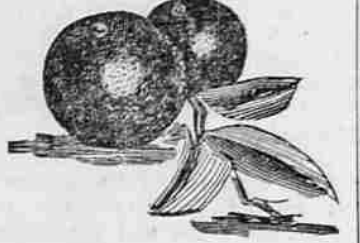


Is That So?

When father was a boy, a big bright orange filled the end of his Christmas stocking . . . and believe me, it was a treat supreme.

Today very casually, mother tells her son: "Here, Billy, is a dollar, Run and get me a half dozen oranges and with the change a can of fruit salad . . ." Pears, grapes, sweet cherries, a chunk of pineapple if you're



lucky, and a few slices of peaches, perhaps. And all this fruit so casually come by. Today each person in the U. S. and Canada consumes about 200 pounds of fresh, canned, dried, and fresh-frozen fruits a year!

When white settlers first came

By EUGENE BURNS
Ranger-Naturalist

to America, 500 years ago, only one of these common salad-bowl fruits had ever been seen or heard of in what is now the U.S. and Canada. That was the grape.

The coming of these fruits to America is a long story: it involved long journeys often from the farthest reaches of the world, and some took several millenniums to make it.

Mostly our fruits came from two great areas—from the eastern Mediterranean to the Caspian sea, and from China through Burma and eastern India southeast into the Malay archipelago. Our pineapple, it comes from South America.

The apple, of course, is still king of fruits; it probably came from southwestern Asia in the Caspian-Black Sea area. Stone age lake dwellers of Central Europe used them extensively and when Columbus sailed for India, they were Europe's most important cultivated fruit.

The pear also came from Western Asia. Improved upon by the pre-Christian Greeks, it was spread throughout Europe by the conquering Romans and early colonists brought it to America.

The peach, once called Persian apple although it originated in China, is one of the oldest cultivated fruits, being mentioned in Chinese literature 3,000 years ago. By pre-Christian caravan routes, it reached Greece and the Spaniards brought it to America. Of all fruits, surely it is the most versatile: it is eaten whole, sliced with cream, dried, stewed, pickled, spiced, candied, distilled into liquor, cooked into pie and jams, and frozen into ice cream.

Apricots originated in central and western China. Captain John Smith reported that they were thriving in Virginia by 1629. The Spaniards brought them to the New World however, prior to this.

The so-called Japanese plum did not originate in Japan—it came there from China some 200-400 years ago and thence

reached our West Coast. But this is not our commercial plum of today—these originated in Southwestern Asia and came by way of Europe. However, America had its own native plums which filled the lean diet of our pioneer settlers from New England to Florida and out to the west coast. Of America's wild fruits, they are the most widely distributed.

There were a few varieties of cherries in America, too—such as chokecherries and sand cherries of the plains and Rocky mountains. As a boy I picked them, ate them, and had pickled-up lips. But our commercial salad-bowl cherries come from Asia and Europe, centering the Dardanelles. Pits of these sweet cherries were found in the caves of European stone age dwellers. English French and Dutch colonists brought them to America. Good as these cherries were, Augustine Washington supposedly valued their worth slightly less than the veracity of his son George.

Comes the grape. Men grow more tons of grapes than any other fruit in the world. Mostly for wine. Both grape culture and the art of wine making was known to man before recorded history. Of commercially grown grapes, fully 88 per cent are of Asiatic types and quite likely originated in the area about the Caspian and Black seas.

The banana, one of the oldest fruits known to man and one of the first to be cultivated, is a plant—not a tree—native to southern Asia, probably India and the Malay archipelago. Spaniards brought it to America via the Canary Islands, and today it is grown mostly in the Caribbean area where about 90,000,000 bunches go into the world trade yearly—a bunch averaging about 50 pounds.

Orange Leading Fruit

The pineapple, America's most important fruit gift to the world, and ranking next to the banana among tropical fruits, probably originated in Brazil, Peru and Paraguay. In Hawaii where it was introduced some 500,000 tons are grown yearly.

And now for our Christmas orange—in tons produced (4,000,000) and in dollar volume, our leading fruit. Its native home in South China and Indo-China. It was even in South China since the country was inhabited—references in Chinese writing date it back to about 2,200 B.C. and quite likely it was growing in Burma 4,000 years ago! From there it has spread to every part of the world—growing mostly in Florida and California, and sold in every crossroads store the year 'round.

