

PARSONS WINS ORCHARD FAME

Proprietor of Famous Hillcrest Orchard Given Illustrated Write-up in Current Number of Better Fruit—Description of Grove Follows

The following sketch of Reginald H. Parsons of Medford, proprietor of the Hillcrest orchards, appears in the current issue of Better Fruit:

The president of the Northwestern Fruit exchange of Portland, Or., Reginald Haswell Parsons, was born October 3, 1873, in Flushing, N. Y. In 1880 his family moved to Colorado Springs, Col.

Mr. Parsons received his education in private schools in the east and the University of California.

While living in Colorado Springs Mr. Parsons became interested in gold mining in the Cripple Creek district, which afforded an opportunity for a wide business experience. Subsequent to his residence in Colorado Mr. Parsons engaged in the manufacturing business with Bemis Brothers Bag company at St. Louis. From St. Louis he went to San Francisco in the interest of the same company, and in 1904 removed to Seattle to establish a branch factory for the company. Mr. Parsons continued in the general management of the Seattle branch for several years, but the lure of the land was always strong in his veins, his ancestors for several generations having been engaged directly and indirectly in horticulture. It was natural, therefore, that this life should appeal to him, and he was particularly attracted to the Rogue river valley, in southern Oregon. He became principal owner of one of the largest and finest orchards in America—the Hillcrest Orchard company, at Medford, Or.

Hillcrest Orchard.

The Hillcrest orchard, valued at between \$400,000 and \$500,000, is one of the most famous in all the world, and its brands are in eager request in all of the principal consuming centers, being particularly well known in New York and London. The Hillcrest orchard brand of Comice pears holds the world's record in price for car lots. A car of this brand was sold in London two years ago at an average of \$10.00 per box. This season a car of the same brand averaged \$10 per box. The Hillcrest orchard comprises 200 acres, of which 192 acres are in trees and 158 acres in bearing. There are 105 acres of pears, including Bartlett's, d'Anjou's, Howells, Boses, Winter Nells and Comice, and the balance—87 acres—are in apples, the principal variety being Yellow Newtowns, and the balance Spitzenbergs and other red varieties. There are about 11,000 trees in this wonderful orchard, which is in the highest state of scientific cultivation. In Mr. Parsons' office at Hillcrest are found every modern feature of orchard and accounting. There are maps of various kinds, some showing land contour, water and air drainage, etc., and others showing the location and variety of every tree of the eleven thousand. Mr. Parsons is working on a pathological record by which he will be able to trace the history of every tree in the orchard and keep a record of its bearing from year to year. The Hillcrest orchard has every modern mechanical appliance. Packing houses, fire system and barns were built on the most modern lines.

Is a Manufacturer.

Mr. Parsons says modern orchardry is practically manufacturing, and has business is conducted accordingly. It is his ambition to have the Hillcrest orchard pass, undivided, to his children and his children's children. He is not a land promoter or real estate operator in any sense of the word, but a fruit grower first and last. It became apparent to him very soon after becoming interested in fruit growing that the weakest side of the industry from the growers' standpoint was the assembling and marketing of the fruit. Realizing the difficulties of the individual grower, no matter how large a producer he may be, in meeting the demands of the increasing supply of deciduous fruit produced in the northwest, he became instrumental in the formation of the Rogue River Fruit and Produce Association at Medford. This step having been successfully taken, it became further apparent that without a consolidation of the common interests of the entire Northwest in some strong, practical central selling agency, it would be impossible to conduct the marketing of the fruit in a scientific and thorough manner.

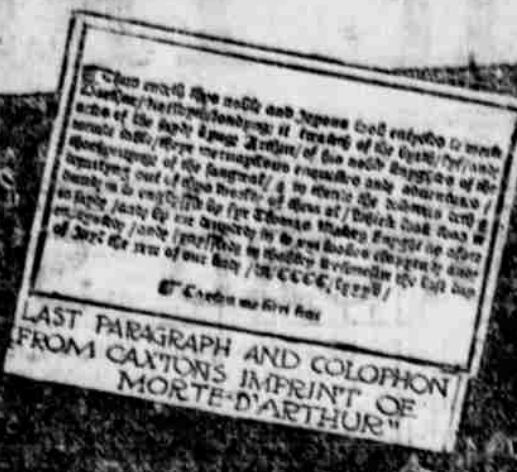
Elimination of Waste.

