

VALLEY TRAFFIC ASSOCIATION IS GETTING RESULTS

The Rogue River Valley Traffic Association, composed of shipper working co-operatively for the betterment of the grower and the shipper, in the sale of his products, and the solution of fruit problems, closes 1928 with the knowledge of outstanding accomplishment regarding their efforts.

Acting in conjunction with the Fruitgrowers League, the Traffic Association secured a reduction of 13 cents a hundredweight in freight rates out of this city, and secured an emergency export rate on apples to Portland, the same as granted the Yakima Valley fruit district, and allowing local growers to compete with that district.

The Traffic Association is now working for an extension of the emergency rate after January 1, when it expires, and to secure its adoption as a permanent rate.

The securing of the lower rate resulted in a conservative estimated saving of \$175,000 to the growers. The old rate was \$1.16 per box, including refrigeration; the new rate effective in 1928 was approximately \$1.05 per box.

The Traffic Association has co-operated with the Fruitgrowers League and the Chamber of Commerce, through committees, and also has maintained weekly committees with a Distributor's committee in New York City, composed of the sales manager's of the member firms in that city. In that way they have been able to keep a local finger square upon the pulse of the Eastern markets.

One of the banners of the local growers has been the spray residue problem. The Traffic Association met the issue, by the maintaining of four chemists at Grants Pass and Gold Hill, to test the fruit before it is loaded in the cars. This removed the congestion at the main laboratory, and allowed the grower to discover the result of the tests, before his fruit was loaded. It speeded up the tests, and did away with the previous aggravation of having the fruit condemned, when well on its way to the East for export. The salaries of the chemists were paid for by the Traffic Association, an expense item, heretofore, borne by the grower.

Among the projects planned for the coming year is introduction of co-operative buying of growers and fruit supplies, and committees are now working upon the plan, which will reduce the costs and charges, and with the discounts that accrue from mass buying.

The prime purposes of the association are to standardize packing operations, and boxes, secure better quality of fruit, and higher prices, promote the interests of the grower in the securing of lower freight rates, advertise the pears and apples of the Rogue River valley, co-operate with the growers of other Northwest districts in the securing of helpful legislation, and help solve the spray residue problem, and handle all other matters of kindred interest to the shipper, the buyer, and the grower.

The committees of the Traffic Association are as follows:

Finance committee, David Rosenberg, chairman, C. C. Lemmon and S. M. Tuttle. The committee has charge of all matters involving financing of the association and its works, the budgeting of the funds, and auditing of the books.

The membership committee is composed of C. M. Speck, chairman, and Karl Coe and F. C. Penn. It is their duty to secure and register members.

The Traffic committee is composed of J. E. Edmiston, chairman, Paul Scherer, and J. M. Thornley. The committee deals with freight rates, local railroad yard conditions and betterment, the handling of freight rates, and all matters affecting shipping interests.

Guy W. Connor is chairman, and C. A. Knight and Dr. Dean, the other members of the Inspection committee. The committee has charge of the laboratories, and contact with state and federal fruit inspection.

The Supplies committee is composed of C. C. Darby, chairman, and H. W. Hamlin and Harry Rosenberg. They secure competitive bids upon all fruit supplies, and secure data and make recommendations relative to group buying.

The Advertising committee, which handles all local and national advertising is composed of Raymond Reiter, chairman, S. M. Tuttle, and David Wood.

The Joint committee, which acts with a Fruitgrowers League and Chamber of Commerce committees, has C. C. Lemmon as chairman, and Harry Rosenberg, and Ralph G. Hamlin as associate members.

The membership is as follows: Seibel & Day, C. C. Lemmon manager.

American Fruit Growers, Inc., E. S. Coe, manager.

Steinhilf & Kelly, H. T. Hubbard, manager.

C. & E. Fruit Co., Inc., H. T. Hubbard, manager.

Grower's Exchange, M. E. Root, manager.

Shannon, Shattlesworth & French, Guy Cosner, manager.

Stewart Fruit Co., R. G. Bardwell, manager.

Kimball & Company, C. C. Darby, manager.

Bear Creek Orchards, H. & D. Rosenberg, manager.

Southern Oregon Sales, Paul A. Scherer, manager.

Rogue River company, O. J. Booth.

Palmer Corporation, Dave Wood, manager.

E. W. J. Hearty Co., W. H. Hamlin, manager.

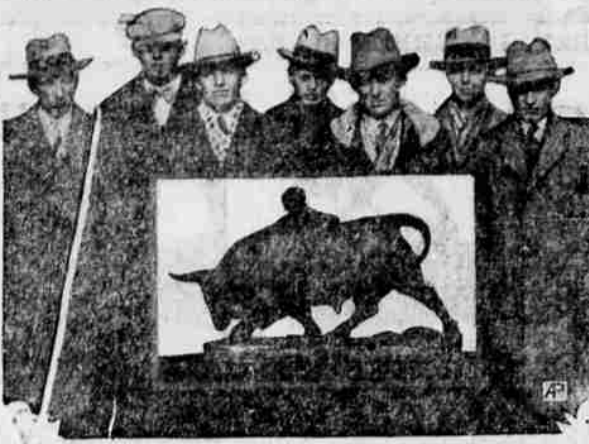
Pinnacle Packing Company, R. R. Reiter, manager.

Knight Packing company, C. A. Knight, manager.

J. H. Thornley & Son, Robert Cochran & Co., Seibel-Pacific Distributors.

The association officers are: President, H. T. Hubbard; vice-president, W. H. Hamlin; C. T. Baker, secretary; Rawles Moore, corresponding attorney.

