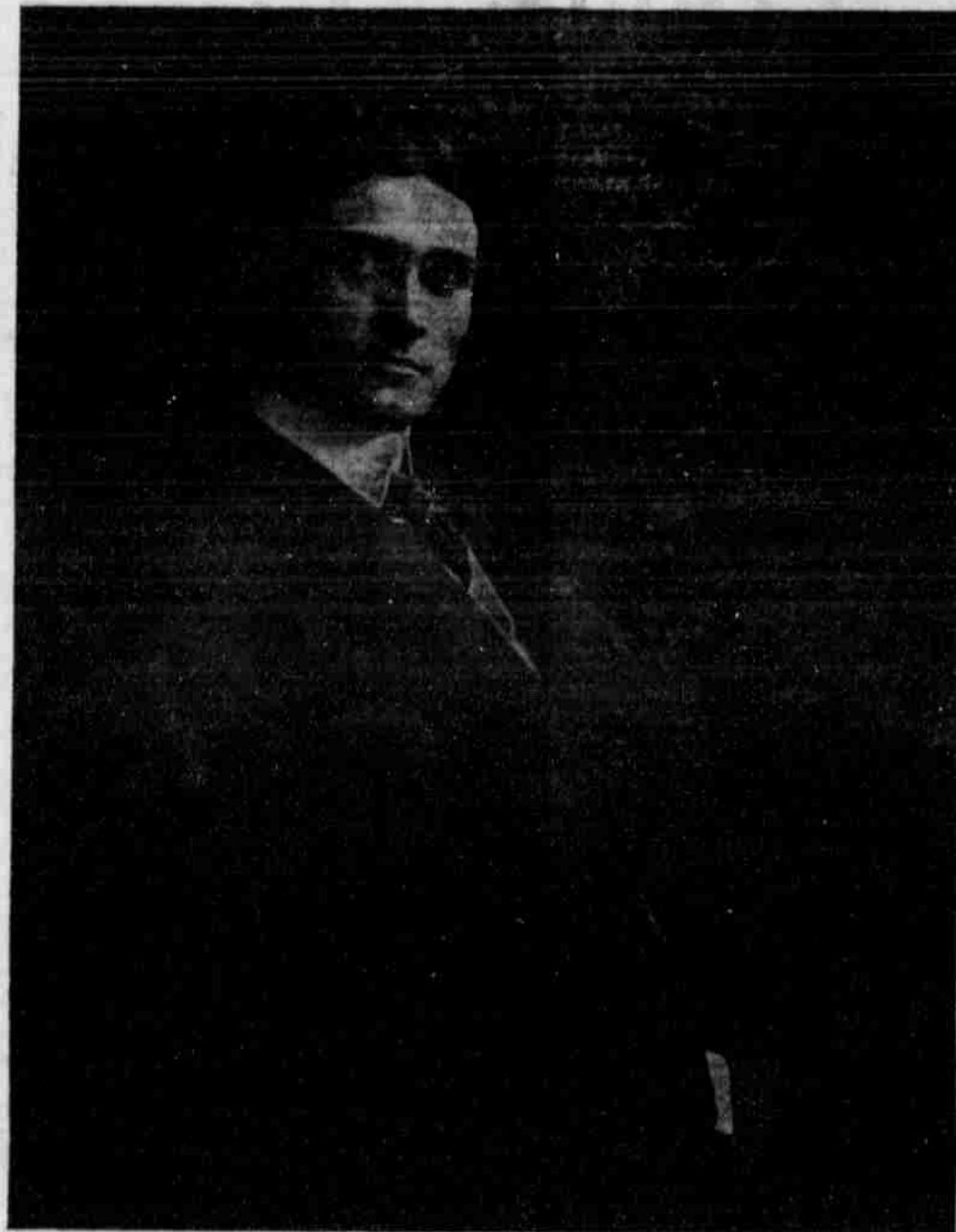


IN MEDFORD'S SOCIAL REALM

Revival Meetings Open Today



REV. FRENCH E. OLIVER

KANSAS CITY, MO.

