

SELLING POWER OF MODEL SOS PLANT, UNIQUE

Main Sales Office and Manager in New York City, to Afford Close Contact With Chief Markets—Workers Considered in Plant, Which Is a Show Place.

Pears, that within a few weeks will decorate some table in sunny Buenos Aires—pears to be poised in the fairest hand under a Venetian moon—pears that will gleam triumphantly beneath the critical eyes of an English nobleman before he leaves for the morning session in the House of Lords.

Extra fancy pears—sailing together down the swirling flumes—round and around from one process to another—greet the eye and challenge the imagination of a visitor walking along the suspended bridge which stretches the length of the new \$200,000 S. O. S. packing and storage plant now on its third month of operation.

Said to be one of the finest of its kind in the world, the new Medford pre-cooling and packing plant has been studied during and since its completion by experts from various parts of the country. It has become one of the sight-seeing attractions for visitors to the valley.

Personnel But as interesting as is the plant itself, the personnel responsible for its origin is even more so. Composed of a band of growers whose homes and orchards are scattered here and there in the valley, these Medford men got together and decided to run competition to the older established commission houses in New York city.

Accordingly, a few years ago, they opened their own sales office down on Franklin street, where, deflated by the cries of declinists and citrus wares from every fruit growing locality in the country, they did their stuff for Rogue River Valley.

Other sales merchants of the big city, in spite of recognizing the superior quality of Rogue River Valley pears were handicapped in admitting it publicly, even for the sake of effecting their sale. They owed the same allegiance to other localities whose fruits and products they were also marketing.

Jack Spalding, in charge of the S. O. S. office in New York talked Medford pears from morning till night. Visited by the local growers at different times during the year, a close contact between Medford and the New York office was maintained.

Next came the plans for the elaborate \$200,000 packing, pre-cooling and storage plant locally, which completed the system, and brought Medford nearer the markets of the world through the threshold of New York.

With Leonard Carpenter president, Colonel Voshies, vice president, Corning Kenly, treasurer, Alford Carpenter, secretary, Chandler Egan a member of the board, and Paul A. Scherer, general manager, the executive staff of the plant is highly representative of Rogue River Valley's leading industry.

The administration building to the south of the plant, with its large, well lighted offices and busy workers is an interesting introduction to the 120 by 70 foot packing and storage building proper.

Workers Considered Here every effort has been concentrated on the production of efficiency, economy and comfort for the workers. With a constant temperature, which on hot days is at least 15 degrees cooler than outside, and a lighting system which precludes eye strain, the large staff of packers and sorters easily turn out around 10 car loads a day.

A laboratory, where tests for spray residue are made by an expert every 20 minutes—an original cushion chair placed on the boxes for the protection of the fruit in shipping—and S. O. S. patented conveyors—also some of the features of this new plant.

Then there is the pump, below the packing shed, brought from the drainage district of Louisiana, and of the type used to handle the flood waters of the Mississippi, which here, pumps three thousand gallons of water per minute through the flumes of the packing house. These are the acid pumps, which send 250 gallons of acid per minute up through rubber or Redwood pipes for the acid process. These are a story in themselves.

Major Wm. M. Tuttle, manager of the storage plant smiles warmly at his visitors warning them for the cold reception they are to receive when he opens the great door to one end of the balcony. Here the chilly blast all but sweeps the unsuspecting from their feet, and suggests a need for mittens and ear muffs.

In addition to the storage system, there are 20 pre-cooling rooms to the plant. The fruit, taken from the storage onto a loading platform which is covered and insulated with pre-cooling facilities, placed on a power conveyor does not come into contact with the warm air of the plant at any time.

Conveyed over the 1100 feet of track owned by the local plant, the cars are then switched onto the Southern Pacific line and the Medford Boxes escorted by their smiling S. O. S. sailor boys are on their way to the ports of the world.

Chicago averages more than 4,000,000 telephone calls daily.

JUDGE COLVIG ON TRIP TO PORTLAND TELLS AGE SECRET

Medford post of the Grand Army of the Republic had some 70 members not so many years ago, but now only seven are living, and the other day when William M. Colvig, 82, the adjutant, called a meeting, not enough could respond to hold a gathering at all. Mr. Colvig came in Portland yesterday, registered at the Imperial, to give away his granddaughter, Rowen Gale, daughter of Mrs. Floyd Cook, who was married at noon to William Crawford. It was quite a family reunion, as Winsor Gale, Rowen's brother, who is in his third year at the United States Naval academy, Annapolis, an appointee from Medford, was not for the occasion. Asked for his secret of longevity, Mr. Colvig's eyes twinkled. "Well, I was very good when I was young," he said. He came to Oregon in 1851, when 6 years old, and attended the old school down near the foot of Oak street, where John Outhouse was teacher. The next year the family moved to southern Oregon.

Mr. Colvig responded to the call for volunteers in the civil war, joining the cavalry. The regulars were taken from the army posts, however, and the volunteers substituted in the posts, so he saw only Indian campaigning. After his discharge he joined a tramp schooner at San Francisco, crossed the isthmus by way of the lake of Nicaragua, and arrived in New York. From there he went to the oil fields of Ohio and was in Zanesville for a time, then in a big well in Worth county, West Virginia, that flowed 700 barrels a day. He was a clerk, worked in the harvest fields of the middle west, and was harker for a revolving ride at county fairs. For exactly one hour he wielded a shovel on a railway job. He was hired in Missouri by the famous confederate general, Joseph Shelby, and the general, finding his workmen to be a magnificent penman, had him keep the accounts. Then he studied law under Judge, Rodecker at Pekin, Ill., and taught school at Tremont, Ill., the home town of Harvey Scott, destined to become famous as the editor of the Oregonian, and of Abigail country. They did their stuff for Rogue River Valley.

