

FIRST SECTION PROF. HARTMAN PEAR FINDINGS

Herewith is published the first installment of the complete report of Prof. Henry Hartman, Oregon State college, on his investigations relative to the handling of Rogue River valley pears in eastern markets.

The research work was conducted under the auspices of the Winter Pear committee, David R. Wood, chairman, and the remaining personnel being Leonard Carpenter, Harry Rosenberg, J. C. Barnes, W. P. Butler, George H. Deane, and J. E. Spatz.

The work of Prof. Hartman is to be continued the coming season, no detailed report is made, and the present series is only a brief summary of observations, with final figures and data eliminated.

The installments will be printed in consecutive issues of this paper until completed.

The first installment is:

Introduction

The present report is based largely on investigations carried on in New York and other eastern cities during the period from Sept. 15, 1929 to May 15, 1930. These investigations were authorized and financed by the pear growers and shippers of the Rogue River valley thru their official representatives, the Medford Winter Pear committee, Inc. The work had to do largely with problems relating to the harvesting, transportation, storing, and ripening of pears. It was in no sense a market survey, nor was it an attempt to promote the sale of pears. Throughout the investigations, the author adhered strictly to the ethics of research.

The Quality and Appearance of Pears Must Be Improved

Lack of quality and lack of appearance are still the greatest obstacles to the successful sale and distribution of pears. No matter how efficient salesmanship may be, it cannot overcome the handicaps of poor eating quality and unattractiveness. Attempts to advertise pears cannot be successful until the consumer can be assured of the quality of the product.

Anyone who views the situation in an unbiased attitude must come to the conclusion that fruits such as the apple, the orange, the grape fruit, and the banana are now being delivered on the market with comparatively better appearance and better quality than are pears. This is due, not to the fact that pear growers and shippers are necessarily less diligent in their methods, but to the fact that pears present more serious problems of transportation, storage and ripening than do most other fruits.

Many of the difficulties associated with the handling of pears can be corrected by minor changes in the present methods, by more judicious use of the equipment now on hand, and by application of knowledge already in existence. On the other hand, some of the problems, especially those occasioned by transportation and storage diseases may require years of research and painstaking effort for solution.

Auction Prices Not Always an Index of the Quality of the Product

It is apparent that the price received at auction is not always a true index of quality in pears. Factors other than quality affect auction prices and because the auction sheet shows a high return, it does not always follow that the shipper has delivered a satisfactory lot of pears to his customers. Examples of this were common during the past season in New York City. Bosc pears which brought high auction prices in January, for example, often scalded and became a total loss before they reached the consumer.

Premature Ripening of Anjou and Nells During Past Season

Growers and shippers are well aware of the fact that pears did not keep well during the past season, Winter Nells and Anjou in particular, caused a big grief in that they ripened and gave evidence of breakdown long before their natural season was over. It is safe to say that by the middle of January 50 per cent of the Anjous in storage were ripe and had to be moved regardless of marketing conditions. It was only through effective work of the New York Pear committee that disaster was averted.

Many reasons have been advanced for the failure of the 1929 pear crop to keep well in storage. It has been claimed, for example, that this crop of pears for one reason or another, lacked inherent keeping quality. This view, however, is not substantiated when all the factors are taken into account. Experimental lots which were thoroughly cooled shortly after harvest and which were promptly stored, kept fully as well, and in some cases, better than lots so handled in the tests of the past five seasons.

The claim that eastern storage plants were responsible for the situation, likewise, is not substantiated when all the facts are considered. When a storage concern maintains satisfactory temperatures, satisfactory humidities together with sufficient fresh air and air circulation, it can hardly be blamed for the failure of fruit to keep. There may have been some individual cases during the past season which improper storage may have contributed to premature ripening, but it cannot be said that this was the general cause of the difficulty.

Picking at the wrong time may have influenced the situation in a few cases, but it is hard to see how this factor alone could have been responsible for all of the trouble.

Apparently two factors were

largely responsible for the premature ripening of pears during the past season.

(1) Delays in getting the fruit under refrigeration at harvest time.