Sunday, January 1, 1956

MEDFORD (OREGON) MAIL TRIBUNE—SEVEN

Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award each week to the reader who sends me the best true-life nature adventure, the best nature observation, or the best question on nature and wildlife, a complete 30-volume set of this world-famous reference work in a handsome Sealcraft binding. Each week new submissions will be considered.

Sorry, I simply can't answer your friendly letters. Please address your letters to: IS THAT SO! c/o Medford Mail Tribune, Box 575, Sausalito, Calif.

ELECTED CHAIRMAN
Portland — (U.P.) — Ernest C. Willard, a Portland consulting engineer, has been elected chairman of the Board of Regents of Multnomah college here.

GREETINGS!

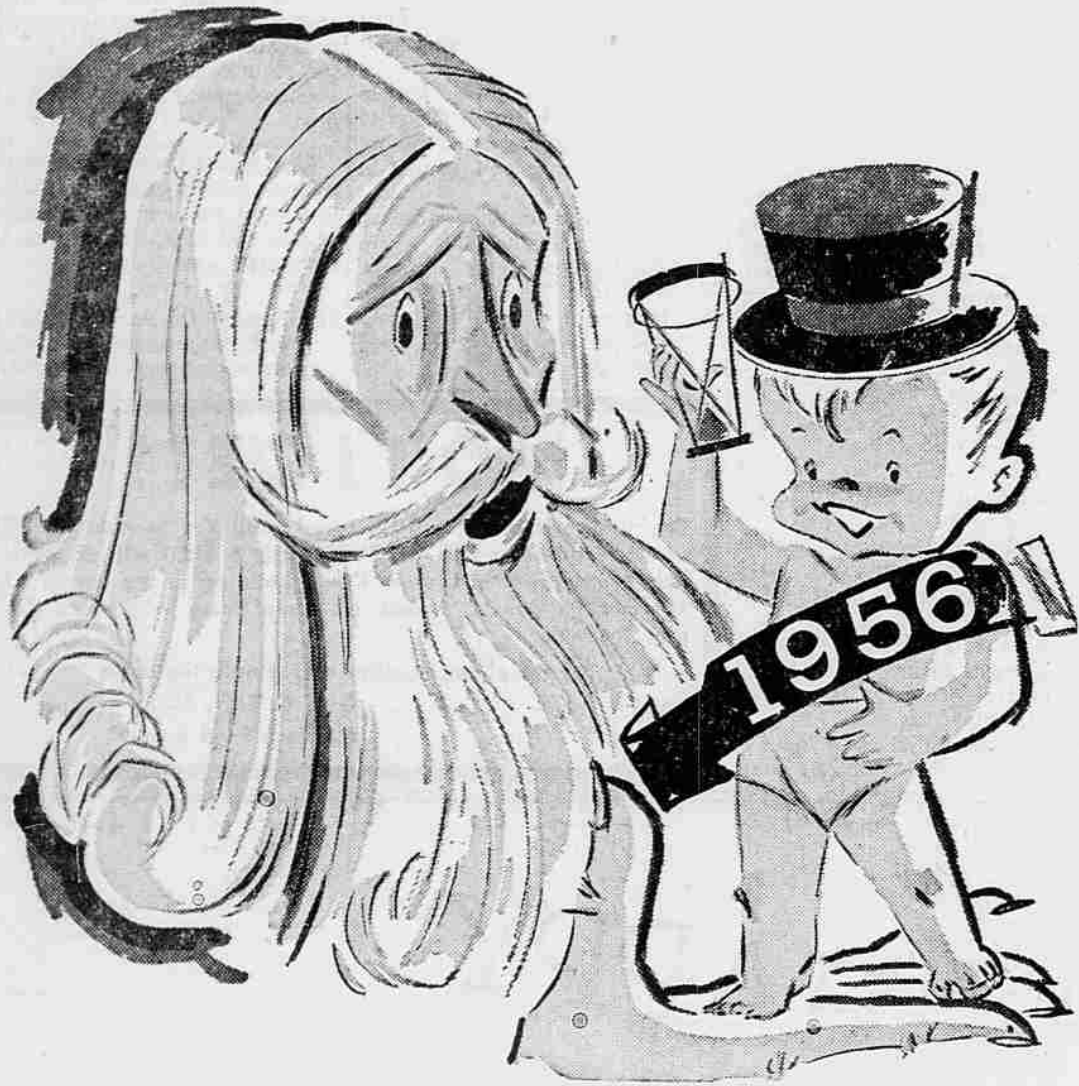
To friends and customers: our hearty thanks for their loyalty in the year that is passing and our best wishes for their good fortune in the year that is coming.



