

Women Find Life in Rogue River Valley Orchards Delightful

EXISTENCE ON ROGUE RANCH ALMOST IDEAL

Mrs. Stokes Finds Many Interesting Things to Keep Her Busy, But the Cow Will Eat Up the Garden as Often as Planted.

(MRS. WALTER R. STOKES.)
Do I like ranch life? I should say so—except when I have to work. Haven't I three of the cutest little turkeys you ever saw? They are just like Mary's little lamb, for everywhere I go, they go.
And haven't I nearly seventy-five little chickens that have caused me a world of trouble and lots of fun? The old hens insisted on leaving the nests too soon, so I had to incubate about a dozen little fellows in the oven.

And haven't I a dandy riding horse that feels so good most of the time that he has to jump over every little object in the road, and sometimes lands me on the ground.

Three times haven't I had a fine garden—but not for long—the cow ate it up.

And haven't I a whole basket full of little kittens that play around and cut up more monkey-shines than so many real monkeys?

And haven't I had a time finding out about woolly aphids, blight, anthracosis, gumens, etc?

And haven't I gotten just soaked trying to get home from the city some of those misty days last winter?

Why, of course, I like life on a ranch, and if I had a good, lifelong servant and a dandy auto so I could always have my friends with me, I would never ask for another thing or a more ideal life.

RATHSKELLER CAFE FOR THE WEST SIDE

Up-to-Date Place Planned in Electric Building to Equal Anything of Its Kind on the Pacific Coast.

(MISS GENEVIEVE WORTMAN.)
The Rogue River Electric Company, who are erecting a three-story office building on West Main Street, are also fixing up a basement in same 24x140 feet in size to be rented out as a Rathskeller Cafe. This cafe will be equipped in a modern, first-class, up to date manner, equal to anything on that order in Portland or San Francisco. The floor, walls and ceiling will be tiled, and there will be numerous plate glass mirrors on sides and ceiling. It will be heated by electricity and all cooking will be done with electric cooking appliances. It will be ventilated with electric ventilators and will be the coolest place in the city in the summer time with a uniform temperature all the year around and with an abundance of fresh air.
The roof of the building will be made into a roof garden, modern in all respects and connected with the cafe by an electric elevator and there will be a superabundance of electric light. The estimated cost of this cafe and roof garden according to the architect's figures will be about \$25,000 in addition to the cost of the building.

MEDFORD DAIRY KEPT ON MOST MODERN PLANE

The Medford Dairy, owned and run by J. W. Snider, successor to Warner & Snider, is situated one mile west of Medford.

Several modern improvements have been installed which make it one of the most up-to-date dairies in Southern Oregon.

An aerator is used which cools the milk to 54 degrees before it is bottled. A bottle filler is used which fills eighteen quart bottles per minute. Sanitary milk tickets are also used, which prevent contagious diseases from being carried from one house to another.

Mr. Snider has been in the dairy business five years, and by his honesty and alertness has built up a large trade.

Some of today's store news may be a "newsy" as the paper's first page dispatches!

Haskins for Health.

FINDS BEST CONDITIONS FOR FARMING HERE

Mrs. Cowles Believes Agriculture and Horticulture is to Become a Practical Business Among Younger Generation, as in Colonial Days.

(MRS. F. H. COWLES.)
I believe that farming is about to become as much a practical business among the younger generation of American gentlemen as ever it was in our colonial days, only now we have science as a powerful ally. I also am inclined to believe that for farming and orcharding go more favorable conditions can be found in the country than right here in the glorious Rogue River valley.

TRUE VS. FALSE COMMERCIALISM

(MABEL HOLMES PARSONS.)

Conspicuously dotting our broad western country—and monuments to man's over-confidence and mischance—are towns and even cities from whose farms producers and consumers have alike departed, whose dwelling houses are falling into decay, and whose very existence is only a matter of physical endurance. A number of causes have contributed to these results. Unsuccessful competition with more natural railroad centers, misapprehension of resources, unstable capital through no fault of the town-builders, and yet again in unmistakable prominence, false commercialism itself.

