

COMMERCIAL CLUB BANQUET AND JINKS A HUGE SUCCESS

Hundred and Fifty Citizens Hear Eloquence of Orators and Applaud Songs of Minstrels - Excellent Banquet Enjoyed.

Optimism and Enthusiasm Govern Meeting, Which is One of Best Held in Years.

A hundred and fifty representative citizens of Medford and the Rogue River valley sat down to the annual banquet of the Medford Commercial club Thursday evening at the Hotel Medford, enjoyed an excellent meal, listened enthusiastically to speeches of local orators and business men, and applauded an amateur minstrel show by the Revelers' club. Music was furnished by Don Colvig and W. H. Seale. The success of the occasion was due largely to Ben Sheldon, chairman of the entertainment committee.

President J. A. Perry of the Commercial club presided. Colonel H. H. Sargent started the flow of oratory, telling how he came to locate in Medford, and predicting a wonderful future for the city. Bert E. Green of Ashland outdid himself in eloquence over the tourist possibilities of southern Oregon, being forced to bow his acknowledgments, so tumultuous was the applause. W. J. Vawter spoke of orchards as a commercial proposition. Dr. Bagley outlined the prospects of the cannery industry. Dunbar Carpenter described the history of commission government for cities. D. M. Lowe spoke of his recent trip to the Chicago Land Show and W. H. Gore contrasted the present with the past. Porter J. Neff was applauded when he declined to speak on account of the lateness of the hour.

Minstrel Show Good. The minstrel show, including solos by Wm. Vawter, Vernon Vawter, Carl Middlebush, R. G. Smyth, Gerald Snow-Smith, Herbert Alford and Dick Hance, with C. M. Thomas and Dick Hance, was much applauded and it was after midnight before the enjoyable program was concluded.

The following directors were elected for the ensuing year: A. C. Hubbard, J. D. Bell, J. A. Perry, A. S. Rosenbaum, G. Putnam, C. E. Gates, W. F. Isaacs, Ben Sheldon, Guy Conner, S. S. Smith, William Gerig, H. C. Garnett, Dr. E. B. Pichel, A. C. Fiero, Bert Anderson.

Repeating to the toast of "Why I Live Here," Colonel H. H. Sargent spoke as follows: During my more than thirty-two years' service in the United States army I have been stationed twice in Cuba, twice in the Philippines, twice in Washington, D.C., and in the following states: Vermont, New York, Pennsylvania, Georgia, Mississippi, Texas, Illinois, Iowa, Montana, Dakota, New Mexico, Colorado, Arizona, California, Oregon, and Washington. This long service in so many places under varied conditions where, as for instance in Montana, the thermometer in winter would register 40 or 50 degrees below zero, or in Arizona where in summer it would rise to 114 or 118 degrees in the shade, or in the Philippines where the days and nights for the year round were always hot and humid, gave me an excellent knowledge of the climatic conditions and the advantages and disadvantages of these different places for a home.

Taking into consideration all the conditions, my wife and I, several years before my retirement, had decided that either southern California or southern Oregon was the most desirable place for a home of any place we had known.

Medford is Selected. Our final choice was Medford in southern Oregon. After spending a part of one summer in southern California, I felt that the climate there was too enervating; that it had too much of a sameness the year round; and that the summers were too hot. Much of my service had been in the tropics, and I was well aware of the enervating character of a tropical climate. After a few months one gets the lazy feeling and loses a good part of his energy and ambition. He wants to rest—wants to sit down all the time; so tired does he become, that it is almost painful for him to get up out of his chair and change to another. He feels very much as the man, who was said to be the laziest beggar in the world, felt, when he said to the man who was about to give him something: "If you have anything for me, just put it in my pocket."

But in the Rogue River valley there is none of that lazy feeling, none of that enervating climate. Here we have the four seasons, and the winters, though mild, are sufficiently

cold to push the blood rapidly through the arteries and make one active and energetic.

Some of the advantages of the Rogue River valley for a home are these: No typhoons, no cyclones, no tornadoes, no hurricanes, no blizzards. There is very little wind, and very few thunder storms. Nights are always cool in summer, and in the hottest summer days it is always cool in the shade.

Pictures Great Future. Another advantage is that the valley has a great future commercially. It is one of the finest fruit growing countries in the world, containing thousands of acres of very rich, fertile soil, suitable not only for fruit but for wheat, oats, barley, rye, alfalfa and corn, and a hundred and one other farm and garden products.

