

Rogue River Valley Sportsman's Paradise



This store is noted for
HIGH QUALITY; RIGHT PRICE
 Courteous Treatment to All; Money
 Back if You Wish.
 In fact we are here to protect our friends and patrons in their purchases in our line.
Warner, Wortman & Gore
 Everything in Good Groceries and Meats.

MOVING

Into Our Four-Story Building, but we will serve you with a very complete stock of **HARDWARE**.
Garnett, Corey Hardware Co.
 Office rooms on three top floors. Store on first floor and basement.

Mitchell Motor Cars

FOR 1911
A Reliable Car at a Reasonable Price; Powerful, Speedy, Classy, Roomy, Satisfactory.
 For full particulars and demonstration call Main 6231.
Offutt and Rornes
 Cor. Eight and Central Ave., Medford.

All Work Guaranteed. Medford, Oregon.
John F. Lawrence
PRACTICAL WATCHMAKER and JEWELER
 No. 27 S. Central Ave. Opposite Palace Hotel.

.....FURNITURE.....

of Lasting Merits at Right Prices
 Watch This Store.....
 —It Will Pay You—

Weeks & McGowan Co.
 114 to 124 West Main Street

Buy Your Groceries From
STRINGER

Phone 2421 129 W. Main

FOR REAL INVESTMENTS IN REALTY SEE

Bittner & Clark

ROOM 206, PHIPPS BLDG.
 Pacific States Tel. 4141. Home Tel 14.

We Sell Only Other People's Property.

We have no special properties of our own to sell. We deal on small commissions and can and do secure the lowest prices.

Our listing of

City Property, Orchards, Farming, Mining & Timber Lands is very large. You will find by investigation that we can place you right and guarantee a "square deal."

Not the largest deals, but the most deals. Medford Employment Agency in connection.

FISHER & WHITMIRE

Real Estate

Orchard Lands . . . Timber Lands
 Mining Lands Farming Lands

32 S. Central Ave. Medford, Ore.

Pacific Motor Supply Co.

Dealers and Jobbers in
AUTOMOBILE SUPPLIES

St. Sark's Bldg. Phone 1021

THE BIG PINES LUMBER COMPANY

Everything in

Lumber and General Milling Work

Hardwood Paints and Oils

Medford's New---

Ready-to-wear Shop

Exclusive Lines of Suits
 Coats, Millinery, Furnishings, Etc., Etc.

Watch for Our Jan. Clearance Sale

.....A H R E N S.....

We wish to thank the public for their most liberal patronage. We did triple the business of last year. Our endeavor will always be to sell as reasonable as possible; give the best workmanship that can be obtained. By so doing we will build up with the community and in time to come we hope to prepare to take care of our trade in a better manner. You will find us willing to adjust any little difficulty that may arise at all times. We wish to inform you we have located in this valley to stay, have purchased property here and will make our home with you.

Wishing you a prosperous New Year and assuring you we will be here to deliver the goods in your prosperity, I am very truly yours,

B. T. Van De Car

Phipps Building, Medford, Ore.

Our Compliments--

We desire at this time to thank the people of Medford and vicinity for the very liberal patronage bestowed upon us this our first year in your midst, and to assure you our aim in the future will be to please you by keeping nothing but the highest class merchandise obtainable and sell at the lowest possible price. To all we send greetings.

J. W. Diamond, Palm Block

Medford's Only Exclusive Jewelry Store.

The Fruit and Produce Association's Work

(By P. J. O'Gara.)

The prospects in the immense field of horticulture in the Rogue River valley were never brighter. The new year finds that the progress made during the old year has added a novel stimulus to the great industry of fruit growing, and the momentum given it by the previous years' successes will be such as to make a much better record for the year 1911. In attempting to forecast more or less accurately what we fully expect to realize, it will be well to note, in a more or less general way, the progress which has already been made, especially during the past year.

One of the most noticeable results which has been accomplished in the valley is along the line of nursery inspection and the introduction of clean stock for planting the future orchards. During the past season we have received the kindest co-operation of the nurserymen doing business in this valley. They have worked hand in hand with the inspectors and have been desirous that their patrons get nothing but clean trees. Of the hundreds of thousands of nursery trees received, but very few have been thrown out, showing that there has been an honest effort to fulfill the requirements laid down by the horticultural laws. We have particularly noted that our nurserymen have been as anxious and painstaking in securing clean shipments as the inspectors have been careful in seeing that no diseased trees be planted. It is a healthy sign of the times when we see a desire to build up and maintain an honest business which, unfortunately, in many places still smacks of dishonesty and graft. As a rule, the nurserymen doing business in the Rogue River valley are building up an enviable reputation which means a prosperous future, if there ever have been any differences between them and the horticultural commissioner's office, all have been forgotten.

During the past year practically all the fruitgrowers of the valley have become associated in one great organization known as the Rogue River Fruit & Produce association, organized solely for the benefit of the individual grower, whether he be the owner of an acre or a thousand acres. The association means much more than most of us realize. It means co-operation and not competition. It means the building up of one great unit in the Pacific northwest which, in not so many years, will be under a single head. We must look forward to a union of all the fruit interests of the Pacific coast to effect a careful distribu-

tion of the fruit products and prevent all competition. The Rogue River Fruit & Produce association will be looked upon as a factor in this great organization, especially because of its membership of wide-awake men and the character of the products which it distributes. There are only a few who have not joined the association, and they are honest in stating that the prices they have obtained for their fruit have been equal to those received by the members of the association. This is true, and it has always been true. The fact that the association is in the field means better distribution, which in turn means better prices. The fact that the association is in the field further means that the individual not connected with it has a better show than if there were no association at all. Many a man sees his property increase in value through the influence of a commercial body which advertises and reaches out for business, and yet this man may never have contributed to the funds necessary for paying for this advertising. If an association of business men is necessary to promote the general welfare of a city or of a district, it is just as necessary that, in a narrower sense, the fruitgrower help maintain an organization for his own benefit.

The progress made in the treatment of orchard fruit diseases is especially worthy of note. Every opportunity has been given the growers to learn all that is necessary to know. The troubles which to them seemed so difficult to control have become simple because of the fact that they have learned the why and the how. Fruitgrowers no longer find it necessary to experiment, and thus waste valuable time as well as property. As far as possible, every preventive is applied timely as well as effectively. As a result, the orchards of the entire district show that scientific care has been given them. Growers themselves have come to recognize that scientific methods must be employed in every detail if they wish to be successful. They realize more than ever that science and scientific methods mean the actual understanding and knowledge of known facts. After all, that which is not scientific is not knowledge.

The valley has everything in its favor which will tend to make 1911 a very prosperous year. We expect bigger crops, better crops and better returns for the labor and intelligence expended in producing fruits which have already made the valley famous. We have every reason to believe that there can be only a

bright side. However, we do not say this in order to give the impression that all will be easy for the tasks which are ahead of us are even larger and weightier than those which we have accomplished. It is true, because progress does not mean doing the same thing in the same way indefinitely. The only thing that has any value in this world is labor. It is intelligent labor that makes the Rogue River Spitzenberg, the Rogue River Newtown win national prizes; it is intelligent labor that has made Rogue River pears bring the highest prices in the world's market. For, be it known, that these varieties of apples and pears were known long before the Rogue River valley had a name. Let the one thought for the coming year be progress.

Stacey Adams Shoes

Are known from ocean to ocean. There are a few lines of shoes as good, but none better.

The **WARDROBE**