

FORUM IS TOLD NEED CIVIC UNITY

Jenkins Predicts Brilliant Future for City With Co-operative Effort of Citizens—Eugene, Klamath and Medford Outstanding in State—Civic Council Praised.

There are three cities in Oregon that will in time compare favorably with Spokane and Tacoma in Washington and with Sacramento, Fresno and Pasadena, in California, declared Frank Jenkins, publisher of the Eugene Register and the Roseburg News-Review, last night at the Hotel Medford, delivering the main address of the Chamber of Commerce forum, attended by over 80 people. Based on surrounding resources and the loyalty and cooperation of its citizens, he chose Eugene, Medford and Klamath Falls as the three outstanding Oregon cities.

"You may think I am foolish in making such a declaration," he said in part, "but I have given the matter careful study and find it is a natural situation. Around Medford you have over 50,000 acres of fertile land, and this year from 11,000 acres you harvested a crop valued at five millions of dollars. If you would compare returns from this acreage with the fertile corn land in Nebraska and Iowa, you would find that it takes 20 acres of corn to bring as much revenue back to the farmer as one acre of your fertile orchard land.

Predicts Population.
"I believe in your future here perhaps more than you do yourselves," continued Mr. Jenkins. "Fifty thousand people for Medford would not be too high for a goal. Lincoln, Neb., is a city of 75,000 people and is located in a section where corn is grown, and for the land there to compare favorably with that which you have around Medford, there would have to be one million acres.

"This growth will not take place in our generation and possibly not in the next, but it is coming," he went on to say. "Agriculture is not the only big resource you have here, but bear in mind Niagara Falls, N. Y., where a city was built on power alone. Here at Medford, you have the swift Rogue river, with numerous available power sites. Eugene is using the power now generated on the river and in due course of time, more power plants must be constructed."
The speaker also compared Medford to Butte, Mont., which made its growth through the copper industry. He pointed out the Blue Ledge copper mine as a local influence on city growth, saying the extent of the copper deposits there has never been definitely ascertained.

Faith in Future.
"I, for one, have great faith in the future of Medford and am glad I have this opportunity of building an acquaintance in one of the outstanding cities of the Pacific coast," said Mr. Jenkins. "Of course you may have all the resources in the world, but that hardly means you will have big cities. The resources were here when the savages roamed through the beautiful Rogue River valley, and yet they had no large cities. New York harbor existed long before white men came, and though Indians were plentiful throughout the east, they did not have the brains or vision to accomplish what was done since some Dutch traders bought all of Manhattan island for goods valued at \$24.
"It is brains, vision and cooperation that are responsible for the wonderful progress that has been shown. People must work together as a unit, as did Alexander and his Macedonian soldiers many centuries ago—as did Rome and its legions centuries later when it conquered the world," he said.

Cites California.
He dwelt a short time on the California way of doing things. There every citizen is sold on his state and declares to the world that California is the best place in which to live. As a result, thousands are attracted there yearly. Large cities have grown up and every newcomer becomes a California booster. But Californians have a habit of coming to Oregon to spend their summers along the streams and lakes.
"Such cooperation could be followed to advantage in Oregon and would result in greater progress than is now being enjoyed. Personal and selfish interests must be submerged in the general spirit of progress, the speaker declared, and if this is not done, no community or state can go far.

Mr. Jenkins attacked the organization of numerous clubs during the past few years, characterizing them as a train of organizations, which have damaged concentrated effort always centered with the chamber of commerce. Service clubs have taken away the social contact of the chambers of commerce and in Eugene has forced the chamber into business fields, losing to a certain extent some of its efficiency.
Too Many Tools.
"A public organization is a tool," he said, "and it is something to be used to realize accomplishments, but if you have too many tools it

is like a laborer digging a hole, with a different shovel for each spadeful of dirt. It compares to a publisher purchasing a variety of new equipment, when one or two good machines would do the work of several.
"Every city in Oregon wants to do what you are doing. They have been and are confused by the multiplicity of service organizations. In the organization here of the Central Civic Council, bringing the efforts of these various bodies together with the chamber, city council and other members, Medford is doing something that has never been done in the state before. If Medford can do this successfully, every city in the state will follow. You can attack big problems without duplication of effort and can bring results faster than by individual efforts.

