

SHELDON TELLS OF JACKSON COUNTY AT BIG EXPOSITION

By BEN C. SHELDON.

I have been asked to state, for the readers of the Mail Tribune, some of the salient facts and results of the late Panama-Pacific exposition at San Francisco, with particular reference to Jackson county's participation therein.

To gain a fair impression of these results, one must take a viewpoint that permits a broad perspective of the exposition as a whole. Viewed thus, one cannot fail to see that the general impression carried away by the 19,000,000 visitors was one of unqualified approval and praise. This fact gives the individual effort made at the exposition on behalf of any particular section or product, a great initial advantage. It is hard to over-estimate this point in judging of the results to accrue from a participation in the work there. The average visitor was doubtless impressed most strongly by some one or few features, varying with his interests and temperament, but the value of any impression that he carried away with him was proportionately high or low as the general impression of the fair as a whole was pleasing or otherwise.

All Well Pleased

I believe the assertion can be fairly made that practically all the visitors were well pleased with what they came to see; left with a sense of being well treated and given their money's worth. This fact is of first importance. It is due to many causes—among which might be mentioned the open-heartedness of the people of San Francisco and California; their well-known ability to entertain which comes largely from an appreciation of the economic advantage of inviting the stranger within their gates and seeing that he is well treated when he comes; the great pains given to the more esthetic side of the exposition's structure (which includes the exquisite sculpture, architecture, lighting effects and landscape gardening), and last, but not least, the large place that strictly entertaining features played in the exposition activities.

So, firstly, let us clearly appreciate the fact that the visitors went home with the certainty that for many years to come they would look back upon the days spent at the enchanting jewel city, as among the happiest and most entertaining of their lives.

Large Attendance

The second important feature is that the exposition was very well attended and that the attendance was almost limited to Americans, a very large proportion of whom came from the eastern and middle western states, from which the coast must look for its newcomers. The total attendance was a little under 19,000,000. That is a nation of people. It is safe to say, I believe, that no section of the United States failed to send such a quota of that total that it did not receive a decided impulse of interest in and good impression concerning the Pacific coast states. I know this from personal conversation with visitors from every section of the Union.

The third important item is negative so far as present results are concerned. This is that the homesucker, as we know him, did not come west this year. It was a surprise to me how very many easterners were decidedly and favorably impressed with this section of the country, but did not give the slightest evidence of planning for the immediate future of coming out here to live. This was a very constant and common remark among the representatives of the various parts of California. Their disappointment was keen. They saw that the results of the exposition would have to be more or less general and indirect. This applies to our state as well as to theirs.

What About Jackson County?

With this general perspective let us inquire—What about Oregon, and particularly Jackson county? Again, as I see it, the greatest element of benefit to this section lies in the part we played in a thoroughly successful whole. Oregon as a state most decidedly made good. We heard some criticisms during the first month or two, largely due to the slowness in assembling exhibits, but viewed from the standpoint of the full exposition period, Oregon gained a reputation and made a lasting impression upon the vast number of well pleased visitors, that was second to no section of the world. In saying this, I feel that I simply echo the general impression, freely and enthusiastically expressed. That this result was accomplished with such a small (relatively) appropriation, speaks volumes for the good management of the Oregon commission and the officers in charge of the building. The commissioners gave their time and best effort freely for more than two years to this work without compensation, and with the satisfaction of a big work

well done. I believe that Oregonians owe to these gentlemen—Messrs. O. M. Clark of Portland, B. H. Booth of Eugene, Senator C. L. Hawley of Medford, John F. Logan of Portland and W. L. Thompson of Pendleton—a splendid vote of thanks. It was their work, with that of George M. Hyland, managing secretary, that brought to the state an immense amount of most favorable attention and regard.

The Oregon Exhibit

The several counties of California spent with the state government several millions of dollars in placing before the people the attractions that state had to offer to investors and homeseekers. It was a fine exhibit. The Dominion of Canada has built up a permanent governmental exhibit at great cost, which had been to Australia and was collected with the idea that it would be sent to the various nations of the world to display Canadian resources. It also is a fine exhibit.

In the same class was, by general accord, our Oregon exhibit. I often, partly as a matter of my own amusement and partly for the information of companions for the time being, stepped up to attendants in the several palaces or on the grounds, explained that I was rushed for time and could only spend a few hours in the state and national buildings, and asked for suggestions as to which I should see and which I could afford to miss. It was surprising how general was the reply that linked the California, Oregon and Canadian buildings together as those one must see.

Oregon Made Good

Yes, Oregon made good, and the host of visitors to the building were sent away with a good impression of the state and its people as well as the resources and opportunities for capital and home-making. The attendants were uniformly courteous and vied with each other in their efforts to make the inquirer feel that it was a pleasure to answer questions and be of any service possible. The atmosphere of the reception room, with the only log fire in open fireplace on the grounds, which was also the only reception room kept open to the general public during the evenings, reflected the spirit of the "Oregon family" and the impression the stranger got of the state.

