

New, Modern Cheese Factory at Central Point Opens Saturday

DEMAND FOR MILK WILL AID FARMER IN VALLEY REGION

Celebration to Mark Inauguration of Big Industry — Product to Bear Brand 'Rogue River' Is Word

(By Ernest Rostel.)
An event of general interest to southern Oregon and of particular interest to dairymen, the opening of the Rogue River Cheese and Products plant tomorrow noon at Central Point promises to introduce a new era for milk producers of this section. Under construction since last October, the completion and operation of the factory is the subject of a general celebration to which an invitation to the public and dairy interests has been extended to welcome the new industry.

Due to unlimited out-of-state market connections, the company is in a position to purchase all available whole milk on highest market quotations possible. With markets awaiting the arrival of the local product in large quantities, the factory management sets forth the demand for milk is imperative and is ready to handle it in any quantity.

To Use Huge Quantity.
The ultimate capacity of the plant calls for the use of 40,000 pounds of milk daily. When the capacity of the Central Point plant has been reached, in keeping with expected development of southern Oregon dairying, the establishment of a branch factory in another section of the valley is a probability.

While entirely independent of other plants, the Central Point factory is related to plants now in operation in northern California, western Oregon and Klamath county. Market conditions have been such that the construction of a new plant near Medford was deemed necessary, following a careful survey of the region revealing there are a sufficient number of cows in the section to supply the needed milk.

Officials Lauded.
Officials of the company are receiving congratulations and best wishes for establishing the plant in this section and are beginning business operations on a program of "a square deal to all and sincere, courteous treatment." It is the belief of the company the success of the new industry is closely allied with the success of milk producers, enabling them to produce milk with a justifiable profit to maintain a steady flow to the plant.

The company is headed by O. L. Churchill of Wheeler, Ore., as president; A. S. Page of northern Oregon, vice-president; and A. M. Churchill, secretary-treasurer and manager. "While all lines of endeavor have been affected by several years of abnormal business conditions," said Mr. Churchill, manager, today in a message to dairymen, "statistics reveal the dairymen maintain the best position in agricultural pursuits. The producer has continued to receive a cash income for his products from day to day, and it is one of the objects of the cheese factory to improve local dairying conditions by providing additional markets. We are here to cooperate with dairymen interests on a cooperative basis to the fullest extent."

Stable Market.
"We shall strive to herald the return of normal conditions. The market we provide is stable, with its stability to be generally recognized after the plant has been in full operation for a short time."

The Rogue River Cheese and Products company is financially well prepared to enter southern Oregon on a big scale. There have been no solicitations for stock subscriptions or donations, having been and being entirely privately financed under corporation laws of Oregon.

The plant, a modern concrete tile building, is located along the Pacific highway in north Central Point, the location chosen due to its central location to sources of milk supply, coming from Applegate, Little Applegate, Big Applegate, Ruch, Thompson Creek, Provolt, Williams Creek, Murphy, Granta Pass, Rogue River, Evans Valley, Wimer, Gold Hill, Beagle, Sams Valley, Table Rock, Nell Creek, Ashland, Valley View, Talent, Wagner Creek, Anderson Creek, Phoenix, Medford and Jacksonville.

To Insure High Quality.
Vats of 1100-gallon capacity, especially constructed, are in place, as well as all other modern cheese-making equipment. Visitors in Central Point tomorrow will gain a conception of cheese manufacture in inspecting the plant, where they will be shown the operation of vats, cheese presses and relative equipment, together with an explanation of cheese manufacture. They will be shown the curing rooms where the cheese is stored to assure the best quality before going to the market.

The factory is under the foremanship of Richard Smith, a cheese-maker of considerable experience, who has been connected with the company since October, in the construction of the building, containing over 6000 square feet of floor space, also assisting his ability as a builder. He has been connected with the Malm factory in Klamath county. Cheese Maker Is Champ.
Responsible for the quality of cheese manufacture, H. M. Bieberstein arrived from Carlton, Ore., last month to accept duties of cheese maker. Mr. Bieberstein is well versed in the fine art of cheese making, and is the holder of a national prize for making the best cheese in the United States, scoring 99.3 per cent perfect. He has been connected with well-known factories of the east.

These men will be assisted by a crew of experienced workers in producing the new cheese, which will be known under the brand name of "Rogue River."

