

D. R. Wood, Chairman Winter Pear Committee, Gives Recommendations in Report at Meeting of Growers

The report of the winter pear committee, David R. Wood, chairman, as presented last evening at the Fruitgrowers' meeting and banquet, in full, is as follows: "I believe I am violating no laws nor infringing upon the rights of any Medford citizen when I seek to enlarge upon the statement, 'This is a Great Country.' Whether or not the Medford Chamber of Commerce has secured a patent protecting the use of this slogan is a matter of no importance. The country is here and speaks for itself.

"From time to time the people who make maps of our western country ignore the existence of Medford, Oregon. Possibly their sense of direction or their knowledge of the state of Oregon is on a par with the person who rediscovered Crater Lake somewhere in the wilds of northern California. On the other hand, strange as it may sound to your ears, the location of Medford, Oregon, is somewhat of a mystery to many of the retailers who handle our pears. Indeed, they are quite indifferent as to the exact spot in the western hemisphere occupied by the leading pear city of the Pacific slope. But they are not indifferent to the wonderful pears that are grown in the Medford district. They want Medford pears. They pay a premium for them in competition with pears from other districts and they do so because they are firmly convinced we raise the finest fall and winter pears grown anywhere in the world. The map makers may obscure the credit; they cannot dim the lustre of the Medford pears.

"We have a reputation to maintain. Competition is keen. Production of pears on the Pacific coast is on the increase. How shall we maintain our standing in the pear industry in face of the known factors that await us in the future? Let us consider some of the facts that have led up to this meeting and the work done by your Bose and Winter Pear committee. "Several years ago Bose pears sold at \$3.25 to \$4 per box, f.o.b. Medford. Last year, to the best of my knowledge, the very highest sales did not exceed \$2.60 f.o.b., and the general average was far below that figure.

"Ten years ago we produced a mere handful of Bose pears. Last year we rolled about 890 cars. What is the future production outlook of the Bose variety? A recent inventory shows a total of 197,780 Bose trees in the valley. Based on six boxes to the tree, these trees would produce 2,373,360 cars of pears, which means we will have three times as many Bose pears to market in 1928 as compared with last year. This in itself would be a serious figure based on the present market outlets. When you add the production of Boses from California and Washington at that time to our tonnage and realize their combined tonnage will exceed our own figures for 1928, the gravity of the situation should become apparent.

"A constricted market for any commodity is always serious. Where did we sell our Bose crop last year? Here are the figures: New York City sold 65 per cent; Chicago sold 15 per cent; Boston 9 per cent; Philadelphia 5 per cent, leaving 5 per cent for the balance of the United States to consume, a amount so absurd it fairly shrieks for adjustment. These are cold, hard facts that cannot be ignored and point conclusively to a very restricted Bose market. "Let me present this to you from a different angle. The four large centers, with a population of only 12,000,000 people, consumed 95 per cent of our Bose crop. The balance of the United States, involving a population at least 108,000,000 people, consumed 5 per cent of our Bose crop. In the face of such facts I was recently asked why all this agitation about the distribution of Bose pears. To such an intelligent question there can be no answer.

"The Bose problem is but a small part of our troubles. A greater problem stares us in the face. I refer to the quality and condition of all our fall and winter pears as we offer them to the public. "I am going to repeat some of the statements I made a week ago at a rather small meeting of growers.

"It is the opinion of your Winter Pear committee that huge quantities of pears of all varieties are being offered to the public hard green, utterly inedible and in such a condition as to preclude their use by the public in contrast and in competition with such well known fruits as apples, peaches, oranges and bananas.

"The consumption of pears must be based on their appeal to the public. Offer them an attractive juicy pear, ready to eat, your sales will increase.

"Offer them a hard, indigestible article or an article ready for the garbage can, your sales will dwindle, as in the final analysis the public is interested only in such food articles as appeal strongly to the palate and which they know or think will benefit their physical condition.

"The buying public is composed of human beings like ourselves.

the pears should be held in cold storage. The proper temperature at which the pears should be ripened before being placed on the market, is the logical man for us to send to New York City and conduct such further experiments as may be necessary to place our pears on the market ready to eat. "I have made this statement before. I will make it again. You spend a whole year in the development and growth of your pear. You watch over it during the cold spring months when its life may be cut off very suddenly. You spray it religiously from time to time, so that the worms may not turn it into a snail. You do everything possible within human effort to produce the finest pear grown anywhere in the world and at the last moment you unlearn all of your efforts by putting it into the hands of people who do not know when and how to ripen it. You cannot blame the distributor, wholesaler or retailer. We must consider these pears as our property until they are sold to the buying public. "Your committee is of one mind in that they will spare no effort to place Medford pears in the hands of the public ready to eat."

LAKE LODGE OPEN FULLY EQUIPPED FOR THE PUBLIC

Ideal Arch Support

Despite the fact that the official Crater lake season does not open until July 1, next Monday, the big lodge opened at the rim today fully equipped to cater to the public for the remainder of the season, and expecting to cater to a big crowd over the weekend and over the Fourth of July period next week.

