

## WHERE TO GO FOR VACATION

Southern Pacific's Handsome Booklet, "Outings in Oregon," Gives Good Space to Southern Oregon Resorts and Wonders.

"Outings in Oregon," the annual publication of the Southern Pacific Company descriptive of recreation places and summer outings of the state, appears this year in most attractive form, in dark green cover with Mt. Hood in the back ground.

There are two full page illustrations of Crater Lake, one of the Rogue river & Hells Gate, one of Ashland creek and one of "a Southern Oregon Stream."

**Medford Outings.**  
Medford outings are described as follows:

"From Oregon's earliest history visitors have praised the Rogue River Valley in prose and verse, in speech and story. Perhaps the answer made by Bishop Joyce to a question propounded at a dinner party in London, 'What to you is the prettiest spot in the world?' when he replied, 'The Rogue River Valley as seen from the Siskiyou in the spring,' is as perfect a commentary as one could wish. The valley opens out in a breadth comparable to the Willamette, though the general elevation is higher. Medford, beautifully located in this magnificent valley, is a city of vigorous growth, modern in all that spells progress, and ambitious in all that means improvement. There is a sunny warmth and glow in the atmosphere, but even in midsummer days the altitude forestalls the possibility of enervating heat.

"Rogue River is noted for its steelhead and rainbow trout fishing. Many fly-casting experts from New York and other eastern cities visit Medford for a week's fishing on the Rogue yearly. A movement is well under way to build a macadamized road to Crater Lake, a distance of 80 miles, at a cost of half a million dollars.

**Natatorium Mentioned.**  
"Medford's latest response to the love of amusement, entertainment and health is the construction of a huge Natatorium almost in the heart of the city, also equipped with a large skating rink, which may be converted into a ballroom or place of other entertainment when occasion demands.

"No more unfulfilling index of the popular desire for pleasure could be found than this splendidly equipped public institution. There is never a day, and seldom an hour during the day, when its huge tank of pure mountain water, tempered and inviting, is not alive with bathers, young and old alike, disporting themselves for hours in an inspiring frolic that gives new zest to living, and undoubtedly contributes in no mean degree to the uplift and betterment of the community.

"Before leaving Medford visit Jacksonville, one of the most interesting spots, historically, in Oregon. Here you walk in the footsteps of men who made early Oregon, listen to tales of Indian life and legends, Indian peace and warfare, of gold discoveries, of quick justice and pioneer rule.

Crater Lake National Park is described at length and the route there is set forth in detail. Generally speaking, Southern Oregon gets more than usually generous treatment in this attractive booklet.

### Electric Building



A structure built by the Rogue River Electric company of Rogue river granite.

## One of the New Buildings Completed Within the Past Year



GARNETT-COREY HARDWARE CO.

## How a 5-Acre Tract Can Be Made to Pay in Truck Farming

(From the Pacific Outlook, Grants Pass.)

Can a family make a comfortable living in the Rogue River valley on a five-acre tract of fruit or vegetable land? The real estate dealers and the boosting fraternity are fond of reiterating that it can be done, and thereby have won for themselves a wider reputation as artistic prevaricators, for as it not a notorious fact that families living on five, ten, twenty, and even forty acres are buying the bulk of their supplies in Grants Pass?

Now this fact may prove certain truths, but it does not prove that the real estate men are liars—not on this particular point. We are writing this article not only to show that a family can live comfortably on a five-acre tract but that it is a discredit to the valley and the farmers that there are not more of them making such a living. There are typical instances that might be pointed out along Rogue river bottoms, on the Applegate, Illinois and Williams creeks. They are in the minority to be sure, but there are enough of them to prove the assertion of the boosters with regard to Rogue river soil and climate. From sizing up the situation we have come to the conclusion that wherever there is a failure to make good in this valley in close farming it is either the fault of the man, or the system of the soil.

**Yield of \$200 an Acre.**  
To do its full duty, the small farm in this section should not yield a less income than \$200 an acre in addition to furnishing the bulk of the provisions for the family table. This cannot be done on any old soil and by any old system; but there are scores of locations where it can be done by scientific culture and by close application. You need not go outside the limits of Grants Pass to find a typical case of profitable intensive cultivation.

Four years ago a Swiss farmer came to this city and took hold of a four-acre tract of black, heavy land at the east end of Iowa avenue. There was nothing there but the raw land, and it didn't look particularly promising. In fact the newcomer was informed by his farmer acquaintances that he had made a mistake in taking hold of that tract, as nobody had ever made anything out of it. And the first year's crop seemed to indicate that they were right. However he kept on grubbing and applying the same methods that had wrung wealth from the little valleys of Switzerland.

**An Increase Each Year.**  
Each succeeding year saw a hundred-fold increase in the production of the little place, new additions to the variety of products, and new improvements in the equipment. Today the place stands as a marvel of productiveness and profit, there is a dwelling that is equalled but by few in the city in the matter of interior finish, there is a \$700 irrigation plant in operation, and almost every square foot of the ground is paying tribute to the owner. In short, the place has practically paid for itself and all its improvements.

