

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday
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PROMOTING A FOOD PRODUCT.

A remarkable example of what can be done in pushing a food product was given the past summer by the California Pear Growers' association. For a generation these pears have been marketed in the east, but they have not been thoroughly pushed. In the face of many difficulties, these growers tried out the past season a moderate appropriation for advertising and sales promotion, consisting of five cents a box.

They were up against the remoteness of their market, the high freight rates, the reduced buying power of the consuming public, and by a late start in getting to work.

In spite of all that, the campaign increased their sales 130 per cent in Boston and 102 per cent in Philadelphia. The advertising sold 24,000,000 additional pears in one month. These two cities were the only markets where this product was advertised, and they were the only markets where a gain over the preceding year was shown.

The other markets were overburdened, and had not the advertised markets taken up the slack, there would have been disastrous slumps in prices. It is estimated that this campaign, costing \$20,000, earned for the growers \$100,000 in maintenance of prices. The big success of this limited campaign has attracted much notice. A number of fruits that have never been advertised much before, will next summer be given a wide publicity.

An experience like this ought to demonstrate to all kinds of business men, how trade can be increased through advertising. The same principles apply to any kind of retail selling of food products. The store that advertises its attractive lines of provisions with its prices, should get a big new current of trade coming its way.

This additional volume of sales will so reduce overhead and operating costs per article that that store will be able to do business at a lower cost than ever before, thus enabling it to advertise bargain prices for standard goods all the time.

THE PROMISE OF THE CROPS.

The government crop report for June indicates largely increased yields of wheat and oats, and this news is full of hope and promise for prosperity. Some farmers may say that they would be better off if they had a small crop at high prices, as then they could make their harvests with less labor and other costs.

But while such a condition may seem for the time being to promise the farmers equally good returns with less effort, the results are much less favorable on the community as a whole. The farmer will be prosperous only when the rest of the country is well off.

Moderate prices for food are an essential of community welfare. If prices of the leading staples are high, large elements of people reduce their consumption, and have poorly provided tables that fail to tempt the appetite. The results must be a lowered physical condition, and less ability to work which reacts unfavorably on production and slows up the business machine.

Insufficient crops and high cost foods caused under feeding in Europe during the war. While production has greatly increased over there except in Russia, yet there must be still many poorly nourished people. Abundant American food would be a wonderful blessing to them in their poverty stricken condition.

Physical deterioration due to under feeding will explain a good deal of the lassitude and disturbance which have been manifested in Europe since the war. It has been said that the reason why the English are so anxious to do business with the Soviet Russian government is that they think they can get food cheaper there than in America. Our farmers, who think our food prices have been below cost of production will not sympathize with that idea. But large crops in this country at reasonable prices, will enable us to do much more business with Europe than if the crops are small and prices high.

The railroads are promoting a movement to induce the public to use more care in passing over grade crossings. More than 6500 people were killed and injured in railroad crossing accidents last year. These folks failed to realize that a railroad train moves very much faster than an ordinary automobile, and that while their car is going 100 yards, the train has probably run 300 to 400. Drivers should slow up and listen carefully at every crossing. If they see or hear a train anywhere near, let it go by. Many accidents are caused as the result of stalling of the motor on the tracks. Drivers slowed up and lost their headway and the engine stopped. If motorists would go into second speed when approaching such crossings, they could control their cars better and avoid chances of accident.

Medford Defeats

Grants Pass 8-2

MEDFORD, June 18.—The Medford baseball team defeated the Grants Pass team yesterday by a score of 8 to 2. Spectators state that Barham who pitched for Medford deserves a great deal of credit. As usual he allowed only three hits during the entire game and struck out ten men.

Higgins of Medford made the only home run of the game. He also knocked a three banger. McIntyre made a two base hit and scored the first run. The game was scoreless until this happened in the fifth inning.

A number of spectators were on the field, a good crowd of Medford boosters being present. Several car loads of Grants Pass rooters who motored up made a good deal of enthusiastic noise.

