

MEDFORD MAIL TRIBUNE

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Smudge Smoke... J. Kort Hall is having his annual wrestle with the rheumatism

Smudge Smoke

J. Kort Hall is having his annual wrestle with the rheumatism, and was out Thurs. to fight the red spider.

Eme Britt and Dock Robinson were over as usual Wed. from Jville. The latter showed his versatility by taking the writer's fountain pen, without the writer apparently knowing it.

Horticulturists from the 3 Pacific coast states met and mingled here last week and discussed learnedly many topics of their profession.

Brad Heath is flaunting a recently acquired tooth in his lower jaw. The remainder will be installed as soon as possible, and Brad will find them mighty handy as the years roll by.

Fireplaces are comfortable evenings now. So are those around them if some of Hot Deuel's commodity is in their maw.

The parade Armistice day was held Mon. Some of the 2nd loots pranced as lively as they did in 1917-18.

Christmas is coming, as it always is. As most of the autumn leaves are piled up neatly in the yards, there will be a fresh breeze any day, the meteorologists to the contrary notwithstanding.

James Grieve of Prospect, is splitting the breeze in a spanking new car. The report that 567,832 Fords were trying to start on the Main stem Fri. turned out to be a young feller on a motorcycle.

The C. Strang kids were among the horde that went to see the fb. game at Corvallis, and the sister city of Eugene.

John Carlin of Salem was here Thurs. Fri. and Sat., being a member of the tax commission. He forgot to wear the North Dakota overcoat of funeral black he used to flaunt when in the legislature.

Many are not as chipper as they might be, what with colds, and no reliable cure available, it is said.

Louis Richardson, the store man, has gone and made a turkey out of neckties, which attracted lots of attention, as it is an artistic job, whoever did it.

Story-telling is at a low ebb in this town. Joe Brown won't even tell one about an Irishman.

WHY?

EVERY now and then we are told co-operation among fruit growers doesn't pay. In fact, it is the bunk,—which enriches a few shrewd manipulators and robs the horny-handed son of toil.

We are told advertising fruit products doesn't pay. Advertising pays the merchant, the manufacturer, every known department of business but not the orchardist.

SO when we observe what the citrus fruit industry of California is doing, we wonder what is the matter with those orange, lemon and grapefruit growers anyway. One of two things must be true. Either those growers of California must be the greatest collection of Nit-Wits and Easy Marks the world has ever seen, or co-operation and advertising must pay.

FOR the citrus growers of the sun-kissed state have been co-operating and advertising, to a greater or less extent, for 20 years. During the past five years they have been doing both to a greater degree than ever before.

Why? What's the big idea? If advertising is no good, and co-operation is worse, why in the name of common sense do the growers of California keep on with both? We have frequently asked for an answer to this question, but we have yet to receive a satisfactory one.

DURING the past year California had the largest crop of citrus fruits in its history. Of the 88,000 carloads, 65,417 were sold co-operatively by the California Fruitgrowers' Exchange. Over a million dollars was spent on advertising by this one exchange, the campaign covering not only this country, but Great Britain. Over \$5,000,000 has been spent by them on advertising the past five years, and nearly \$12,000,000 in the past twenty-two years.

During this period the annual consumption of oranges in this country has grown from half an orange for every man, woman and child in America to FIVE AND ONE-HALF DOZENS.

According to the annual report of the Exchange in over a billion dollars' worth of business the past 25 years, the bad account and credit losses have amounted to less than one-fiftieth of one per cent. During the past year the members of the Exchange received approximately \$90,000,000; the return of the entire citrus crop to the state being approximately \$120,000,000.

And yet we are told advertising is the bunk and co-operation doesn't pay. Very strange, very strange.

AN IMPORTANT START FOR THE PEAR INDUSTRY

THE most important result of the Medford meeting of the State Horticultural Society was the formation of a Pacific Coast pear organization, including California, Oregon and Washington.

We are inclined to agree with the speaker who maintained that while increased pear production is important, increasing pear consumption is more important. For if a campaign in the latter direction can be made successful the former problem will take care of itself.

THE result of the local meeting justified the prediction that it would be the most important meeting of pear growers ever held on the Pacific Coast.

One reason, of course, is that there have never been any really important pear meetings in this part of the country,—meetings at all representative of the coast as a whole. At this last week's meeting, however, the entire coast was represented, and the foundation of a permanent and workable pear organization was really established.

IN other words, a "start" was made. And a start is what was so greatly needed. Much must be done before such an organization can bring any practical results or function regularly and constructively for the benefit of the grower but unless we misjudged the spirit of the recent meeting, this work will eventually be done.

At any rate from the standpoint of cooperation and advertising, the situation is more promising now than it has ever been before. And we believe the progressive and enterprising growers of the Medford district may take the main credit for it.

There is a great deal of talk at this railroad hearing in San Francisco but after all the question is a simple one, namely: "Which is better for the Northwest, one railroad with a virtual monopoly or two transcontinental railroads competing for the business?"

Now the farm board promises to dispose of the potato problem. One good way is to pick it off with the thumb and finger and step on it.

