

IN MEDFORD'S SOCIAL REALM

A most enjoyable piano recital was given by the junior pupils of Mrs. E. E. Gore and Miss Flora Gray at their studio on Central avenue Friday afternoon.

George H. Millar, councilman in the Third ward, gave a dinner to a number of his friends at the Manhattan cafe Tuesday evening.

The Wednesday Study club meets January 25 with Mrs. Deuel. The subject for the afternoon will be "Oregon—Its Beauty Spots—Some History and Legends."

Mr. and Mrs. Conro Fiero had as their dinner guests at the Nash Thursday, Mr. Jack Morrill, Mr. Mr. Johnston Slater and Mr. Barber.

Mrs. Orr entertained the 500 club Friday afternoon.

The Ladies' Aid society of First M. E. church met in the basement of the church Wednesday afternoon. Twenty-one were in attendance—one new member.

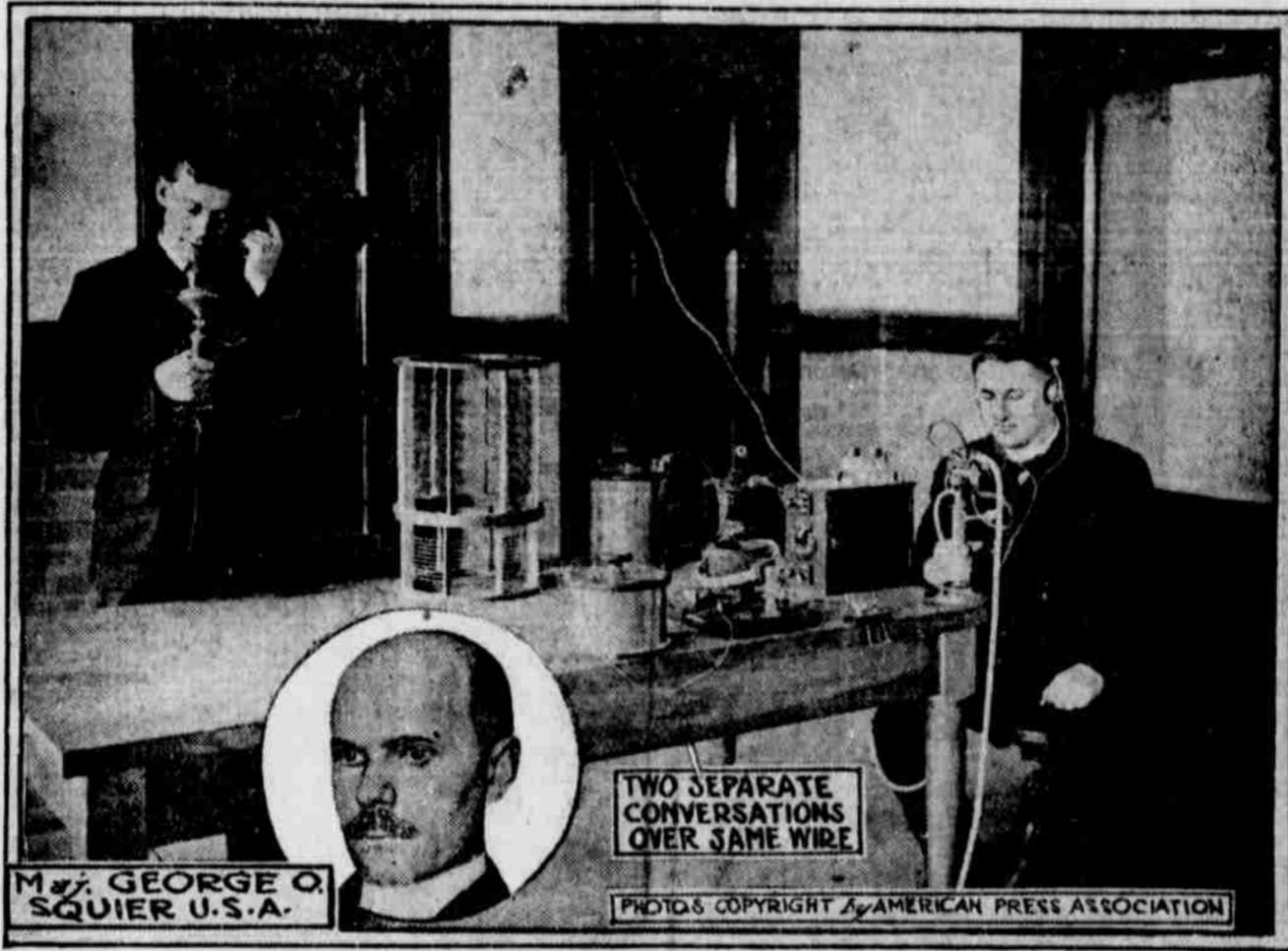
Quite a jolly party was given by Mr. and Mrs. J. D. Olwell, Friday, a week ago, during the snowstorm. A sleigh was secured and an old time sleigh ride was given and later the party had supper at the Louvre.

