

# MRS. POWER WINS FIRST AWARD IN TOMATO ESSAYS

## Hoover Observer



Walter H. Newton, secretary to President Hoover, forgot politics long enough to make a Chicago boy happy by signing his autograph

In the recent essay contest conducted by Pierce's Hothouse, producers of tomatoes, Mrs. E. P. Power of 101 Portland avenue was adjudged winner of the first prize of \$15. Mrs. Power's excellent essay upon the superiority of "vine-ripened" hothouse tomatoes was selected from a number of fine essays by W. A. Gates and Ted Baker, judges of the contest.

Mrs. N. J. Blund of 32 North Riverside wrote the essay which won second place and \$7.50 in cash while the essay of Mrs. J. P. Reddy, who resides on South Oakdale avenue, was chosen as third place winner. Mrs. Reddy will receive a check for \$5.00.

Some remarkably well-written essays were submitted which made tasks of selecting the winner a difficult one for the judges. One deserving of special mention was entered by Nina Wall Colvig of 525 South Central avenue.

The winning essay, written by Mrs. Power, follows:

The Rogue River valley, which is the home of some of the world's finest pears, is becoming recognized as an ideal climate for tomato-growing. An authority on food values claims that there is only one locality in our country in which it is possible to produce tomatoes of the same high quality as are grown here.

When the Europeans explored the South American continent, they found growing there many strange native plants, among which was the tomatofruit, as the Aztecs called it. It was a rank-smelling plant with bright-red wrinkled fruit. Although these early European adventurers did not consider the tomato edible, they transplanted it to Europe because it was novel, and they renamed it the tomato, or the love apple. Through-out southern Europe during the 17th century the value of the tomato for use in soups and salads was at once recognized, but in northern Europe, this plant was grown in botanical gardens and in private flower beds as a curiosity and for the beauty of the fruit which was seldom eaten. Likewise, our forefathers in this country were slow to outgrow the superstition that the tomato is unhealthy. The fact that commercial canneries have now an annual output of 200,000,000 cans of this fruit indicates that the tomato is most certainly considered an important item of food.

Although the tomato is classified as a fruit, it contains both vegetable acids and mineral salts; therefore it is not uncommonly called a vegetable.

There is no named vegetable so generally liked and used in such a variety of ways as the tomato. In many homes tomato juice is the first course for breakfast, and for lunch and dinner the whole fruit is prepared in very many appetizing ways.

During the last few years food authorities have been telling us to include more green vegetables in our diet. The reason for this is that vegetables are rich in vitamins which are absolutely essential for health and growth. However, vitamins are not always present in full strength, for premature harvesting, storage or transportation to distant market reduces the vitamin value. The vitamin content of fruits has been proved to be highest when the point of perfect ripeness is reached. Tomatoes, for example, develop their maximum vitamin value only when they are ripened fully on the vines. Of the six vitamins recognized by science, A, B and C are present in the tomato.

There are tricks in every trade. If the housewives only knew what they buy when they purchase tomatoes grown in Mexico and even in California! True, they are more edible than the imitation tomatoes one sees displayed within a show window, but in vitamin value there is not a great deal of difference. In the first place these tomatoes are picked while green. Dyeing fruit to make it appear mature is illegal, but ripening it chemically is commonly practiced. A gas called ethylene is used to do the trick. When- ever man steps in to do Mother Nature's work in ripening fruit, he cannot but be partially successful; he cannot but unnatural means outside the Master Hand at its own work. So as has been said before, the wholesome tomatoes that we can buy are those which are vine-ripened.

We don't have to buy the tomatoes of inferior quality which are shipped in. Some of the best tomatoes obtainable anywhere are grown here in this valley by Mr. Ed Pierce. When you ask your grocer for Pierce's "vine-ripened" hothouse tomatoes you help yourself to health and a delicious fruit, and you also help along a local enterprise.

Since tomatoes are highly recommended by physicians for their valuable food properties, one has a right to expect that they are should be as nutritious as they are said to be. The special feature of Pierce's hothouse tomatoes is that they are protected against loss of vitamins. In the first place they are not picked until they are almost ripe, for each additional day of ripening means added vitamin content. Immediately after they have been taken from the vines, they are prepared for market. From the time that they are picked until the time they are sold, they are handled in the most sanitary way possible. Then when they are displayed on the vegetable counter, they are labelled so that you can be certain that you are getting genuine Pierce's tomatoes.