And within the valley, or immediately surrounding it, it has immense resources in timber, stone, iron, gold, silver, copper, coal, asbestos and other valuable minerals. But this is not all; for as soon as this valley, and this city are connected up, through the Hill road and its branches and the branches of the Southern Pacific, with Klamath Falls and the great bodies of timber near there and with the great fertile plains of eastern Oregon; and from here built on to Crescent City, bringing us within 100 or 125 miles of tide water, our situation geographically and strategically will then be most favorable for great commercial activity.

I was a lieutenant and quartermaster at Fort Klamath, Oregon, twenty-nine years ago when Los Angeles herself was hardly more than a struggling village; and with practically nothing at that time to attract people other than climate and oranges I have seen her grow to an immense city of something like a third of a million people. Bearing in mind this remarkable growth, one does not have to call but lightly upon his fancy to depict a somewhat similar growth in this part of Rogue River valley. Indeed, with its fine climate and its great resources, there is required no stretch of the imagination to picture here a future great city as large as Los Angeles; with its center at Medford, its northern limits extending to the Rogue river, its southern limits to Ashland and beyond, its western limits to Jacksonville and its eastern limits to the top of Ruxy Ann.

Imagine, if you please, that the city of Los Angeles were picked up bodily and dropped down in Rogue River valley and you would have about such a city as we have described. And to many of us who have seen Los Angeles, Spokane, Seattle, Tacoma and Portland go forward with such mighty strides, the picture that I have here presented does not seem to be greatly overdrawn. It is, indeed, more than probable that we are banqueting tonight on the site of a mighty city.

Bert E. Green of Ashland on Utilizing the Natural Wealth of Southern Oregon. Mr. Toastmaster and Friends: Ashland congratulates Medford tonight upon this splendid assemblage, upon the purpose for which it is here gathered, upon its get-together and stick-together spirit and upon its marvelous material achievements.

But little more than twenty years ago you platted a townsite here on bare ground and already you have developed it into a splendid, finished metropolis, the center of population and of commerce in Southern Oregon. I had almost said of the Pacific coast, for the other day, on looking through that splendid New Year's edition of the Medford Mail Tribune, with its thirty-eight pages, its valuable statistics and its artistic pictorial pages, I marveled that such a newspaper could be produced from a community with less resources than San Francisco.

Solid Town Building. Medford has achieved more, in solid town building, and has done it better, than any other city its size can boast in twice the period of time. This region, at this time, is prolific in opportunity. Scarcely yet have we identified our greatest assets, and certain it is we have not yet started to utilize them.

By the end of this year the Pacific Highway will have been completed from San Diego to Grants Pass; that heretofore almost impassable Siskiyou barrier will have been reduced to a high speed road and tourist travel will have been tremendously stimulated.

I fear we do not yet fully comprehend the enormous value of a tourist crop, nor the vast scenic resources with which nature has enriched this section to attract and hold the tourist.

Southern California has demonstrated, once for all, that the tourist crop, not the orange crop, is the

great wealth producer of that section.

Southern California. Down there they reap a ten million dollar harvest every year off of sand dunes and human ingenuity. Nature has supplied them with but two native attractions—a splendid winter climate and a good ocean beach—man has done the rest.

They capitalized their climate at a billion dollars and one hundred miles of average beach line for billions more; not only did they capitalize them, they cashed them, and now have both the money and the attractions.

Wonderful people, those of Southern California, who have made so much out of so little.

Had they been blessed with our soil, our summer climate and scenic resources—our Crater Lake—our Pelican Bay—our Lake of the Woods and Blue Lake—our splendid mineral springs—our tremendous marble caves—our unsurpassed hunting grounds and trout streams—our verdant hills and snow-capped mountains, they long ago would have developed them at a cost of ten millions and cashed them at a profit of two billions.

Neglecting an Asset. While busy with pears we have standing too little of people; while marketing Spitzenbergs at fancy prices we have failed to cash climate and scenery for more; while cannery Crawford's have neglected to cash the gold from our vast scenic resources.

I do not underrate fruit culture; our million and a half crop just marketed is a tremendous asset, but I would develop our scenic resources as a charming and profitable companion to our present industries.

There is a limit to horticultural possibilities—to production—to profitable markets—to area adapted to fruit culture, but there is absolutely no limit to the possibilities in tourist culture. The more that come the more there are who wish to come—the more money—the more hotels—the more local demand for our home produce.

Tourists bring money with them; they do not come to make money; they come to spend it.

Compare the climate and natural attractions of Southern California, if you please, with those of Southern Oregon and you will be surprised to find how great the balance is in our favor.

Rogue River Beats All. For the man who has to live in the same house twelve months in the year Southern California can boast no spot that will compare with the Rogue river valley for comfort. One able to maintain a home immediately on the ocean beach in summer and one at Redlands, Riverside or Pasadena in winter, may find as much comfort there as here, but we cannot find it on the beach in winter or back from the beach in summer.

