



## NEW WAISTS

You will be surprised at the number of styles and patterns and in all sizes, too, of the stock of Waists found here for the Fall season. PRICES REASONABLE.

### Interesting news from the Piece Goods and Domestic Depart

New Silks, Dress Goods, Wash Goods, Outings, Domestics of all kinds, curtaining—in fact, everything in the piece goods and domestic lines.

Arabian Curtain Nets, special prices, ranging 12½c, 15c, 20c and 25c.

#### TOWEL SPECIALS.

Hemmed cotton Towel, size 13x24; 50c a dozen or, ea 5c  
Hemmed union huck Towel, 14x22; regular 10c towel; now special at .....7c  
Hemmed union huck Towel, 16x35; regular 12½c; special for \$1.00 a dozen or, each .....9c

Regular 15c huck union Towel, 18x39; special at \$1.35 a dozen, or each 12c  
36-inch percale; regular 12½c grade for .....10c

Fine Outings, figured, light and dark colors; special at .....12½c

Just received, another shipment of the famous Toile-du-nord Gingham.

Another express order of PERSIAN SIEKS for Waists; all the latest shades and patterns.

Special sale on remnants of wool dress goods at HALF THE REGULAR PRICE.

Special on Kid Gloves; assorted colors; all sizes; not all of each style; choice 85c

BLANKETS FROM 50c A PAIR TO \$15.00

Blue, cream, pink and white Outings at, yard .....10c  
Big line of Cotton Challies for comfortables; special at .....5c

# LIVE STORE NEWS

## Exploiting the New Fall Styles Now Ready for Show

For months we have been busy collecting the thousands of dollars' worth of goods for the Fall, 1910, trade, and are pleased to announce that the goods are now awaiting your inspection. OUR MR. KENTNER made a special, extended trip to the markets of the east and was fortunate in securing the very best brands and lines from the foremost manufacturers, and now the goods are in the store. You will find here, under one roof, everything needed by man, woman or child, and all at the lowest possible prices. Come and allow us to show you these new goods, and choose while the assortments are best.

### It will pay you to visit our Grocery Department



When you come to this store—convenient to get to, with a cordial welcome ready for you—and get into one of our

#### Hart, Schaffner & Marx

Suits or Overcoats, there's no excuse for you if you're not as well dressed as any man you ever saw. The clothes are right in every particular. \$18.00 TO \$35.00

Young men especially will like the new shape-maker Suit; an entirely new idea in clothes-making; the Trousers will not slip down if worn without a belt.

## New Ready-to-Wears

Our big second floor has many new things on display, and we invite you to visit the rest rooms in connection.

NEW SILK PETTICOATS—All the popular shades in the best quality silk, at from ...\$3.50 ALONG TO \$15.00

NEW SEPARATE SKIRTS—Just what you will need to wear when the heavy weather sets in. All new styles and very taking. Priced low from \$2.50 ALONG TO \$25.00

NEW SUITS AND COATS—Just a word to tell you that a fine collection is here and to invite you to call. The sizes are all here; styles the latest PRICES FROM \$12.50 TO \$75.00.

## UNDERWEAR and HOSIERY

### WARM UNDERWEAR

May be selected now from complete lines. Any size you wish. Choose now and save the annoyance which you experience by waiting until lines are broken.

### SCHOOL HOSIERY

The best wearing brands ever sold over the counter.



CORNER MAIN AND BARTLETT STS. PHONE 311

# KENTNERS

We deliver goods by automobile

MEDFORD'S BIG DEPARTMENT STORE

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. Wilmeroth, manager of the Rogue River Fruit & Produce Association.

### To Our Members and Growers:

The past week has completed the shipment of the Comice and Bosc pears, and our next work will be the shipping of our Jonathan and Baldwin apples. We have lately sold one car of Jonathans at very fair prices. I had hoped to get out more cars of Jonathans this week and prevailed upon our growers to pick as rapidly as possible, but they have been slow in responding. My past experience has been that the early markets on Jonathans are always the best. If we cannot have the apples when we think it is advisable to have them, we must not be criticised when results do not materialize as well as you expected. It will become us to advise other than what we consider is for your best interests and the interests of the association. Such of you as have Jonathans should come in and talk to us so we will be able to load full cars promptly and not have our Jonathans straggling along until we get to picking Spitz. More fruit is ruined by picking late than by picking too early, especially when the apples are well colored and seeds black, showing that they are ready to pick. We do not want you to

pick your apples too green, but we do think they should be picked when they are red enough and when we are ready to put them into our best grades. Our Jonathans do best in car lots, so get them in at the time we are loading straight cars, at least come in and talk the matter over with us if you have any apples to ship.