"In Eugene," said Mr. Jenkins, "one of the accomplishments of cooperation in the matter of public market, 'we have brought the city and country close together and our businessmen and farmers have realized they are dependent on each other. What benefits one benefits the other."

Market an Asset.
"A few years ago when the establishment of a public market was proposed, businessmen were against it on the grounds it would draw away from their trade. Perhaps they thought they had just grounds, but since it was established the market has shown steady growth and merchants began to realize it was an asset to them. Farmers, selling their surplus produce, spent their money with the

merchant, and now the merchants are the staunchest supporters of the market.

"It was only a short time ago," he continued, "when merchants on the south side of the city and north side of the city out-bid each other to see where the market—made necessary by increasing business—would be located. The south side merchants won. They agreed to pay \$50,000 for a site and agreed to bond themselves for \$50,000 more to build the building. From \$8000 the first year, the market last year sold supplies valued at \$400,000.

"Our cooperative cannery is another example. From a humble beginning, nearly going bankrupt the first year, the cannery last year did a business of two million dollars," he said.

A large share of Oregon's residents, charged Mr. Jenkins, have fallen into that self-satisfied class, living in the past—more interested in the grandparents of the new-comers, and wondering if they came over the plains by ox-team. The speaker declared there was a dividing line a little north of Eugene, south of which the people live more for the future, and north of which the past seemed to hold a greater interest.

He declared that the city of Portland, great as it is, has built a fence around itself, contented to live as it has lived for years. Sons of rich fathers, uninterested in progress that required any special effort on their part, are common there. They are so satisfied they hardly know what the rest of the state is doing—living in the past, still thinking that Eugene is a town

of 6000 people and that Medford has not yet reached that stage. They do not mean any harm by those beliefs, explained Mr. Jenkins, but they do not understand or know what is going on.

Must Grow Together.
If the state is to grow, all cities must grow together. They must get away from the ox-team leadership and live and plan for the future—get away from the "It can't be done" spirit and "If it can be done, why bother about it, anyway?" The "let's go" spirit is the only solution for progress, Mr. Jenkins said in conclusion.

Last night's meeting was opened by Carl Swigart, president of the Medford Chamber of Commerce, and was followed by short speeches by K. J. Dizey, president of the Central Civic Council, and by M. N. Hogan, chairman of the Community Chest drive, who explained the chest and its purposes. The speaker of the evening was introduced by William Bolger, chairman of the forum committee.

During the early part of the evening, several selections were sung by a high school girls' trio, composed of Misses Edythe Stump, Margery Hon and Flora McMath, with Miss Genevieve Brown as accompanist. A solo was also sung by Miss Margaret Arnold, high school music teacher. The songs were well received and heartily enjoyed.

WASHINGTON, Nov. 7. (AP)—The nomination of Sheldon Whitehouse, New York, a career diplomat, to be minister to Guatemala was sent to the senate today by President Hoover.

PEAR PLAN IS PRAISED BY DEALER

W. F. Gwin of Seattle Concern Admirer of Winter Pear Committee's Campaign in Detroit—Asks Copies Radio Talks, Letters To Trade—Owns Land Here.

W. F. Gwin, president of Gwin, White & Prince, Inc., Seattle, Wn., recognized as a leader of the fruit industry in the nation, and one of its most successful chiefs, gives high praise to the campaign of the Winter Pear committee, in the development of the Detroit market.

R. Reter, manager of the Pinnacle Packing company, asks for a copy of all the radio talks, "so that we may co-operate with the Winter Pear committee, and do the advertising in some other markets besides Detroit."

