

NEW MERCHANTS BUILDING AT JACKSON COUNTY FAIR IS A REVELATION IN ENTERPRISE, COLOR AND BEAUTY

The new Merchants' Building with its many commercial exhibits is an exposition in itself and requires a day to see it all. It is a colorful monument to the progressive spirit of Medford's merchants.

Upon entering the gaily decorated pavilion one beholds a veritable riot of color, sundry booths housing thousands of household articles and presided over by smiling representatives of the city's business folk. "Welcome" is an unwritten word, readable upon every wall, and the spirit of gaily and pleasant greeting permeates the whole atmosphere of the huge structure.

One is awed by the beauty and artistry of the various booths which have been decorated at considerable expense and with much care.

It was long after both hands of the clock had gone "over the top" when the many workers said "done" and wended their weary way homeward. The strain and toil of preparation is known only to those present, and little do spectators realize how tremendous the task has been.

In addition to the central display of the Steinway Duo-Art piano, Weeks and Orr are showing phonographs, pianos, furniture, toys and a rich collection of rugs on the walls of their double space. The members of the firm are present to meet their many friends.

H. G. Launspach, assisted by Fred Moore and Sergio Holman, were sent by Sherman, Clay & Co. to demonstrate the musical instruments. Mr. Campbell came here also to discourse on the many gorgeous specimens of oriental rugs. Miss Leona Mouten, of Steinway, the Weeks & Orr display is one of the big attractions in this building.

Heddy and Co.
A rich display is that of a treasure house in miniature, tastefully decorated by Heddy & Co. Where gems and gold are fairly sold, as they say. Mrs. J. F. Reddy, Miss Mabel Weedon and L. J. Schade have credit for this fifty little show. They are also present during the fair.

Eden Valley Nursery
If Tiffany were a florist he would have nothing on N. S. Bennett, proprietor of the Eden Valley Nursery, for his ample booth is one of the magnets of the building. It is a symphony of color and fragrance. With a formal background of apple-green French gray and framed in orchid with light violet ceiling, it makes a pleasing setting for the myriad varieties of flowers, small evergreens and all manner of living, growing things from the quality nursery operated by Mr. Bennett. Many spectators tarry in front of this booth, and remark upon its beauty. The middle of the artistic setting is crowned by a small and colorful display of fruits and berries, all produced by plants from his gardens.

Holmes for Insurance
A model house on fire is a clever reminder of what might happen if one's home were burning, and subconsciously causes one to think of insurance. Whoseby R. A. Holmes, the insurance man since 1907, gets over his message to the public. "Today," says Mr. Holmes, "humanity is going in for preventative measures in all departments of life, and the home is one of the first to be safeguarded." His novel display is attracting attention and causing much reflection.

"Many people have died from hard work" is a new scientific saying, which is amply illustrated in the Woodrow Washer display of W. E. Dooley & Co. This modern laundering mechanism is not only practical but good to look at with its electrical equipment and shiny trimmings.

Farm Bureau Display
Of particular interest to all ranchers is the large sample booth of the Farm Bureau Co-operative Exchange, of which W. T. Dougherty is manager, with Carl J. Browner in charge.

Assisted by J. J. Herring. The bureau comprises 700 progressive farmers of Jackson county, incorporated as a selling organization handling grains, feed, seeds, fertilizer and spraying materials. This show is cleverly gotten up and is interesting to everyone.

Klocher Printery
A small booth with a big message is that of the Klocher Printery which shows the processing of paper from tree to printed page. It also shows by samples the steps by which multiple color printing is done. The booth is in black, symbolic of "printer's ink," with a dash of orange for life.

B. J. Palmer and C. H. Isaac of the Palmer Piano House have erected a replica of their musical home where they are telling the merits of the Knabe Ampico, Cheney radio-phonographs and standard Victrolas.

Brown and White
Messrs. Brown and White of the realty agency bearing their names have built a tiny bungalow with grounds and real soil, small trees, and lighting effects and are telling the merits of Medford in a boosting fashion.

H. E. Marsh, Grocer
A "silent salesman" sort of display is the rather conservative offering of H. E. Marsh, the grocer. L. A. Crane did well in decorating the corner of the store with its high class imported goods for the epicurean and its counter of local fruits and canned goods. Baskets of California oranges and Florida grapefruit vie with each other for citrus honors. A neat cart of thirty years experience in catering to the grocery trade is the bribe of Mr. Marsh. This display attracts many, especially the cooks.

