

# CLEANUP OF BOSCS WILL CLEAR PATH EARLY FOR ANJOUS

Advertising and Ripening Methods Boost Demand for Bosc—Same Tactics Will Be Used for Anjous

NEW YORK, Dec. 19.—Bosc pears will clean up at an early date this season. This will leave a long period in which to distribute the Anjou crop. Although the Bosc season was rather tardy in opening, because of a late growing season and liberal supplies of Bartlett until well into October, the movement into consumption has been very rapid in the past two months.

At the outset of the Bosc deal it was feared that the relatively short period in which the crop would have to be distributed might have had effect on prices. The Anjou crop was heavy, which meant that if all the distribution of Bosc was delayed at all they would have to sell in competition with Anjous.

However, several steps were taken to speed up the distribution of Bosc. In the first place, provision was made for ripening Bosc properly before putting them into consumer channels.

This excellent pear has never attained the popularity it deserves because consumers purchased so few that were in prime eating condition. This season the ripening methods overcame this difficulty.

The second step was a well-planned but by no means costly advertising campaign. A combination of radio, newspaper and dealer service methods brought results and brought them quickly. Window signs were numerous and efficiently distributed.

The result has been an exceptionally good demand for Bosc all through the season, with a better price average than many anticipated at the start of the deal.

While it is difficult to prove any such technical points as the percentage by which advertising and ripening methods increased the price, it is generally agreed that they did. It is a safe guess that Bosc would have averaged 25c per box lower without the benefit of these aids, and the difference might easily have been greater than 25c.

Gene by January 1. As it is, the supply of Bosc will be largely cleaned up by January 1. Last year Bosc sales lasted in some volume throughout practically all of January.

Other varieties of pears have been moving freely, also, and the big Anjou crop was a record-breaker, but the fruit has been moving freely in both export and domestic markets, with the result that about two-thirds of the crop has already been sold. This does not mean that it is two-thirds consumed, but a big start on it has been made.

Anjous will be backed by a well-planned advertising campaign, the same as Bosc were, which should help materially to get the crop moving into consumption. After January 1, when Bosc are cleaned up, Anjous will be offered more freely. This will mean a period of nearly four months in which to move the balance of the Anjou crop, a period sufficiently long to give the advertising campaign a chance to do its work.

Winter Nells available for domestic markets will probably be in smaller volume than usual. The bulk of the Nells this season was in the Yakima district, and that section sold a large percentage of its crop early for export. Some domestic sales have been made also, and most of the Yakima

## CCC Boy Given Smokes Instead Of Term In Jail

LOS ANGELES, Dec. 19.—(AP)—Ted Healy, 19, CCC worker, was accused of tampering with motor cars. "I was broke and just looking for a cigarette," he told the judge. "The officers should have given you a cigarette and turned you loose," said Judge A. A. Scott. "Case dismissed." The judge bought Ted a carton of cigarettes and paid his way back to camp.

Nells crop has already been sold and much of it shipped. There are moderate supplies at Hood River and Medford, but the total volume in these two districts is not heavy, and they should be moved without difficulty during their normal season. Normally the Medford district moves its Nells crop late in the season, and this practice will no doubt be followed again this season. California had a light production of Nells, and the supplies during the balance of the season may be smaller than usual.—Produce News.

## FINE SODERSTROM FOR CAR ACCIDENT

Charles E. Soderstrom, 59, of Medford, arrested Wednesday morning on a charge of reckless driving, was later in the day fined \$25 and costs of \$4.50 before Justice William Coleman. The charge against Soderstrom stated that the Buick sedan he was driving had crashed into the light delivery truck driven by Miss Harriet White, also of Medford, near the Bear Creek orchards on the Pacific highway south of Medford.

According to witnesses, among whom was Mrs. Rosenthal, wife of the commander of the U. S. S. Pennsylvania, battleship; Mrs. J. Hickey, wife of Lieutenant Hickey of the Pennsylvania, and R. C. Wilman of that battleship, Soderstrom came onto the highway from the Bear Creek orchard sideroad without stopping, swinging directly into the path of the south-bound White machine, knocking it onto its side as the edge of the road.

Miss White was bruised in the crash, and taken to the Sacred Heart hospital, where her injuries were pronounced slight, according to state police, who investigated.