Weekly letters of the Winter Pear committee, and other advertising matter disseminated by them, is also sought.

The letters concludes, that with associates, Gwin is the owner of 89 acres of unimproved fruit land in the Rogue River valley, and he is so impressed with the work of the Winter Pear committee, that he is almost persuaded the thing to do is to put those 89 acres in pear trees.

The Gwin letter, in full, is as follows:
Seattle, Washington, November 5, 1929.
Mr. R. R. Reter, Manager, Pinnacle Packing Co., Inc., Medford, Oregon.

Dear Mr. Reter: We have been following with interest articles appearing in the Medford Mail Tribune from time to time recounting experiences of the Winter Pear committee in their Detroit operation. We gather that the Winter Pear committee sent out a series of letters from Medford direct to the Detroit jobbing trade. We would like to have a copy of that series, including those that have gone and those that are yet to go. At times the paper has published radio talks as given to the public of Detroit. These talks are doubtless all prepared in advance and we would like to have a full set of the talks.

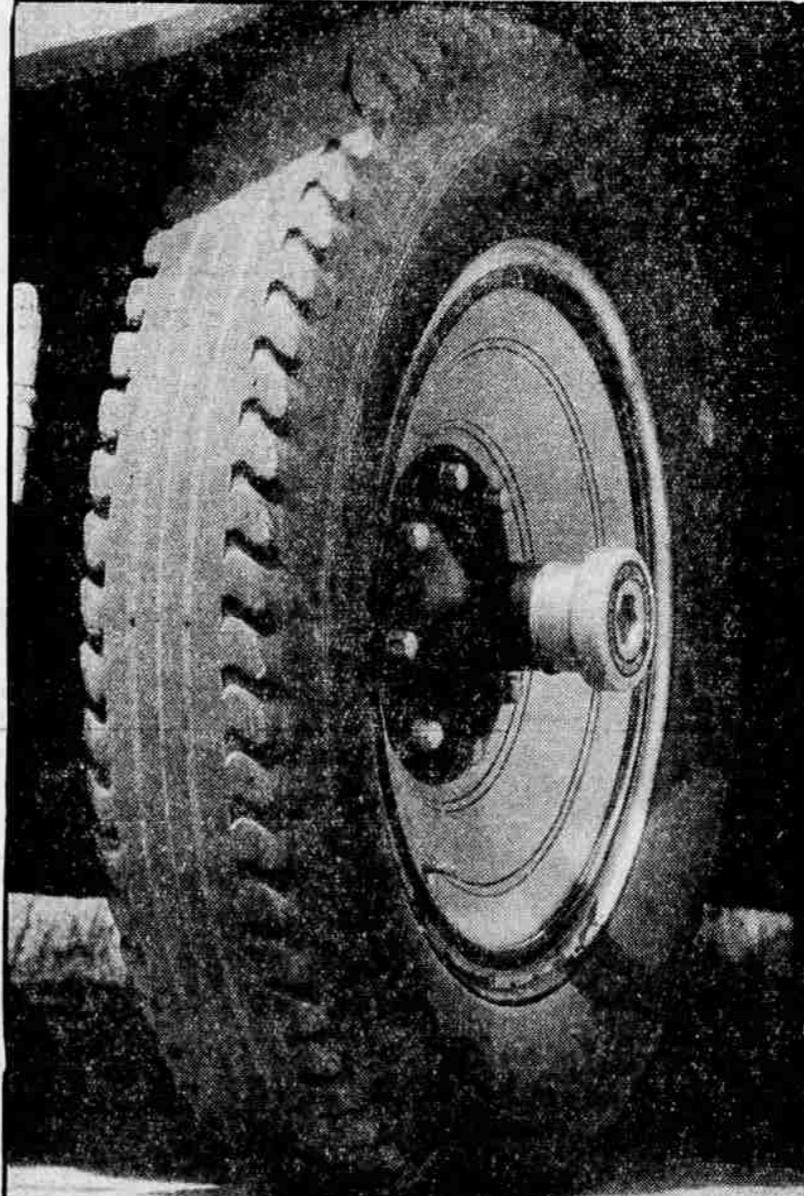
Stomach Troubles Headache and Dizziness

If your stomach is sick, you are sick all over. If you can't digest your food, you lose strength, get nervous and feel as tired when you get up as when you went to bed.
For 10 years Tanlac has restored to health and activity many thousands who suffered just as you do.
Mrs. Verda Stampus, of 518 Yamhill St., Portland, Ore., says: "After an operation the least work tired me out and what I ate caused me untold misery. But since the first few doses of Tanlac I haven't had a headache nor gas."
Let Tanlac do for you what it did for this sufferer. It corrects the most obstinate digestive troubles—relieves gas, pains in the stomach and bowels. It restores appetite, vigor and sound sleep.
Tanlac is made of roots, bark and herbs. The cost is less than 2 cents a dose. Get a bottle from your druggist today. Your money back if it doesn't help you.

NORTHWEST KANSAS IN GRIP OF SNOW STORM

GOODLAND, Kas., Nov. 7.—(AP) Northwest Kansas today is in the grip of one of the heaviest snow storms in many years.
The snow began at midnight and this morning was about two and one-half feet deep here with more falling. High transportation already was partially halted.

