

AMERICAN FRUIT GROWERS RECORD HERE SETS MARK

Rogue Valley Fruit Marketed Throughout World—New Markets Created—Green Manager Medford Office

An enviable record has been set by the Blue Goose company in this community since its inception in 1927, shipping more pears from this city than from any point in their western organization. The American Fruit Growers, Inc., have sold, this past year, 88 per cent of all their Medford pear tonnage on firm shipping point sales, avoiding completely the hazardous consignment system.

The American Fruit Growers are now one of the three largest fruit marketing organizations in Medford. They have leaped to that position from sixth place in the past three years. It was during this time that their present local manager, Gordon Green, came here. In 1927 and '28 all of the sales of Medford fruit were handled out of the company's Los Angeles office, but since 1929 all of the selling has been done directly from Medford, Green states.

This company has devoted considerable time and money to the advertising of fruits and vegetables in all markets of the world. During September and October of last year, a huge newspaper advertising campaign was launched, \$43,000 being allotted for this program. Twenty-one large American cities were selected, each of which city had consumed 100 cars or more of Blue Goose products. The most of this money went for newspaper advertising in these cities.

"The purpose of our company—our right to existence," stated Mr. Green, "is our constant effort to bring the consumer and the producer more closely together. This we have tried to do through opening new markets, exploiting old ones, and by careful selection of the fruit that we handle. After we have selected this fruit, we try in every possible way to bring it to its market in prime condition."

A few of the new markets mentioned by Mr. Green may prove surprising to many local growers and others here, most of whom forget their pears as soon as they are shipped. After a trip in refrigerated cars from here to New York, many of the shipments are loaded on huge refrigerated greyhounds of the sea and make their way to England and Mediterranean markets. Other fruit goes from here to San Francisco or Portland, is loaded on similar ships, and is carried on its way to France, England, Holland, Germany, Sweden, and Norway.

Foreign shipments do not stop there, however, but are sent under the world famous Blue Goose brand to Panama, Hawaiian Islands, Palestine, Egypt, India, China, Philippine Islands, Isle of Java, Isle of Sumatra, Cuba, Syria, Honduras, Costa Rica, and Spain. Salvador, Guatemala, French Indo China, and many other outposts of the world, Mr. Green disclosed.

"Pear growers and pear shippers must not become too sanguine, but must continue to find new markets and new pear eaters if we are to keep pace with the ever growing production of pears in the west. We cannot continue on the assumption that markets like New York and Chicago will continue to take the larger share of our pears. There is a limit to what these large eastern markets will absorb," Mr. Green emphatically pointed out.

"The American Fruit Growers, Inc., has spent considerable time and additional expense trying to open up and create these new outlying markets. For instance, where four or five years ago a whole shipment to Cairo, Egypt, would consist of less than 25 boxes, now comparatively large quantities of our pears are sent there annually," Mr. Green continued, and added that from Cairo Medford pears are often carried as far as 150 to 200 miles inland on camels' backs, just to supply the demand of English and French army posts for first class fresh fruit.

To keep that fruit fresh, Mr. Green's company makes every effort to select only the finest fruit, pack it in the finest way possible, pre-

ACTIVE CLUB AND MERCHANTS BACK MAY DAY FIESTA

Plan Auto Show, Parade and Dance—Schools May Participate in Event if Quota Secured.

The Medford Active club will sponsor a May day festival in Medford on May 1, it was announced by officials of the service club yesterday.

The retail merchants' committee of the Jackson County Chamber of Commerce is co-operating in the event and it is expected that it will be made an annual affair.

Present plans of the Active club call for an automobile show which will be put on by the entire automobile dealers of the city. Announcement of the place of the show will be given later.

One of the big features of the May Day festival will be a parade of children in the afternoon. In this connection the Active club is receiving the hearty co-operation of Supt. E. H. Hedrick, who states that if the principals of the high and junior high schools can obtain the promise that 80 per cent of the pupils will participate in the afternoon parade, a half-day holiday will be declared. In connection with the parade, the Active club is working out plans which will be announced in a day or so for the presentation of prizes. These prizes may be given for the best showing of individual classrooms or something similar. Immediately the required amount of pupils have signified their intention of participating in the parade, a definite schedule of prizes will be announced.

It is also hoped that schools in other parts of the county will also participate in the afternoon parade. The May Day festival will conclude with a dance sponsored by the Active club at the Oriental Gardens for which Archie Legg and his 12-piece band have been engaged. Archie Legg and his Royal Serenaders have produced many Brunswick records and are familiarly known up and down the Pacific coast.

According to officials of the Active club, a style show may be put on at the dance and this feature will also be definitely announced within a day or so.

The Active club is a group of young business men in Medford, and Chamber of Commerce officials are gratified to see these young men take an active part in civic affairs and it is hoped that everyone will help to make the affair a thorough success.

It was announced yesterday that any profits accruing from the dance would be used to send a Boy Scout to the national jamboree at Washington, D. C.

Be correctly coseted in an Artist Model by Ethelwyn E. Hoffmann.

SCOTTISH RITE Stated Chapter Meeting 7:30 P. M., April 22. Election of officers. L. E. WILLIAMS, Secty.

cool it and to see that it is handled carefully and scientifically in transit, he said.

"A box of pears delivered in these outlying markets, with all the risk involved by the buyer due to high transportation costs, etc., naturally means a high cost to the consumer—even with all this extra cost there is a considerable demand for Medford pears in these places. If we can continue to build up these outside markets and give them only our finest fruit from the valley, there won't be enough pears grown in Medford in years to come to supply this demand," states Manager Green.