(2) Warm weather during the transit period.

Work by the Oregon Experiment Station during the past ten years has thoroughly established the fact that high temperatures after picking, quickly reduce the storage life of pears. This work has shown that at temperatures around 70 degrees F., pears ripen approximately ten times as rapidly as they do at 30 degrees to 32 degrees F. Under ordinary circumstances, then, pears picked and left in the orchard or packing house deteriorate as much in one day as they do in ten days of cold storage. Tests with Bosc have shown that a delay of seven days at 65 degrees F., was responsible for a reduction of 60 days in the possible cold storage life of the fruit. This emphasizes the need of prompt handling and cool temperatures if pears are to be kept for any length of time.

As the crop was handled last season, delays in handling were common and shipment during hot weather resulted in unfavorable transit conditions. In some cases, the fruit remained in the orchard two and three days after picking and often laid around the packing house two or three days more before it was packed. Cars intended for storage often arrived in New York City with the fruit in the top boxes showing color and giving indication that the ripening process was already well under way. Pears arriving in such condition have been robbed of their storage quality. Once started, the ripening process cannot be effectively checked by refrigeration, no matter how applied.

It should be emphasized, in this connection, that pears attached to the tree ripen at a much slower rate than pears picked and allowed to stand in the orchard. In case pears cannot be packed and placed under refrigeration immediately, they should be allowed to hang on the trees. It is a serious mistake for growers to assume that their crop is safe as soon as the fruit has been placed in boxes.

(Continued tomorrow)

SALINAS, Cal., Aug. 8.—(AP)—Jack Pickford, screen actor, was today making preparations for his third trip to the altar, this time with Miss Mary Mulhern, New York stage actress, with whom he filed notice of intention to marry at the Monterey county court house yesterday.

GOODE.—Word was received last night of the death of W. E. Goode of MacDoel, Calif., who was killed early Wednesday in a runaway. Reverend Goode was pastor and district elder for Free Methodist churches in southern Oregon for many years. Funeral services will be held at MacDoel today.

COLORADO SPRINGS, Colo., Aug. 9.—(AP)—A proposal urging shipment of livestock from the drought stricken areas of the east to Colorado grazing lands is under consideration of the Colorado Springs chamber of commerce.

PORTLAND, Ore., Aug. 9.—(AP)—Edgar E. Conson, injured on Mount Shuksan yesterday is a prominent Portland musician and organist at the First Presbyterian church here. He is well known throughout the west.

Hillsboro.—Plans discussed for extensive street improvements here.

SAVE THAT OAK FROM GRASS FIRE CITY ULTIMATUM

The city administration has set its foot down on the destruction of any more oak and other trees by crews burning off grass and weeds in alleys, lots and fields under auspices of city.

Many complaints have been received by the city officials of the damaging of trees in various sections by the men doing the work of burning off grass, utterly ignoring the taking of any measures to save trees. One report received is that on the eastern heights of the city in one section alone 50 oak trees were so badly scorched that it is doubtful if they will ever come back to life.

Mayor Pipes and the members of the city council have issued strict instructions to Fire Chief Elliott to see that men outside of the fire department employed in burning off grass for the city from now on exercise unusual diligence to see that all trees at any location in which they are burning off properly protected from flames.

Obituary

GOODE.—Word was received last night of the death of W. E. Goode of MacDoel, Calif., who was killed early Wednesday in a runaway. Reverend Goode was pastor and district elder for Free Methodist churches in southern Oregon for many years. Funeral services will be held at MacDoel today.

COLORADO SPRINGS, Colo., Aug. 9.—(AP)—A proposal urging shipment of livestock from the drought stricken areas of the east to Colorado grazing lands is under consideration of the Colorado Springs chamber of commerce.

PORTLAND, Ore., Aug. 9.—(AP)—Edgar E. Conson, injured on Mount Shuksan yesterday is a prominent Portland musician and organist at the First Presbyterian church here. He is well known throughout the west.

Hillsboro.—Plans discussed for extensive street improvements here.

