

IN MEDFORD'S SOCIAL REALM

The new depot was opened Tuesday afternoon and given by Manager O'Brien to the city of Medford. The depot was most effectively decorated by the Greater Medford club, with madrona berries, rose haws and palms. A committee from the Greater Medford club had an interview with Manager O'Brien Wednesday afternoon in regard to the parking of the right of way, along the tracks. Mr. O'Brien assured the ladies that the ground between the new depot and the exhibit building would be parked immediately and taken care of, at the company's expense, and later, if possible, the ground between the depot and the Wells-Fargo building would be taken care of. As the company has more than used the appropriation given for the depot, the old depot will have to remain on the present site for an indefinite time, and when moved it is doubtful if the company will do anything to beautify the strip of land between Main street and the new site of the freight depot.

The reception of the Greater Medford club, given last Monday, was a great success. It was very well attended and while all of the members were not present, a great many of the newcomers were there and showed a great interest in the club and its work. Many new names were added to the club. The hall was very attractive, Indian blankets (kindly donated by the club members) and palms being used as decoration. A very good musical program was given, after which the Nash Grill orchestra played for the remainder of the afternoon.

Mrs. Conro Fiero entertained at cards Thursday afternoon at her beautiful home, Woodlawn orchard. There were five tables of bridge in the spacious living room, which was decorated with autumn leaves. Mrs. Fiero made a most charming hostess and was very stunning in her wedding gown.

Mrs. Stokes won the first prize, a handsome brass candlestick, and Mesdames Charles Brown and Hanley carried off the second prizes, a brass inkstand and calendar.

Tea and coffee were served in a delightfully informal way in the dining room, which was lighted by shaded candelabras. Mrs. and Miss Harvey assisted.

Those enjoying the hospitality of Mrs. Fiero were Mesdames Washburn, Evan Reames, Hanley, Raw, Carpenter, Brooke, Lux, Stokes, Hafer, Brown, Dunlop, Root, Heards, Gale, Cowles, Harvey, Andrews, Misses Burke and Harvey.

Mrs. Miller and Mrs. H. E. Morrison entertained the Presbyterian ladies Tuesday afternoon, at which a great deal of business was done. Committees were appointed for the Christmas bazaar to be held November 30. Those taking an active part are Mesdames Ganaway, Witty, Gibboney, Shields, McDonald, W. F. Brown, Patterson, Charles Ray, Westlund, Waterman, Mundy, Worrell, Canon and Miller. Mrs. Charles Ray will entertain the society next week.

The musical season in Medford was opened Monday night, when Miss Ellen Beach Yaw delighted her audience with a most enjoyable program, and her sweet, sympathetic voice will long be remembered.

The Pasmore Trio will be heard this week and a very good program is promised.

Manager Hazelrigg has succeeded in booking the Bevan Opera company for Christmas week. So Medford will have one night of grand opera at least this year.

The Monday Bridge club is the latest addition to Medford's many card clubs, and is made up of twelve of Medford's young matrons. The first meeting was held at the country home of Mrs. Ren, and Mrs. Perkins entertained this week. Miss Wolford of Los Angeles was the guest of the afternoon. Mrs. Lux captured the first prize. The members of the club are the following members: Mesdames Lux, Tomlin, Bontvon, Gale, Hafer, Dunlop, Carpenter, Stokes, Fiero, Perkins, Rau and Hanley.

Mrs. Hanley will entertain the club next Monday.

Mr. and Mrs. C. S. Butterfield of Colton, Cal., arrived in the city this week. Mr. Butterfield was lately connected with the First National bank in Colton. He has purchased an interest in the Davidson grocery, on West Eleventh street. It is the intention of the new firm to build a two-story modern brick grocery.

Mrs. Brandon of Portland is the guest of her sister, Mrs. E. B. Piekel.

The Juvenile Dancing club, composed of some fifty of Medford's married couples, held a very enjoyable party at the private ball room in the Natatorium Monday night. The music was excellent and punch was served during the evening. It was decided to enjoy a banquet after the next dancing party, which will be on the 31st instant. Six couples applied for membership and were elected. To join this club, it is necessary to hand your name to some member and action will be taken at the first party.

The Guild of St. Mark's church met at the residence of Mrs. Mahlon Purdin last Thursday. There was a very good attendance and plans were made for the giving of an amateur performance entitled, "Tom Thumb's Wedding," in the near future. The Guild meets with Mrs. W. I. Brown next Thursday.

