

WILL SEND TED BAKER EAST ON BOSCPEAR TOUR

Secretary Chamber of Commerce to Act as Personal Representative of Local Growers in Mid-Western Fruit Markets—Will Hold Second Meeting Monday.

Ted Baker, secretary of the chamber of commerce has been delegated by the local growers of this valley, to make a six weeks trip to the marketing centers of the middle west, to bring the growers of the Bosc, and make contacts with distributing and selling agencies. Baker will leave shortly before the shipment of the first carload of Bosc, and will attend his activities in the cities of Detroit, Cleveland, Cincinnati and Pittsburgh. This course was decided upon at a meeting of the Bosc growers at the Hotel Medford last night.

Baker on his planned tour will meet the fruit auctioneers, brokers, dealers, jobbers, fruitstand owners, pushcart owners, and make personal contacts, whenever possible, with the consumers. He will also follow the local fruit shipments from city to city.

Another meeting of the Bosc growers will be held next Monday night at eight o'clock. The purpose of this meeting is to give an opportunity for Bosc growers to join the organization. The membership now includes about 56 percent of the Bosc growers, and it is expected that this will be brought up to 75 per cent before the Bosc harvest starts.

Dave Wood is chairman of the committee on recommendations, the other members being F. Corning Kenly, Harry Rossmberg, R. J. Henry, and Alfred Burch.

The following resolution, covering all phases of Bosc distribution, was read and approved at the meeting:

1.—After a study of the markets used in the past for the sale of Bosc pears, it is clearly evident that a very high percentage of this variety has been sold in one or two markets only. It is the opinion of the committee that has studied this problem that a minimum of 10 per cent of the Bosc pears grown this year in the Rogue River valley should be placed in markets outside of those already familiar with this fruit. This includes the markets of New York, Chicago, Boston and Philadelphia.

All Bosc growers should give 10 per cent of their crop as their share of the Bosc pears intended for distribution.

2.—It is the unanimous opinion of all packers that the assembling of Bosc pears intended for distribution be the individual problem of each packing house and in order to insure speedy handling of the Bosc crop it would be advisable to use the grower's own brand or the label of the distributor. Small lots should be placed in cold storage and later assembled so as to make straight carloads of fruit. It is also the unanimous opinion of the Bosc committee that the use of the distributors' own label will carry forth their very best efforts—something that might not be secured under a neutral label and wrap.

3.—(a) The committee very strongly recommends that each distributor form a pool of its own organization for the benefit of the growers within their organization and for the grower to allow the fruit intended for distribution to be pooled. This will eliminate much risk and will allow each grower to get an average price through all the markets used rather than the price on some particular day when his lot might be sold. However, if a grower desires a separate accounting for his sales, such shall be permitted, and he will be allowed to receive his account sale direct from the distributor.

(b) The Bosc pear committee will not handle funds resulting from the sale of fruit under this plan. All funds shall be accounted for directly to the distributors, who will account for the same to the growers in the usual manner. The only funds that the committee will have charge of and handle at their discretion is the advertising fund.

4.—Markets. (a) Number of markets. It is recommended that the following auction markets be selected and the number behind each city to indicate the number of cars which should go to these markets weekly: Detroit 2, Pittsburgh 2, Cleveland 1, Cincinnati 1.

(b) It is recommended that consignments be made direct to the auction companies and where there is more than one company that consignments be split and rotated—this to be previously arranged by the agents of the various interests in these respective markets. Furthermore, that the agents use every effort to produce enough business and interest in advance to assure a successful distribution of each car before it arrives.

(c) If, in the opinion of the committee, other marketing methods would produce better results, the discretion and judgment of the committee should be considered.

JENSEN FELL IN 3 TAIL SPINS ON WAY TO HAWAII

Dole Flight Veteran Tells of Harrowing Experiences on Flight of 2490 Miles Over Pacific Ocean—Gives His Own Views on Disasters.

There are no dangerous air currents over the Pacific ocean, and the disappearance of the Dole planes last year can hardly be attributed to such cause, according to Martin Jensen, who won second place in the Dole race by flying from Oakland to Honolulu, a distance of 2490 miles, in 28 hours and 15 minutes. Mr. Jensen, accompanied by his wife and Fred Bower, Jr., arrived in Medford yesterday forenoon and will leave at 10 o'clock tomorrow forenoon for Roseburg in his airplane, the Aloha.

"The theory that the Dole airplanes were literally sucked by treacherous currents of air into the water," said Mr. Jensen, "has never been proven. In piloting the Aloha across the Pacific, I fell into three tailspins, the last one of which found me only 500 feet above the ocean. The ship had fallen from a height of 4000 feet. I was 600 miles out from Oakland and darkness, along with fog, had fallen on us, making it impossible for us—myself and Paul Schluter—to judge whether we were flying level or in a loop or falling.

"All this was due to the fact that I had never really become familiar with the instrument known as the banking indicator, and out on the ocean was a mighty poor time to learn. When 500 feet above the water, I paid especial attention to the instrument, and though I was only a short distance above water, I dove to the dark.