PREACHER AUTHOR LECTURER

"Dr. Oliver is a big man, measured from any standpoint. He is ripe in scholarship, cultured by travel." - Editor Ross of Kansas.

Rev. French E. Oliver is a man of steel-armored convictions and he knows how to impart the spirit of his ideals to the multitudes. Burning in his soul is the ambition to get people to live the high-altitude life. He knows life, from the old home farm, the Alaskan frontier, the canons of Mexico, to the heart of Chicago, New York, Paris and London. His research and travel in many lands has given him a grasp on world problems. His lectures indicate the university of experience as his tower of observation. Mr. Oliver has hewed his way to success through granitic obstacles. Seeing the spiritual, moral, intellectual and physical needs of humanity, he gives as a tonic mighty messages, abounding in philosophy, science and humor. His conspicuous success in his work is his greatest indorsement. Meetings commence April 24 in the big new tabernacle, located on North Bartlett, near Jackson street.

After the regular meeting of the Pythian Sisters Wednesday night, many guests were invited in a most enjoyable social hour spent, the committee in charge being: Mrs. W. H. McGowan, chairman; Mrs. C. R. Ray, Miss Gertrude Weeks, Mrs. Edith Orr, Mr. Henry Haswell, Miss Haswell, Mr. and Mrs. J. F. Hatcherson, W. H. McGowan and Mr. J. Wilkinson. Cards and dancing were the amusements. Mrs. J. E. Bodge presiding with much satisfaction at the piano. No little disappointment was felt because the violinist engaged to play excused herself at the last moment, giving the committee no time in which to make other arrangements for music. Much appreciation was expressed because of Mrs. Bodge's timely, willing and efficient assistance. A delicious two-course supper was served, the tables being beautifully decorated with white lilacs and early Gold of Ophir roses.

Miss Alice Streets gave a prettily appointed luncheon at 5 o'clock Wednesday for the King's Daughters, other guests being Miss Ruth Merrick, who is home from the University of Oregon, and two school-mates of her's, Miss Florence Thrall and Miss Katherine Armour, who are visiting at the Merrick home. The shades in the dining-room were drawn and the room lighted with shaded electric lights, while handsome candelabra lighted the table, the flowers being two tall vases of fragrant narcissus. The place cards were clever silhouettes and the favors long-stemmed narcissus. A most delightful afternoon was spent, the girls indulging in pleasant reminiscences of high school days, most of them having been associated together.

Colonel and Mrs. Frank Ray, whose departure from Gold Ray is much regretted in social circles, have been the recipients of a great deal of attention during their stay at San Francisco. The following is clipped from the society columns of one of the San Francisco papers: "Colonel and Mrs. Frank Ray of New York, who are spending a few days in San Francisco, were entertained at a series of dinners given in their honor at the Palace this week. Judge and Mrs. Osburn, the H. P. Wilsons of New York, and W. J. Hotchkiss were among the hosts. Colonel Ray is chairman of the board of directors of the Western Power company and well known in financial circles."

A delightful tea was given by the ladies of the Methodist Episcopal church Wednesday afternoon at the home of Mrs. Forrest Edmeades, 804 East Bennett street. An advertisement guessing contest served to promote sociability. The first prize, a handsome panel picture, was won by Mrs. O. C. Boggs, and the second, a set of postcards, by Mrs. Belknap. Mrs. Holt sang Schubert's "Serenade," and Mrs. Meeker "Springtide."

Refreshments of coffee, wafers and ice cream cones were served. The committee: Mrs. Whetsel, Mrs. C. H. Corey, Mrs. Conser, Mrs. Henry Payne, Mrs. W. D. Allen.

In honor of his 9th birthday, Master Robert Duff entertained a number of his young playmates Saturday afternoon from 2 to 5 at his home, 333 East Jackson street. Jolly outdoor games were played and many little contests enjoyed, after which a dainty luncheon was served on the lawn under the apple trees, which consisted of sandwiches, nuts, candy, cake and ice cream, was served to the guests, 12 in number: Messrs. Harry and Nathan Meade, Milan Jacobs, John and Leo Brophy, Bernard McMahon, Pavlin Debley, Francis Murphy, Marion Robson, Carver Howland, Paul Reddy and Robert and Lawrence Duff.