We housewives cannot judge the vitamin content of fruit as the scientists can, but we can judge the flavor. When fruits are harvested prematurely, they are excessively acid. Ripening them by the chemical process removes some of the acidity and also sweetens them slightly, but even then they taste flat compared with fruit ripened on

the vines. In addition to letting his tomatoes ripen naturally, thereby obtaining the best flavor possible, Mr. Pierce raises an unusually fine-flavored variety.

Every spring when housewives are getting enthusiastic about planting their gardens, Mr. Pierce is able to supply delicious tomatoes from his hothouses. My, how good they taste after one has been eating canned tomatoes all winter.

Until recently it was difficult for the farmers around Medford to have their produce accepted in the local markets. The reason was that our markets were flooded with cheap produce shipped in from California. Now that the depression has struck such a blow, I believe that it is the duty of everyone to spend his money at home. The sooner every- one realizes this, the sooner we'll be able to buy a railroad ticket for Old Man Depression so we can send him out of this country. One way, then, to do your share in alleviating business conditions is to buy home products. By so doing, you not only help the farmers, but also encourage home development. Mr. Pierce, and other local men, can provide you with very good produce. Insist on home-grown products.

Thrifty and wise housewives have learned through experience that they profit by buying only the best on the market. That is why they prefer Pierce's "vine-ripened" hothouse tomatoes.

MRS. E. P. POWER.

## MANY GROUPS AID RED CROSS DISPLAY

The splendid assortment of Red Cross work on display at the chamber of commerce during the past week, which attracted the attention of all passersby represented the work of numerous organizations of the county, the chairman explained yesterday.

Among those participating in the production work of the past year were: Ladies' Art club, Ashland; Chapter A. C. P. E. O. Ashland; Grater Lake Guild and East Side circle, Presbyterian church, Medford; Ladies' Guild of Central Point and Table Rock; Girl Scouts, Medford; Campfire Girls, Talent; Ladies' Auxiliary to the American Legion, Medford; Ladies' Sewing Circle, Lake Creek and Brownsboro; Girl Scouts, Phoenix; high school girls, Central Point; Episcopal church, Medford; high school girls, Medford.

## Crater Lake Waltz To Be Presented In Craterian Program

Reels of films snapped at Crater National park, including many scenic wonders of the park as well as the lake itself, will be shown Wednesday and Thursday evenings at the Craterian theater. It was announced yesterday by Ernest A. Rowel, publicity manager for the park.

## GIRL SCOUTS TO MEET AT CITY PLAYGROUNDS

Girl Scout troop of the Roosevelt school, will conduct its last meeting of the season June 20 at the city playground, at 8:30 o'clock, according to announcement made yesterday by Leda O'Neal, troop leader.

Each girl is asked to bring her own lunch, and wear play clothes. A treat will be ready for them.

Room with Bath one Person \$2.00 Room with Bath two Persons \$2.50 UP THESE ARE THE NEW LOW rates AT THE IMPERIAL HOTEL Broadway & Stark PORTLAND, ORE. The HOUSE of PERSONAL SERVICE

# BANKS IS FLYED BY CENTRAL POINT AMERICAN EDITOR

## PEOPLE GETTING WEARY

The people of Jackson county are getting mighty weary of the constant howl of "law enforcement beez-down" and "miscarriage of justice." Llewellyn A. Banks, editor and publisher of the Daily News constantly hurls his lightning bolts against the District Attorney and others without getting anywhere.

We hold no brief for George Codding except that we have yet seen no serious case of flagrant abuse of office by Mr. Codding. We certainly have no reason to be anxious to uphold Mr. Banks, either. But we do feel that after all is said, what good does all his howling do?

Mr. Ruhl of the Mail Tribune suggests having the whole matter investigated by a special grand jury and a special prosecutor. What good will that do? We have had a coroner's jury, a regular grand jury, a special grand jury and a special prosecutor in the DeHaven case. Has anything been really settled? No, yet.