Exceptional case, you say. Possibly, but it is exceptional in the matter of methods rather than in conditions, for the same conditions of soil can be found in a hundred places about Grants Pass. What can be done by one man ought to be done by a hundred others equally as well.

**Where the Difference Lies.**  
What about the man and his methods? Since beginning this article we concluded to go and "sizeup" this son of Switzerland and his garden

patch and discover what advantage he had over the average Oregonian tiller. We found a plot of an acre or two, fairly boiling over with vegetable growth, grape vines, berry bushes and fruit trees, one crop chasing another off the ground for 365 days in the year. The owner, Jacob Meier, unassuming and unboastful, only laughed when I told him it had been claimed that a man couldn't make a decent living off from five acres of land in this section. "It can be done, and it is being done, by lots of people right around Grants Pass. It is just a matter of getting the right soil and using the right soil and using the right system in cultivation."

**Not Real Farmers.**  
He laughed again, disgustedly, when we spoke of farmers buying supplies for their tables and their stock, in Grants Pass.

"These farmers they don't farm anything. They are all looking for something big and they won't bother themselves with fruit and vegetables and butter. They put in crops by guess and they don't know whether they are making money or not, for they don't keep books. It is more important for a man to use business methods and good judgment on the farm than in business. In business there is only one line of work to be looked after; on the farm there are twenty."

Further questioning and investigation of the grounds brought out several reasons why the average European farmer or gardener will wring sustenance or wealth from a tract of land upon which many Americans would starve or which they would abandon in disgust.

**Loves His Farm and Work.**  
First there is the homing instinct, coupled with an inbred love of the

soil. This man is as devoted to his farm as a book-worm to his library, or a sportsman to his dogs. It is a part of his life. He has been repeatedly offered more than it is worth, but it did not tempt him for the place was more than money. How many American farmer wouldn't dispose of their place in a jiffy if there was a profit in sight.

Again there is a dogged persistence and patience that compels the soil to respond. The average westerner is too restless—to impatient—to wait for results from a slow process.

Again, there is a capacity for detail that is unknown to too many Americans. "If a man is to make money from his ground, he must know what each crop is doing, just as a dairyman must know what every cow is doing. If he doesn't watch everything, sooner or later something will cheat him out of a profit." This man doesn't allow any square yard of his land to cheat him. Everything must pay or it goes out. He "keeps tabs" on income and expense, and at the end of every season can tell by his books how much he has made, and for which crop has paid him the best.

**Works by a System.**  
Again, the man of the Alps works by a system—a system by which he compels his soil to do double duty, and yet adds to fertility instead of robbing it. A series of early spring crops is first taken off and marketed. Then a second series of late summer crops is hurried in. When this is matured, the soil is once more stirred up and a crop of winter onions, turnips and such things is set to work. And through all the series the work of fertilizing and soil building is never neglected. Every season sees more going into the soil than was taken out. Hence, every season the results are obtained with less labor.

This place also illustrates how

## GREAT AID TO BUILDERS

Building Specialties Company Has Created a Big Business During Past Year by Supplying Many Essentials of Construction.

There are many people in this vicinity who do not know that one of the liveliest concerns in Medford has sprung up in a side street just off the beaten trail but sufficiently handy to the business center for all public convenience.

The "ear marks" of the Building Specialties Company of 33 North Bartlett street are prominent in practically every business building that has gone up in Medford during the past year. They are carrying one of the most complete stocks of paints and painters supplies in the city and have just received a large shipment of Wall Paper. They are the local agents of Timms Cress & Company, agents for some of the best of Portland and are Southern Oregon known products of eastern factories. You will find out their shelves a complete stock of the Patton Paint Company, products, the world famous Pratt & Lambert Varnishes and the Chicago Varnish Company's goods. Among their specialties are numbered the well known Duplex Joist Hangers, Cabots famous shingle strains and Dreadinging Quilt, the Bar-Lock Sidewalk Light, Bay State Water Proofings, etc. The store is in the charge of Mr. R. W. Watters one of the best paint and wall paper men on the coast. Mr. R. E. Griswold is a civil engineer and devotes most of his time to the building materials.

The liberal patronage that this company is receiving is thoroughly appreciated and they are building up a strong business on the lines of quality and fair dealings.

large a tract of land can be irrigated from a well. Care in distributing the water counts for more than quantity of water. "Too many farmers and fruit men don't know how to use water," says Meier. "They are always inclined to use too much. I have seen land under the irrigation ditch with six inches of water standing on it. This is an actual damage to the soil. Too much water leaches

out the nutrient, making the soil more difficult to work, and in the case of fruits, impairs the quality. This is a matter they should get post-ed on. Every man engaged in farming or gardening should take advantage of the agricultural college bulletins. They are valuable helps."



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