Westerners Win Spoor Trophy



Coming from behind in a 15-year battle for permanent possession of the Spoor trophy, the Oklahoma Agricultural and Mechanical college livestock-judging team carried away the bronze bull as a result of its third victory at the International livestock exposition. The members, above, left to right, are D. V. Nelson, Charles Hogan, Carlton Garbin, Karl Wilant, Quentin Williams, Arthur Peterman, and E. E. Jacobs.

BOEING SHIPS CARRY OVER 4000 PERSONS

Boeing Air Transport and Pacific Air Transport, a Boeing line flying mail, express and passengers between Seattle, Medford and Los Angeles, have flown, since July 1, 1927, a total of 3,156,000 miles, 46 per cent of which was done at night. Thirty-five planes, flown by a staff of 40 pilots, have carried more than 1,907,000 pounds of mail, and more than 4,000 passengers.

In the near future, passenger traffic on the San Francisco and Oakland-Chicago route will be handled with a fleet of 12 and 18-passenger, tri-motored, 1275-horsepower transport planes, four of which are already on the line carrying mail. Among conveniences for passengers on these planes are individual reading lights, June 1927, a total of 3,156,000 miles, 46 per cent of which was done at night. Thirty-five planes, flown

How Much Does the S. P. Get Out of the Valley Every Year?

The Southern Pacific railroad refuses to give out any information regarding shipments from the Rogue River valley on the ground that this would furnish too much information to "competitive firms."

This has been of great inconvenience to newspapers trying to secure information for their readers regarding the development of their communities. Confronted with this ultimatum a Mail Tribune reporter got busy with a pencil and figured up that perhaps the Southern Pacific has another reason. At any rate he is willing to stake his professional reputation on the assertion that the Southern Pacific takes between \$3,000,000 and \$5,000,000 out of the Rogue River valley every year in outgoing freight alone. This is quite a tidy sum.

PARIS INSTITUTE KEEPS UNWRITTEN LANGUAGES

Strange tongues spoken by the central African natives have been recorded by the Institute of Phonetics. French army recruits from that region have added these samples of unwritten language to the archives of the Sorbonne department, which is a museum of the spoken word.

ALL WORK STOPS WHEN PADEREWSKI PRACTICES

PARIS—(AP)—Paderewski has returned to his winter quarters in a left bank hotel. He works regularly in his room there and

when the great pianist opens his piano it is impossible to get service from any of the valets or chambermaids.

All the staff, down to the elevator boy, comes to the corridor outside his door. The word is passed to the other floors as the first note is heard.

Get those fenders and bodies straightened at Brill's Sheet Metal Works, opposite Lewis Super Service Station. Phone 418.



Happy New Year

To the many good friends who have contributed to our prosperity this past year we extend our sincerest wish for continued happiness and good will and may life hold for you prosperity, peace and success in your undertakings in the year now unfolding.

SANDERSON MOTOR CO.

Oakland and Pontiac Dealers

Do We Realize

the true import of the New Year—most of us? Or is it just a holiday?

When one stops to think that New Year's Day affords us a chance to start over again, with the mistakes of the old year forgotten and only the good things remembered, it is a cheering thought indeed!



CHAPEL



CONGER FUNERAL PARLORS

Maximum in service, modestly priced

W. MAIN AT NEWTOWN ST. Phone 207

MAY THE COMING NEW YEAR BRING PEACE-PROSPERITY-HAPPINESS

GREETINGS FROM THESE MEDFORD BUSINESS FIRMS

H. E. Marsh Personal Attention—Prompt Service	Roseborough's Barber Shop and Beauty Parlor No. 12 South Central	Rex Cafe Main Street	The Medford Exchange GEO. J. KUNZMAN, Prop. "Where You Can Buy, Sell or Exchange Anything" Job Printing Rubber Stamps	Walker's Ball Room DANCING New Childers Building
Skinner's Garage Authorized Buick Service GENUINE BUICK PARTS EXIDE BATTERIES 143 South Riverside Medford, Oregon	Will H. Wilson The Cheapest Store in the West Medford, Oregon	Myron Root	Medford Mattress Co. Rug Cleaning—Mattress Work Auto Tops 32 N. Grape St.	DeVoe's Hot Lunch (Booth and Counter) Fountain Service—Confectionery 17th Year in Same Location—Next Medford Hotel
Pennington Battery and Service Garage Ignition and Electrical Specialists 114 North Front Street	Walden Bros. Groceries Manufacturers Pure Apple Cider Berrydale Suburb	George's Clean Towel Shop Service and Courtesy Ladies' Expert Hair Bobbing No. 7 N. Fir St.	Slusser Barber Shop "Heart of the City"—5-Chair Service (Beauty Parlor in Connection) Mrs. F. E. Powell, Operator	Electric Bakery In Johnson Market
The Acme 303 E. Main Newspapers — Magazines, Cigars and Confectionery	Treichler Motors Co. Willys-Knight and Whippet 30 N. Holly St.	Strang's Drug Store Established 1864 231 East Main St.	Modern Plumbing and Sheet Metal Works 404 East Main St.	C. J. Brefer Co. Art Hubbs, Manager
Wardwell Fur Co. Medford's Reliable Furrier Leverette Building	Biden's Shoe Service 19 South Central 2nd Door from Craterian	Eads & Holbrook New and Second-Hand Furniture Phone 1192-J 38 N. Front St.	F. J. Huber Tailor and Haberdasher 113 West Main St.	Medford Shoe Hospital 117 North Fir Street