The Ladies' Aid society of the Presbyterian church held a business meeting in the parlors of the church Tuesday afternoon. Mrs. Etta Stevenson was elected president in place of Mrs. W. W. Glasgow, resigned, and Mrs. Maltby, secretary, in place of Mrs. Roscoe Johnson, also resigned. Other matters of importance pertaining to the disposition of the church property and the contemplated plans for building the church were under discussion.

The members of the F. I. L. were pleasantly entertained Monday evening by Mr. W. H. Watt, 214 East Jackson street. "A Trip to the North Pole" proved an entertaining feature of the evening, prizes being won by Miss Hewes and Mr. Gunson. Mr. Gunson sang two delightful solos and lunch was served. Miss Alice McKay assisted Mr. Watt in receiving.

Mrs. Scott Davis was pleasantly surprised recently by twelve of her friends coming in unexpectedly on the evening of her birthday to extend hearty congratulations. Five hundred was played and a lunch, provided by the guests, consisting of sandwiches, olives, pickles, cake, sherbet and coffee, was served.

Mrs. Charles M. English leaves on May 9 for Minneapolis to witness the graduation exercises of her daughter, Miss Bertha English, who is completing a course in Stanley Hall. They expect to return to Medford, making a permanent home here.

The Ladies' Aid society of the Presbyterian church meets Tuesday afternoon at the home of Mrs. H. G. Wortman, 912 Oakdale avenue. Ladies are requested to come by 1 or 1:30 if possible, as work is provided.

Mrs. H. C. Kentner entertained with four tables of five-hundred last week Friday, and this week Friday was hostess to the Colonial Bridge club.

At the congregational meeting at the Presbyterian church Friday evening, the recommendation of the trustees that the present church property be at once placed on the market and steps taken to erect a church adequate to the growing demands of the congregation, was unanimously adopted. The lot occupied by the manse was decided upon as a location for the new edifice.

On the evening of May 6 the pupils of St. Mary's Academy will present a varied and most interesting program in the spacious auditorium of the academy. The most notable feature of the entertainment will be the enactment of a drama entitled, "Dolores: or, Through the Fires of Sorrow." The story is truly pathetic, depicting in vivid color the awful consequence of ungoverned vanity and the glorious triumph of persecution patiently borne.

The beautiful drill, entitled, "Revel of the Naiads," cannot fail to please, for the attractive costumes and graceful poses are certain to captivate the most critical eye.

Several instrumental numbers will also intersperse the program, affording a treat to the music-loving friends who manifest so much interest in the progress of St. Mary's music department.

The Swastika club card party held Tuesday afternoon at the home of Mrs. S. J. Erdman, 521 South Tenth street, was one of the most pleasant affairs of the week. The surprising change in the weather found many unprepared, so that the attendance was not so large as anticipated. However, a most delightful afternoon was enjoyed. Six tables of cards were played and refreshments of sherbet and lady-fingers served. The committee: Mrs. S. J. Erdman, chairman; Mrs. G. L. Schermerhorn, Mrs. T. E. Daniels, Mrs. A. L. Quizenbury and Mrs. John Barneburg.

The closing dance of the Swastika course will be given at Angie's hall Thursday night, April 28. Mrs. W. G. Aldenhagen is the chairman of the decoration committee and Mrs. J. D. Heard is the chairman of the refreshment committee. The ladies of the guild will act as a reception committee, insuring every one a good time. It is hoped that the new hall will be completed in time for the opening of the season next fall. A box supper similar to that served at the March dance will be served Thursday night.

Mrs. Clara Moulden, who has returned from a pleasant trip to Portland, leaves this morning for her ranch on the upper Rogue river, known as the Tucker place. Mrs. Moulden is accompanied by Miss Hazel Enyart, who has a homestead adjoining. The ladies expect to fit up ideal bungalow quarters, where they will be at home to their many friends making the Crater Lake trip.