Mrs. Perkins entertained at her country home Wednesday afternoon at bridge. Her guests were Mesdames Heard, Harmon, Corey, Budge, Ran, La Claire, Folger and Miss Folger.

The Ladies' Aid of the Methodist church will hold their regular meeting Wednesday afternoon at the church. All members are requested to attend.

The Ladies' Aid of the Presbyterian church will meet with Mrs. Chas. Ray at her home on West Main street next Tuesday afternoon.

Mrs. Hartzell, who has been visiting her daughter, Mrs. W. F. Alden, during the summer, left Wednesday for Oakland, Cal., where she will spend the winter.

Miss Flora Gray will entertain for the Pasmore sisters Tuesday afternoon. Miss Gray is an old friend of the Misses Pasmore.

Mr. and Mrs. E. M. Janney returned Wednesday from a three months' visit in Minneapolis.

Mr. Norman Merrill made a most genial host at his home on Olsen street, Thursday night. For decorations, large masses of lavender, astors and ferns were most effectively used. Music and dancing was the order of entertainment for the evening and delicious refreshments were served. Those present were: Misses Agnes Isaacs, Fern Jerome, Lorraine Bliton, Bertha Brandenburg, Ione Flynn, Edna Merrill, Tess Merrill; Messrs. Sam Glasco, Frank Farrell, Euland Beveridge, Paul Holmes, Norman Merrill, Mr. and Mrs. Merrill and Mrs. Jerome.

Miss Bertha English was a charming hostess at her home on Oakdale avenue Thursday afternoon. The house was beautifully decorated with roses. Cards were played during the afternoon and light refreshments were served. The guests were: Misses Star Marshall, Madge Riddell, Jones, Mayme Denel, Mildred Ware, Phoebe Hance, Mable Ray, Flo Gray, Hazel Enyart, Elizabeth Folger, Lotta Luke, Helen Worrell, Laura Trechler, Gertrude Trechler and Mrs. Howard Hill.

Mr. Frank Ray entertained a number of his friends Friday night at his home on West Main street. The evening was spent playing cards and dancing and dainty refreshments were served. Those present were: Misses Mayme Denel, Ethel Eifert, Frances Heath, Evelyn Carey, Mildred Antle and Netwick; Messrs. Irving White, Paul McDonald, Emerson Merrick, Fletcher Ware and Fred Heath.

Mrs. Killiam, wife of the principal of the Medford high school, arrived last Wednesday. Mr. and Mrs. Killiam will occupy the new bungalow near the corner of Tenth and Laurel streets.

Miss Gladys Heard left for Portland last week for a month's visit with friends.

Mrs. J. F. Reddy returned from a visit to Spokane last week.

A most enjoyable reception was given at the Presbyterian church Friday night to the new members of the church. A very good musical program was enjoyed. Those taking part were: Misses English, Trechler, Willie Howard, Ione Flynn, Elizabeth Gore, Mary Stevenson and Mrs. W. W. Wick.

The many friends of Mr. and Mrs. Holt will learn with regret of their departure in the near future to Los Angeles, Cal., where they will reside. Mr. Holt has been manager of the Sherman-Clay music house.

In honor of the 13th anniversary of their wedding, Dr. and Mrs. Reddy entertained at dinner Friday night at their home on Siskiyou Heights. Their guests were Mr. and Mrs. McCallum and Mr. and Mrs. O. J. Patton.

Miss Bess Kentner left for Seattle last week, where she will help to establish a chapter of her sorority. She will later visit in Portland and Eugene, returning to Medford some time in November.

The seniors of the high school had a bonfire party at the reservoir Thursday night. A jolly time was had, all the party gathering around the fire and telling stories and toasting marshmallows.

Mr. and Mrs. Will Warner will be at home at their own residence on South Oakdale avenue, after spending several months with Mrs. Warner's parents, Judge and Mrs. Colvitz.

Mr. Don Clark and his mother, Mrs. Clark, left for Chicago Thursday. Mr. Clark expects to return to Medford in February and Mrs. Clark at a later date.

Mr. and Mrs. J. D. Oiwel entertained at dinner Friday night. Their guests were: Mr. and Mrs. Carpenter, Mr. Jack Morrell and Mr. Sprague of New York.

