

PRICE OF BEEF TAKES SLUMP

Ye Thirsty Sons of the City Can Now Order Ye Amber Bug Juice at Five Cents Per—Slinger to the Rescue—Great Rejoicing.

The price of beer has been dropped by I. W. Slinger of Slinger's bar from 16c a glass to 5c a glass.

Last fall the saloonmen got together and raised the price to 10c. Slinger has long been debating whether to cut or not and last evening he decided to cut loose from the combine.

A merry war is expected to follow this announcement.

ELKS TO ENTERTAIN LADIES NEXT THURSDAY

The local lodge of B. P. O. E. No. 1168 will give a ladies social next Thursday evening.

The evening will be given over to pleasure and after a musical program and "stunts," the guests will be invited to a spread. Every Elk is urged to come as a penalty is provided for the unlukey member who attempts to sag it.

The social is given in honor of the ladies who so generously helped to make Fra Diavolo a success. Also all of those members of the east and chorus who are not members of the lodge are sent a special invitation to come.

WOMAN RIDES MILES TO GET GET AID FOR HUSBAND

BAKERSFIELD, Cal., March 25.—To get aid for her husband, who had been killed by the accidental discharge of his own revolver, Mrs. Frank M. Bennett, rode 18 miles across the desert to Brown. Bennett was searching for cattle on the desert when his pistol fell from its holster and was discharged.

JACKSONVILLE ITEMS

School Superintendent J. P. Wells was an Ashland visitor one day this week.

Homeo Beemis arrived from Seattle recently and has accepted a position with the Rogue River Valley Abstract Title company.

Mrs. P. S. Sienstrup was shopping in Medford one day recently.

Ernest Lister, formerly deputy sheriff of Josephine county, is looking up records in the recorder's office this week.

Judge W. E. Crews was over from Medford Thursday on legal business. Mrs. L. Breeden was a Medford visitor one day this week.

Deputy Sheriff R. B. Dow went north one night this week on official business.

Will Hanna of San Francisco was in town several days this week on a visit to his mother, Mrs. Helena Hanna.

H. H. Duffield of Gold Hill was among those attending court this week.

Hon. Benjamin L. Eddy of Roseburg was at the county seat this week, being on his way to Klamath Falls.

Mr. and Mrs. Gus Newbury of Medford spent Thursday afternoon in Jacksonville.

Chief of Police J. H. Carlise was down from Ashland this week on business before the grand jury.

W. F. Isaacs and Dr. Bundy were in town this week, being among those who accompanied the governor.

J. L. Hammerley, the Gold Hill attorney, was a business caller at the courthouse this week, as was also Attorney Trefren of Ashland.

J. T. Summerville of Medford was a caller at the county seat this week.

Hert Anderson was over from Medford on business one day during the week.

Charles B. Gay, deputy game warden, was at the county seat on official business Thursday.

Mrs. Dick, a recent arrival, is having a cottage built on the lots bought from George Lewis in Lewis' subdivision.

The 500 club met at the home of the Misses Calkins last Wednesday and spent a very pleasant evening. After cards, refreshments, consisting of ice cream and cake and punch, were served, followed by music. The members of the club present were: Mr. and Mrs. H. Lay, Mr. and Mrs. Lewis Ulrich, Mr. and Mrs. B. F. Collins, Mr. and Mrs. M. M. Taylor, Miss Isabelle Collins, Miss Nellie Collins, E. Wilson and Clyde Shaw. The club will meet with Mrs. M. M. Taylor next.

Even at your favorite store you will find unusual buying opportunities at particular times—"sales," "bargain," etc. And your favorite store's advertisements will keep you fully informed about these events.

Haakins for Health.

Combining Business and Philanthropy

Public utility corporations are from the very nature of the service they render in a position to benefit a community far more than any other business of which a town or city may boast.

The good they do reaches far beyond the donations to charity and other worthy movements which constitute the outward and visible signs of public beneficence. They accomplish a far greater good than this, and the effect of this good is not diminished by the fact that it is as usual thing unrecognized.

In this day of attack on corporations of all kinds, we are not in the habit of considering the fact that some of these corporations may, in the simple performance of their business routine, be the greatest philanthropists of the day. Their benefactions are not heralded, Carnegie-like, through the public press; and yet every public service corporation, even though it may have only an eye single to increasing its income, performs a duty to society which though overshadowed by the vilification of disgruntled agitators, is deserving of far more recognition than it gets.

The public service corporation has solved the problem of combining business and philanthropy. This is particularly true of those dispensing electrical energy. What other single influence has had as great an effect on general industrial and social conditions in the last decade as electricity? What influence has gone so far towards abolishing child labor, towards driving out sweat shops, towards the improvement of health conditions and towards the prevention of crime? Workers for progress in any one of these lines have received unlimited praise, and justly, too. Why, then, should not the corporation receive its share of praise for the benefits conferred upon society by it? Is it because of a difference in motive? Does not good result from efforts for the improvement of society unless those efforts are wholly unselfish? Why should the desire to make money out of philanthropy make that philanthropy any less praiseworthy?

