

# ADVISED LIME ONLY WHERE SOIL WAS DEFICIENT

By W. W. WATSON.

I am glad, indeed, that it may not yet be necessary to take down the sign at the entrance to the experiment station at Talent and place an emblem in its stead. So long has it been officially silent that residents of that vicinity have nicknamed it "The Hermitage" and farmers throughout the county had practically forgotten its existence. A letter published in this paper yesterday signalled its superintendent's return to consciousness. That message contained the first printed suggestion of information from that source since February, 1915.

Briefly, that information is to the effect that that station in its five years of existence has collected for analysis soil samples from all the leading soil types in the county, although no analysis has yet been made; that that work was begun last summer and will probably be completed next summer, when a bulletin will be printed concerning the results; that during the summer of 1915 thirty complete experiments were conducted on as many different farms in the county and that during the fall of 1916 another bulletin will be published exposing the results. After all, it is only a promise of information later on.

### Misleading Inferences

Let it be said, now for all time, that this paper never has published, under my name or otherwise, to my knowledge, the statement that the entire area of this valley is deficient in lime content. On the other hand, it has printed under my name the statement that certain soils need lime; and then I proceeded to describe the conditions under which lime is necessary and the method of its application. I have also described some of the "symptoms" that indicate the need of lime; and I followed it with a statement of the effects of lime in sour soils and other conditions of soil deficient in carbonic acid, together with the action of lime flour in rendering plant food available. I have never advised the use of lime without first determining to a certainty that the soil in any given instance needed it, any more than I have prescribed a physic for a farmer who is physically well. I have a right to believe that the superintendent of the southern Oregon experiment station knows this to be a fact, for the Mail Tribune is an extensively read newspaper. Why these inferences, then, in his public talk and printed persiflage?

### What Has Been Done

Anyone who knows anything about the geological formations of southern Oregon realizes that it has stored under its rugged ribs a great abundance of limestone and that the purest limestone in the state is found in this district. But that should not be taken as indicating that there are not extensive soil areas in this region without a sufficient content of lime. I have not been concerned in that fact so much, in my published statements, however, as I have been in an effort to teach the farmers the great value of the application of lime where lime is known to be needed. That is as far as I have gone—and many farmers have come to me personally to ask for more information about lime. Why do not these farmers go to the southern Oregon experiment station for that counsel? Those of whom I have asked that question have answered it generally in four words—real western American words, less elegant than profane. Looked in the sanctum of his laboratory, the genius of that institution is a mystery. He cannot be reached. Even when a prominent citizen of another state was recently taken to the station, seeking information, he was snubbed. "The professor is too busy," came the answer. Hence, the farmers seek other counsel. If the station superintendent is too busy with his primary studies to be of service to the public, the farmers would better hire a substitute and send him back to college.

### Why the Exception

In the experiment station article printed yesterday, its author cited only the exceptions, rather than the rule, relative to what content of lime certain soils contain. An orchardist or two were in trouble over defective tree growth. Investigation, it is alleged, indicated an excessive quantity of life in the soil. Should another orchardist or farmer twenty miles away conclude from that result that his trouble, too, is from too much lime? Is that sort of kindergarten stuff that we desire to eliminate from our soil investigations and the conclusions reached therefrom—and the superintendent of the southern Oregon experiment station may as well understand now that we intend to do it.

If agronomists are to be guided by the exception instead of by the gen-

eral rule, the San Joaquin valley would be passed up as a desert, for one can shovel up alkali by the tons from the surface of any one of many areas therein; and yet the San Joaquin is one of the most productive valleys in the world.

### The Fact Is This

The conduct of the superintendent of the southern Oregon experiment station impels the impression that nothing must be said that will aid the farmer to improve his farm, enlarge his crops and increase his income without the imprint of the station bulletin. Obviously his only animus in attempting to mislead an audience of orchardists and farmers concerning what I have said about the uses of lime was to notify me that I should "quote" the great intelligence of the experiment station on these matters—or drop them. There was no legitimate excuse for the tacit fling or the creation of misleading inferences.