Mrs. A. H. Trowbridge of Hancock, Mich., mother of Mr. E. G. Trowbridge, Jr., left last week for her home.

Mr. J. E. Watt is expected home from Minneapolis this week, where he was called by the death of his brother.

Mrs. Charles Brown entertained at cards Thursday afternoon. Her guests were: Mesdames Stokes, Dunlop and Hafer.

Mr. and Mrs. George Reid of Portland have been the guests of Mr. and Mrs. Frank Hollis.

Mr. Edgar Hafer and Mr. Howard Dudley returned Saturday from a hunting trip near Klamath Falls.

Mr. and Mrs. Neely had as their dinner guests Monday night Mr. and Mrs. George Andrews.

Mr. and Mrs. W. D. Welch and daughter, of Waterloo, Ia., are the guests of Dr. and Mrs. Page.

Mr. and Mrs. A. C. Allen and family left Wednesday for Klamath Falls for a short trip.

Mrs. Charles Brown will leave very soon for an extended visit at her old home in Lincoln, Ill.

Colonel Frank Tou Velle and Mr. Ross Kline left Thursday for California on a business trip.

Mr. Miner and wife left for San Francisco last week, where they will be the guests of their son.

The Chrysanthemum Circle, No. 84, will hold its regular meeting Tuesday evening at 8 o'clock.

The Ladies' Aid of the Baptist church will hold their weekly meeting at the church Tuesday afternoon.

Mr. J. D. Heard left Tuesday for Klamath Falls.

A New Fruit Association

In the early development of the fruit growing industry in the northwest, the marketing problem has been a comparatively easy one. Fabulous incomes have been realized on a small acreage. The influx of men and capital to develop the industry has resulted in a very extensive increase of planted acreage.

In California, Georgia, Florida and elsewhere the producers of fruit did not awake to the seriousness of their problems until increased production, coupled with undeveloped markets and unscientific marketing methods, brought them face to face with actual loss on their crops and depreciation of property values.

Production to Increase.
Production in the northwest will increase by leaps and bounds each year ahead of us. Every far sighted producer has realized that adequate marketing facilities must be provided to keep pace with, in fact anticipate,

ing, this increase. Otherwise, history will again repeat itself in loss and demoralization. Instead of awaiting the cry of "over-production," "over-stocked markets," etc., a large number of prominent and successful fruit growers have decided to profit by the experience of their friends in California and elsewhere, and the Northwestern Fruit exchange has been organized.

With an intimate knowledge of the difficulties, the experiments, failures and the final success of the California Fruit Growers' exchange and similar organizations in other parts of the country, it has been possible to launch this organization of the northwestern fruit growers, placing it at once on a sound, practical business basis.

Representatives Secured Abroad.
The Northwestern Fruit exchange has been organized for the purpose of uniting the interests of the whole

fruit producing northwest; to adopt a system of marketing the northwestern fruit throughout the markets of the United States and Canada; to establish and maintain direct representation in the markets of Europe, and to develop a demand and establish direct connections in the orient, Hawaii, the Philippines, Japan, China, Russia and Australia.

A most important feature of the exchange work is assisting the development of a uniform and high standard in grading and packing. It is the purpose of the exchange to have its output recognized in the markets of the world as a standard of excellence in grade, quality and packing.

These at the Head.
The officers of the exchange are: President, R. H. Parsons, vice president Rogue River Fruit and Produce association, Medford, Ore.

First vice president, M. Horan, president North Central Washington

Development league, Wenatchee, Wash.

Second vice president, W. N. Irish, president Yakima County Horticultural union, North Yakima, Wash.

Secretary, C. R. Dorland, Portland, Ore.

Treasurer and general manager, W. F. Gwin, secretary and treasurer Ore.
Directors: R. H. Parsons, M. Horan, W. N. Irish, W. F. Gwin, Hon. Fremont Wood, judge of the third judicial district of Idaho and president of the Boise Valley Fruit Growers' association, Boise Idaho; William M. Richards, vice president Yakima Horticultural union, North Yakima, Wash.; A. C. Randall, president Talent Orchard company, Talent, Ore.; H. M. Gilbert, president, Richie & Gilbert company, Toppensh, Wash.; John S. Evans, formerly general manager Fruit Dispatch company, New York.

