

Ruins Belts Friday County Lbr. Co.

which probably had been for some time next firebox, in shavings, broke out 11:30 p. m. Friday at County Lumber Co. plant. Discovered early and by action of the firemen, no exception to belts and an pulley, was done. trench, next to the steam where the fire was evi started, has been filled concrete, and the planer operation, late Tuesday. fire was discovered by Lu Harvey, who turned in the It was he, too, who dis- the fire at the same place a year ago.

Weather Report

the past week, ending on

	Max.	Min.	Rain
7/2	67	47
7/3	68	47
7/4	79	46
7/5	58	51	.15
7/6	62	53	.06
7/7	67	45
7/8	72	45
rain for week			.21

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Sense And Some NONSENSE



By Dewey

Giving away lily blossoms by local people has reach a goal never dreamed of by many when the movement was started. Here are a few figures to play with: For 15 days, with an average of 35 bunches of lily buds put out on each bus passing through this area, and eight busses each day, it is easy to note that many of the blooms have been given away to bus passengers alone.

In an effort to find out how many blooms were given out in other ways, this ran into a stone wall because I found out that many were giving away these lilies. No one was keeping any count of the number, but it is safe to assume that an equal amount of blooms are given out through these sources.

By playing with the pencil on a piece of paper, I estimate that 15,000 or more blooms have been given people passing through this area—which isn't exactly a small job. Certainly it is having its effect—extent of which will not be known for many months, perhaps.

Saturday morning a lady, saying she was a florist from Enid, Okla., stopped in town for breakfast. Seeing the massive bouquets of lilies on the counter, she began asking questions such as, "Have they stopped raising Croft lilies here?" "I ordered Crofts last fall and my jobber told me that there was a shortage of these, and I had to take Mexican and Bermuda lilies."

A believer in Crofts, this lady began talking with people, and seemed determined not to patronize that same jobber again. She intimated to me that she was going to order direct from the

give the local lily growers an indication of the job ahead of them—to sell bulbs direct, and then lay off selling blooms in competition with the florists who purchased the bulbs.

It thrills me every day to see the young girls rush up to any visitors to give a lily, and to hear the "thank you," and "my but isn't that a gorgeous flower," to the girl who presents them. Sunday, a number of tourists in the area stopped for meals. They didn't seem to be in any particular hurry to leave once they had received a flower. That, if you must know, is the answer to the lily marketing question—to so thoroughly impress upon the minds of people, the beauty of the lilies grown here, that demand will be made for these—and only these—lilies.

Otto C. Turley found out all these conditions on his recent trip in the midwest. George Funk found out at the Oakland flower show early this spring, that the Croft lily must be taken to the centers of population to be sold. They were astonished how little the jobbers pushed the Croft bulbs last year, and how they told so many that Crofts were "short" or "weren't grown last year."

Next year, it is my hope that lily growers of this area will see the folly of having individual agents go east to sell bulbs. It is my hope that growers will "really get together" and have one agency sell—and that direct to people who will grow lilies for Easter and for all purpose flowers. Such can be done—but it is done only through being co-operative minded in the matter.

I realize that many will disagree with this suggestion, but the pear growers of Medford; the orange growers of California, and the wheat growers of eastern Washington learned to do the job jointly, and today they are comfortably situated, with assured markets, and at prices that make the business profitable. This year's lesson, in addition to the preview last year should at least prove my point.

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Watch for dates at Crescent city, for your convenience!

When people come here for the lily festival, put yourself out to show the visitors about. Point out the especially good lilies and urge the people to ask questions about lily culture. You will never get the interest aroused in any

other manner. Be sure to get names and addresses—these visitors may do much to sell this area and the lily industry.

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