

# PLAN ADVERTISING CAMPAIGN FOR WESTERN APPLES

### Westerlund Back From Spokane Apple Show—Northwest Fruit Council Meets—Federal Co-operation in Solving Marketing Problems.

J. A. Westerlund returned today from the National Apple Show, held at Spokane, and where he also attended the meeting of the Northwest Fruit Growers council.

"We had a very successful and harmonious meeting," says Mr. Westerlund. "A resolution was adopted to raise one hundred thousand dollars, to promote the marketing and publicity by advertising the Northwest apples in the eastern states in local newspapers and magazines. Over one hundred of the leading fruit growers in Washington, Idaho, Montana, and Oregon attended the meeting and all were enthusiastic over the publicity plan.

"We need publicity for our Northwestern apples," said Mr. Westerlund. "Especially in the new territories to which our carload lots go. You have to let the consumer know by advertising that your goods are in town, and when and where they can be had." It was proposed to levy one cent per box on the products for a general fund, and recommendations were made for the appointment of three business men selected from Portland, Seattle and Spokane, these men to be recommended by the clearing houses and chambers of commerce in their respective cities, and to these three men is to be added the chairman of the executive committee of the growers council, Senator W. H. Paulbanus. These men will have charge of the publicity plans. This plan will be along the lines of the publicity plan adopted by the California Orange Growers and their "Sunkist" brand, and the Hawaiian Pineapple Growers.

**Federal Co-operation**  
Mr. J. C. Gilbert of the Federal Market Department of Washington, D. C., was present at the council meeting, and explained how the department was in constant touch with the cars of apples that were sent out from the different districts, and their destination. The object being to aid in preventing glutting of the apple buying markets. Never before has there existed such a good feeling and enthusiasm between the growers and the selling agencies, who are working in harmony in all districts. While the growers council may not have accomplished as much as some would expect, it has with the assistance of the shipper's league, brought about a feeling of good will and brought those interested together, and are fast formulating plans whereby the apple industry will soon be on a good business and profitable basis and prosperity will be with us again.

**By-products Tested**  
Mr. Westerlund was selected as a member of the By-Products committee which held its annual meeting last Saturday. At this meeting it was decided to continue the good work commenced a year ago. It was the opinion of all fruitgrowers present that definite and practical ways of successfully handling the by-products end of the fruit business could be made. Arrangements were made with Mr. D. A. Snyder, president of the Dayton Evaporating Co., of Dayton, Oregon, to ship to him this year from the several apple districts, at least a ton or more of different varieties of "C" grade apples and culls, and ascertain what the evaporated product from each ton will amount to. The finished product will then be compared with samples of other evaporated apples put up in other parts of the U. S. to ascertain the food and selling values, as compared with that of our competitors. It was also arranged to try out "sun-dried"

## WEAK, AILING CHILDREN

Made Well and Strong by Simple Remedy

Here is another letter that has just come to our attention, showing the power of Vinol to build up health and strength for weak, puny, ailing children.

W. A. Smith of Shanesville, Ohio, says: "My little child was puny, weak and ailing, could not rest at night and would not eat. I learned about Vinol and tried it, and within a week noticed an improvement. The child's appetite improved, it slept well, strength and health were soon built up. We think Vinol is excellent for weak, puny children."

We ask all parents of weak, sickly, delicate children in this vicinity to try Vinol with the understanding that we will return your money if it fails to benefit your little ones. For sale at Medford Pharmacy.—Adv.

fruits in localities where this is possible.

The committee reported that a new freight rate had been made by the railroads which would soon be effective and would permit fruit to be shipped from the Northwest on the same minimum rate basis as salmon.

The By-products meeting was well attended. Besides fruit growers there were present bankers, railroad officials, investors, grocers and others interested in the by-products problem, and all freely expressed their views.

The apple show was a great success and a spirit of good feeling and bright future prospects for the fruit growers seemed to be evidenced on all sides. The Rogue river valley as usual captured all the prizes on our famous pears. Mr. Westerlund said: "I had the misfortune to lose out on Newtowns and Spitzenbergers, which scored higher than any other exhibitors for size, color and uniformity, but on account of the long distance and rough handling of the boxes in transit the fruit was bruised and arrived in bad condition, which put us out of the prize winning contest."

## MYSTERIOUS EXPLOSION ALARMS PARIS SUBURBS

PARIS, Nov. 22.—Residents of eastern and northwestern suburbs of Paris were alarmed yesterday morning by a violent explosion. The shock rattled windows at points forty miles apart. The authorities thus far have been unable to ascertain the point at which the explosion occurred. It is suggested that the noise may have been due to the bursting of a meteor.

## WILSON TO TELL HOW TO RAISE COIN FOR LARGER ARMY

WASHINGTON, Nov. 22.—President Wilson will indicate in his annual message to congress which he is now writing how, in his opinion, the money necessary to provide for national defense, as proposed by the administration, may be raised.

