

IN MEDFORD'S SOCIAL REALM

The Olive Rebekah Lodge, No. 28, held its annual installation of officers Tuesday evening. The new officers are: Noble grand, Miss Phoebe Vincent; vice-grand, Miss Delia King; secretary, Mrs. Alberts; treasurer, Mrs. Nellie Wing. The installation was followed by a banquet to the new officers.

Quite a party motored to Ashland to spend the Fourth. Among those present were: Rev. and Mrs. Matlock and family, Mr. and Mrs. Meshler, Mr. and Mrs. McReynolds, Mrs. Jones and Miss Maud Jones, Mr. and Mrs. Fred Day, Mrs. Hull and Mr. John Garnett.

Mr. and Mrs. Wilson C. Critzer arrived Friday from Detroit, Mich., and will spend the summer here. Mr. Critzer is general manager of the Detroit Electric Automobile company and has purchased a part of the Coleman place, near Phoenix. They are stopping at the Lucas home.

The B. G. club was entertained by Miss Isole Ewbank Thursday afternoon. Part of the time was spent in sewing, after which contests were held in which Miss Mildred Gerig carried off the prize. The club will meet with Miss Flynn next week.

Mrs. G. W. Gregory, grandmother of L. A. Gregory, Mrs. C. P. Gregory, his mother, and Miss Harriet Gregory, his sister, all of Klamath Falls, are visiting Mr. and Mrs. Gregory.

A box supper will be held on the lawn of the Christian church July 14. There will be a musical program and boxes containing supper will be sold. Ice cream and cake will also be served. All are invited.

The Ladies' Aid of the Methodist church will meet at the church Tuesday afternoon at 2:30 o'clock. All members are requested to be present, as some special work is to be planned.

Mr. and Mrs. Sterling were hosts at a very pretty dinner at the Nash grill Friday evening. The guests were Mr. and Mrs. Tomlin, Judge Crowell and Mr. Sheldon.

Mrs. Sam Richardson, Mrs. Geo. King of Portland and Miss Katherine Deuel returned Friday from a visit at Del Rio ranch.

Mr. and Mrs. J. T. Hess of San Francisco are the guests of Mr. and Mrs. W. F. Rau. Mr. Hess is Mrs. Rau's uncle and is one of the officials of the Southern Pacific.

Mr. and Mrs. W. I. Vawter and party motored to Ashland Thursday evening, where they attended the concert given by the Phavus Russian band at the Chautauqua grounds.

Mrs. Williams and the Messrs. Williams, who have been at Snowy Butte ranch for the past few weeks, left Friday for their home in New Jersey.

Mr. and Mrs. James Tyler of Portland spent Friday and Saturday in Medford. Mr. Tyler is news editor of the Journal and one of the best-known newspaper men on the coast.

Mrs. Hance of Minneapolis is the guest of her sister, Mrs. George Osgood, at the Osgood ranch, near Jacksonville.

The wedding of Mr. C. W. Heilbronner and Miss Blanche L. Toft will occur this week, but the date has not yet been made public.

Mr. and Mrs. Edgar Hafer returned Wednesday. Mr. Hafer has been east and Mrs. Hafer met him on his return, in San Francisco.

Colonel and Mrs. Frank Ray of New York arrived Wednesday evening and will spend a few weeks at Gold Ray.

Mrs. Jasper N. Field of Redlands, Cal., is the guest of her daughter, Mrs. Eugene Foster, at Oak Mound orchard.

The Missionary society of the Presbyterian church will meet at the church parlors Tuesday afternoon at 2:30 o'clock.

Mrs. York and family and Mrs. Nye and family leave today for Newport, where they will spend the summer.

Dr. and Mrs. J. W. Andrews of Mankato, Minn., expect to return to Medford this week. They will be the guests of Mr. and Mrs. Ed Andrews.

Mrs. John F. White and Miss Zela left Friday for Coletina, where they will spend part of the summer.

Ethel Roosevelt Next Member Of Colonel's Family to Marry.



According to society gossip, Miss Ethel Roosevelt will be married soon to James Thompson Williams, Jr. Williams is a protégé of President Taft and wants to be senator from the new state of New Mexico. He was confidential secretary to Postmaster General Hitchcock during the Taft campaign and traveled with the president during a speechmaking tour. After the election Williams was made a member of the United States civil service commission, but his health was such that he had to go to New Mexico.

Mr. and Mrs. E. G. Trowbridge left Tuesday for an extended trip east. They will be away two months.

Mr. Lyman Orton is quite ill with typhoid fever at the Palace hotel in San Francisco.

Master Carter Brandon, nephew of Dr. and Mrs. Pichel, left Wednesday for a visit in Portland.

Miss Alice Lakeman left Wednesday for a two months' visit in Detroit.

Mrs. M. E. Worrell and Miss Helen left Thursday for a visit at their ranch in Sam's Valley.

Miss Gladys Carey left Thursday for Seattle, where she will spend the summer.

Mr. and Mrs. Daggett and Mr. and Mrs. Ed Hanley motored to Medford Sunday and dined at the Nash.