We feel the best thing to do is just ignore the whole thing and above all SHUT UP! Who cares a darn, anyway. What we want and need in this county is for all to pull together to get this country out of the dumps. If you meet a civit cat on the road, if you are wise you will just quietly walk around him and not start throwing stones. The more of this stuff that is printed the worse off we all are.

So let's let it all slide and get busy minding our own business. If Banks could not bring evidence of anything but hearsay before the regular grand jury, how in h— can he produce anything better before a special grand jury? A man whose mind is so twisted that he sees personal enmity against himself in such editorial utterances as Mr. Ruhl's able and very fair eulogy on Judge Norton a few days ago, can never be convinced he CAN be wrong about anything.

So let's call it a day.—Arthur Powell, Editor Central Point American.

## Only Brother Of Mrs. Getchell Is Taken By Death

Mrs. Delroy Getchell has received word of the death of her only brother, Thomas Shephard McClure of San Antonio, Texas. Editorials from the eastern press state that "The death of Mr. McClure, the last of three brothers, is the passing of the last of the male members of one of the most notable of the pioneer families of Minnesota, who belonged to that small group of New England people who laid the foundations of the state."

## USE COPPER SULPHATE TO KILL LIVER FLUKES

At his ranch on Little Butte creek, Mike Hanley has started spreading a copper sulphate compound over the ground to destroy the liver flukes in the small stage of the life cycle, according to R. G. Fowler, county agricultural agent.

According to reports, Mr. Hanley has found this remedy effective in destroying the snails, which are injurious to the cattle which eat them.

Free delivery until 11 p. m. Order your ice cream, etc., by phone. De-Voos.



# SOCIETY and Clubs

## Loyal Women To Meet Tuesday

The Loyal Women's Bible class of the Christian church will meet at the home of Mrs. J. C. Woods on the Pacific Highway at 2 p. m. Tuesday, May 21 for business and social hour. All members of the class and friends are urged to be present.

## Lady Elks Meet Tuesday Afternoon

The Lady Elks will meet Tuesday with Mrs. R. E. Jones as hostess for the last session of the year, preceding fall.

## Building Bridge Club To Meet Thursday

Mrs. H. A. DuBucque will be hostess at her home, Woodlawn Orchard, Thursday to members of the Building Bridge club.

## WESTERN UNION CHIEFTAIN VISITS RELATIVES HERE

On a business survey trip across the continent with a group of company officials, Newcomb Carlton, president of the Western Union Telegraph company, arrived in Medford yesterday to spend two days in the valley visiting his brother and sisters. His son, Winslow, also a member of the party, stopped in Medford with him.

Arriving with Mr. Carlton on the Shasta at noon, aboard a special Western Union car, were J. O. Willever, senior vice-president of the Western Union; J. J. Welch, vice-president in charge of traffic and W. C. Tittley, vice-president in charge of plant, all of whom continued to Seattle, where they will be joined by the president and his son.

Mr. Carlton, who frequently visits in the valley, where his brother, Edward W. Carlton and his sisters, Misses Mae, Helen and Mildred Carlton reside, has not been here for two years, because of business conditions, which have made it necessary for him to remain in New York City, he said yesterday.

Refusing to discuss business conditions, the Western Union president remarked that he had "an abhorrence for people willing and eager to speak on a subject, about which they had no understanding."

Mr. Carlton said that he could not name the essentials of the business world necessary for the return of prosperity, and that the company was hiding the time until the interests of increased business find the Western Union useful.

"We do not manufacture anything," Mr. Carlton said, "but we sell service, and only the revival of business will bring about the demand for such service."

Officials of the Western Union make an annual tour of approximately 40,000 miles. From Seattle they will continue to Winnipeg, Manitoba, Canada, and back to New York, from which city they started their trip June 8.

"There aren't many California cities that have any standing in Oregon," Mr. Carlton said, "so I'll mention those in which we stopped."

## BIRTHS

Born to Mr. and Mrs. Jack Miller at Central Point a son, Friday. Mrs. Miller is remembered by many friends as the former Lucille Hoover.

Mr. and Mrs. H. B. Crasare are the parents of a daughter, weighing 6 1/2 pounds, born Saturday afternoon.