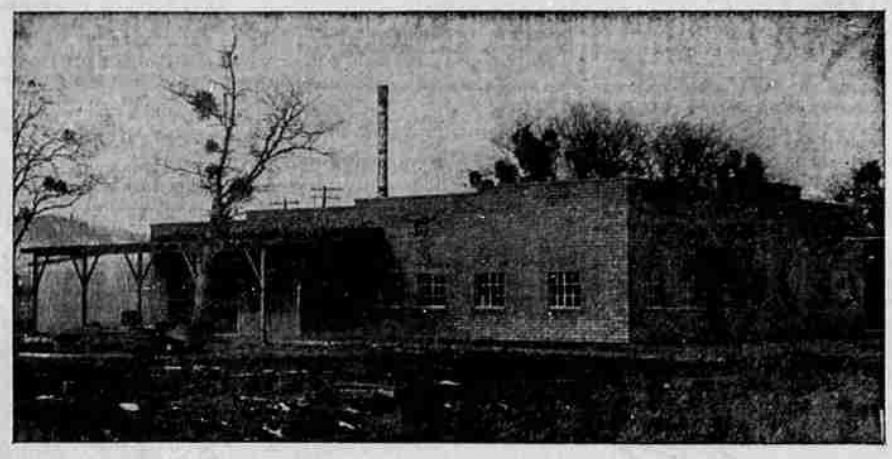
While primarily destined for out-of-state consumption, the cheese will be placed on the local market as soon as it is properly aged. No cheese will be offered the public unless it is properly aged and lives up to a high standard of quality.

Many Will Attend.
Quite a number of local residents, as well as dairymen from all parts of the valley, plan to attend the opening, the program for which has been arranged by John Anderson, well-known Central Point Granger. Present plans call for a caravan to leave Medford at 11:45, members meeting at the Chamber of Commerce. The program will be opened by an address of welcome by Mayor Loefer of Central Point, followed by other speakers, after which an inspection of the factory will be in progress.

Warrant Call.
Notice is hereby given that District No. 46, Jackson County, warrants No. 1946 to No. 2025 inclusive are called for payment. Interest to cease on February 6, 1933. Warrants to be presented for payment at the office of the District Clerk, City Hall, Medford, Oregon.

REBECCA JENSEN, Clerk Sobol District No. 49.
Final sale Winter Dresses, values to \$20.00. Many new numbers added to the group. Saturday special \$5, at Adrienne's.
What's left in silk and wool dresses now \$3.95 and \$6.95. ETHELWYN B. HOFFMANN.

Celebration To Mark Opening New Industry



Operation of the new Central Point cheese plant will be celebrated tomorrow when visitors will be shown through a plant, located along the Pacific highway. The building houses one of the most modern plants in the state and is to be attractively landscaped by lawns and shrubbery. Milk will be unloaded on the platform on the left side of the building. Left—An informal pose of C. M. Churchill, manager of the new cheese plant. Mr. Churchill has long been interested in dairying and cheese interests.

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OWEN AT LEGISLATURE FOR FOREST, YIELD TAX STUDY

(By Mary Greiner.)
SALEM, Feb. 3.—(Sp.)—James H. Owen, manager of the Owen-Oregon Lumber Sales company, is one lobbyist who comes to learn instead of to teach. He arrived in Salem this morning to attend the public hearing on the forest and yield tax, which will be held tonight.

Whether this proposed legislation will be of greater benefit to his company and subsequently to Jackson county than the now existing property tax, is what he hopes to decide after he has listened to both sides of the question. At present he is inclined to favor the former.

Under this proposed new scheme, a forest tax will reduce the property tax 10 per cent each year until, at the end of 10 years no property tax, except five cents an acre will be collected.

Then the yield tax begins. This is based on the percentage of the stumpage value of all the timber cut. The amount of that tax starts at one and one-half per cent and increases up to 12 1/2 per cent in the tenth year. This is calculated to produce enough revenue to equalize that lost on the property tax; granting, of course, that the property tax could be paid in three times by the badly crippled lumber industry.

So far, there are only two house bills now under consideration affecting the Rogue river. The first is No. 332, reducing the net mesh from eight and one-half to six inches. The other is No. 390, opening the commercial fishing season April 1 instead of May 15, as is now the case. Needless to say, Ralph Cowgill is spending most of his time in the lobby.

If Representative Paulus of Salem has his way, three years of insanity on the part of one's mate will be grounds for divorce. This bill, amending the 1931 law, which made the period five years, is now in committee for consideration.

Give the country boy a break. He makes just as good an auctioneer as the city boy does. This was the thought back of house bill 334, authored by Representative Childs of Linn county.

Formerly, when the country lad came to the city with ambitions to be an auctioneer, according to Mr. Childs, he was docked right off the bat for a license fee. The city slicker, on the other hand, could go out into the country and pursue his ballyhoo art with only his conscience as a guide.

Representative Childs (who calls

SALEM, Feb. 3.—(Sp.)—A home was being sought today for a black-haired baby girl left early Tuesday morning on a Silverton doorstep, within one block of a hospital.