It is not possible so tragic a history should be repeated in Medford. True commercialism will secure for Medford a future of steady development and prosperity, where false commercialism would act as a slow poison to industry, paralyzing the nerves of enterprise and growth. This paper was fortunate today in securing from a well known citizen the following expression of opinion. He said in effect:

"Referring to the future possibilities of the town, on its own merits, there need be no limit to them, so long as the people who are constantly coming are governed rightly in their moves and placed rightly. The very best and most able and most cultured people from the cities are daily pouring in, looking for ideal spots in which to live, to build homes, and to make money. These are legitimate purposes, and we want these people, and want them to remain. It is our business—the business of established business interest in Medford—to make them satisfied to remain. Most of these newcomers come here seeking country holdings. This is seen in the large excess of the sales of ranch land over city property. But, the country makes the town, and will make it, more and more.

"When these newcomers are placed to their satisfaction, when they can realize a fair return upon their investments, they inevitably fall in love with the country—and then what? They act as a draw upon all their friends, and friends follow them to this region. Most of these prospective buyers know little or nothing about the varying or contrary character of soils, they naturally seek locations through others who are interested and have a larger acquaintance with the valley at large, and it is to our great interest that they be instructed correctly and that there be no future complaint from them on the ground of the treatment they receive at our hands. If these buyers are falsely located, the future results can not fail to be bad. That these people should realize no returns commensurate with their efforts, would work havoc for Medford. These people must be handled fairly, on a fair and open business policy, first of all because we need them here. Placing another family here means another family to feed and clothed and housed, to attend the theatre, to buy our wares and promote our interests. The mere wandering exploiter of lands, who is seldom a really local dealer, who follows any less meritorious system, not only works to the detriment of the town and the whole valley, but in the end kills his own credit as well. It is to be our consistent, and, I be-

Some of the Ladies Who Enjoy Existence In Country Near Medford



AVIATION MEET IN MEDFORD SOON

(MRS. H. C. STODDARD.)

The most notable event of the month is the aviation meet to be held May 27, 28 and 29, on the open space just west of South Oakdale.

Two aviators, one of who is Paul Ely, who has made so many beautiful flights with the Curtis machine, which he operates, and with which he has broken many records.

Railroads will sell reduced rates from Roseburg and intervening points and from northern California points to Medford.

The admission price to all aviation meets have heretofore been \$1 and \$2. As this will be given for the benefit of the Crater Lake highway commission fund the admission charges have been reduced to 50 cents for adults and 25 cents for children, thus enabling every one to attend.

ASHLAND POETESS WRITES MOST CHARMING VERSE

(MISS JEUNESSE BUTLER)

Some of the ladies of the Greater Medford Club are in receipt of a charming compilation of poems written by Mrs. Carrie R. Winkler of Ashland. The volume is an artistic creation in design and binding and some thirty sonnets are included, all containing a tender and beautiful sentiment. Among those which might appeal the most to the general readers are the poems of the fireside and those on nature. The book is dedicated "To My Beloved Daughter."

ROGUE RIVER CANNERY IS DOING BUSINESS

Among the infant industries of the valley undergoing a steady growth is the Rogue River Cannery and Evaporator Company, of which S. T. Howard is the president and L. F. Lozier secretary. Many improvements and additions to the plant, located one mile west of Medford on the Rogue River Valley railroad, are being planned. Two buildings are now on the ground and a third, 60x86, is to be constructed. A general canning business will be conducted as well as drying, cider, vinegar and fruit butters, all guaranteed to conform to the pure food law.

Christian Science.

Service Sunday morning at 11 o'clock. Subject of lesson—sermon, "Soul and Body." Sunday school at 10 o'clock. Testimonial meeting Wednesday, 7:30 p. m. The public

lieve, united effort, to breed no knockers here."

This expression of opinion, coming from one who is well qualified to bespeak Medford itself, may well be taken as indicative of the community business conscience, and as a foreword and prophecy of the steady growth and organization of this entire valley, of which we are so duly proud.

Haskins for Health.



Mrs. George H. Daggett.



Mrs. W. F. Rau.

WORK TO START ON GAS PLANT BY JUNE FIRST

(MRS. H. C. STODDARD.)

J. R. Anderson states that he is going to build a gas plant that will supply this whole valley. The plant will be located between Medford and Ashland and will be the high pressure system, and when completed will be the finest and most modern, up-to-date plant on the North Pacific Coast.

Anticipating the future needs of the city and valley, this plant is to have a capacity which will serve a population of 50,000 people.

Mr. Anderson has secured a franchise in Medford for thirty-five years and in Ashland the initiative has been completed and on Tuesday the city council will call for an election.

