

SOCIETY AND WOMAN'S WORLD

The Greater Medford club held a special meeting last Monday in its new quarters in the Natatorium. It was decided to give a reception Monday afternoon, October 17th, at the Natatorium to the newcomers of Medford in order that the ladies may become acquainted and take in interest in the civic improvements the club is making. Each member is asked to be present and to bring five ladies who are not members.

The club has many plans for improvement during the coming year and will need the co-operation of all the ladies.

A musical program will be given during the afternoon and refreshments served and it is hoped all the members will make a special effort to attend and that each one will bring five members.

At the meeting of the club on Monday, by request of Mr. Rosenbaum, a committee was appointed to meet the officials of the railroad on their arrival here, to inspect the new depot and to see what the plans were for the beautifying of the right of way between the depots. Mrs. Pickel and Mrs. Kent and Mrs. Putnam were appointed.

The ladies' Aid of the Methodist church met Tuesday afternoon and completed arrangements for a bazaar to be held in the near future. The ladies have appointed committees who will take charge of the different booths. Those on the general committee are Mesdames Lindley, Wint, Nordoff, Elliott and W. H. Meeker. The rug committee: Mesdames Osborn, Camel, Anisteger and Bell. The apron committee: Mesdames Stup, Kedister, Brainard, Simons and Coney. Fancy work: Carlin. Van Scoy, Clarence Meeker, Edmeades, Eastman, Miss Field. Bag committee: Mesdames Patterson and Lawton. Doll committee: Mesdames Allen, Brown, Reagan, Hollis and Davis. The day of meeting has been changed from Tuesday to Wednesday afternoon, beginning with this Wednesday.

The first meeting of the Medford Oratorio society was held last Monday at the Natatorium. Mrs. M. Andrews was elected president; Mrs. Gore, vice president; Mr. Whetzel, secretary and treasurer. A number of committees were appointed and the organization will be perfected at the next meeting, Tuesday, October 11, when the rehearsals in Rossini's stabat mater will begin under the direction of Mr. Taillandier. The charter members of the society are Mr. and Mrs. E. E. Gore, Mr. and Mrs. Ed Andrews, Mr. and Mrs. Brackenreid, Mr. and Mrs. Taillandier, Mr. and Mrs. Whetzel, Messrs. Christolm, Harland and Miss Eifert.

Mrs. Carey entertained delightfully at her home on Kings road Wednesday afternoon at cards. The house was very effectively decorated with autumn leaves, salvia and red berries.

Mrs. Harmon won the bridge prize, a beautiful Minton cup and saucer, and Mrs. Ware the 500 prize, a handsome cake plate.

Delicious refreshments were served. The invited guests were: Mesdames, English, Ware, Barnsburg, Schermerhorn, Heath, Carpenter, Harmon, Kentner, Vawter, Pickel, Budge, Root, Rau, Folger, Sooy-Smith, Hollis, Misses Condor and Folger.

The Juvenile club held another of its enjoyable dances at the Natatorium last Monday evening. About thirty couples were present and all had a very good time. Among those present were: Mr. and Mrs. W. I. Vawter, Dr. and Mrs. Page, Mr. and Mrs. Rosenbaum, Mr. and Mrs. Auth, Mr. and Mrs. Woodford, Mr. and Mrs. Lamb, Mr. and Mrs. Boggs, Mr. and Mrs. Wilson, Dr. and Mrs. Goth, Mr. and Mrs. Butler, Mr. and Mrs. Anderson, Mr. and Mrs. Alderhagen, Mr. and Mrs. Green, Mr. and Mrs. Russell, Dr. and Mrs. Gale, Mr. and Mrs. Houck, Mr. and Mrs. Merriell, Mr. and Mrs. Kuetner and others.

Mrs. Arthur Clark entertained on Thursday afternoon in honor of her guests, Mrs. and Miss Clark of San Francisco. The guests were presented with material for dainty little aprons which had to be made during the afternoon. A most enjoyable afternoon was spent and dainty refreshments were served. Among those present were Clark, Heard, Mundy, Boggs, Wilson, Foster, Misses Clark, and Heard.

Mrs. R. M. Root entertained at her beautiful residence, "Oaklawn," Tuesday afternoon in honor of Mrs. Biddle, Mrs. Black and Miss Fitzgerald of Chicago, who are making a short stop here in their private car. There were three tables of bridge and during the afternoon dainty refreshments were served. Those enjoying Mrs. Root's hospitality were Mesdames Biddle, Black, Fitzgerald, Austin, Stokes, Suz-Smith, Harmon, Casey, Budge, Dunlop, Chas. Brown and Miss Fitzgerald.

The guild of St. Mark's church held the first meeting of the year at the residence of Mrs. H. C. Kentner last Thursday, and will meet each week during the year. The next meeting will be at the home of Mrs. Wm. Lucas, corner of Tenth and Laurel, Thursday afternoon. All members are requested to attend. A cordial invitation to attend is extended to all ladies who are interested in the Episcopal church, whether members or not.