Colonel Frank Von Vele returned Tuesday from an extended eastern trip. He spent the holidays at his old home in Ohio and visited in New York city, Washington and other cities.

Mr. and Mrs. Madden entertained at luncheon at the Nash grill Friday. Their guests were Mr. and Mrs. Daggett, Mr. Sterling and Mr. Boynton.

Dr. and Mrs. J. F. Reddy left for New York via New Orleans last week.

Army Officer Gives His Valuable Multiplex Telephone Invention to the American People.



It is not often that the discoverer of a valuable invention is willing to forego all the profits that may accrue, but such an instance has been found in the signal corps of the United States army in Major George O. Squier and his multiplex telephone system.

Mr. and Mrs. George Daggett gave an after-theatre supper Thursday night at the Nash. Their guests were General and Mrs. Sooy Smith, Mr. and Mrs. Evan Reames, Mr. Fred Hopkins, Mr. Jack Asthery and Mr. Middleburger.

The Ladies' Aid of the Presbyterian church will meet this week with Mrs. W. W. Eifert, on North Central avenue. The ladies have decided to make a charge of 10 cents whenever refreshments are served.

Mrs. Warner entertained at dinner Friday night in honor of Mr. Louie Warner. The guests were Mr. and Mrs. Ralph Warner and Mr. and Mrs. W. J. Warner.

Mr. and Mrs. John D. Olwell and Mrs. Ray and Miss Mable Ray, leave this week for Chicago. They expect to be away at least a month.

Mr. and Mrs. Matthews of Fargo, S. D., were the guests of Mr. and Mrs. E. B. Davis, last week.

Dr. Henry Hart and family have returned from a visit to Los Angeles.

Mr. and Mrs. Ed Hanley were the theatre guests of Mr. and Mrs. Rau Thursday, and were entertained at supper at the Louvre later, where Mr. and Mrs. Edgar, Mrs. Stokes, Mrs. Lane and Mr. Wilson joined the party.

A parlor lecture was given at the home of Mrs. Deuel Wednesday evening by Mr. and Mrs. Maynard of Denver. The subject of the lecture was "Hygienic Living," and a very interesting and instructive talk was given.

Mrs. Alfred Gluck and daughter Lorraine, are spending several months with Mrs. Gluck's parents in Los Angeles, Cal.

Mrs. Porter J. Neff left Saturday for Los Angeles, Cal., where she will meet her husband on his return from the east.

Mrs. and Mrs. J. D. Olwell were the week-end guests of Mr. and Mrs. Beckwith.

Mr. and Mrs. Jack Flynn of Albany are visiting friends in town.

The F. I. L. of the Presbyterian church met last Tuesday at the manse. They decided to meet twice each month, when a regular business meeting will be held, followed by a social evening.

Mr. and Mrs. George Emney of Lansing, Minn., who has been the guest of Mr. L. S. Emney, left Saturday for San Jose, where they will visit their son.

The F. F. club met with Mrs. J. M. Aoot Tuesday afternoon. Mrs. Woodford and Mrs. Heath were substitutes for absent members.

There will be a regular business meeting of the Medford club Monday, January 30.

Mr. and Mrs. Madden entertained Mr. and Mrs. Tomlin at dinner Thursday evening.

Preparations are being made for the Illinois club banquet which will be held February 12.

Mr. and Mrs. H. U. Lumsden left last week for California.

