

Three-State Pear Bureau's 25th Anniversary This Year

Organization Is Responsible for Coastal Industry

Four of First Group Still Live in Valley

The organization largely responsible for the economic success of the Pacific coast pear industry observes its 25th anniversary this year. Four of the five Medford orchardists who helped form the first winter pear promotion committee still have interests in the Rogue valley.

The Oregon-Washington-California pear bureau has grown from a small group of resourceful orchardists to a three-state organization reaching the entire country.

On First Committee

Named to the first committee for promotion of winter pears, from which the pear bureau grew, were Harry Holmes, Modoc ave.; David R. Wood, Pierce rd.; Dr. George Dean, Janney lane, Leonard Carpenter, Carmel, Calif.; and the late Harry Van Hoenberg, who left Medford in 1937.

The five were named to the Medford bosc committee in 1929



HARRY HOLMES

by the Jackson County Fruit-growers league, in cooperation among Medford pear shippers.

"Dog-eat-dog" and rugged individualism were the rules of business among the shippers before the traffic association was formed. Each was at the mercy of the other; all suffered from unscrupulous buyers; no prices were set; no standards made; and no cooperation known.

Move Toward Unity

It is likely that the coddling moth, long a serious enemy to the pear industry, forced the move toward unity. When the department of agriculture announced stringent residue tolerances on pears sprayed with arsenate of lead, local fruit men

R. A. Patterson, Portland, manager of the Oregon-Washington-California pear bureau, will be the main speaker at the annual meeting of the Fruit-growers league of Jackson county Friday at 1:30 p.m. in the YMCA. He will discuss "Advertising and Marketing of Pears."

State Sen. Philip A. Lowry will discuss the taxation of fruit trees; Dr. John Higdon, horticulturist with the Southern Oregon Experiment station, will give his annual report; and a film on the rehabilitation of the Medford and Rogue River valley irrigation works will be shown. Officers will be elected and refreshments will be served. Paul Culbertson, Medford, is president.

were thrown into chaos, not knowing how to remove enough of the spray successfully. (Research, however, was far from complete or conclusive as to the dangers of the spray.)

Ruthless tactics encountered from New York handlers already had forced local shippers to consider more cooperation. Things were not going well in the east, anyway. Pears arrived all at once or far apart; too hard or too soft in too hot or too cold weather. And once there, they were at the mercy of the open auction, where buyers were interested in quick profits, not in long-range market establishment and customer satisfaction.

It was in such a dismal climate that the traffic association was organized in 1928, followed by a New York winter pear committee of receivers, the Medford winter pear committee of local handlers, and the Medford bosc committee of growers.

Everything was to be learned about shipment of pears—and the market was wide open for a fruit which could please the public.

More Work Needed

Seeing the responsibility of increased markets, it was not hard to see also that sales would not continue without making the product more edible after several thousand miles' journey, and keeping it in good condition long enough to sell.

It was then, in 1929, that the

committee hired Prof. Henry Hartman, Oregon State college horticulturist, to study the New York market. From his early research came conclusions still used in the industry and which now seem almost too obvious for comment.

Packers already had made use of an acid wash to remove much of the residue from the fruit.



DAVID R. WOOD

But Hartman came up with results which immeasurably improved the consumers' pears.

Temperatures Important

He discovered that pears, warmed quickly when removed from the refrigerators cars, ripened to peak quality, while those held in temperatures too cold refused to ripen.

Hartman also taught growers that the sooner the picked pear was placed in cold storage, the longer it could be held successfully.

His report after three years' research of the eastern market discussed the economics of pear sales, through auctions, speculators, and the like, and revealed the proper storage, handling and ripening procedures for each pear type.

One of the most significant results of his work is the "Hartman wrap," a treated wrap for pears which Prof. Hartman developed against storage diseases. It is still in use and has saved the industry thousands of dollars.

Program Broadened

Results of improved methods, as well as dissatisfaction with the limited markets of New York, Boston and Philadelphia, inspired the Medford handlers to begin a Detroit bosc program. It again demonstrated the need for wider concerted action, and resulted in the first meet-

Food Technologist Urges Food Irradiation Tests

Corvallis — Wide variations in flavor, appearance and texture of foods treated with radioactive materials have been reported by an Oregon State college food technologist, who urged large-scale tests to determine how well irradiated foods will be liked and accepted by consumers.

Dr. H. W. Schultz, head of food technology at OSC, pointed out that ionizing treatments preserve foods without refrigeration and destroys parasites.

Hibbs To Speak at Health Meeting Here

Dr. R. E. Hibbs will speak at the bi-monthly meeting of the Jackson County Public Health association Thursday at 1 p.m. in the St. Mark's Episcopal church parish house.

Henry Keneally, program representative of the Oregon heart association, also will be present.

Youngster Receives Recruiting Folders

Port Washington, Wis.—(U.P.)—Susie Cayner, 13, got a lot of free recruiting folders from the Army when she answered a television invitation to write for information.

Her brother, Mark, whose name she sent in, got an invitation to join the Army. But Mark told the recruiting officer who called on him that his mother wouldn't let him join.