Miss Caroline Andrews entertained the members of St. Agnes Guild on Thursday evening at her home.

The Chrysanthemum Circle, No. 84, will have installation of officers and initiation next Tuesday evening.

Mrs. Stewart of Oakland, formerly Miss Jones of Medford, left Sunday for her home in Oakland.

Mrs. Lena Ellingham and mother, of Portland, are the guests of Mr. and Mrs. Edmesdes.

Mr. and Mrs. J. D. Owell left last Sunday for San Francisco, where they will make an extended visit.

Misses Genevieve Wortman, Flora Gray and Beulah Warner spent Friday at Gold Ray.

Miss Bess and Ida Lee Kentner returned Wednesday for a camping trip at Big Butte.

Mr. and Mrs. E. E. Gore and Miss Flora Gray spent the Fourth at Coletina.

George F. King and family of Portland are visiting in Medford.

Mr. Norman Merrill is quite ill at his home with tonsillitis.

Recently the membership of the Presbyterian church at Phoenix turned out en masse to greet Dr. Baillie and wife, recently from New Jersey, the former of whom has accepted the pastorate at the neighboring town. The ladies of the church had the reception in charge and it was largely attended by friends as well as members of the congregation at the beautiful new home of Mr. and Mrs. Arthur Furrey, the pastor and his wife having been given a heart welcome to their new surroundings. A short musical program and refreshments followed the reception features.

The Natatorium plunge will open for business Thursday afternoon July 14, and that same night there will be dancing on the smaller floor—the big hall will not be completed for a couple of weeks yet. Unless something unforeseen happens, the entire building will be completed and all departments running by August 1 when the formal opening will occur.

The Frank Miller Carnival company opens a three days' engagement the 14th with two performances daily, on the Natatorium ground. They promise superior shows, a balloon ascension every day and a big free outside features.

Miss Colly and Rose Chandler will leave for their home at Coquille next Wednesday after an extended visit with relatives in this valley.

Noah Chandler and his father and Wiley Turnbow and George Chandler all took a trip over to Sterling next Thursday.

Mrs. Lillie Blackwood of Phoenix was in Medford Friday.

Miss Clara Allen of North Tate was among those who went to Ashland to attend the joint installation of Odd Fellows and Rebekahs Thursday evening.

G. A. Hover and his son and daughter have been away on business at Salem and other Williams points. Among other things they tended the convention at Eugene.

Mr. and Mrs. Frank Brown and Mr. and Mrs. Gus Nichols of Astoria are visiting in California.

Mr. H. C. Kentner left Tuesday New York on a business trip.

This department is a regular weekly feature, dealing with all phases of the fruit and produce world.

IN THE FRUIT GROWING WORLD

Conducted by Charles W. Wilmoth, manager of the Rogue River Fruit & Produce Association.

Regulations admit of exceptions and grower must rely to considerable degree on his own experience.

According to Professor F. Walden, the well-known Washington horticulturist, peaches should be thinned early in June and apples early in July. In discussing this branch of the fruit-growing industry, he says:

"Experience has taught me that a tree can bring a certain amount of fruit up to a certain size, whether it is evenly distributed over the tree or bunched together in certain places. If the frost takes all the lower apples or peaches and they are left pretty thick in the top, they need not be thinned. In top-grafting some apple trees 10 and 12 years old, I left some limbs to be cut off one or two years later. These limbs, so left, set very heavily with apples, but I did not thin them, and the apples were all brought up to a large size, thus proving my theory that a tree can bring a certain amount of fruit up to a large size, whether it is scattered all over the tree or bunched together in certain places very thickly.

There is no hard and fast rule for thinning. An inexperienced person is likely to leave too much on the tree. At the time of thinning the apples and peaches are small and do not show as they will when ready to pick. The best teacher anyone can have is experience. It is hard to lay down rules that will apply equally to all varieties. In thinning apples, however, one rule is of universal application, and that is, thin to one in a place. This will be sufficient with some varieties of apples. For instance, it is sufficient for Ben Davis, but not for Missouri Pippins. However, whether thinning to one in

a place is sufficient or not, that much must be done, anyhow, and then if what are left are too thick, another rule must be applied, and that is to leave no apples nearer than four inches apart on the same limb. If two apples are on different limbs, then the four-inch rule does not apply. These two rules comes as nearly giving a safe guide in thinning apples as the work can be done by written directions. If only one side of the tree has apples on it, these rules should be modified according to the suggestions already given. In thinning peaches, the first rule is to leave but one peach on any limb not over four inches long; the next is to thin to one in a place in all cases, and the third rule is to thin to four inches apart on limbs over four inches long.

The rules that govern the thinning of apples and peaches apply in the same general way to pears, apricots, plums and prunes.

A fruitgrower must set a good grip on these principles and apply common sense in using the rules set forth.

Red Color on Apples Help Them.

Crimson hue enables fruit to retain heat and their development is not retarded by cool nights. Purple shade raises the temperature greatly. Researches in botany show conclusively that coloring matter in plants is of material benefit to them.

