

MEDFORD IS PUT ON NATIONAL VIEW BY GIFT BOX IDEA

(continued from page one)

A definite pattern of merchandising and advertising. They found that it would take two or three years for national advertising to pay for itself but they went ahead. They employed an agency outstanding in the specialized advertising to prepare their advertisements so that the text would be professional and the solicitation proper and appealing. An incidental result of this foresight and thoroughness was that Rosenberg Brothers received the country's highest advertising award for meritorious copy. The advertisement that received the award is still used as a model for study in advertising classes. Christmas gift packages of Rogue Valley Comice pears are now advertised in such quality periodicals as Fortune, Time, the National Geographic and the New York Times magazine. This advertising is augmented by direct mailing.

Now Reap Reward
Now the Rosenbergs, who went to work when the country was in despair and sank a fortune in an idea, have the satisfaction of seeing their gift boxes moving to homes and offices in every state in the nation. Not, however, before they faced loss and discouragement year after year and saw their fruit badly discounted for want of a market.

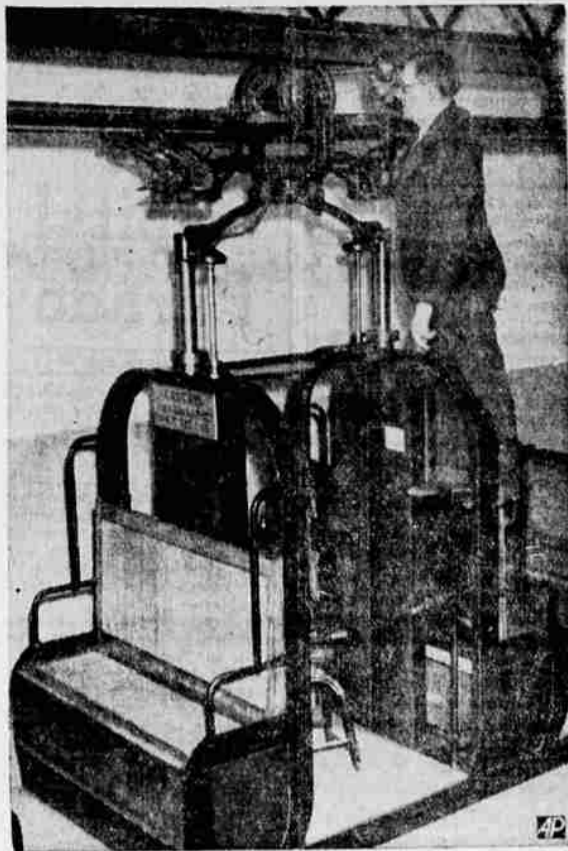
The gift box business has been extending and the reason for this, Harry declares, is that the merchandising principle is correct as to the quality of the Comice pears, the nature of the solicitation and the kind of containers. Among the Bear Creek orchard patrons are the country's leading socialites and business and industrial executives.

Comice pears that go into the gift packages are marketed under the name "Royal Riviera." The name has been copyrighted to protect the national advertising.

Price Record Set
An insight of the business may be gleaned from an incident that took place just the other day. A patron in Colorado telephoned an order for two double-tier gift boxes to be sent to a friend in Manila by the Clipper plane. These two boxes contained 48 pears. Including the transportation, the two boxes cost the purchaser \$85. Thus the price of the pears delivered, was \$1.77 each. This sets what is believed to be a world record, though Comice pears commonly sell for 50 to 75 cents in French hotels and restaurants.

While emphasizing the rarity of a gift box of regal Comice pears, the Rosenberg advertising points out that the cost of the exotic package is no more than the price of an ordinary, conventional Christmas present.

"Dave and I feel that the business is developing in such a way that with proper national advertising the time is close at hand when we could handle all of the large size Comice pears produced in this district," Harry says. The brothers are now



WHEELS OF CONGRESS will soon be turning—in more ways than one—and the subway train that hauls the congressmen from their Washington, D. C., office building to the Capitol, gets an extra oiling and check-up by Joseph Hunt, operator

handling over 60 percent of the valley's crop and the growers have been receiving profitable returns. Incidentally, the Hollywood orchard, owned by the brothers, is the largest Comice orchard in the world.

The gift package market is of particular significance to growers because it finds an outlet for the extra large size fruit that ordinarily is difficult to dispose of and in many cases would represent a production loss, the brothers explain.