That sort of thing is peculiarly Reimeresque. Note what he says about the amount Jackson county farmers pay of the sum necessary to maintain the southern Oregon experiment station. Only \$50 do they pay? Is that his excuse for ignoring them? Are the farmers of this county to understand that, because they pay only \$50 directly toward the support of that institution they are entitled only to \$50 worth of service? Why, then, do they not get the \$50 worth?

### Just One More Fact

I want to say this to Superintendent Reimer—and I say it without anger and without any suggestion of threat: We intend to get some benefit out of the southern Oregon experiment station and we do not intend to limit it to \$50 worth. The people of the entire state are taxed to support that institution—and that fact doesn't lessen its superintendent's responsibility one whit. We intend to make it useful, not only to the people of Jackson county, but to the people of the entire state. It is not a political sinecure. Too much politics in the farming business is just as dangerous to the farmers' interests as too much lime. The farmers of this valley want service from that station and they are willing to pay for it. For that pay they demand a reasonable equivalent.

## NEW STEAMER FOR NORWEGIAN SERVICE

SAN FRANCISCO, Feb. 1.—A contract for construction of a 7100 ton steamship, to be used in the Norway service, has been let by George W. McNear of this city, according to announcement today.

The new vessel is to be a sister ship to one being constructed by the same contractors, Moore & Scott, for the Ralph Navigation and Coal company at yards in Oakland. The contract price is \$780,000.

## HEATH TO OPEN NEW DRUG STORE

Fred L. Heath, who recently purchased the Diamond pharmacy, reopened the store again Tuesday and it will be known as Heath's drug store. Mr. Heath has had thirty years' experience in the drug business, came to Eagle Point from Michigan five years ago and has been running a store there ever since.



### Agreed

Many leading gas-engine experts have recently declared that lubricating oil made from asphalt-base petroleum gives best results.

Pacific Coast motorists made the same discovery years ago. For the majority have been using Zerolene in preference to all other oils. They agree with the experts.

Zerolene is made from selected California petroleum— asphalt-base—under the unequalled refining facilities of the Standard Oil Company. Next time you empty the crank case, refill with Zerolene.

**Standard Oil Company**  
(California)  
**ZEROLENE**  
The Standard Oil for Motor Cars

## MARKET EXPERT DISCUSSES FUNCTION OF MIDDLEMAN

INDIANAPOLIS, Ind., Feb. 1.—

"The average middleman is performing a vital economic service as a banker, an assembler and a distributor of fruit and produce," said G. Harold Powell, general manager of the California Fruit Growers' exchange, in an address before the National League of Commission Merchants here today.

"What is needed," continued Mr. Powell, "is less radical discussion of the middleman and a better mutual understanding of the problems of the producer, the jobber and the retailer, to the end of developing a better working relationship in solving the big problem that affects us all—that is, wider distribution of the rapidly increasing fruit and produce crops."

### 8000 in Combine

The California Fruit Growers' exchange, of which Mr. Powell is general manager, has a membership of 8000 growers and ships the famous Sunkist brand of oranges and lemons. Mr. Powell is recognized as an authority on citrus fruits and distribution, and based his statements upon the exhaustive marketing investigations recently conducted by his organization.

A few years ago, when distressing marketing conditions forced the citrus growers to band together, they solved many of the questions which had previously afflicted themselves upon the industry. Today 65 per cent of the fruit from California's 200,000 acres of citrus groves is handled through this exchange.

"For several years," said Mr. Powell, "the exchange has been making a scientific study of merchandising practices as well as production and marketing costs. We now know the cost of every step in the distributing process from the time the seed is planted to the time the fruit is delivered to the consumer's doorstep.

### Recognizes the Jobber

"With these facts before us, the

citrus industry recognizes the economic necessity of the jobber and retailer in the distribution of its products to the one hundred million people of this country. Our ideas of co-operation are now being extended to the 2500 jobbers and 300,000 retailers who handle oranges and lemons in this country.