"How welcome are the notes of the bird," sings a magazine poet. Not the bird whose dad had to take up his notes in this town.

Americanism: Thinking the kids lost to honor because they do the things openly you would have done if you had dared.

The only objection to being a college hero is that cheering lasts only a few minutes, and a bum knee lasts forty years.

Every man is born possessed of the ability to handle a woman, but he outgrows it before he's three years old.

The shortening of table knives comes too late to do much good. Most of the tonsils are out now.

Somebody might produce a classic called "Ten Nights in a Speakeasy," if anybody could last ten nights.

The autumn leaves are much like the stock market,—they fall when the sap is out.

Press Comment

JUDICIAL PARADOXES

We are often told that this is a young man's age and that it is youth that is radical and progressive and age conservative and reactionary. Age has given way to youth in the executive branch of the government.

Our courts, however, are paradoxical bodies. Take the supreme court of the United States. Its youngest member is Justice Stone, 57. The ages of the others range through the sixties and seventies to Justice Holmes, topping the list at 88.

Justice Holmes is more famous for his dissenting opinions—and he naturally would be because he is "at war with many of the conceptions which have dominated and still dominate legal policies."

So we join with everyone who knows him, and that includes most of the people of Oregon, in birthday felicitations and the hope that Justice McBride will be spared to grace the bench for many years and, like Justice Holmes, continue to grow younger with the seasons.

Salem Capitol Journal.

I Know It Is October

When russet raiment clothes the oak, And maple's sheathed in golden clank; When scarlet robe bedecks wild grape, And nicker wears a nut-brown cape;

When cheerful call of quail I hear, And pheasant's converse comes to ear; When I hear the honk of geese; When the notes of songbirds cease;

When I hear the thudding sound of falling acorns on the ground; When I hear the rabbit's pat On the earth's new leafy mat;

When last of apple, peach and pear Hang ripe and sweet the mouth to snare, And in great clusters hangs Tokay, And briar rose flaunts its head display;

When sky is filled with langorous haze And morn and eve creep on the days; When heat of sun has grown subdued, And drowsy coolness woods intrude;

Salem Capitol Journal.

ELECTROL OIL BURNERS

The Southern Oregon Electric store reports that the Electrol, the oil burner with the master control, is meeting with much approval in southern Oregon, several having been installed by them recently in Medford homes and business buildings.

Electric oil burners are made in sizes to heat any size of type of building, operating efficiently in any type of heating plant. The Southern Oregon Electric has a number of the Electrols on display.

Water shoes in which the passenger stands upright form the basis for a sailing shoe plane, or sailboat, in which the sailor's body becomes part of the craft.



"EVERYBODY'S SIX"

THE new Chevrolet designed and built to bring the advantages of six-cylinder performance within the reach of all those who can afford any automobile. For that reason it has met with sensational success—more than a million two hundred and fifty thousand on the road in less than nine months!

We cordially invite you to come in and see this remarkable car. Its smart Fisher bodies are styled in the latest mode—with tasteful mouldings, concave front pillars and oblong windows.

Pierce-Allen Motor Co. 112 So. Riverside Phone 150

A SIX IN THE PRICE RANGE OF THE FOUR

number of the Electrols on display. Electrol is designed to use a low priced fuel oil, eliminating dirt, dust and ashes. Through its electrical control and positive operation, it acts as a human fireman, always at the door of the heating plant, to assure proper temperature at all times.

Water shoes in which the passenger stands upright form the basis for a sailing shoe plane, or sailboat, in which the sailor's body becomes part of the craft.

Smart · Smooth · Safe · Dependable—and Priced Within the Reach of All!

is smooth, powerful and unusually swift in acceleration. It is designed throughout for greater safety and dependability. And its low first cost, combined with its outstanding economy of operation, makes it truly "Everybody's Six."

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. Chevrolet delivered prices include only authorized charges for freight and delivery, and the charge for any additional accessories or financing desired.

Pierce-Allen Motor Co. 112 So. Riverside Phone 150

A SIX IN THE PRICE RANGE OF THE FOUR



NATALIE SUMNER LINCOLN

AN imperative command in her uncle's will sent Peggy Prescott to live, one month in his lodge on the shores of Mohawk Pond—thirty days of weird, inexplicable and thrilling experiences.

Accompanied only by a superstitious negro maid, Peggy battles unknown enemies seeking to cheat her of the inheritance, uncovers the startling secrets of her late relative and—falls in love.

A vivid romance, mystery and adventure story, written by one of America's most popular authors.

This Intensely Interesting Serial Will BEGIN TOMORROW

—IN THE— Mail Tribune

Begin This Story and You Won't Miss a Single Installment!



"I telephoned we would be there at six!"

A COURTESY CALL

MANY disappointments—and sometimes embarrassment—result from "just dropping in" on folks. A telephone call is so quick and reassuring that most people think of it not only as a courtesy due others, but a real convenience to themselves—and it costs little.

Anyone, anywhere, any time from your own telephone, or from public telephones conveniently located everywhere.

Home Telephone & Telegraph Co. Of Southern Oregon