A visit to the Bear Creek orchard plant reveals the magnitude of the Christmas gift package business. There hundreds of local men and women will be found at work on one phase or another of preparing the gift boxes and baskets. Sorting, wrapping, boxing in cushioned layers, all this goes on with the greatest of care. Only the most luscious of the big Comice pears are chosen for the gift packages. They are handled like precious jewels.

Cars Loaded At Plant
Scores of girls are employed in clerical work. Orders are checked and double-checked. One room looks like a class in a business college. There two dozen girls do nothing but typing.

And tucked away in a spacious room upstairs is a Railway Express Agency office, with two agency employees in charge of many subordinates. They do the dispatching. The express cars are loaded right at the plant and hooked on to the morning

and evening trains for the north, south and east.

So far as possible all materials and supplies are bought here. All the printing is done by a Medford concern. And even the colored paper that is used for cushioning and decorations is shredded at the orchard plant. An ordinary lawn mower, powered by an electric motor, does the shredding.

Many Inquiries Received
Scarcely a day goes by but that six or eight out-of-state travelers who have tasted "Royal Riviera" Comice pears stop to inspect the plant from which such juicy, flavorful fruit comes. Scores of letters are received every day from patrons who want to know more about the Rogue River valley. The writers inquire about all sorts of things—about hunting and fishing, civic life, the desirability of Medford as a place for families with growing children to live.

At this season of the year the Rosenbergs employ a battery of girls to do nothing else but answer these letters. Thus the Christmas gift package business, through its national advertising focuses the attention of well-to-do families throughout the United States upon Medford as a place of residence, as a place to sojourn.

The Rosenbergs Brothers would like to see more valley residents inspect their plant. They always have a welcome for visitors.

SAWMILL HORSEPLAY GETS SERIOUS WHEN WORKER HURLS PEAVY

ROSEBURG, Ore., Dec. 16.—(AP)—A boomerang joke which acted as a boomerang placed James Prohaska, Glendale sawmill worker, in a Grants Pass hospital with a severe head concussion. Deputy Sheriff Clifford Thornton reported today following investigation into an alleged assault. Prohaska, retaining consciousness last night, refused to file a criminal complaint against Homer Reed, fellow workman, who is reported to have struck the blow which felled Prohaska, the deputy reported.

According to statements made by mill workers, Thornton reported, workmen around the plant had been engaging in considerable horseplay, and resulting action was about as follows: The gloves of Prohaska, head dog man, had been filled with grease. Prohaska, in turn, as the carriage went by Homer Reed, took the face of Reed, whom he blamed for the prank. Reed retaliated by throwing a handful of bark, whereupon Prohaska hurled a log, and Reed countered with a peavy to the head.

Prohaska, knocked unconscious, was rushed to the Grants Pass hospital. Examination, Thornton said he was informed, revealed concussion but no fracture. Retaining consciousness last night, Prohaska told officers that there was no criminal intent in the assault and he would not prosecute, according to the deputy sheriff.

DEATH PREFERRED TO CRIPPLED LIFE

NEW YORK, Dec. 16.—(AP)—A decision death was better than the life of a cripple was reached today by William Lewis in determining the fate of his cancer-stricken daughter, Dorothy, 8.

Inundated by letters from all over the country, citing pro and con arguments by those who read of the little Brooklyn cripple's plight, the distraught father made his choice. "She will live or die on both legs," Surgeons have told him the daughter, afflicted with sarcoma, or cancer of the thigh bone, must die within 8 or 10 months unless her leg is amputated.

On the other hand, an operation would give her one chance in 10 of living—healthy, but a cripple. "I have made up my mind," Lewis said. "I have gone through torture, but in the end I knew I could not consign the child to a cripple's life."

Tree Faller Killed
PORTLAND, Dec. 16.—(AP)—Injuries he suffered when struck by a falling tree Tuesday took the life of Carl R. Fuqua, 44, timber feller on the Wolf Creek highway project.

Give a CHRISTMAS BASKET From LUMAN'S



4 Free Deliveries Daily
Two Phones 353-354

It Pays to Shop at Luman's



Order Your Turkey Now

Saturday and Monday

There are places where a Christmas Gift Basket of Groceries would prove a most acceptable and appreciated gift. Have you some one on your list? Let your basket come from Luman Bros., where quality foods at most reasonable prices are obtainable. Do all your food shopping here—save both time and money.