Miss Gertrude Haskins entertained delightfully at cards Thursday evening. Most of her guests were the wives of members of the Elks, who were thus entertained while their husbands were attending lodge. Those present were: Mesdames Shearer, Butler, addis, Wood, H. B. Howard, Platt, Sears, Woodford, Lamb, Coquille, Leon, Haskins and the Misses Bank.

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Miss Lotta Luke entertained the Dramatic club at her home on West Main street last week. An elaborate luncheon was served and a jolly evening was spent. The guests were: Mr. and Mrs. McNealey, Mr. and Mrs. Neff, Mr. and Mrs. Parsons, Misses English and Freickler, Messrs. Butz, Redfield and Mealy.

Gerald Taillandier, director of the Medford Conservatory gave his first recital Thursday evening at the Natatorium. A very good program was given which was thoroughly enjoyed. Mr. Taillandier came here from Corvallis, where he has been for several years and Medford is fortunate to secure him.

W. F. Biddle accompanied his mother, Mrs. W. B. Biddle, as far as Ashland, on her way to San Francisco last Friday. Mrs. Biddle, with her guests, Mrs. Jerry Black and Mrs. and Miss Fitzgerald, is touring the country in a special car, and spent the past week in Medford.

Mrs. Riddle entertained at cards at their charming home on Oakdale, Thursday evening. The guests were Mr. and Mrs. J. M. Root, Mrs. Black, Mrs. Biddle, Mrs. Fitzgerald, Misses Fitzgerald and Ware, Messrs. Lee Root and Weldon Biddle.

A reception will be given at the Baptist church Tuesday evening to all the new members of the church who have come in since the arrival of the Rev. Adrian Holmes. All members of the church and congregation are cordially invited to attend.

The engagement of Miss Talmazetta Henry to Oscar E. Williams has been announced by Mr. and Mrs. George Henry, lately of San Francisco, Cal. Miss Henry is a talented dramatic reader and her host of friends in Medford and San Francisco will be surprised.

Mrs. J. A. Matson and Mrs. Florence Bargelt of Marshfield, will be the guests of Mr. and Mrs. Van de Car for a couple of weeks. Mrs. Matson is a sister of Mrs. Van de Car and Miss Bargelt is past grand worthy matron of the Eastern Star of Oregon.

A musical club is being organized in Medford. The initial meeting was held last week at the music parlors of Sherman Clays, and at the next meeting officers will be elected and plans for the future work of the club will be made.

Mr. Merrill is quite ill at his home on Olsen street.

The Pythian Sisters will entertain on the evening of October 19th. The committee in charge are: Mrs. Schermerhorn, chairman, Mr. and Mrs. J. P. Perry, Mr. and Mrs. B. N. Collins, Mr. and Mrs. Hutchinson and Mr. Schermerhorn.

Mrs. J. D. Heard entertained at dinner Tuesday evening in her usual charming manner. Those present were Mr. and Mrs. Heard, Miss Earhart, Miss Heard, Dr. Conroy and Colonel Ton elle.

The Rev. J. P. Hippa who has been sent to take charge of the Methodist church South, arrived in Medford last week with his wife and family and will conduct his first service this morning.

Mrs. C. A. Malbouef, wife of Secretary Malbouef of the Commercial club, and daughter, have arrived in Medford and will be at home at 118 North Orange street.

Mr. and Mrs. L. G. Porter and Miss Porter left last week for Corvallis to attend the wedding of Mr. John Porter and Miss Cleo Johnson.

Mr. and Mrs. Stewart Aitkin of Eugene are spending a few days in Medford. Mr. Aitkin is vice president of the First National bank in Eugene.

Miss Bella Houston who has been the guest of her aunt, Mrs. W. D. Allen, for the past month, left last week for her home in Valley View, Texas.

The Ladies Aid of the Christian church will hold an all day session Wednesday at the church. All members are requested to attend.

The Christian Women's Board of Missions met with Mrs. Harriet Stone last Wednesday. A very good meeting is reported.

The members of the Missionary society were entertained at the Manse Tuesday afternoon by Mrs. Shields.

Mrs. Edgar Hafer entertained at bridge Thursday afternoon. Her guests were Mesdames Stokes, Dunlop and Chas. Brown.

Mr. and Mrs. D. W. Henley of Joplin, Mo., are the guests of Mr. and Mrs. J. F. Hutchason and will spend some time here.

Miss Bess Kentner and Miss Hazel Davis spent several days at the Enyart ranch, the guests of Miss Hazel Enyart.

Mr. and Mrs. J. H. Mitchell and daughter, Miss Grace, and Miss Ivy Boeck, motored to Grants Pass Friday to attend the fair.

Quite a delegation from the Medford high school left for Grants Pass Saturday to attend the football game between Grants Pass and Medford.