WILLIAMS & CROUCHER

One of Medford's Oldest Independent Automotive Repair Shops
31 SOUTH GRAPE STREET

Happy New Year



TO OUR NEIGHBORS and FRIENDS — ONE and ALL!

<p>The bells are ringing out a message of hope for a brighter, happier New Year. We join in wishing you and yours the best of everything in 1956.</p> <p>V. A. BOWER Distributor FYR-FYTER FIRE EXTINGUISHERS Sales-Service-Phone 3-1831 Corner Newtown & 13th Sts.</p>	<p>As you travel through '56, may every day bring you good fortune, good health, good cheer.</p> <p>Deaver Tractor & Implement Co. 634 No. Central Avenue</p>	<p>We've lassoed the best wishes of '56—and we're "steering" them your way! May your joy "range" from the sublime to the terrific.</p> <p>FIDLER-MACKENZIE AGENCY JACKSON HOTEL BLDG. For Complete INSURANCE and REAL ESTATE SERVICE</p>	<p>Cheery wishes for your joy and prosperity during 1956! HAPPY NEW YEAR!</p> <p>LEON'S 21 North Central —and— LEON'S TOTS TO-TEENS 105 East Main</p>	<p>may it be the best ever</p> <p>CITY APPLIANCE INC. 127 NORTH CENTRAL</p>
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New Year's Greetings
From All of Us At
LARSON APPLIANCE COMPANY
406 East Main St.

We're delighted to extend our sincere wishes for a Happy New Year to all our friends and neighbors. May the light of health, peace and prosperity shine on you and yours.

Weisfield's
THE WEST COAST'S LARGEST CREDIT JEWELERS

We wish you Happy New Year, with an old-fashioned warmth and sincerity that comes from the heart. And here's hoping opportunity knocks at your door often in '56, bringing with it all the success and prosperity you could wish for.

WESTERN THRIFT
30 NORTH CENTRAL AVENUE

Happy New Year

We are grateful for the friendships that have brightened 1955 for us, and wish for everyone a happy, healthy and prosperous 1956.

CHRIS The Tailor
36 NORTH BARTLETT

the best in

We jumping at the chance to wish you health, wealth and

A HAPPY NEW YEAR!

M. M. DEPT. STORE
220 EAST MAIN

Me Too!

May every hour of the New Year bring you new joy and success!

DUNHAM'S
1951 North Highway 99

Once in a blue moon we have a chance to wish our friends ALL THE BEST IN '56!

MEDFORD FURNITURE STORE
220 No. Bartlett

Enter, '56

If all our good wishes for you were placed end to end, they'd surely circle around the globe. May '56 be kind to you.

ROLLAND'S STUDIO OF BEAUTY
24 South Grape
And Alpha McClure — Beth Bower
Barbara Morehouse

FLYING IN A HAPPY NEW YEAR TO YOU! Let this brand-new baby get you off to a good start on the way to prosperous, happy days!

OREGON-NEVADA CALIFORNIA FAST FREIGHT, Inc.
443 South Riverside

ring out the old ring in the new

happy new year!

JACK'S DRIVE-UP
THE EXCLUSIVE HOME IN MEDFORD FOR PIZZA-BURGERS
911 North Riverside Avenue

best wishes to you

New Year's Greetings!

M. C. LININGER & SONS
READY-MIX CONCRETE

best wishes and a happy New Year

First Federal Savings and Loan Association of Medford
R. F. Kyle, Mgr. 27 N. Holly

We couldn't help but remember to wish all of our friends and patrons a Happy New Year! To each of you, we say thanks for your patronage, and we hope we may continue serving you as in the past.

NORTHWEST ORTHOPEDIC & SURGICAL SUPPLY CO.
2747 N. PACIFIC HIGHWAY—1/2 Mile North of BIG Y

SELBY GLASS CO.

Hopes that 1956 scores a new "high" in health, happiness and achievement for every one of you . . . with every month a milestone on the road to dreams-come-true.

Paul J. Selby, Proprietor

May 1956 enter in a blaze of good cheer and bring you twelve months, jam-packed with happy days. May it go down in your memory book as one of the very best years of your life!

MINKLER'S & ECCLE'S TV
"Where TV is a Business Not a Sideline"
40 S. Bartlett — Ph. 2-9824