

# BOSC CAMPAIGN IN DETROIT TO YIELD RESULTS

### Trade Impressed with Fruit, and Future Prospects for Development of Market—Radio Talks as Broadcast From Auto Capitol Station.

A private telegram received from Detroit by a local shipper states that the first two cars of Rogue River Bosc made a strong impression on the Detroit trade, with their color, pack, and taste, and predicting that in future years, Detroit will be an excellent market for Bosc and other varieties of Medford pears.

The Detroit trade has shown a high interest in the Bosc. They were ripened to perfection, and this was an important factor.

Radio talks were presented over station WJL, Detroit. They were prepared by Prof. F. C. Reimer of the Southern Oregon Experiment station at Talent, Prof. Henry Hartman, and David R. Wood, chairman of the Winter Pear committee. Extracts were also used in the essays submitted in the Bosc contest. Much of the arrangement of the material, and editing of the radio talks was by Chairman Wood.

The following are samples of the radio talks, as broadcast: Good Morning:

This is Medford, Oregon—Winter Pear Capitol of the World. Located in the beautiful Rogue River valley in the southern part of the state of Oregon, Medford is best known as the home of the Bosc pear—Old Gold Outside, Sugared Sunshine Inside.

Twenty cars of these pears have been selected, packed and now are being ripened by the Medford Winter Pear committee, especially for the use of the housewives of Detroit.

The housewives of Medford now give the housewives of Detroit this message: Of all the pears raised at Medford, the best is the Bosc. For table use, to can, or for salad or to slice for a breakfast dish, it is always the pear selected. It is different, richer, sweeter, a most delicious flavor.

Did you ever eat a Medford Bosc pear? No? Well, you have the treat of your life in store for you. This variety is one of the best Winter Pears grown, famous for its flavor, grand favorite with everyone who has eaten one, good for both dessert and utility purposes.

In introducing Medford Bosc pears we ask you to clearly understand the correct pronunciation which is as if spelled B-o-s-c-k. The word Bosc is of French origin, while the fruit originated in Belgium.

Pears will rank any other fresh fruit provided they are eaten when ripe and in order to interest the housewives of Detroit in the true value of the Bosc pear raised in the Medford district, a sales campaign has been inaugurated which will result in your being able to buy these pears at your favorite fruit stand.

The great majority of people in this city who buy pears are familiar with the Bartlett variety but know nothing about the Bosc pear. It just so happens the Bosc pear ripens at a time when the last of the Bartletts are being offered for sale. Plan to use Bosc pears. Remember—Old Gold Outside, Sugared Sunshine Inside.

### Fruit in the Daily Diet.

Fresh fruit is a necessity. The British Isles recently put on a campaign "Eat More Fruit." Pears contain vitamins A, B and C. From an article written by Sir William Arbuthnot Lane, we quote: "Vitamin A builds up resistance against disease. Vitamin B maintains the health of the nervous system. Vitamin C prevents scurvy or any tendency thereto. Fruit has its most important effect on health and is also a beautifier, for nothing is more beneficial to the complexion than fresh fruit taken daily."

Reach for a pear instead of a smoke! should be the slogan of every mother in the United States. Educate your boys and girls to eat more fruit. Teach them to develop healthy bodies by eating fruit regularly. Supplement their breakfast food by a careful diet of the proper pears in season and no laxatives whatever will be necessary to insure perfect health. Pills in many cases are unnecessary. Spend your money with the fruit retailer instead of the drug store. Doctors and prescriptionists are vital only when necessary. The prevention of disease is a subject worthy of serious consideration. Prominent dietitians all say you cannot go wrong by including fresh fruit in the daily diet.

The Bosc pear—unique in beauty—is easily identified by the rich cinnamon brown color and the long, tapering, symmetrical, bell-like shape.

Dr. U. P. Hedrick describes the fruit of Bosc as follows: "The fruits of Bosc merit unqualified praise. They are nearly flawless in every character. The pears at once receive approbation from all who see them by virtue of their uniquely beautiful color and shape, in which character they are wholly unlike any other pear. The shape is pyriform, with a very long tapering neck, perfectly symmetrical and unequalled in trimness of contour. The color is a

dark rich yellow over-spread with cinnamon-russet with here and there a spot of yellow ground color visible. The quality is rated by all as "very good" or "best." The flesh, while slightly granular, is tender and melting or almost buttery, very juicy with a rich piquant flavor and a pleasing aroma."

Try them: OLD GOLD OUTSIDE, SUGARED SUNSHINE INSIDE.

# MEDFORD GIRL IN ROMANCE OF TAR, CUPID AIDE TOLD

The Vancouver, (Wash.) Columbian prints the following item of local interest:

Slightly befogged concerning the proper procedure but perfectly clear in his intentions to lend Dan Cupid a helping hand, Robert Almsworth Henry, 23, of Malden, Massachusetts, has besought the aid of the city clerk by letter. His letter reveals him as a foresighted chap determined to leave no stones in the path to matrimony.

Writing by air mail from San Pedro, California, Mr. Henry endeavors to make arrangements to have a marriage license ready when he arrives. "Being a seafaring man, I shall not be in port for five days which I'm given to understand are necessary before the license can be issued," he explained, "in view of these circumstances I do hope you will consider this unusual procedure favorably and grant such license."