FISH COUNT AT SAVAGE RAPIDS SHOWS DECLINE

The count of fish being made jointly by the state and government at the Savage Rapids dam on Rogue River shows a steadily diminishing run of salmon and steelhead. The record for the past seven days indicates that only twelve salmon passed over the dam, according to the report given out yesterday by officers of the Jackson County Game Protective association, who state that this is the summer run of salmon which the commercial interests were so anxious to give up in return for the spring run.

Reports from the mouth of the Rogue show that from 25 to 40 boats are fishing commercially and the average catch is less than two fish per boat each night. It is very evident, the local sportsmen further state, that the summer run of salmon is badly depleted and without proper protection, the spring run, too, will soon be but a memory.

HONEYMOON AMONG THE VALLEY PEARS

Among the orchard pickers in the valley will be a young married couple who plan to spend their honeymoon among the pear and apple trees of this section, according to the following news item in the Roseburg Review of last Friday:

"L. M. Marriott of Denver, and Catherine Robbins of Redlands, Calif. were married yesterday afternoon at the office of Justice of the Peace Hopkins in the presence of only the necessary witnesses. They have been employed in the fruit orchards of California, and are planning on spending several weeks at Medford picking fruit before returning to California to reside."

Hillsboro.—Plans discussed for extensive street improvements here.

LAST PRACTICE FOR DRUM CORPS

Every member of the Medford Legion drum corps is urged to be present at the regular drill session this morning which will be held at the high school athletic field at 9:30 a. m. This is one of the last practice periods before the convention and an intensive workout will be given the local Legionnaires. Details of the convention trip will be discussed following the drill.

The regular meeting of Medford Post No. 15 will take place at the Armory Monday night and Commander Bolger has requested a full attendance.

AIR FETE MOVIES READY TO SHOW

Moving pictures of the Northwest Air tour taken here last Monday by H. L. Bromley, manager of the California Oregon Power company were received here.

The films cover some of the interesting events of the big air circus as well as close-ups of the famous pilots brought through the efforts of the local American Legion post. Some good views of the crowds and the new airport provided with planes are also included in the pictures which will be shown by the "Open Current Events" miniature news reel.

Beauty Salon Remodeled

Iva Frederick, owner and manager of the Medford Beauty salon, has just completed the remodeling of the entire place and will cater to every requirement in the line of beauty culture.

Three booths have been added on the north side of the shop and the walls and woodwork have been decorated in rose and warm gray.

Roy LaFevre, well known local barber, has full charge of the hair cutting department, which is also a new feature at the Medford Beauty Salon.

Classified advertising gets results.

IMPORTANT MEET OF LEGION POST

A live meeting of Medford Post No. 15 is scheduled for tomorrow night at the Armory. This is the last Legion session before the state convention at Baker Aug. 14-16 and some important business will be discussed. A report of the recent airport celebration which was sponsored by Medford post will be made by General Chairman Seelye. Only a few more members are needed to put the local post over the 1930 quota before the convention and all members who have not yet paid their 1930 dues are urged to request to do so at once.

Radio Program KMED

(Mail Tribune - Virgin Station)

An interesting hour of piano music is scheduled for broadcast over station KMED during "Coco Hour" Tuesday evening, Aug. 12. The program will feature the students of Mrs. Gore's piano studios as well as several well known in Medford's music circles. An added feature will be a reading by Mrs. J. D. Harnish, consisting of a selection from Les Miserables by Victor Hugo.

DANCE FLOOR COMPLETED AT BERRYDALE STAND

A new dance floor has been completed at Mac's Barbecue stand in Berrydale and has been attracting quite a number of Medford people since it was opened a week ago. Special ventilation makes the dance hall one of the cool spots in the valley and is made attractive by the service of fancy barbecued chicken and barbecued pork and beef sandwiches. Swiss hamburgers are also a feature.

FOR WORTH, Tex., Aug. 9.—(AP) Fred L. Pelton, vice-president and cashier of the Stockyards National bank, and an unidentified man were killed, several other persons were injured and the bank was practically wrecked today when a stranger dropped a big containing nitroglycerine after demanding \$10,000.