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WILLIAMSON TO AGAIN BE SALEM DRUM CORP MAJOR

Lloyd Williamson, well known Coosco man and drum major of the Medford Legion drum corps, has again been chosen by the creek Salem Drum Corps to lead them in the National convention drum corps contest which takes place at Louisville, early next month. Williamson has secured a leave of absence from the California Oregon Power company where he is employed and has already gone to Salem to drill the Salem corps up until September 25, when they leave for Louisville. They will leave Portland on the Oregon Special train and will give numerous exhibitions while enroute.

Last year the Salem corps under the leadership of Williamson, took second place in the National contest at San Antonio, being bettered only by the famous Legion corps of Miami, Florida. They also took first place for their music in the National contest which was judged by John Phillip Sousa and other famous critics. These honors brought a great deal of national advertising to the State of Oregon and this year the citizens of Salem again raised a big fund to send their corps to Louisville. Lloyd Williamson was the unanimous choice for drum-major, being considered the best Legion drum corps leader in the entire state.

The final outcome of the National contest will be closely watched by the whole state of Oregon.

MOSCOW—(AP)—According to "Intourist," the organization charged with promoting foreign tourist trade, 1,000 foreigners visited Russia in July. About 95 per cent were from the United States, the others being chiefly Germans and South Americans.

GEORGETOWN, British Guiana—(AP)—With a big rice crop in sight, growers here are making a determined try for that part of the Canadian and United States markets now held by India. The C. A. has asked the Reichstag to enact a law providing six months previous notice when a former grower placed an embargo on rice.

BERLIN—(AP)—Seeking more severe penalties for acts of cruelty against animals, the German S. J. C. A. has asked the Reichstag to enact a law providing six months previous notice when a former grower placed an embargo on rice.

VALIDITY OF LAND SOLD BY SHERIFF FACES COURT TEST

The slender shadow of a question mark has fallen, during the past few days, across the tax records in the County sheriff's office. Persistently it hovers, interrogating the validity of a tax deed to one piece of delinquent property sold in 1927, and subsequently, casting the finger of suspicion on every other deed of this kind issued in the same year and up to the present time.

The shadow originated in the case of James Eden and Grandchildren vs. Henry M. Lee and others claiming any right, title or interest in or to the property in the Evans Creek district, inhabited since 1927 by the plaintiff. Eden purchased the land at a sheriff's sale of that year, and was given a deed.

According to the defendants in the case, the deed does not conform with the law, as it does not state that the piece of property described, was sold separately from the other tax lands disposed of in the foreclosure and sale. It merely recites the consideration of \$10 which transferred the property from the sheriff's hands to the bidder, they claim.

The defendants, who were owners of the land before the sheriff's sale demand a return of the property. The plaintiffs are seeking to quiet title on the land. In case this cannot be brought about, they are asking payment for the work and improvements which they put on the land during their residence.

PHOENIX, France—(AP)—Peace trees purchased with money given by a group of German pacifists, have been planted in a new public park on the rue Joulin, symbolical of hopes for a better understanding between peoples.

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CULY WINS PRIZE FOR INSURANCE SELLING RECORD

As the result of having written at least one insurance policy every week for the last three years, C. N. Culy, local representative of the Oregon Life Insurance company received a beautiful 17-jewel Hamilton red gold wrist watch with a pinkish strap as a reward from headquarters in Portland.

The watch was accompanied by a warmly congratulatory letter from W. C. Schuppel, assistant manager of the district who sent the gift this week.

The three-year prize is not based upon an average of one policy a week, but an actual disposal of a policy must be made each week, so that even if five policies were sold one week, another one would have to be sold the next or the chain would be broken.

In spite of having been stricken with a severe case of rheumatism and complications this summer, Mr. Culy has managed to halve his sale, even when, as is now the case, it was necessary for him to hobble around on crutches to do so.

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Daily Meteorological Report

Table with columns for Sunday, Sept. 22, 1929, Medford and vicinity; Oregon; Local Data; and various weather statistics.



A distinguished bride of Portland...

Mrs. John Hering chose her wedding silver in this graceful King Albert pattern

CHARMING Mrs. John Hering, the former Miss Anita MacGregor, is one of Portland's outstanding young hostesses. And her attractive new home is a center of bright and gracious living. New furniture has been deftly chosen to blend in complete harmony with rare old heirloom pieces... and in the dining room Mrs. Hering's wedding silver has taken its place beside fine old family pieces that bear the mark of early master craftsmen.

LAWRENCE'S Quality Jewelry Fair Prices Intelligent Service Main and Fir — Established 1908

To those who wish to buy an automobile for less than One Thousand Dollars, we are offering a few Late Model, Guaranteed Buicks at prices that make them twice the values of any new car of equal price. The popularity of the New 1930 Buick makes possible these rare bargains. Here you can get Buick quality, comfort, economy, and prestige at small-car cost. It will be worth your while to see these cars at our show-room today.

- List of Buick cars for sale: 1927 Standard Six, 1928 Master Six, 1926 Master Six, 1928 Standard Six, 1927 Master Six, 1925 Standard Six, 1924 Glass Enclosure, 1927 Master Six, 1923 Standard Six.

Scherer Motor Co. YOUR BUICK AND MARQUETTE DEALER 38-40 North Riverside—Phone 73 OPEN EVENINGS AND SUNDAYS

Advertisement for Dr. I. H. Gove, featuring a hand holding a tooth and the text 'Stop that DECAY NOW!'.

Advertisement for Jackson County Abstract Co., featuring a person at a desk and the text 'Property Owners'.

Advertisement for Wineland Beauty Shop, featuring a woman's face and the text 'NATURAL PERMANENTS Are INDIVIDUAL'.