

### WHITE PINE SALE UNION CREEK MAY SPUR LUMBERING

An experimental sale of white pine might be the start of an important timber industry in the Rogue river national forest, it was stated yesterday by Karl L. Janouch, forest supervisor.

Forest headquarters have called for sealed bids on 3,000,000 board feet of white pine in a tract seven miles above Union Creek on the Diamond Lake highway. The timber extends on both sides of the highway but no cutting will be permitted near the road so as to preserve existing scenic values.

This will be the first sale of white pine on the Rogue forest and the highest price ever paid for Rogue forest timber is being asked. The call for bids provided that the minimum price acceptable is \$7.75 a thousand board feet.

White pine is used principally for pattern work and it is still utilized to some extent for a high type of home interior finish, Mr. Janouch explained.

The timber on the Rogue river national forest is the highest quality white pine in the United States, the supervisor declared. Timbermen and forest officers familiar with other qualities are of the opinion that in outward appearance the Rogue white timber is equal to the best in Idaho and superior to the Idaho average.

Largest white pine tree in the area offered for sale measures 56 inches in diameter and 11 logs, or 178 feet in length, Mr. Janouch said. The trees he added, will produce more logs that will manufacture into clean lumber than is usually found in white pine stands.

### C. M. BREWER BUYS C. A. DEVOE FARM

One of the largest farm transactions in recent years was consummated yesterday when C. A. DeVoe transferred his large ranch between Medford and Jacksonville to C. M. Brewer, president of the California Oregon Power company. The Dairy Bodge farm on Ross Lane was acquired by Mr. Brewer some months ago.

The DeVoe ranch is situated half a mile off the Jacksonville highway about four miles southwest of Medford. It comprises 102 acres and is a completely improved ranch with a seven-room residence and numerous accessory buildings.

It is understood that Mr. Brewer plans to operate the farm, with Roy Tompkins as superintendent. Mr. Tompkins, formerly superintendent of the Rivers plantation, and his family have taken up residence at the ranch home.

### Bliton To Take Life Easy After Long Copco Service

A. S. Bliton, long time and widely known resident of this city and county, after 30 years of service with the California Oregon Power company was retired effective July 1, on a monthly pension. It was a voluntary action by the power concern, as a reward for long and loyal labor.



—Photo Courtesy Oregonian, A. S. Bliton

Bliton has been a resident of this city since 1893. In January 1893, he established the Medford Mail, a weekly paper, and later it was made a daily paper. In 1909, it was purchased by the Medford Tribune, then published by George Putnam, and became what is now the Medford Mail Tribune.

In his busy and colorful career, Bliton has also occupied federal positions. He was postmaster at Wheatland and in his early Medford days was United States commissioner at a time when a large volume of timber business passed through the local office.

Bliton's age is a personal secret, and he declines to divulge it. He holds "a man is no older than he thinks he is—years don't count."

The first week of retirement found him "at a loss for something to do," he states. He has kept busy so far doing odd jobs around his home and yard on West Fourth street. Mr. and Mrs. Bliton have three grown children, two daughters and a son.

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### GROCCERS APPROVE NATIONAL WINTER PEAR WEEK PLAN

The unified advertising and promotional campaign for the consumption of the fruit during national pear week, Mr. Gates said.

At the same time, the Oregon-Washington Pear Bureau will take an active part in the advertising and promotional campaign and to this end the executive committee authorized Roy Webster, the bureau's eastern representative in New York, to make contact with the Chicago headquarters of the grocers' association.

Magazines to Aid Mr. Gates stated that it would be possible to tie in national pear week with several country-wide radio programs. At the same time, he added, national and state grocers' associations will feature home economics articles treating such things as pear recipes.

"This is going to be worth at least a million dollars in advertising to the pear industry," said Mr. Reter. "We have never had a national pear week before but we know what can be done by observing what has been accomplished for other commodities."

During national apple week, for example, there is a tremendous increase in sales. Besides, the advertising during national pear week will be of permanent value in making consumers pear-conscious.

Very enthusiastic and are indeed grateful to Mr. Gates for proposing and working for national pear week through the National Retail Grocers' association.