Little apples on the trees in the Wenatchee valley are now taking a crimson hue, and this fact of early coloring is what makes the fruit of this region so big and red at harvest time. The color on the little apple tends to prevent arrest in their development during the cool nights. The

warmer location is transplanted to the colder elevations above, it will not be able to grow and exercise its normal functions until it has developed its red or purple color.

Stahl has shown by actual experiment that plants possessing these higher colors absorb heat enough that the atmosphere immediately under their leaves in a still time will register somewhat warmer than the general surrounding atmosphere. He attributes this to the heat absorbed by the purple coloring matter during bright sunlight.

Kenyon observed that when the coloring matter of a green plant was placed in solution in a glass dish in a sunny window that it would absorb less heat than the red or purple color of the same species of plant placed in the same location in the same solution.

A Large Crop of Apples.

NEW YORK, July 1.—Some of the best-posted authorities on the apple crop prospects are on record as predicting an exceptionally good output this season. The prediction is based on the growing conditions and set of fruit, as shown in widely separated sections of the country. In this connection a member of the National Apple-Shippers' association, who has just returned from a visit to the principal up-state points, said to a reporter of the Guide: "In the section between Buffalo and Oswego every Baldwin apple tree is loaded to a great extent. The crop will be enormous unless something unforeseen happens between now and the harvest. The significance of the Baldwin prospect can be appreciated when it is realized that fully three-

fourths of all the trees in the section are Baldwins. The crop of Greenings will be 50 per cent. In the case of this variety, a feature not to be left out of calculation is the fact that while the set represents fully 50 per cent of a full crop, the prospect is more favorable for an out-turn of big apples. This prospect, should it be fulfilled, means that with large-size apples predominating in the Greening crop, there will be a larger fill of barrels. This being the case, the quantity of barrels is by no means likely to be materially short."

Early Apple Crop Light.
ROCHESTER, N. Y., July 1.—Local dealers are beginning to take weekly trips through the up-state fruit belt to keep in personal touch with the progress of the principal crops. Interest centers in the outlook for apples, as that is the crop from which the greatest revenue is obtained.

Indications are mixed, both dealers and growers declare. They say that while late apples promise well, there will be a light crop of early or fall fruit. Twenty-ounce Spys, Alexander's and other soft apples are showing up poorly and the yield will be smaller than usual. While in some parts of the belt a few orchards are showing up well, they are the exceptions that prove the rule.

On the other hand, Baldwins and Kings give promise of good yields, although it is impossible to forecast as to the quality. That will depend on the weather from now on. But the orchards are in excellent condition and the trees seem to be loaded with what promise to be good ap-

ples. As Baldwins and Kings are the principal late apples, growers are hoping that they will have a full crop and thereby offset the light yield of fall apples. For some reason or other Greenings do not promise so well. Most orchardists are inclined to think that the crop will be shorter than a year ago.

Orchardists say fruit trees all through the up-state belt came through the winter in excellent condition. Cold weather did no appreciable damage and unfavorable climatic conditions in the spring did no serious harm to the trees. But to some kinds of fruit, however, the cold, wet weather did heavy damage. Perhaps pears were injured the most. There were a few Bartlett and Duchess pears in this section, growers say, as a result of the damage done in the spring. Most of the pears dropped to the ground. Some of the other varieties promise just a fair crop.

The Hazards of the Apple Deal.
At no time in the history of the apple business of this country has the fact that an unusual hazard exists for the buyer, small and large, in connection with the purchase of the fruit been so prominent as now. It is appreciated by a few. Experience has taught some the evils of hasty purchase, but in a good many instances the lesson learned in the process of forced liquidation of assets in the shape of fruit on which costs have accumulated at the end of one season have been forgotten before the advent of another. The few wise ones have stayed out until the high pressure has been expended, and there are a few operators in this market who are prosperous exam-

ples of prudence. The great error made by the speculator is his undervaluation of the business acumen of the grower, and in the fact the good many cases, to little knowl-

has been gained concerning the duetion (volume) of the total crop. Speculators have lost their "skin" on the underestimating of the crop. It has been years since this crop produced a really short crop of apples, and well-posted authorities the apple game have come to a point that there is now no such thing as a short apple crop.

Fruit Crop Worth \$12,000,000.
State Horticultural Commission. Fred A. Huntley of Kennebec quoted as saying that the fruit of Washington this year will worth fully \$12,000,000. He put the value of the apple crop at 600,000, peaches at \$1,000,000, other fruits bringing the value to the amount named.

Largest Crop Ever Produced

SEATTLE, June 16.—The crop of the state of Washington this year be twice as large as it was in 1908, which was up to now banner year in the fruit industry of this state, according to a statement by F. A. Huntley, state commissioner of horticulture, who is in the city on an inspection trip.

Mr. Huntley stated that the yield all over the state will be double of any other crop ever produced in Washington.

"The fruit crop in Washington year is the most remarkable known," said Mr. Huntley in discussing prospects recently. "The kinds of fruit promise enormous yields. There are no failures."