MEDFORD MATL TRIBUNE, MEDFORD, OREGON, TUESDAY, SEPTEMBER 19,1933



AROUP of fruit executives here are, and have been, workout of chasos in the pear industry. They have sacrificed thei
private affairs for the good of the industry as a whole, and for this they deserve the gratitude of the entire community.
The plan adopted provides for radical reduction in tonnage -the elimination of all but the finest quality of fruit, -the only be sold at a profit.
Naturally such a plan calls for sacrifices on the part of t individual grower,-particularly the grower, whose fruit, of
large part of it, can't meet the new requirements. But such sacrifices must be made for the good of the ind
try as a whole. After all it is better to sell a small crop at PROFIT, than a large erop at a LOSS-better throw pears the dump h
RED INK.

## It Must Be Done


$T{ }^{H E}$ present fruit senson has sgain demonstrated the necesThrough a period of years, only the lighest quality pays.

YESTERDAY we called attention in this column to the need
of a fruit by-product plant in the valley - a practical conditions is going to waste.
We are glad to learn that Oregon State college has been conducting extensive research along these lines. College experts,
believe that pear sugar, of great value to diabetios, pear brandy and pear alcohol, can be manufactured commercially, and pro
ably, with an initial investment of approximately $\$ 50,000$.
 May 38123.
Personal Health Service

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Flight'o Time





 Congeremm have in Pioneer reunion at Asmana
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 sis hundred sixty-five autos viati
Crater Lakro past fummer.
county leases grantio quarry at
Cold Hill.