Ninety-five per cent of the many employees of the lodge and incidental concessions are already on duty, and General Manager R. W. Price left the city with more this morning. By Friday or Saturday night the four remaining lodge employees will have reported for duty.

The Crater National park winter headquarters with its equipment and employees, will be moved tomorrow from the Federal building to government camp in the park for the season. Superintendent A. C. Solinsky, who is very busy in finishing the detailed work for the season's opening, spent this forenoon in his office here and left again for the park this afternoon.

He expects to have the new road between government camp and the rim cleared of snow by this evening. Auto visitors to the park have been using the old road between those points, which was cleared off of snow last week.

Hundreds of tourists and other visitors have been visiting the park daily this week, and with the lodge opening of today the season will be on unofficially. General Manager R. W. Price, who has been making his headquarters at the Jackson hotel and making daily trips up to the lodge, said on his return to the city last night that fully 150 California cars of tourists visited Crater lake yesterday.

Our pears are good, but we have not yet learned how to place them on the stands at the right time when they are 100 per cent efficient and will sell themselves.

"The first step we must take is to learn how to ripen them so that they will be approximately ready to eat. "There is only one way this can be done intelligently, and in the opinion of your committee, Professor Hartman of the Oregon Agricultural college, who has made a very careful analysis of our pears relative to the proper picking dates, the proper temperatures at which

been in jail seven days following arrest, awaiting trial, and there were peculiar circumstances surrounding the case, no jail sentence was imposed. "The youth asserted that he sold the bottle of booze for another man, who paid him 50 cents, by agreement, for so doing. In other words, he foolishly ran the risk of arrest, heavy fine and imprisonment sentence for 50 cents. It is said that this was his first offense.

Dudley and Don Geary, brothers, of the Lake Creek, or Eagle Point, district, who were recently arrested for selling moonshine, were each fined \$250 in Judge Taylors court yesterday.

Contract awarded for constructing 5.2 miles of highway south from Canyon City on Joaquin Miller trail at cost of \$22,781.

Medford's public market on Riverside was given a 100 per cent rating by State Inspector McDon-

aid of Portland, who stopped over here this week on a tour of the state, according to S. M. Corlies, market master, who has filled this executive position since October. "Serving the dual interests of the farmers and consumers of this locality for 17 years, the Medford market was declared on a par with the Portland and Eugene markets, which rank highest in the state. Mr. Corlies received special com-

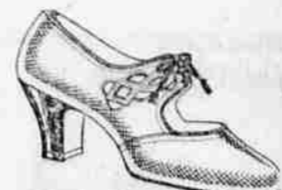
mendation for his co-operation with the farmers of the valley and his effort to obtain for them the best possible prices, and at the same time maintain a satisfactory and reasonable limit for the benefit of the consumer.

Bids opened for construction of first unit of \$20,000 building program for Round-Up park at Pendleton.

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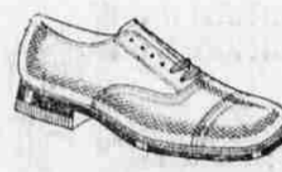
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GEARY BROTHERS GET \$250 FINES FOR BOOZE

Norman Neathammer, a 17-year-old youth said to reside at Gold Hill, was yesterday given a fine of \$250 in Judge Taylors court on the charge of selling a pint bottle of moonshine. Inasmuch as he had

PUBLIC MARKET GIVEN HIGH RATING BY STATE

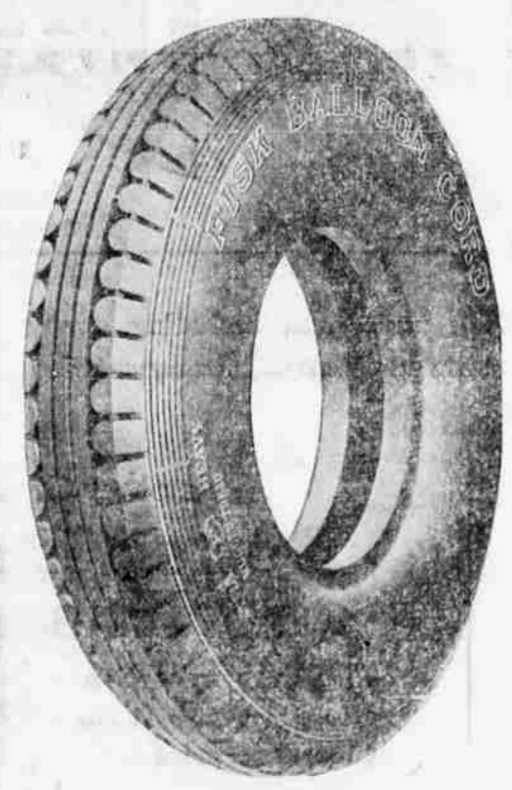
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