Application for franchise has also been made at Phoenix, and the mayor, city council, and representative citizens have given every assurance that the franchise will be granted.

Mr. Anderson expects the active operations of laying pipe to begin June 1st. The pipe is now on the way and there's every reason to believe that the plant will be completed and making gas by September 1st.

NOTICE OF SALE OF \$50,000.00 SCHOOL BONDS, DIST. NO. 49, JACKSON COUNTY, ORE.

Bids will be received up to June 1, 1910, at the hour of 2 o'clock p. m. of said day, by Jas. M. Cronemiller, treasurer of Jackson County, Oregon, for the purchase of \$50,000.00 (fifty thousand dollars), coupon bonds, of \$1,000.00 denomination, to be issued by School District No. 49, of Jackson County, Oregon, payable in twenty years, ten years' optional, bearing 5 per cent interest per annum, interest payable semi-annually. Bids to be accompanied by certified check, 5 per cent of the amount of the bid. The board of directors of said school district No. 49 reserve the right to reject any and all bids.

JAS. M. CRONEMILLER, Treasurer of Jackson County, Oregon. Dated this 5th day of May, 1910.

Haskins for Health.

ASHLAND MAYOR IS INTERVIEWED

(MISS GENEVIEVE WORTMAN.)

Mayor Snell and Councilmen Meyers and Moore of Ashland were in Medford Tuesday for the purpose, as Mr. Snell said, of showing Mayor Canon how to run a right good town. When questioned as to what was new in Ashland, he said that he was afraid to say anything for fear of encroaching on Medford. Speaking of Medford and Ashland he said that he had not, as people supposed, any jealousy of Medford, but on the other hand entertained the best of feelings for us.

In commenting on the recent recall proceedings instituted against him he said that the moral support of Medford was one of the greatest helps he had had. He said that every one in Medford seemed to be his friend and that he had rested to come to the city at that time.



Eat at the Spot

We do not claim to put up the best 25c meal on the coast. There may be better. Our aim is to put out just a little better than we advertise. Give us a call and be your own judge.

The SPOT CAFE

(Open Day and Night)
TYRRELL BROS., Props.

WOULD NOT CHANGE FOR OLD CITY LIFE

Mrs. Hamill Agreeably Disappointed—No Hardships or Privations to Endure—Existence of Rancher's Wife is Charming.

(MARJORIE S. HAMILL.)
When we first made up our minds to come west and go into the orchard business, I had the usual ideas of the average eastern woman of the kind of life I was to lead. I had made up my mind thoroughly to endure hardships and privations and to do so stoically.

The fact that I have found things here quite the contrary, from what I had expected has been the only disappointment I have had since coming to Medford. The life of a fruit rancher's wife in the Rogue River valley, with its delightful surroundings, pleasant neighbors and climate is charming and I would not change my life here for the old one in the city for anything.

Takes Off Its Hat.

The city of Ontario takes off its hat to L. R. Anderson, president of the Ontario-Upland Gas Company, for giving the city, without any exceptions whatever, the finest modern gas plant in California. We certainly have something to be proud of. Its effects are already in evidence as shown by the increased activity and advance in real estate values.—Ontario (Calif.) Record, Thursday, Dec. 23, 1909.

J. R. Anderson, president of the Rogue River Valley Gas Company, which will supply Medford, Ashland, Phoenix and Talent with gas, states, that it is the intention of the company to give Medford even a more complete and up to date plant than the one recently installed at Ontario, Calif., as the Medford plant will be a high pressure system having capacity to serve a population of 50,000 people. In fact, it is to be THE MODEL PLANT of the Pacific Northwest.

"Is 'trouble brewing in the kitchen?'"
Well—there's the want ad way of getting "help."



There is a Wonderful Difference

between the light afforded by an ordinary carbon incandescent and the brilliancy of our new General Electric MAZDA lamp. The latter radiates two and one-half times as much light with the same amount of electric current.

A 40-Watt MAZDA Affords Twice the Light

of the 50-watt carbon lamp now in general use and costs one-fifth less to burn. We recommend its use to our customers as it more than cuts their light bills in two, making electric light so inexpensive that no home, however humble, and no store, however small, can afford to be without it.

Ask us to show you the new General Electric MAZDA lamps and clusters.

ROGUE RIVER ELECTRIC CO.