The fiance, he added, is Bernice Dixon, 23 of Medford, Oregon. He included a page of data concerning himself and the young lady, and offered to furnish any further information upon landing. Although there is no law in this state requiring notice of intention to wed, the city forwarded the letter to the county auditor.

# ODD SENTENCE FOR EVANS CREEK MAN

An odd feature in the case is that while forty days in the county jail was the sentence imposed on Chuck Coffee in Judge Taylor's court Friday on the charge of stealing a gun and some trapping equipment from a cabin in the Evans creek district, he had already served the sentence, and hence is a free man.

It seems that some time ago, Coffee, a young man who lived all alone in a cabin in the Evans creek district, it is understood, was originally arrested for the same offense on a grand larceny charge, was bound over in the same court to await action by the grand jury, and had already spent forty days in the county jail by Friday.

In the meantime relatives and friends thinking that his solitary life had affected his mentality and that he needed treatment, rather than punishment, took the matter up with George Nelson, assistant district attorney. Mr. Nelson on further investigation learned that the grand larceny charge was not justified, as the value of the stolen property fell under the originally claimed value and should have brought a petty larceny charge.

So the charge was changed to petty larceny with the understanding that the relatives would place the young man in charge of another relative, who is connected with a sanitarium up north for treatment at that institution, and that the sentence imposed should cover only the time that Coffee had already spent in jail.

### Notice to Roller Skaters

Grand opening at the Armory Skating Rink Sunday Night OCTOBER 13

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# SHRINE TREK TO MARSHFIELD TO BE GALA EVENT

Members of Hillah Temple are looking forward with keen interest to the gathering of Shriners in Marshfield on Saturday, October 26, at which time a large class of novices will receive the elaborate initiatory work. The ceremonial, which promises to eclipse in size and enthusiasm the Shrine convalescence held in Medford last spring, will attract Shriners from all parts of the Pacific coast.

Patentee E. C. "Jerry" Jerome has received acknowledgments of his many invitations to coast temples and there is every indication of a large representation of visiting officers and nobles.

Word has come from Marshfield that the preparations for extensive decorations on the streets of that city have been made and it will be a ravely bedecked Marshfield that will greet the colorful flood of nobles of the Mystic Shrine on the 26th. The merchants of Marshfield too, will decorate their buildings and display windows in honor of the Shriners.

Captain Rex Barnett's yellow-robed patrolmen are in tip-top trim for the parade which will be one of the ceremonial features. They have been drilling regularly and show an improvement even after their excellent work in Los Angeles last June. The Klamath Falls patrol drum corps will also be on hand and Hillah's new patrol orchestra will make its debut in the Coast Day metropolis. Large stages have been secured to carry the uniformed aggregations to Marshfield. Director L. P. Older and his working crew are arranging the details of the initiatory work.

In preparation for the coming ceremonial, a Scottish Rite reunion will be held in this city on October 21, 22 and 23 during which time the Siskiyou Lodge of Perfection of this city will join with the Chapter Rose Croix of Marshfield and the Council of Kadosh and Consistory of Eugene in conferring the Scottish Rite degrees upon several candidates. Malta Commandery No. 4, Knight Templars, will also have several York Rite Masons who will receive the Shrine degree at Marshfield. This body, with headquarters in Ashland, has been very active during the past year and only recently officially entertained Grand Commander George Dunn.

WASHINGTON—(AP)—Miss Nancy Hopkins, who took up aviation upon graduation from high school a year ago, has become a full-fledged pilot during the year that has intervened.

# LEGION FEED AND BIG INSTALLATION

Every American Legion man in this district is urged to attend the annual "feed" and installation of officers to be held at the Masonic hall tomorrow night at 6:30 p. m. Moreover he is expected to bring his lady and table service for two as the Auxiliary will furnish plenty of food but the veterans will have to provide their own mess-kits and tools. A short entertainment program and brief business session will round out a busy but enjoyable evening for all who attend.

Officers of the Junior class of the Southern Oregon Normal school are: John Billings, president; Verdine Hardy, Medford, vice president; Eunice Hager, Ashland, secretary; Floy Young, Ashland, treasurer and Dick Joy and Audrey Brown, class representatives.

# CATHOLIC MISSION WEEK OF OCT. 20

The first mission to be held in the new Sacred Heart Catholic church here will open on October 20 and close October 27. Rev. William Grangell, C. S. I., of Seattle, said to be an eloquent and forceful speaker, will conduct the mission.

Beginning with second mass at 10:30 on Sunday, October 29, the services will consist of two masses daily, one at six o'clock and one at 8:15 at each of which the visiting clergyman will preach a sermon, as well as at the evening services at 7:15. This will be the first mission held here in over three years, and keen interest has been expressed in it by both Catholics and their friends throughout the valley.

LOS ANGELES, Oct. 12.—(AP)—Investigation of the monetary affairs of Angelus Temple, and of Almore Somple McPherson's dis-

posal of temple funds, was under way by the Los Angeles district attorney's office today, as the result of charges of misappropriation brought by five pastors of the evangelist's Four Square Gospel Lighthouse churches. Two of the complaining pastors had been dismissed by Mrs. McPherson within the past week.

The name Siberia means "thirsty."

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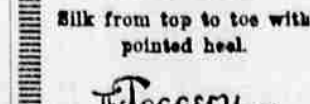
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