"In daylight," he continued, "the use of the instrument is never found necessary, as it is easy to ascertain in what direction you are flying. The indicator had been on the plane I had flown for a number of years, but I never found it necessary to learn its use. I am convinced the Old Glory, the Dawn and the missing Dole fliers met their ends with little coming of darkness causing their planes to go into the dreaded tailspin."

In speaking of his own experience while flying over the dark Pacific, Mr. Jensen told of mishaps that baffled him over ten times in the belief that cloud banks were islands. He was prepared to land on one cloud, thinking it was a long island, only to discover his mistake when he was three minutes traveling time away. Several clouds together in another case made him believe that the sea was a group of islands, but he discovered the horizon was beneath them. When he reached the Hawaiian islands, he was not sure he had reached his destination and would not land until he saw houses and trees.

In the case of one mishap, he imagined he saw ducks, geese and other wild life on the cloud island, and he hovered with his motor shut, that they had reached their destination. Several times on the journey over, fogged times Jensen felt he had ever started on what seemed a foolhardy venture. Up until darkness set in, he flew approximately 20 feet above the ocean and when it became dark he increased his altitude up to 1000 feet, only to fall into the tailspin.

When asked if he would attempt such a flight again, Jensen did not seem especially enthusiastic over the prospect, saying that such flight would be all right if he were certain he could find the land on the other side.

Jensen left San Francisco several days ago and while en route to Medford stopped at Sacramento, Redding and Eureka. While at

GRAIN FIRE NEAR MEDFORD; FOREST FIRE, APPLIGATE

Early this afternoon a grain fire in a field about three miles north of the city was reported at the Grater National forest office here, but up to the hour of going to press no details as to this fire had been received.

Neither had any word been received up to 2 o'clock this afternoon as to the situation of the forest fire in the Appligate section along the Sterling road several miles above Jacksonville, which started in that section yesterday and which late last night was still raging ferociously over 100 acres. However, it was 11 o'clock this morning, because no word had been received today from the large force of fire fighters that worked on the fire yesterday afternoon, all night and today, must be under control.

The fire first started in the holdings of the Dundorf of Medford and Henry Martin of Appligate, and in the afternoon covered 30 acres. There is no good timber where the fire burned over, the trees consisting only of small oaks and reproduction of fir and pine second growth.

How Again Postponed
NEW YORK, July 12.—A shower last night forced the fourth postponement of the battle for the junior lightweight championship between Ted Morgan of Seattle and Cammell Eddie Martin of New York, challengers. Weather permitting the fight will be at Ebbets field tomorrow night.

The committee suggests that the work should be divided into three groups:

- (1) Education of Receiver at Destination: This would entail a full discussion of the merits of the Bosc pears: prices at which they have been sold at other points, etc.; instruction to broker to see that all possible information be given to all of the jobbers and, if possible, such retailers as eventually purchase the fruit—this to be accomplished by sending a man east who would personally put on a sales campaign in each of the suggested cities.

- (2) Each grower shall contribute not more than 2 cents per box on every box of Bosc shipped by him in the season of 1928 and shall authorize his distributor to deduct this sum of money from every box shipped that year.
- (3) Advertising features for action purposes:

- (a) Announcement by auctioneer at every sale as to where these pears are grown and some reference made to their particular merit.
- (b) Auction company to list a concise description of the Bosc pear—this to be on reverse side of catalogue.
- (c) Committee suggests a lithographic sign to be placed in each box of Bosc pears, or if this be not practicable, to send a sign direct to broker who would distribute signs to purchasers at auction—this sign to read:

WONDERFUL BOSCPEAR!
Each Per dozen

- (d) The co-operation of distributors should be secured to see that all trade papers give proper publicity to the sale of Bosc pears a few days prior to actual sale.
- (e) A suitable sign be laid on the top of the contents of each box of Bartlett's shipped on which should be printed a forerunner, advertising the jobber and the public that Bartlett's will soon be followed by delicious Bosc pears and telling the public to be sure and get some. Also, if possible, have a lithographic picture of one or more Bosc pears on this advertisement.

- (f) Only extra fancy Bosc pears to be placed in cars intended for distribution. The committee makes this suggestion in order to guarantee that no inferior fruit will be placed on these new markets. Much harm could be done if some distributor should be careless in the selection of the fruit. The committee earnestly suggests that only strictly extra fancy Bosc pears be placed in these cars.
- (g) Only Bosc pears with proper pressure test to be included in distribution plan and the committee suggests that the percentage of such and every Bosc crop intended for distribution should be selected from the packings which conform to the proper pressure test.

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HEAT WAVE HITS ENGLAND

LONDON, July 12.—(AP) The heat wave similar to the one which America has been experiencing has reached England and set this country sweltering in temperatures higher than at any time for years.

The people of London hardly knew what to make of the effects of the thermometer which he well along in the 80's in the shade. Thousands hurried to the beaches and the hill country for relief today.

