

Medford Spending a Million Dollars In Erecting New Buildings

LOCAL POSTAL RECEIPTS FOR YEAR INCREASE

Forty-one Per Cent Gain Is Shown By Statement Covering the Fiscal Year Just Ending and the One Ending June 30 a Year Ago.

JUNE, 1911, GAINED 20 PER CENT OVER JUNE, '10

Another Clerk Is Added to Take Care of Night Business—Postal Bank Finds Favor.

The fiscal year just ending has been a splendid one in all line of material advancement in the city but in no way are the strides made by the city better reflected than by the postal receipts for the past year which show an increase of 51 per cent over the fiscal year ending twelve months ago. For the year closing June 30 the receipts totaled \$32,646.98 while one year ago for the year they totaled \$23,283.50 the increases being \$9,363.38 or 41 per cent.

The receipts during June this year were \$2,505.54 while one year ago during the same month they were \$2,017.11. The increase was \$488.43 or nearly 20 per cent.

For the past five years the receipts of the local postoffice have never failed to show an increase each month. The postal saving bank was instituted June 12 of this year already has deposits totaling \$2670, the largest amount taken in by any postal savings bank in the state in a like time. Over forty depositors are now enrolled.

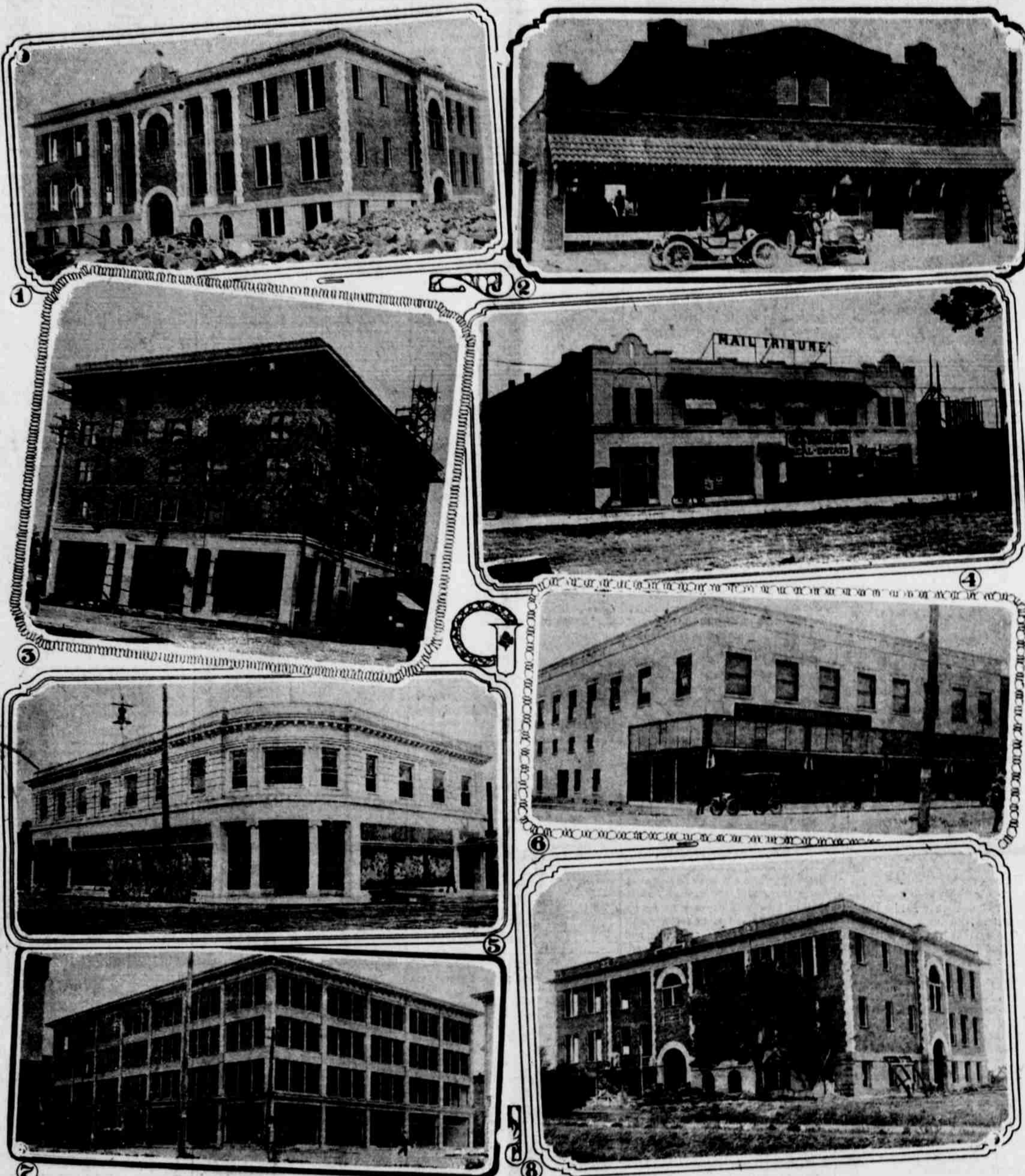
Another clerk has been added to the force of the local office and hereafter mail will be received at the postoffice until 10 o'clock at night for dispatch to the north on the Shasta limited which passes through at 2:30 a. m. This will be of a material advantage to the city.