The executive committee of the Oregon-Washington Pear Bureau, which held business sessions here all day Friday, tentatively approved a budget of \$50,000. This, Mr. Reter said, will provide for the largest advertising and promotional campaign for the sale of late Pacific coast pears ever before attempted by the bureau.

The tentative fall promotion campaign includes newspaper, radio and subway card advertising in the large eastern cities.

The scope of the bureau will probably be widened to include California growers as a result of Friday's meetings, Mr. Reter related. A delegation from California attended the Friday sessions to discuss expansion of the bureau to include the three coast states and the executive committee voted to recommend the expansion to the board of trustees.

Mr. Reter said it seemed reasonable to include the California interests. In such an event the name of the bureau would be changed to include California, he said.

Permits More Promotion If the expansion plan materializes, Mr. Reter related, about 80 per cent of the Pacific coast winter pear industry would be included in the bureau. The proposed enlargement, he added, would permit the bureau to conduct a much greater advertising and promotional program.

In addition to local members of the bureau, the meetings here Friday were attended by E. R. Pooley, manager of the American Fruit Growers' association; William H. Horsely, manager of the Isard advertising agency in Seattle and bureau secretary; Roy Webster, the bureau's New York manager; and G. A. Nabatoff, Portland representative of the department of agriculture.

Attending from California were H. B. Murphy, manager of the Placerville Fruit Growers' association; Lee Veerkamp, vice president of the Placerville association; Howard Anderson of San Jose; Walter Brown, president of the American Fruit Growers' Protective League; Dr. W. A. Rantz, secretary of the Placerville association; R. C. Samsel of Sacramento, field representative of the A. A. A.; and C. F. Toombs, director of the Placerville association.

Attending from California were H. B. Murphy, manager of the Placerville Fruit Growers' association; Lee Veerkamp, vice president of the Placerville association; Howard Anderson of San Jose; Walter Brown, president of the American Fruit Growers' Protective League; Dr. W. A. Rantz, secretary of the Placerville association; R. C. Samsel of Sacramento, field representative of the A. A. A.; and C. F. Toombs, director of the Placerville association.

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### ESPEE SPEEDS UP FREIGHT SERVICE

Through their district freight and passenger agent, A. S. Rosenbaum, the Southern Pacific announces fast pickup and delivery service for less than carload merchandise shipments between metropolitan areas and key distributing points, effective July 15.

San Francisco bay cities and Sacramento will be given overnight service to southern Oregon—Ashland, Medford, Grants Pass and Klamath Falls. This fast service will put merchandise from San Francisco, Oakland, and other east bay points, and Sacramento into Ashland at 8:45 a. m., Medford 10 a. m., Grants Pass at noon, and Klamath Falls at 10:45 a. m. on the first day after shipment.

cutting a full day from the present merchandise service to these points. This expedited service will also shorten the time of eastern shipments at least forty-eight hours.

With this, as with other recent merchandise freight service improvements made by Southern Pacific, waybills will be telegraphed in order to get them to destination in time to make the freight available on arrival of the cars.

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### ABANDONED AUTO CRATER LK. BRUSH BAFFLES POLICE

The sedan, according to state police, was registered to Ed Servien, box 551 Chiloquin, Ore. The registration slip was found in a fold of the top after the investigators had opened the car door. State police were attempting to get in touch with Servien yesterday.

The car was discovered at state police and the sheriff's office were investigating a report allegedly coming from an Indian woman at Klamath Agency that she had seen a car with a dead man in the back seat in the brush along the highway.

The Indian woman, according to state police, reported she discovered the car and dead man Friday drove to Klamath Agency and reported it. The agency, in turn, telephoning the state police office in Klamath Falls. Klamath Falls then telephoned the Medford office, and at noon Friday, two state police officers and Sheriff Byrd I. Brown started searching for the machine and purported corpse.

According to state police, car tracks were discovered on an abandoned road near the county line. It appeared as if the car had circled a log across the road, headed up a steep bank to turn around, and had then been driven back the way it came.

