

PUBLIC MARKET SUCCESS IN DES MOINES LOWEST COST OF LIVING TO THE PEOPLE

Comparative Prices Show Material Reduction Since Its Establishment—Great Benefit to Farmers and Small Producers.

The following article on the Des Moines public market is furnished by E. J. Runyon, who will be market master for the new Medford public market which opens Saturday, May 25. It is from an article in the Woman's Home Companion for February 1912, by John McVicar, member of the Des Moines city commission. It is as follows:

A study of the local markets in Des Moines during the past five or six years proves that the cost of farm and garden products in that city exceeded that of many cities far removed from extensive farming districts. It has constantly been charged that commission houses handling farm and garden products were involved in a combination to control the markets, to discourage the consumption of the products of nearby producers, giving preference to produce that had to be shipped from a distance. This enabled them to maintain excessive prices. These organized commission houses entered into local politics, and ordinances, said to have been drafted in the offices of the merchants, were passed, fixing prohibitive rates for hucksters' licenses, which, when later declared illegal by the courts, were modified sufficiently to get from under the court's ban. Investigations were demanded by the people, but the

result indicated a timidity on the part of the authorities, and the reports submitted determined nothing. Meats and vegetables continued to be shipped from afar, the business kept in the hands of the few, and the cost continued abnormally high. Finally the people and the press took a hand. Now, as we look back upon conditions as they were, and compare them with conditions as they are, we can see how the combine unwisely went too far.

Wagers were made by city officials that there would not be five teams at the market the first day, and, indeed, there were but eleven. Citizens visited the market place more out of curiosity than with a desire to patronize it, but the movement gained from day to day until, after two weeks, the line of wagons overflowed the little park and finally covered six city blocks.

One noticeable result of the new market is that the nearby producer finds a better market with better prices, and at the same time the cost of such produce is greatly reduced for the consumers. The producers claim that through the system operated by the commission houses the sale of home-grown products was discouraged, and at times no market at all was to be found for the local farmer, or that the prices offered were so extremely low as to discourage the home market.

The problem now is how to continue the market and keep it clear from the influences of a semi-political combination.

The Des Moines Commercial club gives the following list of comparative prices on the first day the curb market opened:

Grocers' Prices	Market Prices
Potatoes, \$2.40 to \$2.75 per bushel.....	\$1.50 to \$2.00.
Apples (cooking), 80c to \$1 per bush.....	40 to 60c.
Apples (eating), \$2 to \$2.40 bushel.....	\$1.00.
Tomatoes, 2 lb. for 25c.....	2 lb. for 15c.
Cabbage, 8c per head.....	3 heads for 10c.
Sweet Corn, 25c per dozen.....	15 to 20c per dozen.
Cucumbers, 10c each.....	25c per dozen.
Onions (green), 5c per bunch.....	4 bunches 5c.
Tomatoes, 1-2 bushel baskets, \$2.00.....	\$1.00.
Eggs, 20c per dozen.....	16c per dozen.
Muskmelons, 15c each.....	10c each.
Blackberries, 18c to 20c per box.....	2 boxes 25c.
Carrots, 5c per bunch.....	2 bunches for 5c.

The following are quotations obtained from day to day since the market has been opened, showing contrast in prices:

Grocers' Prices Current	Prices on Curb Market
Milk, 8c per quart.....	5c per quart.
Cabbage, 10c per head.....	10c four heads.
Potatoes, 80c per peck.....	25c per peck.
Cantaloupes, 15c each.....	25c for eight.
Eggs, 25c per dozen.....	16c per dozen.
Corn, 20c per dozen.....	10c per dozen.
Chickens N. Y. dressed, \$1.00.....	50c, live.
Grapes, 30c per basket.....	15 to 20c per basket.
Plums, 90c per basket.....	35 to 45c per basket.

There has been a gradual tendency toward equalization of prices since the opening of the market, and at this date prices at the store and the market are more nearly equal.

It was feared, as Des Moines never had had a public market, that the people would not take kindly to carrying baskets several miles and putting themselves to the inconvenience of delivering their own purchases. It was argued that the telephone and delivery wagon had put the old-fashioned market out of business.

But such predictions and theories have been exploded. It was found that all that was wanted to solve a great economic question was an open road for the producer to reach the consumer, and the consumer the producer.

Each market day all classes of people through the market place, many of the poorer people walking several miles, and carrying their baskets, and many others using the streetcars to carry home their purchases. Clerks and proprietors bring their baskets, take their purchases to their places of business and carry them home at night. It is a most common experience to see scores of automobiles along the line of the market with housewives buying supplies.

A prominent huckster, who has had close relations with the commission houses, after two or three weeks' attempts to discourage the new venture, said: "We must accept the new conditions. Where did all this garden truck come from, and what would be the result if this were a good vegetable year?" The fact is, it has been exceedingly dry in and about Des Moines this year, and compared with other seasons the yield has been exceedingly light.

A noticeable result of the new market is the conservation of fruits and vegetables that were formerly wasted for lack of a convenient market and because of the discouraging reception given the producer when he attempted to sell his wares to the local commission houses. Apples, plums, grapes and vegetables that were formerly allowed to rot or be fed to the cattle, now find a way to the market place to a ready sale and good profit.