Miss Ruth Merrick returns to Eugene today to resume her studies at the university.

Adarel Chapter, Order Eastetra Star, gave a reception last week Thursday in Jacksonville at the Masonic hall in honor of Mr. and Mrs. Wilbur Jones, the members of the order being in attendance and also the courthous officials and their wives. Mrs. Jones was worthy matron of Adarel chapter for two years. The hall was tastefully decorated with flowers, and ice cream and cake were served.

The Ladies' Guild of the Episcopal church enjoyed a pleasant meeting Thursday afternoon at the home of Mrs. J. D. Heard, on Siskiyou Heights. The continued illness of Miss Gladys Heard was the call for many expressions of sympathy. Plans for the closing dance of the Swastika club next Thursday were discussed and adjournment taken to meet with Mrs. G. L. Schermerhorn in two weeks.

Mrs. Louise Muller and her daughter, Mrs. F. Otto Krause, have returned from a sojourn of several months in Southern California and are at home at the Muller home, on South Holly street. While away Mrs. Krause pursued her musical studies and improved her opportunities to hear opera and high-class concerts.

Miss Florence Thall, who has been the guest of Miss Ruth Merrick, goes to Grants Pass today for a visit with friends, after which she will return to her home in Klamath Falls.

All the evenings of the week have been occupied in church circles with committee meetings and prayer meetings preparatory to the evangelistic meetings to begin today.

Mr. C. M. English has gone to Niagara, N. D., to look after business interests. Mrs. English expects to join her husband about the middle of May.

Mrs. D. H. Drewery went to Portland Monday to visit her mother and incidentally to see the opening ball game of the Pacific Coast league.

Miss Gertrude Treickler expects to accompany her father to their old home in North Dakota, leaving in about two weeks.

Mrs. M. E. Worrell and daughter, Miss Helen, left Thursday for a three weeks' visit with relatives in Portland.

Co-operation the Small Man's Salvation

In a recent issue of the Saturday Evening Post appeared an article by Will Payne on the co-operation of fruitgrowers in California, in which the workings of the association were shown and the benefits enumerated. Inasmuch as such an organization is now being perfected in this valley, the article is republished in part.

California has been trying to cooperate for 30 years. The effort expended in that direction has been truly prodigious. Enough mass-meetings have been held, associations formed, committees appointed, resolutions passed, speeches made and literature issued, it would seem, to accomplish anything humanly accomplishable.

As to citrus fruit, a high degree of success has been achieved. The California Fruitgrowers' exchange is, perhaps, the largest single co-operative enterprise in the country. It handles 60 per cent of the oranges, lemons and grapefruit grown in the

state, and does a gross business in excess of \$20,000,000 a year. From 20 to 25 per cent more of the citrus crop is marketed through other co-operative associations or by the growers themselves, leaving only 15 to 20 per cent of the total crop to be marketed on the old every-fellow-for-himself commission-house plan. Except as to citrus fruit, however, co-operation can hardly be said to have succeeded in an important degree. The prune man, the raisin-maker, the cherry, plum and apricot orchardists, the English walnut growers, the vegetable gardeners have met, resolved and formed associations in great number. Mostly the associations have petered out after troublesome careers of longer or shorter duration. Broadly speaking, marketing conditions are rather chaotic except as to the orange family.

When an orange-grower reaches that stage of his career where he may reasonably hope to begin making some money he has waited long enough to have a good appetite. He got on very well, in the main, when oranges were a luxury and the small quantity raised in the state could be disposed of on the coast or west of the Rockies. But that happy condition was short-lived. As early as

1877 it was necessary to look beyond the mountains. The first car of oranges was shipped east in an ordinary boxcar attached to a passenger train at a cost of \$1400 for the haul, which made a freight cost of 7 cents on each pound of oranges.

