

**W**E BELIEVE that the success of the fruit industry in this Valley rests in the honest effort of the entire community. Our future lies in our own hands. The grower is bending every effort to adjust production costs to present economic conditions and yet produce the quality of fruit for which our district is justly famous. We are ready to contribute our full share. . . . We pledge ourselves to furnish Valley growers our high standard of pack, our best service and our improved box for forty-five cents (includes carloading charges). It is generally acknowledged in New York that the keeping quality and storage condition of our pears excel. We will reduce precooling for our growers' fruit to ten cents. Seasonal storage charges will be reduced to twenty-two cents. We will continue important transportation savings. These result from five years of our intensive study. The reduction in costs from this source alone varies from six to twenty-one cents per box, (depending upon date of shipment). . . . These economies total from thirty to forty cents. We are in a position to offer these savings to the progressive growers of our Valley by virtue of the efficiency of our plant and the determination of our directors to fulfill the purpose which led to the founding of Southern Oregon Sales, Inc.: "Better facilities, better service and reduced costs". . . . To the steadfast loyalty of many growers who have shipped with us since 1926 we are deeply indebted. Addition support from a wider group of producers will enable us to reach higher levels of achievement. We solicit your friendship, support and patronage.

Southern Oregon Sales, Inc.