

HOW TO CREATE LOCAL MARKET FOR CANNERY PRODUCTS

BY W. W. WATSON

This article is written for every woman in Rogue river valley who uses canned fruits and canned vegetables and for every farmer in Rogue river valley who has had, has now or would like to have fruits and vegetables to sell to a convenient market for cash, the sale being made to such a market as would keep the money in circulation at home.

In the second instance, the farmers cannot create such a market wholly by supplying it with a good quality of the raw products of their farms; they and the market they encourage need the earnest and constant co-operation of the women who buy such goods and the men and women behind the counters who sell goods to sustain it, for it rests with the latter almost wholly to maintain and enlarge the usefulness of such a market.

The most provokingly indifferent person in the valley who pretends to earn an honest living knows positively that we have the labor to produce the raw goods for the factory to turn out in the form of the finished product at a profit to all concerned, if the market for these products is made a real thing of business entity and maintained by those who use such products. This can be done only by using every dollar employed in the purchase of such things in buying the home product. This is a simple proposition, isn't it?

We Have a Local Cannery

The Rogue River Valley Canning Company, located in Medford and managed by H. D. Hoke, an expert cannery man who has no superior on the coast, paid out for farm and garden produce this season and for the labor necessary to convert it into the finished product, the sum of \$60,000. If the output of that cannery were ten times greater, its outlay in money at home would be \$60,000, wouldn't it? And it would be ten times greater if those directly interested had helped it to create and maintain a market.

Without much help at home, the manager of this cannery succeeded in doubling the output this year over that of last season. The best help he has had was the extraordinary quality of every can of goods he put out. His extra fancy quality of Bartlett pears and loganberries and loganberry juice; his extra standard Kentucky Wonder string beans and the same class of tomatoes, solid pack; the par excellence of his apples and, indeed, everything he cans, has so far done the work for him, after an expenditure of \$60,000 for produce and labor and nearly \$2000 for improvements and additional machinery. With these improvements and additions, he can easily turn out three times as much goods next year as produced this season.

But—will he have the market? Can he, on a \$5000 capitalization, afford to put out three times as much goods, paying \$18,000 for help and produce, and take a long chance on timely sale of the output? He employed this season from 35 to 40 people. Can he afford to employ 100 persons next year on such chance?

That's His Business

Did I hear some one say: "That's his business." It sounds very Medford-like, in a moment of thoughtlessness. Let us see whether or not it's his business or my business and yours.

The establishment of that cannery here stimulated the production of fruits and vegetables of excellent quality by those who sorely felt the need of encouraging a local market for their farm and garden produce. They sold it to this cannery, made a profit on their labor and got the money. Wasn't that their business?

Thirty-five or forty needy persons obtained employment throughout the season in that cannery and got the money for their labor. Wasn't that their business?

In this process of delivering this finished product to the hungry world, from the soil to the consumer—from the raw stuff, which is good hog feed, to the prepared delicacy fit for any gastronomic epicure, whether he live in the poor house or a palace—the manager paid out \$60,000, making a profit, to be sure; but he put the profit back into the plant, so he can buy more produce and hire more help next year, paying every dollar thus spent to local people. Is that wholly his business? Is it not, in palpable reality, a part of your business and by no means to help him to help you and me?

Let me say to the farmer and the workman that it is a serious thing to possess produce and labor, worth good money, and be unable to find a market for them when you are fresh. It means hunger and discomfort and threadbare attire. It means despair, fear, or something worse, helplessness, unanswered prayer and torment

WHAT ZEPPELINS ARE DOING TO CITY OF LONDON



This picture, showing the damage caused by the latest Zeppelin raid, has just been received from our London correspondent. The censor who allowed the picture to be mailed wrote this on the back of it: "Locality where bomb fell between two houses, showing on left bed where another and daughter were thrown into the street, and on the right spot where boy was pinned down by roof."

of soul. Is that your business?—you men and women who have the soil, God's greatest heritage to children of the earth—in which to raise the produce and yet have no market for it. Is it your business, you men and women who have the labor to sell and can find nobody to buy it? Is it, those of you who are separated from beggary only by the veil of modesty pendant from that fragile reed called the spirit of personal pride?

The Cannery Itself

Tomorrow I will tell you something about this cannery itself, as a business institution, and how you can find it a costless pleasure to help it. You will discover that it is your business, as well as that of Manager Hoke's. The farmer who supplies it with the products of his farm will discover that he has a cash interest in it measured by every load of raw material he delivers. So, in like manner, can the workman learn that he, too, is interested in the output of that cannery to the extent of the dollars and cents he gets in exchange for his labor in it.

The home market using the products of the home farm, crystallized by home labor into staple merchandise for home consumption, these home goods paid for by home money, sounds very much like wealth "Made in Medford," doesn't it?

ATTEMPT TO WRECK OWL TRAIN FAILS

SAN FRANCISCO, Nov. 3.—Passengers arriving today on Owl train of the Southern Pacific from Los Angeles, report that an attempt was made to wreck the train early this morning at a point about twenty miles north of Fresno.

Two pieces of sheet iron, about a quarter of an inch thick, and four feet wide, were placed across the rails. The engine knocked one of these sheets off the rails and ran over the other without leaving the track. Detectives were at once sent out from Fresno to investigate. Railroad men believe that the attempt at wrecking was part of the campaign of the Industrial Workers of the World agitators, which has resulted in the last few weeks in the burning of many farm buildings and the destruction of hot fields.