Now, as to Jackson county. No one will deny that we did our full share toward this favorable result, and most will admit that we did more than our share. Judged from either the standpoint of showing made or from that of contributions of exhibits, of money and men to the work, Jackson county deserves and is receiving the thanks of all the state. I have heard visitors from every section of the state express this sentiment. I believe the commission feels that we helped them loyally and materially. And as there was an immense number of Oregonians at the exposition, this contribution of ours to the work in which they all took a well founded pride and satisfaction, finds a reflection in their feelings of commendation and praise for this county's share in the service to the state.

Appreciated Better

We are unfortunately so far from the metropolis and several other important sections of the state that our people and their aspirations have been rather misunderstood and under-appreciated by the rest of the state. I believe that is far less the case today than ever before, due mainly to our part in this exposition. If Jackson county gained nothing from her work other than this one feature, it was money mightily well spent, with returns cumulative in value and extent.

Another important fact was that we had a Jackson county exhibit in every part of the building. Our booth occupied a most advantageous position on the main floor. Bartlett's game exhibit was at the head of the incline leading to the second floor, the booth dispensing Bagley cider and Dr. Deane's new temperance drink was in another corner, while the excellent Kiser colored photos of Crater Lake covered the wall from the main entrance round to the center of the opposite end wall.

To this must be added the actual direct benefit to the county through the number of people with whom the county's representatives talked. This is decidedly large, though not as large as we had hoped a year ago, for the reason that relatively a small number of those to whom Rogue River valley was talked were, for the present at least, contemplating a change to the coast. I am glad that I can truthfully bear witness to the loyal and valuable work done for the county by Mr. Frohbach of Ashland and also by Mr. Bartlett of this city. The former had charge of our booth and never let an opportunity slip by to turn a trick for this county and our people. Mr. Bartlett's game display was most tastefully gotten up and made a fine impression.

Display a Feature

The impression. No one fact was impressed on my understanding more strongly than this—that an exhibit, and it was the nature of a "feature" and it was these features that left viewed by great number of people in conjunction with many others of sim-

JEWELS VALUED AT \$4,000,000 LOST ON THE TORPEDOED PERSIA



Jewels valued at \$4,000,000, which the Maharajah of Kapurthala had given to his wife, formerly Anita Delgado, a Spanish dancing girl, were lost when the Persia was sunk in the Mediterranean by a submarine.

ilar nature, must be out of the ordinary, distinctive, "impressive," to leave a lasting impression, and it must be pleasing to have that impression one that is valuable. Southern California's wonderful collection, prepared at great expense and with painstaking care, absolutely failed, in my judgment, to attract the visitor or leave a lasting impression, for the fact that it was absolutely conventional. Hood River's mammoth apple was the opposite. And exhibit in

motion attracted more attention than a "still life" picture. And so Mr. Bartlett's hunter's camp arrangement of his game specimens was most effectively and inexpensively done, and gave a fine impression of this section's attractions to the sportsman. I saw and talked with probably 300 auto tourists to whom I carefully explained the attractions of a trip into this section. A percentage of them came. I also wrote articles on this trip

PUBLIC MARKET GREAT REGULATOR PRODUCE PRICES

"The public market is the great regulator of local produce prices," said Mrs. Hyle at the public market Saturday afternoon, while there doing her market-day shopping. "It solves the problem of obtaining good, fresh produce more cheaply and generally in better condition than we could get them without it," she continued. "It appreciably reduces the amount of the household budget for the month."

Inquiry among local producers of vegetables, meats, poultry and fruits who find ready sale for them at the public market elicited the assurance that a greater effort will be made during the coming season to supply the demand for country produce. The drought cut short the supply last year. Many will overcome this on small tracts this year by obtaining water for irrigation purposes. In this way they will insure a better yield and an improved quality of produce. Under fair conditions and good management a public market should succeed where the city population is sufficient to exact a demand equal to the supply of the rural districts. The fact that the Medford public market has succeeded is due to the interest generally taken by producers to supply a first-class quality of truck and meats and to the modern methods employed by Superintendent E. J. Runyard in its management.

The desire to patronize the market is encouraged by the ability of the purchasers to obtain what they want in the form of fresh produce at fair prices. Free competition is maintained in the stalls of the market, which is an assurance against fixed

prices. This prevents the abnormally high prices that obtain in many places among retailers in the stores in which fresh produce is merely an incident of the business. The best supply during the past year came from the irrigated tracts. The yield was much greater, and the quality better and the vegetables and berries were kept growing and maturing during a much longer period.

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