The elimination of wasteful competition was the main thing to be brought about, from the growing of the fruit to the final consumption of it. During the latter part of July,

Rare Books Sold at Fabulous Prices



ILLUSTRATION FROM THE PEMBROKE BOOK OF HOURS



LAST PARAGRAPH AND COLOPHON FROM CAXTON'S IMPRINT OF 'MORTE D'ARTHUR'

BINDING OF THE PEMBROKE BOOK OF HOURS

The greatest sale of books ever recorded marked the closing day of the disposal of the library of Robert Hoe in the Anderson art galleries, New York. The total sum realized reached \$285,163.

First of all, the William Caxton edition of Sir Thomas Malory's "Morte d'Arthur," the only perfect volume from the press of the first

English printer known, reached the price, \$42,800, the buyer being J. Pierpont Morgan. It was the intention of the noted connoisseur to have this time worn volume at any price, evidently, and his refusal of the offer wavered in the duel of the auction which brought the price.

The sale of the illuminated manuscripts representing the flowering time of the ancient art of the limners before the types of Gutenberg

and Caxton took away their ovations was a phenomenal one.

That beautiful illuminated manuscript, "The Book of Hours," containing prayers to be said at different periods of the day, which was illuminated for the Earl of Pembroke, held the attention of the bidders from the first. This work of art was originally brought to this country by General Brayton Ives, who gave \$12,000 for it.

NATIONAL PEACE COUNCIL TO WORK AGAINST WAR

LAKE MOHONK, N. Y., May 27.—The peace conference, in session here, appointed today a national peace council in an attempt to secure cooperation of all countries in the international arbitration propaganda.

The members of the council are: Nicholas Murray Butler, William J. Bryan, Dr. Samuel Dutton, Hamilton Holt, Theodore Marburg, Senator T. E. Burton, Edwin Mead, Elihu Root, James Brown Scott, Dr. Benjamin Trueblood, E. D. Warfield, Jane Adams and Fannie Fren Andrews.

1910, the Northwestern Fruit Exchange was organized, with Mr. Parsons as president and other prominent and public spirited fruit growers, representing other important producing districts in the northwest, as officers and directors. The exchange has met with phenomenal success, having been carefully organized and conducted with the view of effecting a wide distribution of the fruit, which would permit the avoidance of the crowded centers and thereby enable better prices to be obtained. About seven hundred cars were put at the disposal of the exchange during its first season by various fruit growers' associations, with results which have been universally gratifying to the growers. Mr. Parsons has cast his lot with the fruit growers and producers of the Northwest and is doing his best to aid in solving the problems connected with the industry. He has given a great deal of time to the direction of the exchange and it success is largely due to his public spirited work.

In all of his previous business experience Mr. Parsons has shown his wide public spirit. He is a member of the Municipal League and Chamber of Commerce of Seattle and director in the Title Trust Company of that city. Before leaving Seattle for Medford he was chairman of the "City Beautiful" and a member of various municipal committees engaged in solving some of the more important municipal problems.

NOTICE.

Rose Carnival, June 5th to 7th. Pullman sleeper from Medford to Portland for the benefit of Medford people who wish to go to the rose carnival. Leave Medford 5:24 p. m. Sleeper will be ready for occupancy at 4 p. m.

FOR SALE
ORCHARDS, FARMS
FRUIT LANDS
Large and Small Tracts
MOOR-EHNI CO.
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Medford
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128 South Barrett Street.
Pacific Phone 1831
Home 219-R.

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GIVE US A TRIAL

ALASKANS SUBSIDE TO AWAIT DENNETT'S RULING

CORDOVA, Alaska, May 27.—The Cordova chamber of commerce today is using its influence to restrain citizens from further demonstrations against the importation of foreign coal as a result of information to the effect that Land Commissioner Dennett will render by June 1 a decision in the coal land cases. Members of the chamber argue that President Taft and Secretary Fisher are doing everything in their power to give Alaskans proper relief.

NOTICE.

Notice is hereby given that the undersigned will apply to the city council of the city of Medford, Oregon, at its next regular meeting on June 6, 1911, for a license to sell spirituous, vinous and malt liquors in quantities less than a gallon, at his place of business at No. 2 North Front street, in said city, for a period of six months.

E. G. BROWN.

Date of first publication, May 26, 1911.

MRS. ASTOR APPEARS AS PINK TIGHTS JUNO

LONDON, May 26.—London today is discussing Mrs. Ava Welling Astor's impersonation of Juno at the ball given by Lord Winterton last night. Clad in pink gauze with a mantle of turquoise blue, wearing classic sandals and leading a live peacock by a gilded chain, she entered the ball room. The bird became frightened and dashed through the room. It was finally imprisoned in a champagne case.

Haskins for Health.