Walters Receives Free Press Award

Phoenix—(U.P.)—Basil L. Walters, executive editor of the Chicago Daily News, today received the John Peter Zenger Freedom of the Press Award at a meeting of the Arizona Newspaper association.

The award is made by the University of Arizona Department of Journalism.

ing of the Oregon-Washington pear bureau in 1931.

Formation of the bureau was accelerated by rapidly increasing tonnage from four producing districts (Medford, Hood River, Yakima and Wenatchee), as well as the results southern Oregon orchardists had reaped through cooperation.

Pears which once could only be marketed through late October can now be sold in late spring, due to the bureau's research program.

Modern-day promotion entered the field immediately following organization of the bureau, when members realized that they had no conclusive information to attract a wide public appeal for pears from the Pacific coast.

Dietetic Research

In 1938, dietetic research was begun by Dr. Ira G. Manville at the University of Oregon Medical school, where he soon determined the nutritive value of the fruit and also undertook study of by-products. Ads began to draw purchasers by recounting the vitamins and minerals contained in the fruit.

At the same time, professional advertising employed by the bureau began nationwide drumming of fresh pears—with newspapers, radios and printed material telling hundreds of thousands of housewives that pears were good for any meal, and "good for you."

Roy Webster, now a grower



DR. GEORGE DEAN

and shipper in Hood River, became the first bureau manager in 1936. The organization is now headed by R. A. Patterson, with headquarters in Portland, and has a western staff of four, with representatives in the major markets. Much volunteer help

'Increasing Enthusiasm' Reported in RVH Campaign

"Heartening subscriptions" from the Antelope 4-H club of Eagle Point and the memorial of the Medford High school Black Tornado highlighted the daily report breakfasts last week of the Rogue Valley Memorial hospital campaign.

"Ever increasing enthusiasm" on the part of campaign workers is evident, according to Otto Frohnmayer, general chairman of the hospital campaign.

He said reports on memorials and membership subscriptions from people throughout the county are excellent.

Woman Has 13th Child On Friday The 13th

Cheboygan, Mich.—(U.P.)—Mrs. George Hansen Jr. had her 13th child Friday the 13th but said she and her husband didn't think it was at all unlucky.

"We're not superstitious," she said.

RHEUMATISM—ARTHRITIS SUFFERERS OFFERED AMAZING RELIEF

A truly remarkable new medical discovery now offers wonderfully fast relief from nagging, crippling agony of Arthritis, Rheumatism, Neuritis and Neuralgia. Sensational Ar-Pan-Ex tablets work through your blood stream to bring blessed relief from gnawing, stabbing pains in joints, muscles and nerves.

Why keep on suffering when wonderful Ar-Pan-Ex can make your life worth living again—bring back restful nights—active days. Most stubborn cases are helped by Ar-Pan-Ex.

CENTRAL DRUG CO. Main & Central

received on the local level, where intense interest is maintained in the producing districts.

Top Reputation

The bureau has a reputation as one of the most successful promotion agencies in existence, and considering the limited budget, it accomplishes are phenomenal.



LEONARD CARPENTER

An industry which shipped only half a million boxes of winter pears out of the west before 1916, this year produced 2,000,000 boxes of winter pears in Medford alone.

Representatives of the bureau promote pears in the districts of Texas-Louisiana; Los Angeles; New England; New York City; the southeast; middle Atlantic; and Midwest.

They are proud of their economical tactics of personal contact by representatives, rather than costly advertising, and their policy of "tying-in" promotion material with that of other groups.

Under the latter plan, pear-bureau material goes out when wholesalers and retailers are pushing pears, and the result is a double-barreled dose of "pear promotion" with the bigger operators footing most of the bill, and both making the sales they seek.

Highest Sales Month

Total winter pack out in the 1955 season was 4,500,000 boxes, and November sales were the highest of any month on record. This is even more significant in light of the fact that about one-half of the agricultural income in the Rogue valley is from fruit. Employment in the industry has a significant effect on local economy.

The pear bureau budget of \$300,000 is derived from a per-box assessment on growers, which began with one to two cent charge per box on iter pears and this year rose to eight cents per box.

Policies are determined through a 10-man executive committee named from the various districts. The bureau also has a board of trustees which attend the annual meeting. E. R. (Ted) Pooley, Hood River, has been president since the group was formed.

Although the pear industry has seen some tough economic times, it has received little government help, and prides itself in its proven resourcefulness.

Payments Authorized

The federal government in 1937 authorized indemnity and benefit payments to producers who took financial risks in broadening their markets—as

pear shippers did by moving out from established centers.

The Oregon-Washington-California pear league was organized that same year, with Raymond Reter, Medford, as president, to administer the federal subsidy. One result the league obtained was the winter pear control committee which established a standard size and grade. Shelby Tuttle, Medford, was chairman of the control committee, and both groups had Medford headquarters.

The committee remains in operation as a statistical group, keeping tab on where the shipments are and how they are moving.