This was indicated as the result of last night's conference between the president and Representative Fitzgerald of New York, chairman of the house appropriations committee.

A number of democratic leaders in congress, including Mr. Fitzgerald and Senator Underwood, are opposed to a bond issue to provide for the defense plans because such expenditures would have to be continued from year to year.

### DIED

NEIL.—Mrs. Leander Neil, of Ashland died suddenly in San Francisco, Sunday morning. Particulars are lacking. Accompanied by Mr. Neil she left Ashland for the exposition last Friday. Her body is on the way to Ashland for burial. She was a pioneer daughter of Jackson county. Besides her husband and five children she leaves a large number of other relatives in this vicinity. Her father was Dr. Sisson, one of the old-time settlers in these parts.

PENFIELD.—Mrs. Walter Frazer Brown, who, with her family, is spending the winter in Kalispell,

Mont., writes of the passing of her father, H. D. Penfield, on the morning of November 19 at the home of her brother's family, Lewis C. Penfield, in Evanston, Ill. Mr. Penfield will be remembered here by many friends who will mourn his going. He was in remarkably good health to the end. The night before he played a game of checkers and joked with his grandchildren. He slept well and breathed his last in perfect peace at 6 o'clock. He celebrated his 82d birthday last March. His whole life was devoted to works of Christian

activity and in church and state his loss will be keenly felt.

MOSHER.—At her home on Narregon street, Medford, Or., Sunday, November 21, 1915, Mary Boaze Mosher, wife of John Mosher, aged 49 years, 9 months and 9 days.

Deceased was born in Jackson county, Oregon, and was a daughter of Captain Boaze, one of the early day settlers of the Applegate country and a well-known Indian fighter of this section. Besides a husband, deceased leaves to mourn her death

two children, Mrs. Nellie Sargeant of Goble, Or., and George Mosher of Washington; two sisters, Mrs. Rosa Lincoln, of Chelanis, Wash., and Mrs. Frank Lincoln of Etna Mills, Cal. The date of funeral services will be announced later.

PALMER.—Florence, wife of J. H. Palmer of Gold Hill, Saturday, November 20. The funeral will be held at the grave at Jacksonville Tuesday at 1 p. m., Rev. Shields officiating. The funeral cortege will start Tuesday morning at 10:30 from Gold Hill.

**CHICHESTER'S PILLS**  
THE DIAMOND BRAND  
Largest and Best  
SOLD BY DRUGGISTS EVERYWHERE

**STAR Theatre**  
TUESDAY  
"House of a Thousand Candles."  
A Selig Six Reels

## "The Children's Hour"

Protect the children from the draughts. Keep the damp and chill away with a good oil heater.

Inexpensive to operate—easily carried from room to room. Smokeless and odorless. Dealers everywhere.

For best results use Pearl Oil

Standard Oil Company  
(California)  
Medford



## Perfection Oil Heater

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## Sterling Silverware

The Gorham Company are the largest makers of solid silverware of quality in the world.

Besides possessing intrinsic value, Gorham Silver is noted for beauty and individuality of design, and is accepted as an authoritative expression of the Silversmith's Art in its highest development.

Each Piece of Gorham Sterling Silverware, for your protection, bears this distinguishing trade mark.

TABLE SILVER, DINNER SERVICES, TEA AND COFFEE SETS, TOILET SILVER, AND INDIVIDUAL PIECES.

of exquisite beauty, are included in the offerings by leading jewelers everywhere.

The assortment is so great that every preference may be suited in pattern and at prices to meet the requirements of every purse.

**Martin J. Reddy**  
The Jeweler  
212 East Main  
VISITORS ALWAYS WELCOME



## Have you thought how fortunate you are that this Nation has its face set toward Peace?

**WE** should be thankful for the fact that our country is prosperous; for bountiful crops; for our ability to help our fellowmen desolated by war; and because, here in our own community, the course of trade is going on with little check or difficulty.

The contrast between our condition and that of those war-shattered towns and fields, should make us contented, cheerful over our own better lot. You may think this has little or nothing to do with the clothing business. But any consideration of the benefits of peace which we enjoy has something to do with every business. We should all go about our business, whatever it is, with thankful hearts. Our business is to sell

## Hart, Schaffner & Marx

clothes to the men and young men of this locality. We're attending to it diligently and cheerfully.

## You May Need Some Thanksgiving Haberdashery

We have it—fresh, new and the correct styles for all occasions—Dress Shirts, Neckwear, Gloves, Hats, Underwear, Hosiery, Night Robes, Pajamas

Hart, Schaffner & Marx clothes are here ready for you. Suits, Overcoats, \$20.00 and up.



Other Suits and Overcoats at \$12.00 and up. Dress up for Thanksgiving.