WOODS LUMBER CO. REPORTS GOOD TRADE

Business at the Woods Lumber company's yards reflects the prosperous growth of Medford. This company has 1,000,000 feet of stock on hand and is keeping five teams busy.

Manager Wilson of the Woods company says that business conditions now are thriving.

Printing of all kinds at Portland prices. Mail Tribune office.



Top row—At the left Queen Anne public school; at the right, the Crater Lake garage. Second row—At the left, Medford hotel; at the right, \$25,000 Mail Tribune building. Third row—At the left, Sparta building; at the right, A. A. Davis building. Fourth row—At the left, Medford Furniture & Hardware company's building; at the right, Jackson public school.

BANKS SHOW 14 PER CENT GAIN IN YEAR

Over Two Million Dollars Is On Deposit in Local Financial Institutions—Gain Has Been Steady and Consistent.

GAIN IN YEAR HAS BEEN OVER A QUARTER MILLION

All of the Banking Houses Are in Excellent Condition as Is Shown by Their Statements.

The bank deposits in the city of Medford at the end of the present fiscal year show a gain of 14 per cent over the same date one year ago. The increase was \$260,998 or over a quarter of a million. At present there is on deposit in local banks \$2,124,555.93.

The deposits in the local banks have shown a steady increase for the past five years as is shown by the following figures:

| | |
|-----------|---------------|
| June 1905 | \$ 609,498.00 |
| June 1906 | 726,997.00 |
| June 1907 | 1,084,634.00 |
| June 1908 | 1,254,489.00 |
| June 1909 | 1,261,431.00 |
| June 1910 | 1,863,568.00 |
| June 1911 | 2,124,555.93 |

As the clearing house was instituted this year no figures for comparison there are available.

All of the banks show by their statements that they are in a splendid financial condition and reflect in a great degree the material advancement of Medford.

MEDFORD LUMBER CO. FINISH NEW QUARTERS

The Medford Lumber company, Third and Evergreen streets, has completed its new quarters which give it a covered space 200x170 feet, or eight city lots. The building is equipped with water and electric lights. One of the features of the new quarters is a sash and door warehouse and another is a private spur from the Southern Pacific tracks giving this concern one of the few private spurs in the city.

Start Big Sale.

Announcement of exceptional prices are shown in this paper in Gray's & Moe's pre-inventory sale. This is the only sale of the year for this concern and the prices are marked down in a manner to attract attention. No one should fail to glance over the list of offerings and each should realize that but a part of the bargains are mentioned in the advertisement.

Aims, Objects and Purposes of Rogue River Produce Association

(By Kirby Miller, Manager of Rogue River Fruit and Produce Association.)

Like every other great business of today, the fruit business, in its development, has become quite highly differentiated. The local association is one department of this great business, and the one nearest the grower. Attempting to serve a large public, that public should know its aims and methods as clearly as possible. A mistaken idea as to the function of the association leads to wrong conception of what it is trying to accomplish.

Instead of a selling agency for the distributing and marketing of fruit, this association aims to be a part of the producing end; its definite function being the preparation of the product for the market. After a product has been manufactured, it is one thing to put it in shape for the market and quite another thing to sell it. Buyers who handle strictly fancy fruit specify definitely that they will not touch a "farmers pack," that they will not buy unless the pack is supervised by some responsible institution. The necessity for this supervision of the pack in the Rogue River Valley is not so apparent as it will be in another year when our hitherto largest crop will be doubled in quantity.

Pack Has Varied. Here-to-fore, without any system or organization the pack of the fruit from the valley has varied the very best to the very poorest; there has

been no standard, no attempt at uniformity. But conditions have changed. We never hear of Sam Smith's apples from Hood River, or John Jones apples from Wenatchee: What we hear about and what is sold to the trade is "Hood River Apples," "Wenatchee Apples," the fruit is sold as coming from a section, not from individuals. And we are at the point where our fruit must be sold as "Rogue River Fruit."

It is a distinct business to pack, grade, assemble, inspect, secure uniformity, and ship fruit. Special knowledge must be acquired to do this intelligently and economically, and it is seldom possible for any except the few large growers to acquire this knowledge. Organization of packers is required to pack a crop of a thousand cars, for without organization of packers, with every orchard scrambling for packers, most of the fruit would be poorly packed and some rot on the ground. Only a few know what to pack in order to pack the most fruit and still retain the grade. The fruit is different each season and must be known as a whole crop before a grade can be determined; a few poor cars can ruin the reputation of the whole valley; it means a great deal at the other end, where the money comes from, as to how the fruit is handled, the temperature it has when loaded, what assortment of grades is in the car; and all the many details in connection with packing and handling can be worked out accurately only as some organization

makes a special business of it, is organized to do it and keeps at it year after year.