The Misses Merrill and Miss Lanferman entertained a few friends informally at the home of Mr. and Mrs. Hoy on Rose avenue last week.

Mrs. White and Miss Zelia White left for Berkeley last week, where Miss White will resume her musical studies.

The Wednesday Study club will meet with Mrs. Worrell next Wednesday. This will be the first meeting of the season.

Mr. W. H. Meeker has been confined to his home with rheumatism the past week, but is now able to be about again.

Mayor W. H. Canon and his son, F. J. Canon, and George Young, left Thursday for Northern California on a timber cruise.

Mr. Leland Beveridge, of the P. & E. Survey, is in town for several days.

Mr. and Mrs. Rau will take possession of their new home on Holly street this week.

Miss Haskins, Mrs. Howard and Mrs. Platt attended the fair at Grants Pass last week.

Mr. and Mrs. Edgar returned last week from a trip to San Francisco.

IRRIGATION

IRRIGATION was first introduced into America by one of our forefathers, perhaps one of the colony who came in the Mayflower, and landed at Plymouth Rock. He was ambitious for beautiful surroundings and planted a lawn, and possibly a flower bed, in front of his cabin, and more than likely irrigated or sprinkled his lawn with an old-fashioned watering pot, thus introducing irrigation into the new country. The practice of watering plant life by artificial methods soon became general throughout the eastern portion of America, watering systems were installed and it has long been a well-known fact that lawns and gardens to be brought to the highest point of beauty and perfection must be irrigated almost daily through the summer months. The city of Medford at great expense has recently installed a splendid irrigation system. The result is already apparent by the green lawns and the flowers in many of the yards in the city. With ample water for irrigation there is every reason to believe that Medford will soon rival the Rose City in the production of flowers.

IRRIGATION does not always take the form of a gravity system like the Rogue River Valley Canal Company's mains and laterals, but it can be applied with a water pot or garden hose, but in any event it is the science, or artificial method, of giving a plant just as much moisture as it needs and just exactly when it needs it.

IRRIGATION has made it possible for the Medford district of the Rogue River valley to win the Grand Sweepstakes Prize at the Spokane National Apple Show, the greatest show of its kind ever held in this or any other country, bringing our district into prominence and placing us in the front rank of the producing districts of the world.

IRRIGATION has made the New West. It has come with the new things of modern science, although irrigation is as old as history itself.

IRRIGATION has added more wealth to the country in the last ten years than any three of the largest resources combined. Thousands of acres of worthless land has been reclaimed and some of this land has sold for the highest prices ever paid for horticultural or agricultural land.

IRRIGATION has revived the industry of fruit raising. Commercial orchards in the irrigated districts have made the records of the world. Apples from the irrigated districts have commanded higher prices than those from any other district. No district in the east can compete with western irrigated fruit.

IRRIGATION is being introduced in the Willamette Valley. Government tests have shown that during the months of July and August the rainfall measures less than one inch. This is not sufficient for successful crop development. This lack of rainfall retards the yield that ample moisture would guarantee. Conditions are very much the same in the Rogue River Valley.

IRRIGATION in the Willamette Valley has increased production from sixty to three hundred per cent. It will do the same in the Rogue River valley.

IRRIGATION will reclaim "The Desert." 6500 acres will be developed into a vast orchard district. "The Desert" when irrigated will prove to be the best orchard land in the Rogue River Valley.

IRRIGATION will make the Rogue River Valley famous for its berries. The largest yields in the next few years will come from "The Desert."

IRRIGATION will add thousands of acres to the producing area of the Rogue River Valley, and in these new districts there will be no crop failure, for irrigation is a guarantee of bountiful yields and is real crop insurance for the grower.

IRRIGATION places the figures on the right side of the ledger of the orchardist. When there is no rain from June 13th until September 13th, as it happened during the past season, the orchardist who has an irrigated orchard need have no fears for the development of his Newtowns and Spitzenbergs, for he has the water at his command, and in the final rounding up he has profits and not excuses with which to meet his obligations.

IRRIGATION will make new conditions in the Rogue River Valley. It will help to reduce the high cost of living. Vegetables will be raised in abundance. Irrigation will make it possible. We will buy our "truck" from the irrigated gardens and no longer be dependent upon the California markets.

IRRIGATION will double the population of Medford and the Rogue River Valley in the next few years. New homes will be established. Orchards will be planted on lands that have never been productive. "The Desert" will be redeemed and a thousand families will be added through this development.

IRRIGATION is the wonder of the age. If you are not familiar with this great work which is going forward in the vast desert wastes of our country, you should visit Idaho, Utah, Colorado, Montana, Washington, Texas, Arizona, California or New Mexico, and carefully examine the great development, the big plans of government and private corporations for reclamation, and we are certain that you will agree with us that the Rogue River Valley will be bigger, better and vastly more productive as soon as general irrigation has been fully established.

Rogue River Valley Canal Co.

FRED N. CUMMINGS, Mgr.

Medford National Bank Building, Medford, Oregon