SUGAR
For that Home-made Candy
10 lbs. 52c
100 lbs. \$4.98

PUMPKIN
Sure you will want Pumpkin Pie — Royal Club large No. 2 1/2 size tin
Each 10c

MINCE MEAT
Kerr's finest quality for those mince pies
2 lbs. 25c

Shortening
(Jewel)
A pure vegetable shortening of quality —
4 lb. ctn. 50c

CRACKERS
Oven fresh dainty crisp Sodas. Keep plenty on hand
2 lb. box 20c

GRAHAM'S
Oven fresh—Golden Grams—the milk and honey Grams—
2 lb. box 20c

POPCORN 3 lbs. 25c

Buy Your Candy at Luman Bros.
Fresh—Extra Fine Quality
Old fashion Chocolates 3 lbs. 25c
Imperial Gum Drops 2 lbs. 25c
Imperial Jelly Beans 2 lbs. 25c
Imperial Creams 2 lbs. 25c

LUMAN'S
Order Your Turkey NOW!
Phone Order Free Delivery
Saturday Specials

- Our Meats Sold Fresh When Flavor Best**
- Choice young, fat hens, lb. 20c
 - R.I. Red Fryers, milk & corn fed, lb. 25c
 - Young, fat frying size Rabbits, lb. . 27c
 - Prime Rib Roasts, boned & tied, lb. 20c
 - Beef Short Ribs, lb. 10c
 - Leg o' Lamb, No. 1 grade, lb. 22c
 - Swiss Steaks Prime Beef, lb. 20c
 - Country style Sausage, seasoned just right, lb. 15c
 - Ham, extra fine, 1/2 or whole, lb. . . 27c
 - Veal Roasts, choice shoulder cuts, lb. 15c
 - Pork Roasts, shoulder, lb. 15c
 - Fresh Side Pork, lb. 15c
 - Eastern Sugar Cured Bacon, medium thick, lb. 25c
 - Home rendered Lard 4 lbs. 50c
- Order your Turkey now. Be sure of the best

CHRISTMAS NUTS
ALMONDS—Medium size, soft shell, 2 lbs., 29c.
PEANUTS—Fresh roasted new crop, excellent, 2 lbs., 25c.
MIXED NUTS—Good assortment, new crop, No. 1 quality, 2 lbs. 35c

POTATOES
Klamath
50 lbs. No. 2s 39c

MILK
Libby's or Oregon Brand
4 tall cans
25c
Case 48 Tall cans
\$2.88

TOMATO JUICE
Del Rogue
5 No. 1 tall tins 25c

CORN FLAKES
Albers—You will like them.
EACH 5c

CHASE & SANBORN Products
CHASE & SANBORN COFFEE in paper bags or tins
Pound 25c 2 pounds 49c
ROYAL GELATIN 3 for 14c
ROYAL PUDGING 3 for 14c
ROYAL BAKING POWDER (for 70 years a favorite with women) 12 oz. tins 31c

Fruits and Vegetables!
Local SATURDAY
SWEET POTATOES 8 lb. 25c
Sweet Potato Squash lb. 2 1/2c
GRAPEFRUIT Arizona Med. size 6 for 19c
CABBAGE local, solid lb. 2c
APPLES Fine for eating or cooking 6 lb. 25c
NEW NAVAL ORANGES NEW CROP SWEET
Large Size . dozen 20c
Medium Size 2 doz. 25c

LUMAN BROS. IN THE BAKERY DEPT. SATURDAY FRUIT CAKE
It contains many kinds of the choicest fruits and nuts and the highest grade rum and brandy
ENGLISH PLUM PUDDING
Made after a famous English recipe. It is crammed with the choicest of ingredients.
CHRISTMAS COOKIES
A gay colored box containing a large assortment of genuine Christmas cookies.



Long after Christmas is over—they'll remember your present . . .

Gift Slippers

Santa Claus himself couldn't have been fussier about finding you newest styles . . finer fabrics . . truly better values . . And we've considered COMFORT most of all!

For Mother! Dad! Sister! Brother! Favorites for all!
The Largest Gift Slipper Selection in Town!
Warm Felts! Fine Leathers! Hostess Slippers!

117 SOUTH CENTRAL

TELEPHONE 286

Montgomery Ward

LUMAN BROTHERS
BIG FOOD CENTER
MAIN AND BARTLETT STS.
Telephone 353 or 354—4 Free Deliveries Daily—Telephone Your Order