

(Reprinted from Sunday Morning Issue.)

S. O. S. TO HAVE NEW BUILDING

Largest Cold Storage Pre-cooling and Packing Plant in Southern Oregon to Be Built by Growing Local Concern—Work to Start in February—To Cost \$100,000.

Announcement was made Saturday by the Southern Oregon Sales, Inc., of plans for the construction of a pre-cooling, cold storage, and packing plant, to cost \$100,000. Work will start February 1, and the plant completed a month before the opening of the next fruit picking season in this valley.

The site of the new industry will be on the north side of Stewart avenue and the Southern Pacific railway tracks, within the city limits and diagonally across from the county fairgrounds, and within easy access of the Pacific highway. The plant will be erected upon a five acre tract, providing ample room for future expansion. The building will be 270 feet long, and 128 feet wide, upon property owned by Leonard Carpenter, president of the concern.

The structure will be three stories high, modern in every detail, and equipped with the latest fruit industry machinery. Among the innovations will be a packing machine, capable of packing 20 cartons daily. Through the use of this machine, the boxes are stacked and stripped, and not again disturbed until the car is loaded, thus eliminating all bruising of the fruit.

There will also be installed two large hydro-electric elevators of large capacity, for the carrying of fruit and material, from floor to floor.

Among the features will be a cafeteria for the use of the employees, and emergency dressing rooms, and rest rooms for women workers, and smoking rooms for men employees. Ventilation, lighting and sanitation details will be of the latest and highest type.

The plant when completed will be one of the largest in the state. The pre-cooling department will

"Baby" Steer Champ Typifies New Demand in Beef Production



"Dick," yearling Hereford, 19 28 grand champion steer at the International Livestock exposition, is shown below with his owner and feeder, Clarence Goecke, 13. Above (left to right) are illustrated "styles" of beef in demand half a century ago, 25 years ago, and today.

(By Frank I. Weller, Associated Press Farm Editor)

CHICAGO (AP)—Quality for the consumer and economy for the producer are reflected harmoniously in the grand champion steer of the International Livestock exposition—a union the beef industry confidently has awaited as the cornerstone of a new era.

"Dick," the yearling Hereford brought up from State Center, Iowa, by Clarence Goecke, a 15-year old farm boy, to win the highest honor of the show, made an average daily gain of 2.34 pounds in weight from the time he was calved, July 27, 1927.

The steer is considered a revelation in quick production, an essential economy of the livestock industry. His flesh is firm, lean and tender, indicating the flavor and food value modern diet demands of beef.

The trend in beef types, so eloquently expressed in the new champion, was presaged a year ago when California Stamp, owned by the University of California, won the championship at about the same age and weight.

The innovation probably received its most marked impetus in the coronation of Rupert B, owned by the Oklahoma A. & M. college, in 1926. At that time the industry was settling itself to the serious business of switching from heavier animals to the "baby beef." The significance of the change to lighter, younger animals was reflected further in the record price of \$3.60 a pound, for which the champion sold.

For 50 years the beef industry

has been tuning itself to the era definitely expressed in the new grand champion. Half a century ago, when it was both polite and a mark of opulence to offer the guest a beefsteak bigger than his plate, 5-year old steers weighing 2,500 pounds or more were the pride of the beef animal kingdom. The producer was satisfied, for it was cheaper to pasture stock than to feed it. The bulk of the nation's beef came from the great ranches, where it was economical to carry cattle for several years.

The next 25 years found the hostess setting her table with "thick steaks and sharp knives." The popular beef was a heavy animal, but somewhat smaller. The middle west had begun to feed beef, and prizes at the first international were won by 3-year old animals weighing about 2,000 pounds.

Today the steak is a tender morsel and needs no "sharp knife" to cut it.

Modern diet demands tenderness, juiciness, flavor, food value and economy—qualities epitomized in the baby beef. Fat is a waste. Meat must be lean and palatable to the last piece.

Production of premium cattle has become a process of the feed lot. Each year the number of "feeders" sold from the ranches increases. They are finished in the middle west and the east. Federal data shows that today the greater part of the nation's beef is produced east of 100th meridian.

The 1928 grand champion is a product of the feed lot. His daily ration included ground corn, cooked barley, oil meal, bran, molasses and clover hay. He went into the prize ring 191 days old and weighing 1,150 pounds.

SIZE INDIVIDUALS HOLDS CONSTANT LEVEL IS FOUND

NEW YORK, Dec. 31. — (AP) — Both oversized and shrimp-sized individuals may hope for return of the family stature propensities to normal size within three generations.

The research which so indicates was described to the American Association for the Advancement of Science here today by Dr. Edward F. Adolph of the University of Rochester.

"In an age when fashion dictates that one should be so big," he said, "people would like to know just how big adult individuals are to be. The best way to find out is to study very small organisms."

For the tests he used single cell animals known as protozoan colpoda. He found that the large individuals grow large almost as quickly as the small ones reach adult size, although the largest are three times the bulk of the smallest.

"Big individuals," he said, "usually came from big parents, but only two or three generations were required to change back to average sizes, though meanwhile a few cousins might become large or small apparently at random."

Defining the principle that controls size as "some internal clock,"

he said: "While one can change the age and size of the wheels and the main springs that the pendulum in this clock that race, one cannot yet describe the run it."



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Greater achievements are always possible and we pledge our facility to the obtaining of better values for you in the ensuing year.

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