#### Shook.

The unexpected has happened. Our boxmakers, on account of forest fires and scarcity of lumber on this account, are unable to turn out our boxes as fast as we order them. We have cautioned you time and time again to get your shook ordered. The association is borrowing money to pay for this shook without asking you to pay for them before your apples are shipped, and still there are a number of our growers whose wants are not supplied for boxes, and you alone are to blame. The management will not be censured on this account, and in turn will not censure our boxmakers, and if you have any complaints to make you should be charitable to them, as you know you have been repeatedly cautioned in this matter.

Packers are not plentiful this sea-

son and all the growers expecting to pack at their own orchards should locate their packers at once. The association is ready to give all the information it has concerning packers, but it has no control over the packers and cannot guarantee that they can be secured at any time they are requested. Settle your dates of packing and make your arrangements for packers at once.

#### Newspaper Talk.

Perhaps most of you have noticed in our daily papers that the association averaged on Bartlett pears \$2.50. This is incorrect and misleading. On account of large quantities we have shipped and in the absence of official account sales, we are not able at the time to publish our averages. We ask our members to not be displeased with their association until they are satisfied they have something to be displeased with. Do not forget that the majority of our pears come from smaller growers, and each one has some special condition of fruit that the other does not have, and quite naturally would make a harder car to sell than one with a straight pack. By the association work we scattered

our pears judiciously, making better markets for those who do not ship through the association, and by not shipping through the association do not give us the revenue. At the same time these independent shippers should be fair when they give offhand some of their sales. One of the unfortunate conditions we are laboring against as an association is, we do not know what prices you would have obtained if you had no association, consequently cannot state at this time what benefit the association is. Perhaps at this time it would not be out of order to publish an editorial from the Portland Evening Telegram of September 15. This editorial mentions our valley and in several instances I have had expressions from the outside world and the idea seems to prevail that we have started on lines only second best to the citrus association of California. Other people think we amount to something, while some of our own people are loath to boost at all. C. W. WILMEROOTH.

#### Yakima Loss an Incentive.

Yakima valley lost heavily this year through not being able fully to

market its tremendous peach crop. These are reflex strokes in general progress, which are unfortunate but not uncommon, and should not discourage the orchardist of that great valley or other northwest fruit region. Yakima growers were not organized to get full benefit of market opportunities. Their loss is a market lesson only. They lacked system in their effort, the foresight which spans minor difficulties. Their loss should inspire careful study of Hood River and Rogue River valley methods, or the great successes won in California in both citrus and pome fruit marketing.

"In this region the market is all important. Fruit of the best grades can be produced by applying scientific methods now coming to be well known. It is in the highest demand among eastern consumers. The means of reaching market must be foremost in every community's thought, and this means organization, associated effort and common advance upon transportation problems. Community canneries which do not put immediate comfort above the orchardist's misfortune are another essential. All the methods of

getting fruit prepared for market in most acceptable form should be experimented with and put into practice where found a success, that reliance is not exclusively upon any one avenue of safety. Market studies will be preached as insistently in the coming years as production, and the Yakima valley is but an incentive, not a discouragement."

The Rogue River Fruit and Produce association have issued the following suggestions to growers who pack apples at the association's packing house:

If you do not know the time of picking, inquire at the office.

Provide plenty of picking boxes, a sufficient number to give the packing house one day's time on your fruit.

No packing boxes will be loaned by the association.

Fruit should always be placed, not poured or dumped, into boxes. Handle like eggs. Bruises of all sorts should be avoided.

Rough sorting should always be done when picking, that is, sorting for the worst of the worms and deformed apples.

Never allow fruit to stand long in the orchard.

Fruit should always be hauled on springs. It will not be received at the association packing house when not hauled on springs.

When hauling on the road, fruit should always be covered to protect from dust and mud and sun.

The charge for packing, including boxes, paper, nails, label, stamping and nailing, is 33 cents. Every grower should have a name stamp, bought through the association, that all may be uniform.

There should be a competent foreman over each crew of packers, and he should control the packing. All packers must be registered at the association and the association will give the growers all possible information in regard to packers. Also the association will inform the packers of growers needing their services. The association, as an association, has no packers to send to any one, does not employ any, except in its own packing house, and is in no sense responsible for any of the packers' pay, or grade of work. Growers must arrange for and with their own packers and pay them. Growers are expected to keep the tables properly filled with apples for the packers.