At the regular meeting of the Knights of Pythias Wednesday the following officers were installed: William Scholz, C. C.; Eg Trowbridge, Jr., V. C.; E. J. Klein, P.; W. W. Eifert, M.W.; J. F. Hatan-inson, K. R. S.; Geo. F. Lindley, M. F.; B. J. Trowbridge, M. Ex.; H. T. Haswell, M. A.; M. L. Wausehau I. G.; E. C. Rice, C. G. Mr. G. T. Lindley was elected to attend grand lodge at Portland and Mr. J. A. Perl, trustee.

The "Lendahands" gave a very successful "pie sale" last Saturday week, at H. C. Kentner's store, where 40 pies were disposed of and as many more could have been sold. Mr. Kentner has kindly offered the use of his store at any time to the club. The club has decided to take for its work, the fitting up and maintaining a room in the new hospital, and the young ladies are directing all their energies along that line. The club will meet this week with Miss Evelyn Carey.

The Pythian Sisters held a most enjoyable social evening Wednesday, when the newly elected officers were installed. There were several musical selections after which the evening was spent in cards and dancing. The committee in charge of the affair was Mr. and Mrs. E. E. Eifert, Mr. and Mrs. J. A. Perry, Misses Edna Eifert, Elison, Haswell and Mr. Harry Haswell.

A social evening was given by the Rebekahs Tuesday evening. A musical program was rendered after which the evening was spent playing cards. Those on the program were Mrs. Childers, Miss Fielder and Miss Flora Gray. The committee in charge of the entertainment were Mr. and Mrs. Dolney Dixon, Mr. and Mrs. J. B. Wood, Mr. and Mrs. Bliton, Mrs. Platt, Mrs. Howard, and Miss Helen Yockey.

The Junior Bible society of the Presbyterian church met in the church parlors Saturday afternoon of last week, when a Welsh rarebit party was given. The young people presented Mrs. Shields with a charming dish for Christmas, and took this opportunity of using it.

The next Swastika dance will be held Thursday evening, January 26, at St. Mark's hall.

The annual North Dakota banquet will be held February 15 at St. Mark's parlors.

The Juvenile Dancing club will meet in St. Mark's hall Monday evening.

Mr. and Mrs. Charles Brown returned Monday from an eastern trip.

The Eastern Star will hold a business meeting Wednesday evening.

The prettiest reception which has been given by the Greater Medford club was held in the club rooms Wednesday afternoon. The hall was artistically decorated with palms; ferns and cut flowers. Those in the receiving line were Mesdames Lumsden, Carey, Budge, William Brown, Pickel, Clarence Knight and Miss Haskins. Mrs. Lucas and Mrs. Deniston, Mrs. English and Mrs. Riddell poured coffee. Miss Bertha English and Miss Sarah Riley served. Mr. William Isaacs, accompanied by Mrs. Isaacs, sang most delightfully, and the Misses Crawford and Crowell played during the afternoon. A great number of club members were present and many names of new members were given in. Mrs. Manley was the chairman of the committee in charge. Mesdames Hollis, Wake-man, Rau and Vawter were on the decoration committee, others on the refreshment committee were Mesdames Riddell, English, Folger, Merrick, Lucas and Denniston.

Medford is to have a \$20,000 library at last. Word was received last week from Mr. Carnegie's private secretary that the application had been received and approved, provided a site was given and an ordinance passed by the city giving \$2000 a year for maintenance, which has been done, and plans are being made by local architects and the most suitable one will be chosen and sent on to Mr. Carnegie. The library will be built on the site of the old water tower in the city park and will be a great addition to the town.

The Ladies' Aid and Missionary society of the Baptist church met at the home of Mrs. S. L. Bennett last Tuesday afternoon. There were 26 ladies present. An interesting missionary program was rendered by some of the members of the society. The new officers for this year were installed and a missionary offering was taken. Thirty-five dollars was raised. Several new members were added to the society. Refreshments were served by the hostess, Mrs. Bennett.

The Monday Bridge club met with Mrs. Dunlop at her home on Siskiyou heights last week. Mrs. Stokes with the highest score won the prize, a pair of handsome guest towels. Mrs. Daniels substituted for the afternoon. The next meeting of the club will be with Mrs. Edgar Hafer.