Minkler Radio Exhibit
L. D. Minkler, the radio man says "Tune in with a smile" and he, with Mrs. Minkler, are on hand to live the admonition and show the many late works of radio, together with the new L. C. Smith typing machine. This booth makes a hit with all, but more especially Young America.

Another silent show is the interesting group of samples of modern building materials from the Medford Lumber Co., including woods, shingles, roofings, wall boards, concrete blocks and so forth.

Louis Ulrich's Display
Many visitors do not realize that perhaps a majority of the business shows were designed and decorated by the wives of merchants. One particularly interesting is that of Louise Ulrich, where everything in the food line is shown before an artistic background.

Mordoff and Woolf
Of startling resemblance to a musical instrument is the Heptrola home heater, part of the display of Mordoff and Woolf, who also show a range of modern type and a good looking stove. The Heptrola has a crank and one youngster remarked that he guessed you just wind it up and put on a hot record to keep warm.

The latest in ranges and floor appliances, with artistic wall fixtures and an attractive chandelier are high lights in the bright display of Paul's Electric Store, where B. W. Paul hovers around greeting friends. H. V. Sheffield is in charge of the booth. Outside he shows an electric farm pump, with tank to measure the volume of water thrown.

Toggerly Bill
Issac's Toggerly makes a snappy display of clothing for both sexes, neatly decorated by Arthur Heas, the famous Hart, Schaffner & Mark line is featured, with the usual glowing illustrations.

The Medford Furniture and Hardware Co., with its many members have gone to considerable trouble to exhibit some luxurious household goods and many practical articles in the tool and hardware line. They

have a double booth which causes much favorable comment.

People's Electric
A. B. Cunningham and A. A. Alender of the Peoples Electric Store have placed every conceivable lighting fixture in their booth, which is surrounded by an electric sign with another outside the building. Their decorations are interesting, being the new Maxfield Pariah-Mazda lamp paintings. They feature a home refrigerating plant, which, when power is universally used, will be on practically every farm. It cools by coil and produces a drawer of tiny ice cubes for table use. Ben Trowbridge decorated and is in charge.

Of interest to down town male population and office women is the commercial apparatus shown by A. H. Miller of the Medford Book Store. It includes Westmade desks, of Portland, Y & E filing cabinets of latest manufacture, Victor adding machines and safes and Royal and Corona typewriters. R. R. Shreve managed the booth and is in charge. It is attractively gotten up in pink and gray crepe paper.

Modern Plumbing
What can be done in an artistic way with iron and clay is shown in the clean and inviting display of the Modern Plumbing & Sheet Metal company, gotten up by Messrs. Williamson and Erickson. They have two booths, one as a modern bath and the other as a metal shop with furnaces. As a health measure the bath is essential and they are stressing this point in an interesting manner, illustrated by a fine showing of the modern bathroom. They also have a drinking fountain with cooled water from an ice coil, where all may quench their thirst, gratis. See the picture by all means. It is educational and shows what is being made on the coast.

Mann's a Fine Display
Silent but rich and expressive is the attractive showing of Mann's Department Store, where J. C. Mann has arranged many samples of ready-to-wear silks, etc. This booth is a magnet for the feminine visitors, and although silent, it speaks volumes to those who appreciate the better things in wearing apparel and such.

Big Pines Lumber
"Own your own home" might be a slogan over the entrance to the absorbing demonstration of building materials from the Big Pines Lumber Co., where Messrs. Theieroff & Porter have gone to some expense in erecting a "sheetrock" house of their own design. It shows just how this board is used in constructing the modern home. Two surfaces, plain and finished illustrate the economy of this material.

Crater Lake Hardware
H. A. S. L. and P. M. Leonard, with R. E. Walker, of the Crater Lake Hardware Co., are featuring the Mottag Washer, but it is a fine demonstration of another labor saving modern device. Many a woman looks with appreciation upon this sort of a machine and the men as well examine them closely, for they are indeed a desirable thing in even the smallest homes.

The Golden Rule
Another attractive ready-to-wear display is that of the Golden Rule Co., where W. F. Wygant and Mrs. Wygant are holding forth. They have produced a very pleasing display, a miniature fashion show of togs for both men and women.

Virgin for Radios
W. J. Virgin of the radio service bearing his name tunes you in on nearby broadcasts at his display. Brown's Electric Shop is also showing batteries and other radio equipment. Mr. Virgin has some of the latest air music boxes which is interesting not only to the fan but to the casual on-looker.