As oranges multiplied the freight cost fell, but the usual troubles with the commission man arose. Buyers used to take the crop on the trees, paying a stipulated price and picking and packing it themselves. Year by year, however, they showed less disposition to buy outright and more disposition to handle the fruit on a commission basis. Eastern houses sent agents into the field to solicit consignments. Veteran growers allege that these agents, with truly diabolical guile, would treat the orchardist handsomely the first year, in order to gain his confidence and get him to recommend them to his neighbors; then, the next year, would skin them to the bone. What is more certain is that the growers recognized only a few big central markets and made them a dumping-ground for the total crop. Thus, a market capable of absorbing a carload of oranges twice a week might receive several carloads on the same day—in which case prices, of course,

would drop to about the amount of the freight charges.

Everybody agreed that something must be done to improve marketing conditions, and in October, 1885, there was a mass meeting of orange growers in Los Angeles. This, it may be recalled, was three years before Thomas McManus, N. Densmore and some 20 other grain-growers met at Rockwell, Ia., to organize the co-operative company which has served as a model for the farmers' elevators of the middle west. It may also be mentioned that the production of oranges in California then amounted to only a thousand cars a year; and that Los Angeles, in one of those modern office buildings the present Fruit exchange has its headquarters, was merely a straggling village—although any one who had said so at that time might have been hanged at the nearest lamp post.

Despite their relative insignificance, however, those orange-growers took themselves pretty seriously. The meeting began by adopting a resolution to the effect that unless concerted action was taken for self-preservation the growers would soon lose their homes—a resolution, probably, which was more generally believed by the men who adopted it

than most mass-meeting resolutions are. After sessions extending over several days the meeting resulted in the organization of the first exchange—the Orange-Growers' Protective Union.

"Results the first year were good," says F. Q. Story, now president of the big exchange; "but buyers who had profited by the old state of demoralization hammered away at the new organization, and, by tempting growers here and there with large prices, were able to break into the field so that in a short time they held control. Then the shipping firms divided the territory among themselves and the grower had to sell to the firm to whom he was parcelled out. He delivered his fruit to the packers and blindly awaited results. I sold my crop on the trees in 1892 for 10 cents a box. It had cost me 50 cents a box to raise it. One didn't have to look far to see the end of the orange business on that basis."

In a great many cases, it is declared, growers who shipped their fruit in that season of 1892-3 not only received no money return whatever, but had to go down in their pockets to make up a deficit on the freight charges.

In the spring of 1893, as might be

expected, growers were convening again. Meetings were held in Los Angeles, and a good many associations were formed. According to the plan then followed, growers so near together that all of them could conveniently reach the same shipping point would organize a local association which would build and equip a packing-house at the shipping point. The local association's financing was extremely simple. The packing house, with its machinery, would probably cost \$10,000. Some large ones have cost \$40,000 and even \$50,000. Usually, several forehanded members of the association advanced the necessary sum and the association reimbursed them by levying a tax of so much a box on the fruit handled. Sometimes the association would pay back the whole amount advanced in a single year. In other cases payments were spread over a series of years.

Next, the associations in a contiguous territory were grouped together and a district exchange organized, composed of one representative from each local association in the territory. The local associations attended to the grading and packing of the fruit, while the district exchange managed the selling of it.

It was expected that the several district exchanges, in their marketing operations, would act in harmony with one another as far as possible; but after two years' trial the need of a closer organization was apparent. So, in October, 1895, the Southern California Fruit Exchange was formed, with one director from each district exchange, to manage the selling of all the fruit produced by the associated growers.

In 1905, upon the reorganization, which will be mentioned again, the name was changed to the California Fruitgrowers' Exchange, which it still bears. The structure, however, remains substantially the same and, excepting the unlucky experiment that brought about the reorganization, the growth of the association has been quite steady.

There is still the threefold organization. First, there are 96 local or growers' associations, each composed of individual growers, in a given neighborhood, who elect their board of directors. The association owns its packing house at the shipping-point. The individual member delivers his fruit, as it comes from the trees, at the packing-house. There