Mrs. Rosenthal, Mrs. Hickey and Wilman were enroute north by auto, bound for the naval base at Bremerton, and were eye-witnesses to the crash. They remained at the scene long enough to report to the state police, and then continued their journey.

## BOLGER PLAYS SANTA AT MEETING OF LIONS

W. S. Bolger appeared as Santa Claus at the annual Christmas luncheon-meeting of the Lions club Wednesday at Valentine's cafe. He distributed the gifts brought to the meeting for exchange among the members, reading a humorous message as he handed out each present. Later the gifts were turned over to Fire Chief Roy Elliott for distribution among needy children. Guests Wednesday included Dr. LeRoy C. Jensen, Jack Haws and Harold Wainwright. No more meetings will be held until Tuesday, December 31.

Use Mail Tribune want ads.

## HEAVY INCREASE IN FARM INCOME OVER LAST YEAR

\$844,000,000 Boost in Gross Receipts Estimated by Agricultural Dept.—Corn Most Lucrative

WASHINGTON, Dec. 19.—(AP)—An \$844,000,000 increase in the gross income from 1934 farm products as compared with 1934 was estimated today by the agricultural department.

The monthly crop report set the value of farm products at \$8,110,000,000 while the 1934 value was \$7,266,000,000.

The figures included benefit payments made under the agricultural adjustment program.

Corn proved the most lucrative crop in both years, despite the drop in price per bushel, the farm value of the 1935 production being placed at \$1,271,080,000 as compared with \$1,124,321,000 in 1934. The price per bushel was 57.7 cents in 1935 and 81.5 in 1934.

The 1935 wheat crop was valued at \$503,394,000 against \$420,808,000 last year. The total production of all three major crops showed an increase in quantity, corn advancing to 2,202,892,000 bushels in 1935 from a 1934 crop of 1,377,128,000; wheat to 603,199,000 from 496,929,000 bushels and cotton to 1,344,000 bales from 9,036,000.

Gross income from crops alone was estimated at \$3,400,000,000, compared with \$3,043,000,000 last year and from livestock and livestock products \$4,230,000,000, compared with \$3,929,000,000 last year.

The corn crop was valued at \$1,271,080,000 with production 2,202,892,000 bushels, compared with \$1,124,321,000 and 1,377,128,000 last year. The entire wheat crop, spring and winter wheat combined, was valued at \$503,394,000 with production 603,199,000 bushels, compared with \$420,808,000 last year and 497,929,000 last year.

Value and production of other crops this year with comparisons, for last year follow:

Potatoes \$208,713,000 and 336,406,000 bushels, against \$180,761,000 and 383,421,000.

Winter wheat \$338,688,000 and 438,447,000 bushels, compared with \$341,916,000 and 405,532,000.

All spring wheat \$151,706,000 and 169,752,000 bushels, against \$78,892,000 and 91,377,000.

Durum wheat \$20,109,000 and 29,777,000 bushels, against \$7,211,000 and 7,086,000.

Other spring wheat \$131,507,000 and 142,973,000 bushels, against \$71,851,000 and \$4,291,000.

Cuts \$32,963,000 and 1,128,438,000 bushels, against \$252,157,000 and \$25,889,000.

Barley \$111,271,000 and 292,249,000 bushels, against \$80,781,000 and 118,748,000.

Flaxseed \$21,983,000 and 14,931,000 bushels, against \$8,858,000 and 3,213,000.

Hay \$637,478,000 and 87,820,000 tons, against \$784,798,000 and 57,028,000.

Beans (dry edible) \$40,287,000 and 13,799,000 bags of 100 pounds, against \$36,988,000 and 10,369,000.

Cowpeas \$7,791,000 and 8,816,000 bushels, against \$7,809,000 and 8,298,000.

Sugar beets \$41,109,000 and 7,984,000 tons, against \$38,577,000 and 7,481,000 tons.

Hops \$5,018,000 and 47,080,000 pounds, against \$5,882,000 and 41,193,000.

Apples \$120,936,000 and 168,456,000 bushels, against \$106,454,000 and 120,870,000.

Peaches \$44,026,000 and 52,380,000 bushels, against \$35,035,000 and 43,765,000.

Pears \$13,485,000 and 21,355,000 bushels, against \$16,193,000 and 23,490,000.

Grapes \$31,506,000 and 2,327,000 tons, against \$37,255,000 and 1,931,000.

Truck crops for market were valued at \$188,886,000, against \$152,509,000 last year, and for manufacture, \$35,003,000, against \$41,211,000 last year.