MOORE'S POISON OAK REMEDY
NEVER FAILING
30 YEARS THE STANDARD
PILES, CHILBLAINS, FLEAS, BURNS, ETC.
A VALUABLE HOUSEHOLD REMEDY.
ALL DRUGGISTS HAVE IT OR WILL OBTAIN ON REQUEST
ACCEPT NO SUBSTITUTES
Price 25 Cents
LANSLEY & MICHELSON CO. SAN FRANCISCO

FOR SALE AT A BARGAIN

Close in property, one block south of city park.
Corner lot 75x100 with a 4 room house.

Moor-Ehni Company
212 Fruitgrowers Bank Building.

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offers more attractions for the tourist than any city in Southern Oregon. The New Columbia Hotel at Ashland is unexcelled for excellence of furnishings. Compares favorably with the best hotels of Portland or San Francisco for modern convenience and comfort. Steam heat and hot and cold water in every room. Rooms with private bath. Single or en suite. Hotel auto meets trains. European plan. For reservations address or apply to

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Mrs. E. G. Hadley, Prop. Ender's Block, Ashland, Or

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CHIROPODIST
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Room 5, Over Kentner's. Phone 111

FILIPINOS LIKE ROGUE APPLES

General Greenleaf Writes J. C. Pendleton of Enthusiastic Reception of Apples Grown by the Latter at His Table Rock Ranch.

That Rogue River apples are famous and much sought even in the far away Philippines is proven by the following letter received by J. C. Pendleton of Table Rock from General Charles R. Greenleaf who was formerly stationed at Manila and who writes concerning Mr. Pendleton's apples as follows:

"As we expected, the reports from the Philippines were loud in praise of the "Pendleton apples"—the way they were packed, and the way they arrived; not a spoiled one in the lot. They got to Zamboanga just as the first Moro fair was being held. It brought a great crowd of Moros together and many of the Philippine dignitaries from Manila. My children gave several entertainments at the time, in which the apples figured conspicuously on their tables, and were immensely appreciated. On enthusiastic gentleman said to my daughter, 'Rogue river for me, as soon as we get back to God's country.' I think you will enjoy with us the pleasure of having sent such delicious fruit to such appreciative people.

Haskins for Health.

WOOD FOR SALE
Limited amount of Dry Ash, either block or split. Low price.
Phone 3311

WOOD FOR SALE
BLOCK WOOD
\$4 PER LOAD
Phone Main 2551 or leave orders at

Medford Hardware Company

WESTINGHOUSE FAN MOTORS

The warm weather will soon be here. We have the necessary requirements to make work easy in warm weather. See us for the best of ELECTRIC FANS and the best of prices.

SOUTHERN OREGON ELECTRIC CO.
27 SOUTH CENTRAL.

Baseball

Medford vs. Grants Pass

AT MEDFORD

Sunday, May 28th

2:45 P. M.

MEDFORD vs. THE BUICKS

Decoration Day, Tues. May 30th.
Game Called at 1:30 P. M.



If Your Neighbor Has Electric Light

and you have not, just step into his house some evening after dark and compare its light with your own. Study each point of convenience, cleanliness, clearness, beauty carefully, and then figure out for yourself if it would not pay you well to have your house wired for electric light at once.

Electric light today is cheaper and better than ever before, since the General Electric Company placed its MAZDA lamp on the market. We have arranged to supply our customers with the G.E. MAZDA lamps on very favorable terms. These lamps give two to three times as much light as other lamps using the same current.

If your house is located on any of our distributing lines we shall be glad to advise you about having it wired and will give you more facts about the efficient electric lighting of your home.

Rogue River Electric Co.

DO YOU KNOW?

That NOW is the time to replace your old fence with a new one. That it will improve the appearance of your property fully FIFTY PER CENT if the fence is right and properly constructed.

That The Page Wire Fence

is best suited for the purpose, as it is made up of the best High Carbon Steel Wire that is found in fencing; in addition to this, it is the only fence which has the PAGE KNOT, and continuous cross wire to weave it together, hence it

Is The Best Fence

that money can buy or modern science produce. Owing to each line wire being coiled before the fence is woven, Page Fence is easily erected over hills and through dales, without the necessity of cutting and splicing. It is

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at Adrian, Mich., and shipped by us in carload lots, direct from the FACTORY TO THE CONSUMER, thus insuring the greatest value at the lowest possible price.

Let us show you why you should use Page Fence in preference to any other. We furnish, without charge, estimates on cost of fencing tracts, and contract to build fences complete.

We will figure with you on any amount of fencing, from one rod to a carload. If you are wanting Fence, Gates, or either yew or cedar posts, let us figure with you. We furnish man and tools and assist in the erection of Page Fence without extra cost.

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