The county probat'on officer is also investigating its appearance. The baby, whose age was estimated at not more than three days, was scantily clothed and wrapped in two Portland newspapers.

We are proud to have been able to furnish
Pittsburgh Plate Glass Co.'s
Paint and Varnish Products
for the
Rogue River Cheese Factory
K. D. ROSS CO. 22 South Grape
Medford's Exclusive Paint and Wall Paper Store
See Our New 1933 Suntested Wall Papers

COUNTY VALUATION SET BY ASSESSOR

The total valuation for Jackson county, as compiled by the assessor's office, and upon which the tax levy is based is \$35,337,547.45. The corporation valuation is fixed at \$7,939,417.45. The county valuation is figured at \$27,398,130.

This is a decrease over last year when the corporation valuation was placed at \$7,890,798.19, and the county valuation at \$28,283,610. The corporation decrease is \$48,819.26. The county valuation decrease is \$886,860.74.

The decrease is attributed to the reclassification of valuations, depleted stocks on shelves of mercantile establishments and lack of new construction during the depression.

Senator Resents Vote Sale Story

WASHINGTON, Feb. 3.—(AP)—Representative La Guardia (R. N. Y.) today told the house that David S. Barry, the senate sergeant at arms, should be forced to apologize to the house for an article appearing under his signature in a magazine.

Reading from the article, LaGuardia quoted lines which said there were a few members of congress who "will sell their votes for money and it is pretty well known who they are."

SALEM, Feb. 3.—(R)—Senator James T. Chincock of Grants Pass and Representative M. H. Lynch of Redmond have been declared by "third house" girls to be the handsomest men in the two houses of the Oregon legislature. The results of the canvass of the feminine staff of the legislature became known today.

Senator F. M. Franciscovich of Astoria and Representative L. P. Allen of Willows ran close second.

"Bunny Cloth" Spring Frocks in alluring new colors and styles. Special for Saturday at Adrienne's, \$5.95.

All Wiring for the New
Rogue River Cheese Factory
Installed by the
MEDFORD ELECTRIC
R. M. BUSH, Owner
Basement, Medford Bldg.
Phone 90 For Repairing or Wiring

COOS BAY OIL WELL SEEPAGE STARTLES

MARSHFIELD, Ore., Feb. 2.—(AP)—Work on the Coast Oil company's project near Coquille was at a standstill today awaiting arrival of the president, W. E. Marston, from Los Angeles. Several barrels of crude oil found in the 100-foot casing removed from the bottom of the 1600-foot shaft yesterday, is believed to have been seepage accumulated during the past four months of inactivity.

Success To Southern Oregon's
New Cheese Factory—
CEMENT BLOCKS
and
ROOFING
for the
ROGUE RIVER CHEESE FACTORY
were furnished by the
Standard Roofing Co.
10th and Fir Streets, Medford

A Cordial Invitation —

Is Extended To Southern Oregon People to Come to Central Point and Attend the

OPENING

Of Our New Modern Plant
Saturday, Feb. 4

For the Manufacture of
ROGUE RIVER CHEESE

COME—Inspect Our Fine Plant and Equipment!
ROGUE RIVER CHEESE
and **PRODUCTS, Inc.**
Wholesalers and Retailers of Cheese **CENTRAL POINT, OREGON**

A New Industry—
We cordially invite the people of the Rogue River Valley to visit our new plant, enjoy interesting talks at the Central Point Grange hall Saturday noon and attend our open house. . . You will want to see just how complete our facilities are for the manufacture of this fine, new 100 percent home product.

THE MANAGEMENT.
We Are in the Market for All Available Whole Milk.

Medford Lumber Company

"Medford's leading lumber firm"

Congratulates the Management of the Rogue River Cheese Factory at Central Point.

LUMBER

For this fine new building was furnished by the Medford Lumber Co.

Cor. 3rd and Fir. Tel. 629

We Congratulate

the Management of the
Rogue River Cheese Co.
upon the opening of their
New Central Point Plant

WE COMMENT the proprietors of this new industry upon their enterprise! **ROGUE RIVER CHEESE** . . . a brand that promises to become a household name in southern Oregon as well as other markets of the coast . . . is another addition to the list of products manufactured in southern Oregon. This new industry marks another step toward progress and prosperity for "A Great Country."

THE CALIFORNIA OREGON POWER COMPANY
—YOUR PARTNER IN PROGRESS—

MAIL TRIBUNE

PHONE

your want-ads

YOU have something to sell, trade or buy. Let our intelligent Want-ad takers help you word your message for best results. You'll like this courteous service. Simply lift the receiver and ask for—

Phone 75