The Ladies' Aid of the Baptist church will meet in the church parlors Tuesday afternoon.

Mrs. Worrell and Miss Helen Worrell are spending the week-end in Medford.

Mr. Fred Hopkins is spending a few days in Medford.

Mr. and Mrs. J. E. Wait entertained the 500 club Monday evening.

Wealthy Chicagoans Flocking to the Rogue River Valley

The "millionaire colony" of Medford, Oregon, contains a large number of names which, in recent years, have figured prominently in the social columns of the Chicago newspapers.

From Mrs. Potter Palmer to the former owner of an humble drug store in an obscure corner of the North Side of Chicago, every member of this colony in the famous Rogue River Valley has found what he or she has sought. In some cases it has been an investment; in others, health and contentment, and in still others, a home in the open in one of nature's rich storehouses.

It is estimated that more than \$3,000,000 has been invested by former residents of Chicago in the orchards of this valley, and any one of the homes that have been established here by Chicago people is of a character likely to make its owner forget the attractions of State street and the allurements of life in a metropolitan city.

At the outset it might be stated that one of the most delightful features of Medford's "millionaire colony" is its democracy. All that is needed for the humblest member of the colony to be received with open arms into the palatial homes of the truly millionaires of the colony is that he or she shall be a bona fide Rogue River farmer.

Honore Palmer, one of the heirs of the Potter Palmer estate, was perhaps the pioneer of the small but wealthy flock that followed him from

Chicago through the passes of the Cascade mountains into this new paradise of fruit, of almost eternal sunshine and perennial flowers.

Of all of the Chicago colony the heirs of the Palmer estate have cut out for themselves the largest task for husbandry, and it was the hand of Mrs. Palmer herself that directed the scope and plan of the undertaking.

When her ideas shall have been carried out to their completion the Palmer estate will have an "orchard paradise" on the banks of the Rogue River and in the foothills of the Cascade Range, in the shadow of Upper Table Rock.

Although the primary cause for the creation of this new Eden was the desire for a permanent investment that would pay better than "glit-edge" bonds or stocks, there is little doubt that the mansion which is to be built on the side of the foothills, commanding a view of the entire valley and mountain ranges, ultimately will become the home of one of the Palmer heirs.

It was Mrs. Palmer who picked out this picturesque building site on the side of the mountain overlooking the roaring and glistening mountain stream, and it was she that expressed the opinion that there was no finer view in the world.

To bring this new estate that is to be created by the Palmer millions into its utmost perfection there has been selected a well known Chicagoan, W. A. Sumner, formerly of the stockyards in Chicago.

Mr. Sumner's pleasing task is to mold 1,500 acres of land, with six miles of frontage on both sides of the Rogue River, into the largest and best pear orchard in the world.

In the accomplishment of this task he will have the use of unlimited means, and in another decade the Modoc Orchard, as the undertaking is to be known, undoubtedly will be one of the show places of the Pacific slope.

The Modoc orchard constitutes the largest body of river bottom land under one ownership in the Northwest, and it is admirably adapted for the creation of one of the greatest orchards in the world.

Along the county road, at the north end of the ranch, Mr. Sumner has erected twenty buildings, which form a little village by themselves, and which are necessary to accommodate the large force of employees. The buildings are all painted white and overlook the entire project. There is an immense barn, in which is already stored several hundred tons of hay and alfalfa, required to feed the thirty head of horses and nearly as many head of mules.

The entire ranch is irrigated from a gravity ditch, into which the water from the river is taken at a point farther down the valley. When Mrs. Palmer and her sons, Honore and Potter Palmer, first came to inspect the valley they thought they wanted to engage in the apple industry, but after several interviews with Professor P. J. O'Gara they concluded that the pear industry presented an even better form of investment.

Land Suited to Pears.

The bottom land along the river was selected because it is supposed to be peculiarly well adapted to the raising of pears.

Manager Sumner has put out thirty-six acres of Bartlett pears in the vicinity of the ranch house. This winter he will set out nine thousand additional trees on the side hills, and when the orchard shall have been completed it will contain six thousand acres of pears in a solid body. The ranch is to be a well-balanced one, because it is the intention to retain between 300 and 400 acres on which to raise hay and grain for feeding the horses, mules and stock which it is intended to raise.