In my opinion, the individual or the corporation who can bring reform to the most satisfactory commercial basis has done more for society than all of the contributors to charity in the world. We may grant that the public service corporation is not a philanthropist from any high moral purpose. We must recognize that its efforts are due primarily to a desire to increase its profits, but whatever the incentive for social reform may be, it has little effect on the tangible results produced.

Electricity and Labor.

Take the single instance of the effect electricity has had on the laborer for shorter working hours. Many manufacturers could not profitably give shorter hours at the same pay. Along comes the electric power man and induces the installation of electric equipment. It lessens the labor of the working man and in almost every industrial application the speed of production is increased. The workingman has generally received the benefit of this increased production. It is obvious that if a man's hourly output is increased 25 per cent the employer can cut down the number of hours which the laborer must work.

The same thing is true in the case of child labor. A child is nothing but a human machine. Its intelligence is not high. Its place in the industrial world is just above that of the process which can be entirely completed by machinery. The application of electricity to mechanical equipment has in many cases made possible the creation of machinery which could do the work for which children were formerly employed and do it cheaper, because more accurately and more rapidly than ever done by any child.

You cannot get at the employed of child labor through appealing to his moral sense. The very fact that he is an employer of children is practical proof that he has no moral sense. The only way to get at him is through his pocketbook, and this is what the electric power man has done. When you convince an employer of child labor that child labor is more expensive than mechanical labor, societies for the extinction of this form of inhumanity will become unnecessary.

In the same way the public service corporation has taken greater steps towards driving out sweatshops than any other influence. The sweatshop could not thrive in competition with sewing machines which operate away from five to ten times the speed of a foot power machine; and yet practically the same grade of labor—the same intelligence—is required to operate a power driven machine that is required to operate a foot power machine. Think of the physical discomfort that comes about from continuously tocking backward forth for ten to fifteen hours a day operating the treadle of a heavy sewing machine. Compare that with the ease of turning a switch which will operate that machine five times as fast

with no physical exertion on your part whatever. You have there in a nutshell one of the greatest social reforms of the day.

The Contribution to Hygiene.

At the Natural History Museum, New York City, they have a tuberculosis exhibit. I have not yet had an opportunity to visit it, but if the electric light and power companies are not largely represented as leading factors in the fight against tuberculosis, they should be. They have driven the child from the factory to the open air; they have driven the alien laborer from the sweatshop to the loft. Where the air in a crowded room has formerly been exhausted by exposed illuminants, every particle of oxygen today is free for the use of the occupants of that room, because electric light consumes no oxygen. Pure air is the greatest foe to tuberculosis, and those who provide electricity for industrial purposes must be given their place among the philanthropists who have contributed to this great cause.

I do not say that they are generous philanthropists, for generosity suggests self-sacrifice. It is not self-sacrifice of the public service corporations to effect all this good. They are doing it because it is profitable to them; they have made a business of philanthropy. In making money for themselves they are improving the industrial conditions of others—they make it possible for others to make more money—and usually when a man increases his income he advances his social position. He is enabled to live better, and in living better his moral standard must be raised.

This is all being accomplished on a strictly business basis, the basis on which all permanent advancement, commercial, social and moral must be made.

But it is not alone within the factory or within the sweatshop that the electric companies have done good. For years and years boards of health all over the country have energetically and ineffectually tried to abolish the smoke nuisance. I know of no city in the country, except New York itself, where the smoke nuisance has been successfully combatted. Rules and rules have been promulgated; factory owners have been fined; every possible action has been taken—and the chimney smokes on. Then along comes the electric company and shows the manufacturer that electricity is cheaper, cleaner, more economical and more convenient than steam power. The fires go out and another step has been taken towards abolishing the smoke nuisance, a step more advantageous than all of the ordinances and board of health rulings in the country. The offender's pocketbook has been touched, and the community is benefited directly by the aggressiveness and business ability of the managers of the electric company.

The Prevention of Crime.

But perhaps the greatest influence for good which an electric company exerts in a community is in the prevention of crime. This is accomplished through securing adequate street lighting. The electric company does not stop, however, when it has induced the city to place an electric light at every street intersection. Then it goes to the merchant and once more appeals to his pocket. The electric man says in effect, "Here is an electric sign which will cost you so much a month to run it. By having this sign in front of your store, people who want to buy like to see what you have, and if they see what they want they will get it. If you do not have the sign many will pass your store by and not give it a second thought. An electric sign will pay you from a business standpoint."

But these arguments leave out of consideration, the benefits that such a sign confers upon the public at large. It is only necessary to go down town any night to find that the popular streets are the well lighted streets, and this is due to two reasons.