Do Not Market Fruit.

The association does not attempt to market fruit for several reasons, but chiefly on account of the large expense involved if it is done properly. Selling and distributing fruit is also a business of itself and cannot be made a side issue to anything else; and it would require as much and as accurate information to market to advantage our four or eight hundred cars as it would to sell and deliver a hundred times as much. When there was one or two million boxes of fruit in the northwest and buyers were coming each year to compete for the crop, we had a very different situation from that of 1910 when eleven million boxes were produced and a market had to be found for the largest part of it. The increase will be even greater in 1912, likely reaching fifteen million boxes. In this immense quantity the individual grower loses his identity, and it becomes a question of maintaining the identity of each section, because the world's knowledge of such matters is very limited. Doubtless prices will be somewhat less as the years pass because the consumption must be increased among people of moderate means; and this in turn will call for a decreased cost of production, more economical handling and more scientific distribution.

Selling of Fruit to Come.

The time will come when the Rogue River Valley will maintain its own selling organization; but that time will be when the production reaches five thousand cars. In the meantime we take the cheapest effective way to distribute our fruit to all markets by employing semi public and private companies who maintain branches in every district, who can reach every market every day, who are in close touch with all buyers and not a select few, whose men are on the spot to attend to our business every day. The uninitiated think that selling fruit is like selling iron—just sell it, deliver it and collect your money. But fruit is perishable, the market fluctuates, from one to two cars in every five are rejected or questioned after being sold and delivered, and if the seller is not represented on the spot he will fare badly. One large department of a credit agency is devoted entirely to the adjustment of such disputes, which usually hang upon whether or not the fruit is up to the grade specified.

The point of the matter is that the seller must be represented at the other end if his business is not to suffer. When fruit is sent to auction, like the bulk of our pears, or sent to a general market, there must be some one there to receive it, look after it, put it on the auction, inspect it periodically if it is stored; who ever does this must be paid. To do such work in many markets requires organization and system and it must be competent in every way if the business is done properly. A few traveling

salesmen cannot do this; nor can they cover more than a limited territory, whereas we are raising fruit for the markets of the world. More losses result from fruit being mishandled or poorly handled than from low markets. It is essential, for profit that nothing be allowed to get away from us on this account, that every car finds its place in first-class condition and at the right time. It is the association's plan to employ the most competent organizations for this part of the business, and such expert service is many times cheaper and better and in all ways safer than the haphazard, chaotic, unintelligent distribution and sales made by individual growers or commission houses. And this method will get the results. Any man or company or association promising abnormally high prices for fruit is to be shunned, for no one can do any more than guess at such things; no one can get better than the market price all the time. All the association can offer in the way of prices is the market; but with system, effort and care we should always be able to get the market price for all fruit, and this is all that should be expected. A few private customers may pay a grower more than the market for a limited quantity of fruit, but ninety-eight per cent of our crops must go to the markets of the world, and our returns must be based on the demand and the way in which we meet it.

Commissions a Bar.

It is the contention of some that

this method of handling fruit puts it through too many hands and that the growers pay too many commissions. But to any one that has examined the operations of fruit handling, it is clear that the grower has always paid more in commissions than the association method calls for, only he never knew it. By assembling large quantities of fruit, the association not only helps to regulate the supply but, on account of the volume, secures the best services at a figure that is enough lower than the individual grower can get to make the association charge for handling no outlay for him: he may pay as much but it is divided differently, and part of the charge pays for loading, inspection, supervision, collection, etc. He gets more service for the same or less money, with his business done in a safe conservative way. The association does not increase the charges to the grower.

or is not apt to think of them as a result of some one's efforts.

The Association is the Growers.

The association was organized and is working for those who are producing fruit to sell and the present management is attempting to put it in line with the modern fruit business in its functions and methods. It is not a foreign corporation seeking to take money out of the community, but the association is the growers, who in the organization, are attempting to do their own business, in what seems to them, the best possible way. It is founded and working on correct lines; and if one set of men cannot carry it on successfully, another set will be found who can and will. Many things remain to be worked out and there will always be the difficulty inherent in having to secure a new crew of workmen every year; but when the tremendous amount of fruit comes into bearing, and the packing and handling of it has to be done by hundreds of inexperienced growers or by an organization somewhat fitted for it, it does not take the average man long to see the importance of an organization for this one thing alone. A profitable fruit business is dependent on proper packing, handling and selling.

WANT TO BUY

4 or 5 good milk cows. Address 100 care Mail Tribune.

Haskins for Health.