At the time Mrs. Palmer came to the valley the bottom lands, which are known in this section as "Big Sticky," were not regarded as being of very much value, but Mrs. Palmer was shrewd enough to find that they would be the most favorable investment possible.

By consulting the best specialists in this section of the country she discovered that the common impression regarding "Big Sticky" was erroneous, and she therefore immediately proceeded to buy a large tract of this hitherto despised soil for the proverbial "song," which in this case is reported to have been \$29 per acre.

Perhaps the most significant thing regarding the new Palmer estate in the Rogue River Valley is the fact that men of means in the large cities are coming to realize that scientific farming presents more at-

tractiveness for large investments than do the kind of things that Wall Street represents.

And the best thing about this of investment is the fact that it offers something which is much more interesting to the man of means than the labor of clipping coupons, as it is a labor that adds to the creative wealth of the community, and at the same time furnishes a never-ending source of pleasure in achievement.

Many Chicagoans in Colony.

To give a list of Chicagoans of ample means who have followed in the footsteps of the Palmer heirs would require considerable space. Prominent among them is A. Conro Fiero, who has forty-nine acres of the finest orchard in the entire valley. He went from Chicago less than two years ago, and from his first season's crop he shipped two cars of perfect Spitzenberg apples to Pittsburg, receiving \$3,769. The two carloads of apples were grown from two acres of orchard, and some of his Newton Pippin trees are producing as high as thirty boxes to the tree. Last summer Mr. Fiero's mother followed him to Medford and purchased eighty-two acres of orchard and raw land beside her son's place.

The business world of Chicago has not forgotten Frank H. Madden, who recently decided that earning a salary of \$25,000 per year in a big city had no attraction, when it came to an orchard proposition in the Rogue River Valley.

Madden Learns How. Realizing that he was what is

From the Chicago Record Herald

known as a "necktie" farmer, Mr. Madden selected his land and learned the orchard business under the tutelage of Professor O'Gara, who is employed by the county for the purpose of helping new settlers, and also for the purpose of keeping the orchards in good health.

In October of the present year Mrs. A. L. Burke followed her son, Edmund Burke, into the valley, where both are now engaged in the orchard business.

One of the most prominent members of the millionaire colony is Geo. B. Carpenter, whose forty acres of apple orchard was a wedding present from his father. Both Mr. Carpenter and his bride are millionaires in their own right, and they are now constructing one of the finest bungalow homes in Oregon.

Goes to Help Son. General Sooy Smith, who has a twenty-acre pear and apple orchard in a locality commanding a view of the entire valley, went to Oregon for the purpose of starting his son in the orchard business.

The millionaire colony of Chicago contains one member, D. H. Daggett, who was formerly on the Board of Trade, but afterward moved to Minneapolis. On one of the many picturesque hills west of Medford, Mr. Daggett has 147 acres of fine apples and pears. In a grove of enormous live oak trees he has one of the most beautiful residences in the entire valley.

The Chicago colony owns nearly 4,000 acres of the choicest orchard properties in the Rogue River Val-

ley, and nearly every member of the colony has built or is building either an attractive bungalow or a palatial residence.

In vast figures is told the growth made by Medford during 1910. It is the banner year so far in the history of the City, but 1911, which today is with us, is expected to surpass 1910 in as great a degree as 1910 did 1909. Medford is fairly on her way.

During 1910 postal receipts gained 54 per cent over 1909. Bank deposits gained 22 per cent over 1909. Every line of business, ever channel of human endeavor in Medford shows an increase—healthy, steady, certain.

According to the official figures compiled by Assistant Postmaster Ralph Woodford for the business transacted by the local office for the year 1910, an increase of \$10,338.20, or 54 per cent, over the business of the same office during 1909 is shown.

The total for 1910 shows that \$29,431.71 was taken in, as against \$19,192.42 in 1909.

The receipts this December were \$3800, an increase of \$1400, or 57 per cent, over December, 1909. The increase shown by the figures of 1909, compared with the year 1908, showed, for the month of December, an increase of 38 per cent. Bank deposits show a gain of \$415,000 over January 1, 1910, an increase of 22 per cent.