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Full Sized Cotton Rib Unionsuits **89c**

Outstanding value! Sturdy rib knit cotton that "gives" with every movement of the body. Careful tailoring—rayon stitched neck and front, good buttons. Medium weight. Also short sleeves, 36-46.

New Athletic Shirts and Shorts

**29c EACH**

Popular athletic shirts and shorts in durable Swiss rib cotton. Shirts have tubular trim at neck and armholes. Shorts have covered elastic waistband, hemmed legs, fly front. Shirts: 34-44. Shorts: 30-42.

- Flat knit medium unionsuits Rib sleeve, ankle cuffs, Roomy seat..... **1.00**
- Light rib cotton unionsuits Full standard sizes, 8 button front..... **79c**
- Cotton shirts, broadcloth shorts Swiss rib shirts, Fast color shorts..... **25c EACH**
- Sanforized shrunk No-Tare shorts Roomy no-bind seat, Fast color..... **39c**



Warmth—no Bulk! Comfy-nugs for Girls 6 to 16. **29c each**

Smooth fitting rayon striped tuckstitch cotton! Pants and briefs have elastic waist and leg bands and special gusset construction.



Boys' Medium Weight Healthgards Unionsuits **59c**

Elastic rib knit cotton—shaped to fit smoothly! Tightly ribbed sleeve and ankle cuffs. Good quality buttons. Also short sleeve, knee length style. Cream. Sizes 6-16.



Sleek Fitting! Comfy-nugs **19c each**

Weigh next to nothing—yet these soft cotton comfy-nugs are warm as toast! Pants and briefs have elastic waistband and Lestex leg inserts—no "rolling up." Sizes 34-44.



Boys' Warm Winter Unionsuits—10% Wool! **89c**

Heavy weight—but not bulky! Smooth, strong flatlocked seams and serviceable pearl buttons. Snug elastic rib cuffs on sleeves and ankles. Sizes 6 to 16.



Combed Cotton—Knit to Fit—Skin—Smooth! **59c**

Soft combed cotton unionsuits! They fit without a wrinkle, are warm as toast, and wear unusually well! Dainty pleated edge neck finish. Knee length. 34-44.



Men! Popular Cotton Rib Shirts; Drawers **69c each**

SHIRTS: Twill faced at front opening. Rib cuffs. Long sleeves. Sizes 36-46. DRAWERS: Double crotch, cambric faced yoke and adjustable tie string back. Ribbed ankle cuffs. Sizes 32-44.



10% Wool for Added Warmth! Shirts; Drawers **79c**

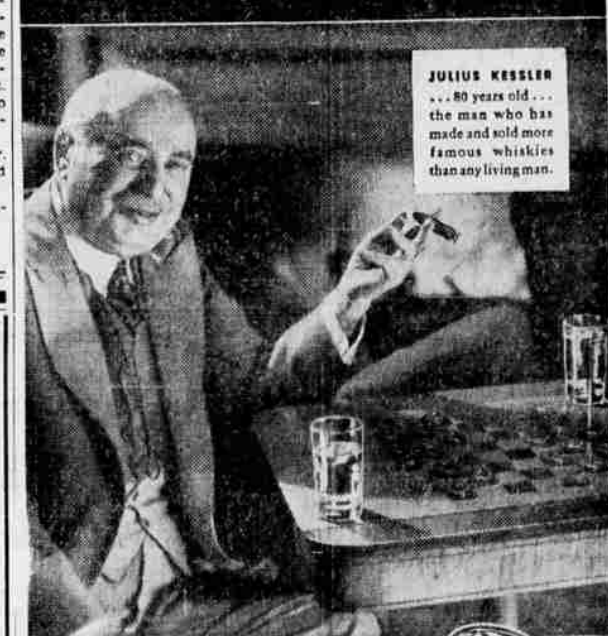
SHIRTS: Neck opening twill faced. Elastic rib cuffs, 36 to 46. DRAWERS: Sturdy twill yoke facing. Ribbed knit ankle cuffs. Suspenders loops. Convenient tie back. 32-44.



Wards Warmest Healthgards! 100% Wool! **3.98**

Warm unionsuits of soft virgin wool—firmly knit to keep their shape and wear well. Carefully finished. Good buttons and buttonholes. Ribbed sleeve and ankle cuffs. Gray. 36-46.

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