The road where the tracks were discovered was entirely concealed from the main highway. But the abandoned Nash sedan was clearly visible from the highway. The Indian woman's report stated that the car she saw with the dead man in it was quite a distance from the highway and could not be seen from it.

Children cared for evenings until midnight, 23c. The KIDDIE KEEP, 236 S. Oakdale. Phone 819-J.

Talman Lodge No. 31, Knights of Pythias, Initiation Monday, July 12. All members are urged to attend. Visiting members welcome. Refreshments will be served. C. Fichtner, C. C.

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### PACK TRAIN OFF FOR CRATER LAKE

GOVERNMENT CAMP, July 10.—(AP)—The first pack train of tourists this season is on its way over the crest of the Cascades to Crater lake via the Skyline trail.

The timberline horse trail around Mt. Hood being still blocked with snow the group was routed by Stanley Myers of Parkdale around the lower Hood trail from Cloud Cap Inn to Government camp where "finales" were arranged at Battle Axe Inn for the 300-mile horseback jaunt. Another party will return from Crater lake, leaving August 1.

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## The Ford V-8 "60"

brings you low price and unusual economy

"I bet he'll get 22 to 27."  
"What, trout?"  
"No, miles per gallon."

The economy of the 60-horsepower Ford V-8 begins on the price tag. Ford prices have always been low and the price of the Ford "60" is the lowest in years.

Check delivered prices of other cars of comparable size and you'll find a margin of many dollars in favor of the Ford "60."

Economical operation has always been a Ford fundamental too. The "60" has proved to be the most economical Ford car ever built. Records reported by many owners show averages of 22 to 27 miles per gallon of gas.

These figures are facts, not engineers' hopes or salesmen's claims. You can prove them at any time by borrowing a "60" from the nearest Ford dealer.

Best of all, Ford "60" economy has been accomplished without any sacrifice of size, safety or style. It has the same big chassis as the famous "85" . . . with the same superb Easy-Action Safety Brakes . . . and the same husky all-steel bodies (more room inside for you, because compact V-type engines take less room under the hood).

Stop before you go to get a new car and remember: Your dollars go farther in a Ford the day you buy it and every mile you drive it!

FORD V-8 PRICES BEGIN AT \$533 FOR THE 60-HP. COUPE, ILLUSTRATED, DELIVERED AT DETROIT, TAXES EXTRA

OWNERS REPORT 22 TO 27 MILES PER GALLON

See the New 1937 FORD Now On Display

## C. E. GATES AUTO CO.

FORD - LINCOLN - ZEPHYR Sales and Service

Sixth and Riverside YOUR FORD DEALER Phone 141

## MONEY TO SELL!

### Oregon & Washington Mortgage Co.

License No. S-157, M-180

has a surplus stock of MONEY on hand available to the public on terms easy to repay. If you can use any amount up to \$500. . fill in the coupon below and we will write complete details.

To the Oregon & Wash. Mtg. Co.  
45 S. Central  
Medford, Oregon

Please send complete details regarding your loan plans. I am interested in obtaining \$ \_\_\_\_\_

My name is \_\_\_\_\_

My address is \_\_\_\_\_

### INJURED CYCLIST GAINS STEADILY

Marked progress was reported yesterday in the condition of young Herbert Dyrge, 12-year-old victim of a bicycle-automobile crash last Tuesday afternoon, who is receiving treatment at the Community hospital for a fractured skull and other injuries.

The attending physician stated the youth is very much better and now considered out of danger. X-ray pictures were to be taken today to determine other possible injuries.

The lad was unconscious from the time of the accident until Friday morning. E. M. Wallin of Ashland was the driver of the delivery truck which collided with young Dyrge as he was riding his wheel near the Pine Cone Inn.

### Local Elks Leave For Denver, Colo.

B. L. Sanderson, exalted ruler of the Medford Elks and Joe Burgess, esquire, left by auto Friday morning for Denver, Colo., to attend the national Elks convention.

They are making the trip in a new Studebaker and they expect to be away about two weeks.

Phone 542. We'll haul away your refuse. City Sanitary Bureau.