JURY BLAMES JEFFRIES
(Continued from Page One.)

Jeffries, deeply penitent and remorseful, still is in the county jail, pondering over his plea, following the action of Circuit Judge A. R. Walker, who yesterday granted him time for deliberation. Jeffries, in open court, manifested a desire to plead guilty, but refused to do so because the charge contained the phrase "recklessly driving an auto."

The coroner's jury also found that Jeffries drove his car with proper care and caution. The testimony showed he was traveling about 30 miles an hour. The evidence that Jeffries failed to give aid to the victim and fled into the timber weighed heavily against him, however, and apparently was responsible for the verdict.

The tragedy was the third auto fatality in a month in the Ashland district.

GLENDALE SWEEP BY FIRE
(Continued from Page One.)

secured the duty today, assisted by deputies appointed by Sheriff Webb.

The Southern Pacific has professed the use of its grounds which are across the street from the burned business district for temporary quarters for employees, and new buildings can be erected. Shores are being re-opened today in tents and improvised sheds.

The merchants are making plans to rebuild and the mayor has called for a meeting of the city council for tonight to adopt an emergency ordinance creating a restricted district, so that all new store buildings will be of fire-proof construction.

By Rev. J. W. Angell
GLENDALE, Ore., July 12.—(Special)—Most of Glendale's business district went up in flames last night in a fire starting just after 6 o'clock in the west market of Austin & Brown, which was a frame building. The fire department was quickly on the job, and the fire was very soon entirely out of control, owing to the high wet wind which was blowing and the fact that all the buildings to the east were built of wood years ago.

There business building in town except Blodgett's drug store and clothing & Smith's general store and a few in the next block west were burned. Two and a half blocks were swept completely by the fire, which spread so fast that in a number of the stores and homes nothing could be saved.

Those suffering virtually a total loss except for insurance, are the Glendale Hardware company, the Glendale State bank (excepting the money safe and fire-proof vault and contents), Dr. A. J. Powell, Hennessey Brothers Cash grocery and general store, Kiefer's restaurant, Austin & Brown's meat market, Benson's drug store, Morley's barber shop and cleaning and tailor shop, the Copps shoe and store and some residences with all contents.

James Dewey's pool hall, the postoffice building and confectionery and Hille's tailor shop adjoining the Conifer Lumber company's office, Meiners's garage and Kiefer's Shoe Store & Repair shop were all burned, but some of the contents were saved in each case.

The residence of George Oam and its contents were a total loss, as he and the family are in the east and everything was securely locked, and likewise Mrs. Edgewood's home and contents. Other residences burned are those of Arthur Brown, "Hubb" Hany, Charles Austin, Mrs. Redfield, Earl Williams, Charles Kiefer, Walter Meiners and others, from which some things were saved.

Two large barns filled with coal for winter and several sheds filled with wood were burned. Charles Kiefer's barn on wood alone was about \$150. The old school building also burned completely and the city hall building and fire house, with several other residences and many smaller buildings.

No estimate is possible yet of the total loss, which ran hardly be known for several days. In some cases little or no insurance was carried, buildings and roofs were so dry and the winds

BANKRUPT

Just Bought 75 Men's Suits REGULAR \$35.00 VALUES

All sizes, single and double breasted. On sale now, choice \$15

Will H. Wilson

32 North Front Street

strong that nothing could be done to stop the fire, which swept everything in its path and was wholly beyond control in a few minutes from its discovery in the west market, just after closing time.

Chickens burned out of their houses were seen going into open doors of residences adjoining, which in some cases were slightly out of the direct path of the conflagration, but even so were saved only by heroic efforts of friends and the fire company.

No casualties or accidents are known to have occurred. Telephone and electric light service is entirely out and can hardly be restored for several days at least. The home of L. H. Smith, who has the telephone central office in his home, was saved only by desperate effort, and as it was slightly out of the direct path of the fire. The two-story building of the I. O. O. F. adjoining the Smith residence and telephone office was a total loss except for insurance.

Glendale, grateful that the town was not entirely wiped out and that no lives were lost, looks forward to a new and better city to rise out of the ashes of the old one.

town. With her thriving logging and lumber industry a new \$250,000 sawmill under construction by the Glendale Lumber company, a special attention already called to vote bonds for city paving and new heavy advantages of location, her citizens believe in her business future. The Copps company and the Glendale Telephone company, were on the ground with repair gangs and equipment within two hours after the worst was over, and the work of salvage and construction is expected to follow the out of the ashes of the old one.

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MEN'S SUITS



We have a special lot of suits, from \$22.50 to \$36.00 (some with two pairs of trousers) which will be placed on sale FRIDAY for 10 DAYS ONLY. Pay the regular price on one suit, and take another of the same quality and price for only \$5.00. These are all late models and POSITIVELY 100% ALL WOOL—REMEMBER, this offer lasts but 10 days—COME EARLY.

No Exchanges—No Refunds—No Alterations Strictly Cash

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