A more serious, and yet unsolved, problem arose in 1938 when foreign markets were cut off due to World War II, and still have not been reopened. Pear shipments from Argentina also have had their effect on U. S. trade.

First Program

Many individuals played important parts in development of the industry. Prof. F. C. Reimer, retired superintendent of the Southern Oregon Experiment station, guided much research on the production, along with Clifford B. Cordy, Jackson county horticultural agent, who has contributed practical advice regularly to growers.

Typical of the close cooperation of the growers and shippers is the annual meeting Friday, Jan. 20, of the Fruit-growers league of Jackson county. Main speaker will be Patterson, who will discuss "Advertising and Marketing of Pears."

Some 450 growers are expected to take part in the meeting, and more problems related to the industry are sure to be on the program.

Mailbox System Determines Speed

Madison, Wis.—(U.P.)—The men who decide where speed zones should be located on Wisconsin highways use a mailbox system to find out how fast cars and trucks travel.

Motorists, who have developed keen eyes for spotting police radar sets, were spilling survey results until the mailbox gimmick was thought of.

The highway department's speed study men hide a radar speed-measuring device in a rural mailbox. The device is portable. The post on which the mailbox-radar set is mounted is even on a big milk can, just as are many typical rural mailboxes.

The department wants to find out how well drivers observe the speed laws, 65 miles per hour by day, 55 at night. Any lawbreakers are left to state and county patrolmen, who have to work independently. The studies also are used in deciding what sections of highway should have lower speed limits.

The radar-leery motorists are fooled by the mailbox technique. The electronic equipment inside is connected by a cable to a state car hidden nearby.

Other methods the study men use are mounting their radar devices in an open trunk of their car, in buildings or behind trees.

The surveys made over the years show that the average speed on Wisconsin highways is gradually rising. It was 50.6 miles an hour in 1951 and 55.9 this year. Out-of-state cars always have a higher average.

Animal Uprisings Against Humans Reported Saturday

New York —(U.P.)—Animal uprisings against human beings were reported around the world Saturday.

From an isolated Indian mine to a Minnesota city, four-legged creatures had their historic two-legged foes on the defensive.

The forays ranged from lone-wolf assaults to mass offensives—one against an entire town.

In Canada's frozen north, animals facing starvation in deep snow-drifts and prolonged cold moved slowly toward highways and cities. A coyote spearheading the march already had invaded one small town.

Moose, Wolves, Seek Dead Grass

Moose trailed by wolves foraged along roads for shreds of dead grass and reached to within a mile of Flin Flon, in Northern Manitoba. A howling coyote spearheading the march already has been seen in the town.

The Indian government offered a reward for the capture of a man-eating tiger that has been stalking an iron ore prospecting camp near Kaila, in the state of Orissa, for six months.

Officials said the tiger had killed a number of persons. Famished wolves roved in packs to terrorize villagers in central Italy's Abruzzi mountains. Residents feared the animals might attack them if the cold weather continues. Two men claimed they already had been trailed by the vicious creatures.

She-Wolf Downs Small Plane

From Tower, Minn., came the most bizarre account of the animal world's assault on civilization—the downing of a small airplane by a she-wolf.

Jack Burgess and Richard Lilya, reported that when they "buzzed" a pack of wolves on snow-covered lake ice, one of the animals leaped about five feet into the air, sank its teeth into one of the plane's skis and caused the craft to crash.

The occupants escaped injury but the 100 pound wolf was killed. Burgess and Lilya routed her mate with an axe.

Tourist Disgusted With Car, Sells It

Jackson, Tenn.—(U.P.)—Service station operator K. C. Hankins said Friday a tourist from New York was so disgusted with his 1948 model automobile that he gave it to Hankins and took a bus for New York.

The tourist, who said his name

was D. E. Tta, got fed up when the car broke down on the return trip from California and told Hankins, "You can have it." Hankins said he spent \$5 on the car and "she's running like a top."

CAA Facilities Here To Hold Open House

The civil aeronautics administration control tower and the office of aviation safety at the Medford municipal airport will be open to public inspection from 10 a.m. to 3 p.m. on Wednesday, Jan. 18.

Harold G. Lane, aviation safety agent here, said all persons interested should feel free to visit the facilities.

The week of Jan. 15 has been designated national civil service week and all government agencies are to be open for inspection during the specified hours on Wednesday, according to a CAA release.

LAXATIVE DRUG HABIT?

Common constipation often caused by lack of bulk.

Good-tasting Kellogg's All-Bran gets a common cause of constipation—lack of bulk. All-Bran (unlike drug laxatives that do not contain bulk) is made from whole wheat grain. It supplies all the natural laxative bulk you need daily for regularity. Non-habit-forming. Highly nutritious. Kellogg's—the original, ready-to-eat bran cereal has helped millions. Enjoy comfortable, natural regularity within 10 days or return carton and get twice what you paid.

Best liked by millions



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We urge every family in Southern Oregon and Northern California, within a 150-mile radius of Medford, to join Mercy Flights now. We believe it is safe to say that there is not a resident in this area who does not know someone who has been flown as a patient by Mercy Flights.

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