The only reason Southern California is the tourist Mecca instead of Southern Oregon is that it has intensely developed its every resource and capitalized them, while most of ours have been neglected.

There, what nature fails to do, men do by art; here, where nature is most lavish we have most neglected.

Had Southern California such an attraction as our Crater Lake—but ninety miles from the center of population—think you it would have been left isolated for fifty years with its wonders unknown? No—those people long ago would have constructed a paved highway to it. They would have bound it to themselves with bands of steel, and electric power, at whatever cost, and the world would be now talking its grandeur. They would have made it so easily accessible that hundreds of thousands of tourists would have visited it every season.

Road to Crater Lake. And that is what Jackson county must next do. She must finish a paved highway from Medford to Crater Lake.

What of the numerous and health-giving mineral waters at the head of this valley. There lies the second best lithia spring in the world, with latent power enough to attract fifty thousand health and pleasure seekers a season. Think you that if Southern California had these they would be now lying in stock pastures undeveloped? No—long ago they would have been developed to the limit of art and medicinal worth and hotels and sanitariums would now raise their massive walls about them even into the clouds.

These mineral springs, I am happy to announce, will be at once developed, for Ashland is preparing this year to spend nearly two hundred thousand dollars in mobilizing these splendid waters in its picturesque park and start on its quick transit from a country village to one of the greatest watering resorts in America.

Mineral Waters. And what of that gigantic scenic resource lying but fifty miles southwest from Medford, potent enough, when developed, to attract millions of

tourists to this state—one of the marvels of nature and scenic beauties of the world—surpassing in drawing power Yosemite or Yellowstone parks, more awe-inspiring than Niagara, and more beautiful than any fairy palace ever fashioned in fantastic dream. I refer to the marvelous marble caves of that region. Almost as great in extent as the Mammoth caves of Kentucky—greater even, for aught that is known, for they have yet been but indifferently explored—equal to the Mammoth caves in labyrinthian mazes and far surpassing them in architectural grandeur and crystalline beauty, for the Mammoth caves contain no chamber displaying such gorgeous array of stalactites as many of the halls of this wonderful subterranean palace.

Two miles under a vast mountain, with thousands of feet of earth and rock above it, is a circular chamber of transcendent beauty not more than twenty feet in diameter, with domed roof two hundred feet above the floor—every inch of its inner walls garlanded with snow white crystalline carbonates, and pendant from the dome swan shapes, with white wings extended as if in upward flight, one preceding the other as far as the eye can penetrate the darkness, and in the dim shadows standing out like a band of angels that had been arrested in its flight and turned to marble—water everywhere dripping, and sparkling like diamonds at the tip of every wing.

Oregon Caves. And that is but one of hundreds of the magnificent chambers in that tremendous cavern that thoughtlessness and lack of enterprise have left isolated and hidden in Plutonian darkness—but fifty miles from this spot—which if developed, would be now attracting its thousands of tourists and incident millions of wealth to Medford and the state.

Here, again, is work for the road-builder, for a paved highway, or electric road, must be built from Medford to that world attraction.

The benefits from such development will be state wide, Portland, the Willamette valley and Eastern Oregon will profit greatly from it, for every tourist drawn hither to view Crater Lake or these caves will come or go through Portland and Eastern Oregon.

The best investment this state could make would be an appropriation of half a million dollars, or more, to assist in making these marvelous drawing cards easily accessible.

When we have properly and extensively developed these resources splendid hotels will be built at every resort, comfortable villas will be raised in the coves of the hills, tourists will come luxuriantly with the spring and go away happy and satisfied in the fall, leaving more cash than we now harvest from the best fruit crop our orchards can produce.

Medford the Metropolis. And Medford—happily situated, indeed, in the center around which all of this splendid activity moves—will assume the same relation to the resort of Southern Oregon that Los Angeles does to those of Southern California. She will be the great pulsating heart through which the commercial blood of this section will articulate.

And Ashland, the great home and health resort, with its twenty thousand citizens and thirty thousand tourists, will be to Medford what Oakland is to San Francisco.

And so Ashland extends a friendly hand to Medford tonight, across this festal board. Unity of purpose will accomplish these splendid results—local jealousy and unwholesome rivalry will thwart them. Together we succeed; divided we fail.

This vision, however imperfectly presented tonight, is one which can, and in the near future will be realized, if the communities of this section stand solidly shoulder to shoulder and make the long, strong pull together.