One is that light is quite as attractive to a human being as it is to an insect; people always flock to the center of light. The most brilliantly lighted window on the street is the most attractive one; the theater with the brightest front is the one best patronized. On the other hand, the people flock to a well lighted street because it is a safe street. You do not hear of hold-ups under the glare of the electric light. The highwayman seeks the dark corners. Every merchant who puts up an electric sign throws light in a corner which might have harbored a robber. Every merchant who lights his window brilliantly makes it impossible for a burglar to use those windows to make an entrance to his property.

I have had statements from mayors of some of the largest cities in this country testifying to the advantages of adequate street lighting. One went so far as to say that if all of the electric signs—not to mention the city street lighting were taken away it would be necessary to practically double the police force.

the taxpayer, for street lighting alone due to the lighting company's aggressiveness in securing the installation of electric signs.

The churches have just begun to realize the tremendous influence which can be exerted by an electric sign. Some of them have illuminated crosses above their towers. Others have "Welcome" signs over the doors—an insistent demand on the passer-by that he enter. The church can use the electric sign just as effectively as the brewer—but the church has got to find that out.

Indirect Competition for Franchises.

It is universally recognized that light attracts attention. Every exposition strives to outdo its predecessor in the matter of decorative lighting. Why? Simply because it attracts attention. Exactly the same principle applies to a street. The well-lighted street attracts attention, the crowd flocks there; every merchant on the street benefits; he does business that he would not do if the street were not well lighted. The principle that applies to the street applies to the city; the well-lighted city is the one to which people flock. It is the one of which its residents are justly most proud, so that every merchant who contributes to the lighting of the streets of his city is a civic benefactor. He is doing his share to make his city worthy of the affection and pride of its inhabitants; he is helping to make the city attractive to new capital, to new residents, and in that way to increasing the business of the community.

It would be a difficult matter to estimate the increase in taxable value that has been caused by the introduction of electricity. The house which is wired for electric light demands a higher rent than one not so equipped. It is more easily rented. Its whole value therefore is increased. The same thing is true of factory and loft buildings equipped with electric motive power. Such equipment must be recognized as a distinct financial advantage.

I might go on and show you a dozen more ways or perhaps a hundred more ways in which the application of electricity has contributed towards the advancement of a city. It has been said many times that public service companies give no adequate return for the franchises given them by the public. It has been said many times that cash payment should be made for these franchises, and yet I venture to say, that the actual benefits to a community derived from the introduction of electricity alone are so great that the greatest profits from the most exorbitant corporation in the country would sink into insignificance beside them.

I do not believe in huge profits for these corporations, but I do believe that they should be given credit for the good they do. Many of them in the past have taken unfair advantage of the public. This has resulted in the creation of public service commissions in several states, and more will undoubtedly be created in the very near future. It is the business of these commissions to create a balance between the profits which rightly may be the due of the corporation and the benefits which these corporations confer upon the public. It is a delicate job, but in the long run it must be satisfactory because unless this balance is preserved the results will be distinctly harmful to both.

Notice Fruit Growers

We have leased the Page Packing house and will operate in the Medford district this coming season. We are the second oldest company in California and are members of the California Fruit Distributors who handled 76 per cent of the deciduous fruit out of California this past season. Call on our northwestern agent E. M. McKeany, room 1 Stewart building and talk matters over with him before making your season arrangements. Advances made if desired.

PRODUCERS FRUIT CO.

Haakins for Health.

FIRE

It's a burning shame, but the owner of two of the sweetest, strictly up-to-date bungalows in Medford has given us TWO DAYS ONLY in which to realize actual COST. The lots have doubled in value. Cement sidewalks all paid for—your gain. CLOSE IN — COME TODAY. Let us show you. Phone 1092.

Oregon Realty & Mining Co.

319 Garnett-Corey Building.

Gentlemen!

Here Is a Platting Proposition for You

The most desirable tract of land in the city of Medford for a platting proposition is now on the market.

Eight Acres on Jackson Boulevard Between Summit and Columbus Ave's.

This is to be the first block paved in Medford this year. The tract is near the new Jackson school and lots are in demand in that vicinity. This tract has been platted into forty lots, but never put on the market before. WATER and SEWER are in and paid in full on every lot on Jackson Boulevard.

Jackson is to be the longest paved boulevard in the city. It will be the most popular automobile drive and will undoubtedly become one of Medford's

BEST RESIDENT STREETS.

The Price Is Only \$11,000 ON TERMS

This figures just \$275 per lot, and surrounding lots are selling today from \$450.00 up. They will bring over \$600 each when the paving is completed. By conservative figures this proposition will net the buyer a PROFIT OF \$5700.00 IN ONE YEAR.

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Earl S. Tummy

201 Garnett-Corey Building

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I still have a nice stock of Fruit Trees, Shade Trees, Vines, Plants, Rose Bushes. All stock guaranteed to please

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