# POLICE TO CURB FOREIGN LICENSE ON OREGON CARS

Captain Lee M. Bown of the state police department, this district, returned yesterday from Salem where he conferred with Superintendent Charles Pray and other state officers relative to a determined effort to enforce the state auto license regulations on and after July 1, when new year licenses will be required on all vehicles.

Particular attention will be paid to the foreign license evil. The state police now have a complete list of all autos operated in this section, with California or other foreign licenses. Permits issued to these cars for the most part, expire July 1st. Renewals will not be granted, except in extreme cases, and autoists will be required to procure Oregon licenses or store their cars.

No consideration will be shown in cases where car owners establish residence in northern California towns for a short period, and then return here to live, work, and vote, while using a California license. This method is the most popular and common of the evasive moves, police say.

Press dispatches indicate that Governor Meier will declare no moratorium on licenses on the theory that if a car-owner is too poor to purchase a license, he is too poor to purchase gasoline.

Jackson county autoists continued yesterday to make application for temporary permits at the sheriff's office. The end of the month will bring a rush, for the Fourth of July vacation trips, it is anticipated.

# \$1500 COLEMAN NOTE RULED OUT BY COURT

Circuit Judge H. D. Norton yesterday handed down a decree in the civil action of Thad P. Coleman against Harvey Coleman, holding that the \$1500 note issued by Mrs. Jennie Coleman, deceased, in favor of Thad P. Coleman, constituted no valid claim against her estate, and further, that the transfer of two lots, and 15 shares of California-Oregon Power company stock, to Harvey Coleman was valid and legal.

# MISS LANG'S ARM BROKEN BY ENGINE

Miss Hildegard Lang of Central Point received a bad fracture of the right arm Friday, while cranking a gasoline engine. The break, which occurred near the wrist, was reported causing her much pain, and necessitated her absence from the meeting of the Central Point Grange, of which she is secretary.

George Lees, eight-year old son of Mr. and Mrs. Jack Lees of Central Point, also received a broken arm Friday. He fell from a tree at his home and broke one arm and sprained the other.

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Firestone \$2.99 EACH (WHEN BOUGHT IN PAIRS) 4.40-21

Tire Size	Our Cash Price Each	*Special Brand Mail Order Tire Price Each	Our Cash Price Per Pair
4.40-21	\$4.79	\$4.79	\$9.30
4.50-20	5.35	5.35	10.38
4.50-21	5.43	5.43	10.54
4.75-19	6.33	6.33	12.32
4.75-20	6.43	6.43	12.48
5.00-19	6.65	6.65	12.90
5.00-20	6.75	6.75	13.10
5.00-21	6.96	6.96	13.54
5.25-18	7.53	7.53	14.60
5.25-21	8.15	8.15	15.82
5.50-18	8.35	8.35	16.20
5.50-19	8.48	8.48	16.46
6.00-18	10.65	10.65	20.66
6.00-19	10.85	10.85	21.04
6.00-20	10.95	10.95	21.24
6.00-21	11.10	11.10	21.54
6.00-22	11.60	11.60	22.50
6.50-20	12.65	12.65	24.54
7.00-20	14.65	14.65	28.42

Tire Size	Our Cash Price Each	*Special Brand Mail Order Tire Price Each	Our Cash Price Per Pair
4.40-21	\$3.59	\$3.59	\$6.98
4.50-21	3.95	3.95	7.66
4.75-19	4.63	4.63	9.00
5.00-19	4.85	4.85	9.44
5.25-21	5.98	5.98	11.64

Tire Size	Our Cash Price Each	*Special Brand Mail Order Tire Price Each	Our Cash Price Per Pair
4.40-21	\$3.10	\$3.10	\$5.98
4.50-21	3.55	3.55	6.98
4.75-19	3.98	3.98	7.65
30x3 1/2 Cl.	2.89	2.89	5.75

\*FIRESTONE do not manufacture tires under special brand names for mail order houses and others to distribute. Special Brand Tires are made without the manufacturer's name. They are sold without his guarantee or responsibility for service. Every Firestone Tire bears the Firestone name and the quality excels that of special brand mail order tires sold at the same prices.

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