It has been proven in the fruit business that the only way to effect a wide distribution with right results is through a branch house system under salaried men. District sales offices have already been established by the exchange in various parts of the country and this list is being steadily increased to meet the requirements of the business. In addition to these district offices a number of traveling salesmen are aggressively canvassing new territory

and the exchange has established direct trading relations with a number of buyers and markets never previously purchasers of carloads of northwestern fruit. The exchange is equipped throughout in an up to date manner and its various employees are thoroughly versed in their line. As far as possible the policy of the exchange is to sell everything on a basis f. o. b. shipping point and specialize in the placing of orders in advance of shipment with the fancy fruit trade in this country and abroad.

The Northwestern Fruit exchange being the central selling organization of the various associations and growers' organizations of the northwest, must depend on these organizations to perfect their methods of production, grading and packing. A proper organization at shipping point is of the most vital importance to the suc-

cessful operation of the entire system. The exchange takes charge of the fruit from the time it is loaded into the cars and delivered to the railroad company. If not already placed on advance orders, a description of the fruit goes out by wire from the exchange to its district sales offices, who offer the fruit for sale at a given price f. o. b. shipping point. In the case of fruit which is of desirable variety, quality, etc., there is usually no difficulty under normal market conditions to readily effect a sale at a price f. o. b. In the event market conditions are such as to make a satisfactory immediate sale impossible, cars are billed to the exchange at some middle western freight gateway such as Minneapolis, Omaha or Chicago, and during the period of transit to that point the entire sales organization exercises its efforts in placing to the best advantage.

ties here, have acquired choice tracts of land near Medford, built beautiful homes, and are establishing poultry farms. And we hope, in the near future, instead of eating packed eggs ourselves, to have a goodly surplus of this delicacy for your railroad to ship to other and less favored communities. Scientific farming has, in the past year, gained a wonderful impetus in this valley. It is not an uncommon sight to see at our railway station young college men wearing corduroys, sombreros and eye-glasses, paying the freight on poultry food, spring wagons and clod-crushers. The 15 per cent reduction in the freight rates will enable Medford to become a jobbing center, and supply point for a large area. All the signs of the times point to a glorious future for our city, and the Greater Medford club hopes to be in the future, as it has been in the past, a factor in its upbuilding.

The Greater Medford Club And its Work

The following address was delivered by Mrs. H. C. Stoddard for the Greater Medford club at the exercises attending the opening of the new depot and Commercial club rooms:

Gentlemen, Officials of the Southern Pacific Railway: On behalf of the ladies of the Greater Medford club, I extend to you greetings. The ladies of our Civic Improvement society wish to express to you their appreciation of the handsome new depot which adorns our city. And their gratitude for your willingness to cooperate with us in transforming the right of way through Medford into a beautiful park.

As we look with pride on our City Park, we do not forget that this beautiful spot was first made possible through the generosity of the Southern Pacific in granting to us this ground for park purposes. Nor are we unmindful of the benefits accruing to Medford through our Exhibit building, the site for which was generously donated by your company.

And we count not the least among our blessings the location in our midst of a representative of your great railway system, who accords to your patrons in their business relations with him, unfailing courtesy and their business dealings with him, feel that they can approach him, not with the fear and trembling sometimes inspired by railway officials, but with the full assurance of receiving a square deal. We feel that he is interested in the welfare of Medford, our business men like him, and, I might add—the ladies like him.

If you will bear with me, I will speak briefly of the evolution of the Greater Medford club, from the days of its inception, when chicken dinners were the most successful medium for beguiling the filthy lucre from our citizens, up to the present time when for uniqueness and variety, our methods of raising money almost outclass the "get-rich-quick" schemes of the famous J. Rufus Wallingford. Balls, entertainments and social af-

fairs have always brought handsome returns. We have expert collectors who buttonhole our citizens the day after a social event and collect the price of two tickets as a penalty for not being there. Last autumn the club decided to have a "Teddy Day," the ladies believing as they do, they the proper study of mankind is man, have improved every opportunity for studying the best methods of approaching his lordship. In some instances they have discovered that ministering to his vanity will simply work wonders. With such an one, they never make the mistake of trying to sell him a ten-cent tag in the privacy of his office, knowing that by waiting until the middle of the afternoon, when they spy him in the throng at the corner of the Hotel Nash, he will buy \$25 worth cheerfully. And thus, one lovely autumn day, Medford was tagged to the tune of \$550. Four weeks later the town was blocked. This yielded \$388, and some expostulations. Then we decided to let the public have a rest—and for several

months it was allowed to pursue the even tenor of its way, unassisted by the Greater Medford club. After three months of inaction, the club was simply spoiling for something to do, when Editor Putnam generously offered to go fishing and let the ladies get out the Sunday edition of the Medford Mail Tribune. The offer was accepted. Our most irresistible members were assigned to the committee to solicit advertising from our merchants—the rest of us filled space—and when I tell you that the business men of Medford subscribed \$2199 for advertising space in that single issue of the Mail Tribune I can give you no stronger proof of their generosity, progressiveness and optimism.