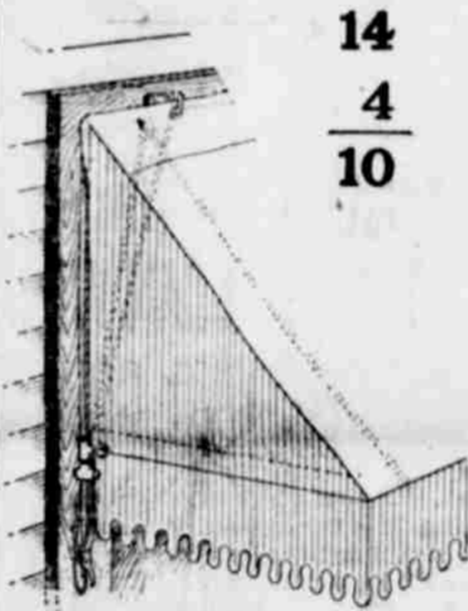
Des Moines is now seeking to provide shelter to house her market through the rigorous Iowa winter, and to encourage the production of home-killed meats. Substantial headway has already been made to this end.

Cedar Rapids, Waterloo, and several other progressive Iowa cities have followed Des Moines' lead in the market venture, all with pronounced success; and wherever the producer and the consumer have been brought to deal directly with each other, the cost of living, as regards the purchase of food supplies, has been materially lowered.

Do You Need Show Cases To Help Sell Your Merchandise?

We have for prompt delivery a few handsome Oak cases in 6 and 8 foot lengths at an exceptionally attractive price if taken now.

Big Pines Lumber Co.



14
4
10

Medford Tent and Awning Company

Manufacturers of and Dealers in
AWNINGS, TENTS, FLYS, COVERS OF ALL KINDS
Duck—All Weights and Widths, Awning, Stripes, Etc.
WHOLESALE AND RETAIL
All Makes of Awnings and Porch Curtains put up at Manufacturers' Prices.
Agent for the
Roanoke Noiseless Ventilating Window Awning
108 E. Front St.
Both Phones, Medford, Oregon

THE Sunrise Laundry

FAMILY WASHING A SPECIALTY. ALL WORK GUARANTEED
Orders called for and delivered. First class work done by hand.
Ladies' and men's suits cleaned and pressed. Tel. Main 7831;
Home, 37, Corner Eighth and South Central Avenue.

Vacuum Carpet Cleaning

We have gasoline power, a large machine, and guarantee all work.
Home Phone 83-K

HOME GARDEN EXHIBIT IS GOOD

The display of school work at the high school which was opened to the public Thursday was augmented Friday by a home garden exhibit by the pupils of the Roosevelt school on the East side. Vegetables are shown in great profusion in one room while in another are fancy chickens, ducks, rabbits, cats, dogs, and other "livestock."

The Roosevelt school is a pioneer in this work. By getting an early start this year in the home gardens the children were enabled to have their gardens produce in time for this exhibit. It is a very creditable one.

CONTRACTOR MUST STOP BLASTING

The contractor who is in charge of the erection of the Christian church on Ninth and Oakdale streets has been notified by the city authorities that he must discontinue his blasting operations in the excavation for the foundations of the building or at least cover the shots so they will not hurl dirt and rock over nearby premises. Several property owners in that neighborhood are complaining.

To Row for Historic Cup

PRINCETON, N. J., May 18.—The 'varsity eights from Columbia, Pennsylvania and Princeton will compete on Carnegie lake tomorrow in a race over a course of one and three-quarter miles. Experts who have watched the work of the various crews in practice agree that the contest is likely to be very close. The winner will be awarded the Childs cup, which was presented in 1879 by the late George W. Childs of Philadelphia. It will be the first contest for the trophy since 1889.

BOXERS ROUNDING INTO GOOD FORM

Bud Anderson and Jack McLellen, the lightweight boxers who are scheduled for a ten round bout before the Medford Athletic club Tuesday night are both satisfied as to their condition. They will continue training until the day before the contest.

It is practically assured that the winner of Tuesday night's bout will be matched with Danny O'Brien, some time next month.

Manager Edwards, in order to fill out what appears to be a high class night of boxing, has secured two special events for preliminaries in which Australian Kelly will meet Young Maxwell, a newcomer from the east who is said to be a good one. They will box six rounds.

In the other events the fans will at last have the opportunity of seeing a real big heavyweight go. Jack Brant who weighs 210 pounds will meet Joe King. The latter is said to be a good one under cover.

Seats on sale at Nash Hotel.

FUNERAL OF DAVID LINN ON SUNDAY

The funeral of David Linn, pioneer will be held at the late residence at Jacksonville, Sunday afternoon at 2:30 o'clock. Warren Lodge No. 10 A. F. and A. M. will conduct the services at the grave.

Mr. Linn was a pioneer in chapter masonry in Jackson county, and a large number of R. A. Masons are planning to attend the funeral.

All the children of the deceased will be at the funeral. They are: Fletcher Linn, president of the Oregon Furniture company of Portland; David Linn, a druggist at Eugene; Margaret Linn of Los Angeles; Mrs. L. J. Gay of Seattle, and Miss Cora Linn of Jacksonville.

The Fan Season Will Soon Be Here

Get your Electric Fan ready for warm weather

We will send a man FREE OF CHARGE to oil and clean your fan and put it in running order. Any missing parts supplied at cost. Do it now. Don't wait until warm weather when all our men will be busy.

California Oregon Power Co.

Good Things To Eat

Groceries and bakery goods that are bought here are right. We wish to call your attention today to our

BAKERY DEPARTMENT

which is complete and modern. Get the habit of turning off of Main on to South Central for your groceries—we can prove to you that you will save money

ALLEN GROCERY CO

DRIVE YOUR TEAMS TO THE

UNION FEED STABLES

FOR FAIR TREATMENT

Lots of shed room and box stalls. It is now under new management and the only exclusive feed stables in So. Oregon.

RAY GAUNYAW Phone 1821