"As far as the popular clamor for a reduced cost of living is concerned, we believe that the principles upon which the exchange is organized are fundamentally sound. Statistics show that its business methods are the most economical of those applied to the marketing of any agricultural crop in the country. We have minimized the cost of supplying fruit to the jobber in the country's markets. We will work with the jobber and the retailer in an effort to secure a better mutual understanding and to build up a bigger and therefore more economical business on perishable products. Only by this means will California's tremendously increased shipments of oranges and lemons be distributed to the people of this country in a way that is satisfactory to producer and consumer alike."

## STEEL WORKERS GET INCREASE IN WAGES

NEW YORK, Feb. 1.—The United States Steel corporation put into effect today an advance of ten per cent in the wages of its employees. It is estimated that the increase will add between \$12,000,000 and \$15,000,000 to the corporation's annual payroll and that it will affect about 250,000 men. Of this number approximately 150,000 are laborers whose pay heretofore has been between 19 and 20 cents an hour. They will receive hereafter 21 to 22 cents an hour.

PHOENIXVILLE, Pa., Feb. 1.—Notices announcing a ten per cent increase in wages effective February 28 were posted at the Phoenix Iron company's plant here today. Several thousand men are employed at the works.

Officer Pulse is a traffic cop at the most congested point of Cleveland's heavy traffic district.

**Cottolene**  
"The Natural Shortening"  
Cottolene makes foods taste better—it blends quickly with the flour, it enhances the flavor. When you make biscuits or pie crust, give the good flour you use the advantage of being shortened with Cottolene. When you fry potatoes, chicken, or anything else, fry them in Cottolene so that the real flavor will be enjoyed.  
Use Cottolene for all your shortening, frying and cake-making. Your grocer will supply you regularly. Pails of various sizes.  
THE E. C. FAIRBANK COMPANY

**STAR THEATRE**  
WHERE THE CROWDS GO

**TODAY**  
"The Circular Staircase"  
A Solig Red Seal Play in five thrilling parts filmed from the adventure story written by Mary Roberts Rinehart. A Smashing Story; and a Thrilling Plot.  
This is the picture hundreds have been waiting to see. If you like a good one, SEE THIS ONE

**LAST TIME TONIGHT**  
**Theda Bara**  
in  
"SIN"  
A Photo drama of trenchant power and virility featuring the most discussed woman on the Shadow Stage.  
"NEAL OF THE NAVY"  
**PAGE** MEDFORD'S Leading Motion Picture Theatre  
Prices—Matinee 5 and 10c. Evening . 5, 10 and 15c

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MEDFORD'S LEADING MOTION PICTURE THEATRE

## TOMORROW AND THURSDAY



Blanche Sweet

We have had great pleasure in securing for this theater the most costly photoplay ever shown here—one you will talk about for months. It is wonderful—two years ahead of its time—with a cast of stars no other picture has ever had.

**D. W. Griffith**  
Producer of  
"Birth of a Nation"  
Now Presents His  
Supreme Achievement

# AVENGING CONSCIENCE

**TOMORROW and THURSDAY**

- STARS**  
(Entire "Birth of a Nation" Cast)  
BLANCHE SWEET  
HENRY B. WALTHALL  
MAE MARSH  
Spottiswoode Aitken  
George Siegman  
Mrs. Josephine Crowell  
Ralph Lewis  
Robert Harron



Henry B. Walthall

Most Costly Picture Ever Shown in Medford  
**MATINEE AND NIGHT**

**D. W. Griffith Says:**  
"AVENGING CONSCIENCE" is my supreme achievement. It is a greater picture than my "Birth of a Nation"  
"Avenging Conscience" is two years ahead of its time.



Mae Marsh

**Tomorrow and Thursday**

"AVENGING CONSCIENCE" played an entire week at Heilig Theater, Portland, at high prices.  
**PRICES HERE:**  
Adults 25c  
Children 15c  
Balcony 15c