PRICELESS ART IS PURCHASED FOR SONG

EL PASO, Tex., Nov. 5.—Five paintings believed to be by Murillo, valued at \$30,000, belonging to the Roman Catholic Bishop Monte De Oca of San Luis Potosi, which were stolen by officers of Tomas Urbina's command and smuggled to the United States where they are said to have been sold for \$20, have been recovered. The paintings are being held by customs authorities in New York. They are said to have been smuggled to the United States in bedclothing by a man who was ignorant of their real value.

With Medford Trade to Medford Made

CUMMINS HOPEFULLY WAITS TO BE HIT BY A COMPROMISE

(This is another in the Daily Mail Tribune's series of portraits of presidential possibilities.—Editor.)

WASHINGTON, D. C., Nov. 5.—

When placing bets on the republican go-as-you-please presidential nomination race of 1916, it is well to take a chance on A. B. C. as a long shot. Cummins of Iowa is good at 19 to 1. He will have delegates probably in the national convention in about that ratio or a little less. Cummins has several presidential hopes for a number of years. He has played for this particular nomination for at least five years.

When Roosevelt organized the bull moose party, Cummins, who had been friendly to the insurgent, had traveled on the same train with Roosevelt on his western trips. So Cummins placed his political bet on the failure of the bull moose party and remained a republican. He made a speech before the Marquette club of Chicago, in which he was quoted as saying (there is some question as to the authenticity) that the worst republican is better than the best democrat. Which, from a man who had played the role of independent all his political life, was rather shocking.

While the progressives have not gone back and announced their desire to vote for such as Root, Burton, Weeks or Fairbanks, their voting strength fell off two years ago and the republicans noted that falling off as a sign the debt would be to them. A little while ago, indeed, the old-fashioned republicans felt that their victory would be a walk-over and had almost begun to squabble over who should have the coveted prize of the party nomination. Cummins had looked ahead to a time when it would be desirable to make the progressive and standard vote, and he prepared to be a candidate suitable for that compromise.

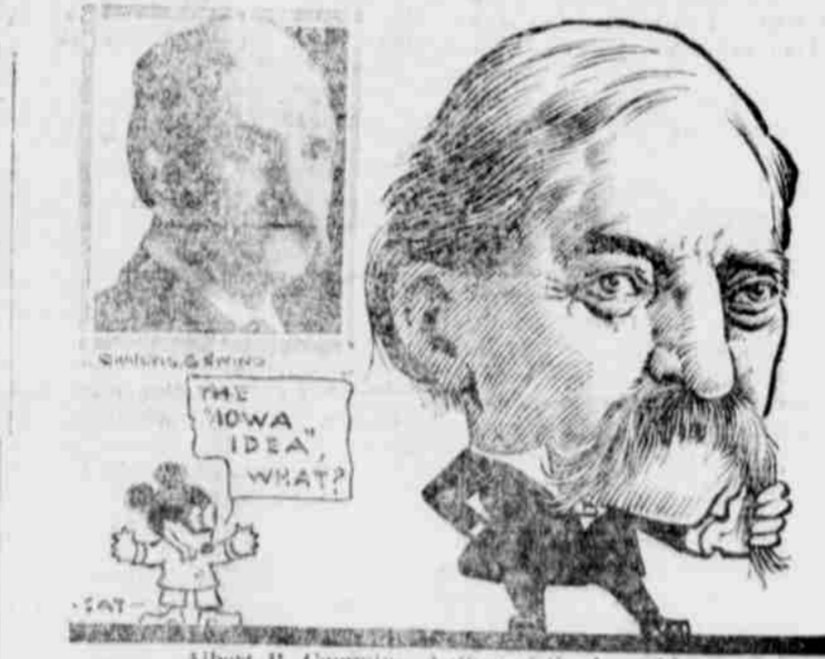
But in one respect Cummins missed his guess. The republicans have, do not see any necessity for a compromise.

They were willing to open the back door of the party temple and let the wayward progressives sneak in, but they are not willing to open their doors with any gold rings, robes or tatted calves; consequently the progressives have evidently decided to get of again into the far country and look for a new dispensation of hucks and a new job of lowering skies.

So Cummins is sitting on the bench with a pleasant smile and with his hat in his lap.

Cummins was the author of the "Iowa idea," which was that the old farmer's land was his right and was not fair to the farmer. Essentially the Iowa idea was to have the state take over Cummins has several years and a constant effort to be done. It had the effect of making the farmer a more important figure in the state and it has been a great success.

Cummins has been an independent in the senate when a thing pleased



Albert B. Cummins, Author of the Iowa Idea

him, even if it was democratic, he supported it; if it displeased him, he said so. Without his support Wisconsin would not have got the federal trade commission.

BOXBALL OPENING A BIG SUCCESS

The opening of the box ball alley at 28 North Commercial last night proved a great success and many of our best citizens could be seen with sleeves rolled up fighting the wooden soldiers for all the world as if their lives depended on their getting a good score. Many of them did get good scores and were highly pleased with their recreation.

A number of ladies attended and enjoyed the game equally as well. All went away reporting a good time. The management will be ready to announce their plans for forming a box ball bowling league and the giving of prizes in a very short time.

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AGRICULTURAL EXPERTS VISIT THE VALLEY

Professor R. D. Hetzer, director of the extension department of the state agricultural college at Corvallis, accompanied by Claude C. Cole, county agent of the college for Union county, were in Medford and other points of the valley Thursday on official business, leaving for the north in the evening. It is probable that Prof. Hetzer will take up the matter of selecting a permanent county pathologist for Jackson county, following the retirement of Prof. Henderson and the temporary appointment of L. G. Heather. The latter gentleman has acquired a deserved degree of popularity as the county pathologist since his appointment and his wide circle of friends would be pleased to learn of his retention.

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