SIDE GLANCES

by TRIBUNE REPORTERS

Fire Chief Roy Elliott rushing the season with an official looking white lid.

Syd Newton glowering at an out-board motor which refused to start and function properly in a barrel.

Mary Hayes and Betty Bardwell getting ready to give a badminton "bird" a brisk workout.

"Nooks" Naunes dazzling the passer-by with a brilliantly sunburned nasal appendage.

Mrs. Fred Colvig busily engaged in arranging a drug store window.

Four small boys watching a poster man installing circus notices in a vacant store window.

Jack Porter preparing an eyeful for the Easter bunny by getting his ears set out at a local barber shop.

Kenneth Barneburg Easter-holidaying at his home here from Wimer, the old school teacher.

Earl Sims keeping pace with world events by reading the Sunday funny papers.

WITNESSES LEAVE SOLINSKY TRIAL

Subpoenaed as witnesses, approximately 75 people will leave Medford and vicinity today for Portland to attend the trial which opens there tomorrow of E. C. Solinsky, deposed superintendent of Crater Lake national park, charged in a federal indictment with mismanagement of federal funds.

Members of the park staff who will make the trip will include Superintendent David H. Canfield, L. R. Chandler, purchasing agent, Martin Palmer, mechanic, and Jess A. Smith, cook. Two members of the Rogue

River National forest service staff were also among those subpoenaed. Solinsky is indicted with A. R. Edwin and J. A. "Ike" Davidson, both formerly of the park service. The trial has been postponed several times due to the absence of Federal Judge Fee, who was conducting court in eastern Oregon.

Solinsky is represented by Attorney G. M. Roberts of this city and George Neuner, of Portland, former U. S. district attorney.

Lawnmowers: Sharpened. Phone 281, Medford Cycles, 23 N. Fir.

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Watch MONDAY'S Paper

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A Special Invitation

FROM

P. G. DENSON

Manager Hotel Medford

A REAL effort has been made to make this hotel the center of Medford's civic and social activities . . . The success of this effort has been gratifying. Moderate prices; a friendly, home-like atmosphere where courteous, personal service prevails plus incomparable foods have made this hotel the popular rendezvous for Medford and southern Oregon folks. Our popular price coffee shop and spacious dining room offer foods and service that have made this hotel outstanding throughout the west . . . I personally invite you to dine here—to make the Medford YOUR favorite eating place—You will be delighted with what we have to offer.

P. G. DENSON.

—An— Open Letter to Pear Growers on Prices

THE past season, in our opinion, has been quite a satisfactory one for pear growers in the Rogue River Valley. Results here, we feel, have been better than they were in the neighboring pear districts north and south.

We have sold and accounted to our growers for all our 1934 tonnage of pears, with the exception of a few cars of Winter Nelis. Shown below are the net per box averages we paid our growers on all varieties other than Nelis.

Please keep in mind that these prices are NET to the growers, all charges such as packing, storage, selling, brokerage, etc., having already been deducted. Also remember that these prices are for 180s and larger, and that all growers in our pools received these prices. Large sizes were not discounted.

Bartletts Packed, Both Extra Fancy and Fancy	180 Lgr.	82c per box Net to Grower
Cannery—Bartletts	2 3-8s Lgr.	\$35.00 per ton Net to Grower
Bosc—Both Extra Fancy and Fancy	193 Lgr.	50c per box Net to Grower
Howells—	180 Lgr.	Extras, 46c Fancies, 21c Net to Grower
Comice—	180 Lgr.	Extras, \$1.40 Fancies, \$1.20 Net to Grower
D'Anjous—	180 Lgr.	Extras, \$1.26 Fancies, \$1.10 Net to Grower

Our Cannery Bartletts were sold on the basis of platform acceptance and were not run over graders

American Fruit Growers, Inc., is one of the three largest pear shippers in the district. Of our entire pear tonnage 88% WAS SOLD ON FIRM SALES; 70% of our D'Anjous was sold before January and 75% of this variety was sold on firm export sales. From this you can readily see that we used the eastern auctions on very few of our cars. *There were absolutely no consignments.*

We also list here the average percentage total per box packout growers received on each variety packed at our South Fir Street Packing House, also the percentage packout of each grade of each variety.

Variety	Total percentage packed box packed out at our packing house.	Total percentage packed out of each grade	
		Extra Fancy	Fancy
Bartletts	75%	42%	33%
D'Anjous	72%	52%	20%
Bosc	68%	41%	27%
Du Comice	72%	46%	26%
Winter Nelis	66%	29%	37%
Howells	74%	34%	40%

New domestic markets for our pears have been successfully opened, particularly for the Bosc. Much effort and expense were required to educate these markets to the proper handling of this variety. If the Bosc is ever to stage a comeback and regain the popularity it once enjoyed, more of this kind of work is needed and more new markets must be found. Realizing that New York and Chicago will not, in the future, be able to absorb 75% to 85% of the Bosc variety as they did in the past, we sold and distributed our Bosc on firm sales in scattered markets all over the country. American Fruit Growers, Inc., of Medford has done and is doing its part in securing wider pear distribution for Rogue River Valley.

Watch for our announcement on Pear Distribution in this paper next Sunday.



American Fruit Growers, Inc.
 Medford, Oregon
Gordon R. Green
 Manager Oregon Division