Medford Laundry
A laundry is hardly to be classed with a store, but today this business is one of the most important factors in the home establishment and the Medford Domestic Laundry is well represented where Glen Fabrick has created a display worthy of attention. It is a clean, snappy blue and white booth with a pyramid of shelves showing what the modern laundry can do. The place smacks of cleanliness and purity, two essentials for good health. It is a revelation to many who do not realize the extent to which this laundry handles fancy goods and delicate fabrics as well as lace curtains and so forth.

Showing the progress of Medford in enlightening manner at the main object of the Jackson County Building & Loan association exhibit. C. M. Kidd is president, G. C. Boggs, secretary and A. L. Hill, manager.

Pantorium Cleans Up
How a suit of clothes can be soiled and brought back to life through modern cleaning and pressing is the feature at the booth of the Pantorium Dye Works where Mrs. H. F. Meador is in charge. Dyed goods, garments and many fancy pleatings are displayed in interesting fashion.

Fragrant is the incense and toilet preparations display of Heath's Drug Stores where F. W. Heath is present to explain the aesthetic values of imported and domestic drug articles. This popular booth was decorated by M. L. Prunk.

"An all-round cereal food for old and young" is the information given in pleasing manner with a real creamed sample of Roman Meal by Mrs. Viola Duncan, who came from Portland to demonstrate this product. L. F. Soklich came down from the Tacoma factory to prepare the exhibit of health building meal. This firm is doing good work along educational lines, telling mothers how to feed their infants with the products, which can be baked or boiled.

It is also interesting to know that Dr. Jackson, inventor of this health food, won the national essay contest on health and diet, conducted by Physical Culture Magazine. Incidents tally the Roman Meal people are starting a big advertising campaign in five large periodicals and newspapers throughout this country, among which is listed The Medford Mail Tribune.

The Covered Wagon the attraction brought here by the Hialto Theater for Fair Week, is sure doing a land office business; they played to practically capacity all yesterday afternoon and were turning people away at 7:45 last night.

People are coming from all over the southern part of the state and northern California to see it, the popular prices which are being charged causes lots of people who have already witnessed this play to come again.

with additional plants in the near future.

The yearly receipts amount to \$1,379,544. A quarter of the earnings is spent for labor alone. This means a fat payroll at many points. Medford gets its share, which is a large amount. In addition many employees make their home in and around this city, this being the Home Office of the company.

The grand total invested is over eleven millions. One out of every eight customers is a stockholder, receiving an income from power generated by the mere fall of waters in the mountains!

Numerous placards give statistics on past, present and future activities of the California Oregon firm, together with additional data on consumer service, etc.

With power, lumber, fruit and other agricultural products the residents of Southern Oregon may well be proud of their territory. As some say, "only the surface has been scratched." Mineral deposits hereabouts are merely awaiting the pick and shovel. Acres upon acres are almost becoming the producer's hand at the barrow, and dozens of small industrial lines may be developed almost overnight. Medford and its rich environs is at the small end of the horn of plenty, having

able for its own use and tipping over the big end to the world at large through rail and steam lines.

Increased use of electrically driven farm and household machinery, with city and rural lighting, have caused a big jump in demand for energy. Consequently the Copco corporation has had to meet this demand by new plants and lines. And the end is not in sight. The existing year calls for a construction program to break all records.

In this respect, better home lighting

will come in for its share." It promotes public health and welfare. The company was not slow in recognizing the fact, hence the preparation of a "better home lighting" contest for students. A sign in the display explains it in more detail. Every school child should inform himself concerning this contest. Not only prizes will reward the winners, but honor and glory.

Notice
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COPCO COMPANY EXHIBIT THRILLS CO. FAIR VISITORS

One of the numerous reasons for Medford's progress, and the advancement of Jackson County and Southern Oregon is the tremendous increase in electrical activities with the consequent addition of home and business enterprises. This fact is graphically demonstrated across the north end of the Merchants' building, where the California Oregon Power company is displaying a huge map, dotted with lights, names and figures.

H. L. Bronley, assisted by J. J. Skinner and a crew of Copco employees, prepared the exhibit which calls for at least thirty minutes of a visitor's time to inspect and digest the many statistics. It was a big task to construct and erect the giant map with its many colored bulbs and wiring equipment.

One interesting fact brought out by the display is that 84,000 people in territory on both sides of the state line constitute the population being served. This area equals five New England states; a kingdom in itself larger than some European nations! Eight counties are embraced.

Among the many figures one learns that 80 million kilowatt hours are generated at the nine plants. The horsepower developed at these nine plants reaches 51,670. This is to be increased

with additional plants in the near future.

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