Question:
"What should a Good Tire look like after 25,000 miles?"



Answer:
"Well here's a pretty good picture of the way a De Luxe SILVERTOWN looks!"
Ever ask a tire dealer a question like that? Ever try to get a specific picture . . . in advance of what you expect from your tires?
Now Goodrich dealers can give you those facts! The Silver Fleet has out them at their disposal. You can know before you buy the sort of service of which your tires are capable!
Take the De Luxe Silvertown. We've said it was the finest tire made. Said it would last longer than you keep your car. Now examine this picture of one of these tires after 25,000 miles on the road!
25,000 hard-driven miles! And just look at it! Sharp. Clean cut. Obviously capable of going on for thousands of miles more!
If that's the kind of tire you're looking for . . . a tire that's still as sharp and clean as this one is after 25,000 miles . . . drop in and see



Goodrich Silvertowns

Tire prices are advancing! If you will need new rubber within the next few months, we advise you to buy now. Drive around or phone us for today's Silvertown prices.

LEWIS' SUPER SERVICE STATION
LARGEST SERVICE STATION IN SOUTHERN OREGON
Eighth and Front P. B. LOWD, Manager Phone 1300



CRYSTAL & CAMO
The charming beauty—exquisite, modish effects, of our crystal and camo sets are strikingly appealing to those of cultured taste.
YOUR FAVORITE JEWELER SINCE 1910
Larry Schade
The Jeweler
NEXT TO CRATERIAN THEATRE



Every sport requires keen vision—our accurate optometry may detect and remedy a defect in your eyes.
DR. JUD RICKERT
OPTOMETRIST
222 EAST MAIN ST.
1928

Women's Hose \$1.00 Pair
Silk from top to toe with pointed Heel
The Rogger
OF COURSE

Pantorium EYE WORKS
123 AND HOLLY ST. PHONE 244
A COMPLETE CLEANING AND TYING SERVICE

WARNING
Hemorrhoids, Colitis, Constipation and other Rectal and Colon Disorders underlie your nervous system.
Our non-surgical treatment, used successfully for 16-years, permanently relieves those conditions, restores health and rebuilds vitality. Our FREE Booklet contains important information and explains our remarkable GUARANTY. Write, phone or call for it today.
Dr. Chas. J. Dean
RECTAL AND COLON CLINIC
DEAN BLDG. OPPOSITE COURT HOUSE FIFTH & MAIN, PORTLAND, OREGON
TELEPHONE AT WATER 2061
AFFILIATED OFFICES SEATTLE, SAN FRANCISCO, LOS ANGELES