Friends, I thank you. C. E. Whistler's Talk. We are to have next fall the meeting of the State Horticultural society in Medford. I believe in Medford and the Rogue River valley and I feel sure that we will as in the past come through and make good. We want to do all we can to strengthen this state organization and make the meeting the best in the history of the organization.

W. J. Vawter on Condition. The best thing that can be said about the fruit industry is the high class of citizenship it has brought to the valley—the splendid young men who have come to make their way in this district. For the last three or four years the bankers of the middle west have done all they could to discredit the fruit industry. Between now and 1920 we must produce 10,000 cars of fruit and the question of distribution will confront us. This marketing problem must be solved.

The day of speculation has passed. The value of orchards has come down to a business like basis. The fruit business is good. It should not be misrepresented. We can tell the

truth, and I consider it a mistake whenever the prices of land or fruit are misrepresented.

Dr. Wm. Bagley, Talent.

The cannery industry is the most important manufacturing industry in the valley today. This industry is dealing with the food supply of the nation. Fruit picked at any time by this process may be eaten at any time, which when you consider it is rather a remarkable achievement.

Our fruit industry is to be our one greatest industry for we have permanently a fruit climate. We have favorable soil and moisture conditions. As a natural accompaniment of this we must have a cannery.

The cannery assures the orchard man a double market for his fruit. It also permits him to raise a variety of fruit, because a cannery makes a long shipment possible. This is a great advantage.

The canning of tomatoes will be the main industry at present, although there will be canning of beans and pumpkin. The pure food regulations have raised the standard of tomatoes. Rogue River tomatoes now are being recognized as among the very best on the market. A prominent fruit man said this year he would make a contract for 10 years at \$100 a ton for Royal Anne cherries. Every orchard in the valley should have its cherry trees for it aids in pollinizing and is a paying crop. The cherry has been neglected, the apricot has also been neglected.

We grow a peach here which is unequalled anywhere. I believe it is superior to anything grown in California. The peach as an orchard filler is a valuable asset in this valley.

The Rogue river pear excels anything in the world and canned pears will achieve the same reputation. But I think the main by-product of the orchard should be the hog fed on cull apples.

I believe the cannery industry in this valley is here to stay and has a great possibility. All I wish now is a greater home consumption for those products which we can't get out of the valley profitably. When we get together this will come through cooperation.

Dunbar Carpenter on Charters. What I say has no bearing on your present situation. If you draw any morals on my generalization it is your moralizing not my assertion.

When the water devastated Galveston a new form of city government arose to meet that crisis. The city appointed five of the ablest business men to take over the business of the city, and they made such a success that the system was permanently adopted. Since then over 300 cities have adopted this system. Last year Dayton, Ohio, was devastated and the regularly elected officials were unable to cope with the situation, so they followed Galveston's example but with some interesting alterations. They chose a commission which in turn chose a city manager to take charge of the city affairs.

The men behind this movement realized they could not elect men with the necessary technical knowledge to take charge of affairs. Such men would be unlikely to have those traits of character which would appeal to the populace. So they left this to the commission.

These men realized there is competition among cities as among individ-

uals. It is a survival of the fittest. The best managed city will prosper, the poorly managed city will not prosper.

W. H. Gore Optimistic.

After all the most important thing is not the bank clearings or the industrial output from a civic standpoint, but how are your schools, your sanitary regulations, your parks, the social and industrial conditions, the atmosphere surrounding your children and your people. How are these conditions in Medford.

D. M. Lowe of Ashland. I hope there isn't a citizen of Medford within the sound of my voice who isn't a member of the Commercial club. We have today a united Rogue River valley. You have no conception what we have to accomplish next year. We better lower the price of our land and get more people in here. If you'll come to the Page theatre Saturday night I'll tell you more about this. I have given 145 lectures in the east. We had a good exhibit at Chicago, all our own. We had 314 entries from one Rogue River valley farm. We had seven-foot oats and advertised a Stetson hat to anyone who was taller than our oats. Mr. Kimball got some giants from Wisconsin. One of them was 6 feet 9 inches. He opened his mouth and stood on his toes and the oats showed 2 inches above his head.

But what I want to say is this: There is a lot of work before us and the Commercial club must do it. Join it then.

The eastern people want an Oregon

exhibit at their state fairs. We ought to do it. We can't afford to lay down now. Everybody get together.

We have enjoyed a conservative and consistent growth though some may not have realized it. Ask the bankers of this county and you will find their customers are paying more promptly than ever before, that their affairs are in a better and more substantial condition. This is true, Medford is in a better condition than for many years. We have a splendid water and sewer system and extensive pavements. This cost money. Why complain of the high taxes and high cost of living. We are merely paying for what we have purchased.



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