LATE BUYING IS BOOST TO STOCK

NEW YORK, Aug. 9.—(AP)—Stocks declined today in the most active Saturday trading since late June.

Thanks to a technical rally at the end of the first hour, the average net loss was only one-fifth of a point, nevertheless, many representative shares closed one to three lower, sales totaled just above 1,500,000 shares.

There were two selling movements. The first followed a heavy opening and carried prices down one to six points. Efforts to carry their short positions over the week-end, the shorts began covering, and shortly after eleven o'clock the early losses had been generally recovered and a few stocks were selling above Friday's final quotations. In the last fifteen minutes, however, fresh liquidation appeared and gains scored on the rally mostly disappeared. The close was heavy.

Kinzua—Kinzua pine mills resume operations.

CLEVELAND, Ohio, Aug. 9.—(AP)—The clouds of acrid smoke that curl to the ceiling when newspaper photographers' flashlights boom a greeting to celebrities will soon be a thing of the past.

PORTLAND, Aug. 8.—(AP)—Oregon state Elks' thirteenth annual convention will open here Monday with the Portland lodge as host. George L. Rauch, exalted ruler, Portland lodge, will preside.



PHONE

- 4—Holmes
- 4—Insurance
- 4—Service

In good bread are no substitutes used. Only better flour and materials and more of them, such as milk and malt shortening, plus intelligent handling and WELL baking. All of those things make a well keeping, fine tasting loaf of bread, such as our Home Made Bread and BLUE RIBBON, and all our other breads.

Joe Dohmeier, the proprietor, is back on the job again.

The following stores handle

MODEL BAKERY'S BREAD

- Home Grocery, 608 E. Main
- Park Grocery, 233 W. Main
- Service Store, 132 W. Main
- Laurel Street Market, 216 South Laurel
- Oakdale Grocery, 403 S. Oakdale

MODEL BAKERY

111 W. Main Phone 103-R

Let These Firms Help You Prepare for Your Vacation Trip

ALL ABOARD, FOLKS! FOR



....PLAY GOLF....
on the
North Riverside Midget Course

This first-class 18-hole course with up-to-date refreshment counter was formally opened Saturday August 2. Beautiful flowers were generously donated by the Eden Valley Nursery.

**FREE CAMERAS
To Our Customers**

We have made arrangements to distribute box cameras free for a limited time only. Ask us how to get them.

KODAKS--FILMS--LOTIONS

FIRST AID KITS

In fact, we can help you select the things that are of vital importance in making
YOUR VACATION A SUCCESS

Buy plenty of Films—We buy back all you do not use

JARMIN & WOODS DRUG STORE

A privately owned and operated institution

MEDFORD OREGON

FOR SAFETY AND CONVENIENCE

—USE—
TRAVELERS CHECKS

Be sure that you have funds available no matter where you're spending your vacation.

MEDFORD NATIONAL BANK

SEVERIN

BATTERY SERVICE

For Battery Service
Severin Quotes Prices

6 by 11 Plate	\$5.00
6 by 13 Plate	\$6.00
Batteries recharged	50¢

Batteries Guaranteed
1522 North Riverside

Prince Electric Shop
Berrydale

Quotes the following electrical prices:
Guaranteed Ford Generator \$5.00
Chevrolet, Star, etc. \$7.00
Starter, Generator Overhauled



VACATION LAND

Every Woman Deserves a Vacation

Send all the clothing and family blankets to the laundry now before starting on your vacation

AMERICAN LAUNDRY

JAMES STORAH, Prop. Phone 873 South Central



"Natural" Permanent Waves

Let us give you a beautiful wave with ringlet ends. Enjoy it during the remainder of the summer and part of the winter.

Free Shampoo and Finger Wave

Three months' service with each wave

Wineland's Beauty Parlor

Hotel Medford Phone 61



Everybody Is Playing

on the
MEDFORD MIDGET

18-Hole Golf Course

25c per person per 18 holes
15c for Children under 15 when attended by parents

Open from 9:00 A. M. until Midnight
Robert O. Barker, Prop.
Corner Eighth and Oakdale, Medford