During six months of last year, under the splendid leadership of Mrs. John F. Reddy, the club raised \$2100. The club is also indebted to Mrs. Reddy for her negotiations with Colonel Frank H. Ray, which resulted in his donation to the Greater Medford club of \$1500 worth of granite building stone to be used in the new handstand, which the ladies expect to build. The Southern Pacific has offered to ship this granite to Medford free of charge, and within another year the club hopes to add to its list of achievements a handstand which in equipment and in simplicity and elegance of design will be second to none on the Pacific coast.

This year we have Mrs. H. C. Kentner as our new president, a leader who, since her residence in Medford, has won an enviable reputation as a worker for the social uplift and general advancement of our community.

The money raised by the Greater Medford club, since its organization in April, 1903, has been used in beautifying and enlarging the city park, in establishing and maintaining a free public library, in erecting on one of our principal streets a sanitary drinking fountain, in planting shade trees on all the streets of our city, and for other useful purposes.

We sometimes hear people complain of the high cost of living in Medford. We can recall times within the past two years when indulgence in cabbages at 40 cents a head, packed eggs at 50 cents per dozen, and Missouri bacon at 30 to 35 cents per pound seemed like riotous living. And we have acres and acres in the Rogue River valley which, if planted in cabbages, would yield from \$400 to \$500 per acre annually. And our climate renders this valley one of the most favored of places for the establishment of poultry farms. And in view of southern Oregon's wonderful facilities for raising grain and alfalfa, the importation of hams and bacon from the middle west is short-sighted policy.

Our people have been so busy getting rich on the advance in property values, they haven't taken time to create new wealth, or even to produce life. These conditions, however, will change. Already enterprising young women from Minneapolis and New York, recognizing the possibil-

By Mrs. H. C. Stoddard

BIG FRAUDS ARE DISCOVERED BY LOEB

NEW YORK, Oct. 22.—It was announced today that scores of big American manufacturers confessed to Collector of Port Loeb that they have under-valued goods brought into this country. Loeb says the government will recover at least \$1,000,000 from these importers.

RAILROAD-FARMER MEET RESULTS IN NAUGHT

WALLA WALLA, Wash., Oct. 22.—The meeting of the farmers and the railroad officials here yesterday resulted in naught. No conclusion was reached and if any move is to be made by the roads as a result of the action it was not intimated. Four-seventh members of the Farmers' union.

BOXING TAKES NEW LEASE OF LIFE

WALLA WALLA, Wash., Oct. 22.—As a result of the revival of the boxing game in this city, boxers are asking for matches and from the present outlook Walla Walla fight fans will have an opportunity of witnessing a number of good bouts during the coming winter. Among those desiring matches

JOHNSON-OLDFIELD RACE POSTPONED

NEW YORK, Oct. 22.—Owing to rainy weather and a wet track, the automobile race planned between Barney Oldfield and Champion Jack Johnson was postponed until Tuesday.

Vesel Thought Lost.

NEW ORLEANS, La., Oct. 21.—Vaccaro brothers, owners of the steamer Bluefields, which is four days overdue at this port, have given the vessel up for lost. The Bluefields was directly in the path of the hurricane that swept these regions and the owners say nothing short of a miracle could have saved her from destruction.

REVENUE CUTTER IS WRECKED; CREW LOST

HAVANA, Cuba, Oct. 22.—The revenue cutter Deseps has been wrecked off Pinar del Rio. All on board were drowned. Several steamers are reported ashore along the coast near Pinar del Rio.

What it is Doing For the Orchardmen

What it is doing for the orchardmen is through a branch house system. The policies of the exchange and its entire operations are governed by the board of directors. The exchange is virtually a federation of growers, managed and controlled by the leading men in the industry. The exchange is incorporated for \$100,000, of which \$55,000 has been subscribed, and is amply capitalized for its requirements.