MICHIGAN EQUIPS MOTOR BIKES WITH RADIO SETS

(International News Service.)
 EAST LANSING, June 19.—Every motorcycle used by the State police will be equipped with a wireless receiving set if experiments now being conducted by the State Public Safety Department are successful. A broadcasting station will be set up and every agent of the State police kept in constant touch with general headquarters by code messages sent by wireless.

FRANCE WOULD COMPEL RESPECT FOR MOTHERS

(International News Service.)
 PARIS, June 19.—A measure to compel by law a reservation in railway carriages of places for mothers and nurses accompanied by infants has been proposed in the Chamber of Deputies. Objection has been raised on the grounds that the law would be useless, because all French travellers are so polite that no baby-burdened woman ever lacks a seat.



By BERT G. BATES.

GOOD EVENING FOLKS—

When we have anything to say—we say it.

But then there's times we're pretty careful who we say it to.

The Dads and Lads played baseball last night and the kids walloped the old men. But then the kids had their wallopings at the hands of the Dads.

PREACHING AND PRACTICING.

Said the optimist: "There always is a side that's good and bright; They are bravest who remember that whatever is is right; Though the pessimist is whining, Somewhere still the sun is shining And imparting Springtime gladness that no passing cloud can check." Then he sadly fell to fussing, And wound up at length, by cussing, For the reason that his collar had an edge that sawed his neck.

It cost a man \$75 for kissing a Texas girl the other day. There are lots of girls around this burg who would stand kissing for 75 cents a kiss.

Doc. Seely says a grapefruit is just a lemon that has had a bit of education and cultivation.

In New York robbers dynamited a safe next door to a police station. Reports say that the police escaped unharmed.

THE ANOINTED.

"What's the matter with your leg, Jack."

"I'm a man in a million."

"How so?"

"Well, the railroads figure that out of every million people they carry only one gets hurt, I'm him."

The formality of kissing hands has been revived in Russia. We hope it was preceded by the formality of using soap.

My mamma's eyes are bright as stars; She buys the stuff in four-ounce jars— My mamma's cheeks are soft and pink; It comes from God—I hardly think!

AN ECONOMIC MOVE.

Albanian women are discarding trousers to become modern. Unless the knicker craze has knickered its last knick, couldn't American women effect some sort of a plan of exchange?

Every reformer thinks he is the only one who has sufficient intelligence to think for the rest of mankind.

If skirts get much higher, milady won't be able to wear anything but a velvet band around the neck.

A girl with pretty teeth will smile at anything.

A false step sometimes undoes years of travel on the straight and narrow road.

And an elderly friend of ours who has just lost a back tooth is having a lot of trouble learning to park his tobacco on the other side of his mouth.

You can get a fair idea of a man's character by the way he cuts the grass on his lawn.

A jury has decided that a Michigan man, who counts his wealth in seven figures, wasn't drunk, but we know and you know that if some young fellow without four bits to his name had acted the same way, he would have been drunk.

WALKING WITH A PURPOSE.

I love to walk.

Last Sunday I took the most wonderful stroll.

I went for quite some distance thru the park, thoroughly enjoying every breath of the cool, crisp air. I felt like a new man as I hastened onward, increasing my speed at every step. I walked on and on, drinking in the beauty of all about me. It was wonderful.

Finally I picked her up.

POLLYANNA VERSE.

It costs a lot to live these days, More than it did of yore; But then, you see, in many ways, It's worth a whole lot more.

A local youngster attended church last Sunday with his sister. When he returned home he told his mother that he had heard Andy Gump preach a sermon.

"Are you sure?" asked his mother. "I am sure it was Mr. Gump," replied the boy, "because when he got through praying he shouted in a loud voice, 'Oh, Min!'"

LAFE PERKINS SEZ:

"The girl with bangs ain't usually handy with the dish cloth."

THE HOME RADIO

How to Make and Use It By A. HYATT VERRILL

XXI. TRANSMISSION OR SENDING

I have already described the difference between interrupted waves and continuous waves and how the human voice, or other sounds, if transmitted by the ordinary interrupted waves of a wireless telegraph sender, would be broken up and unintelligible. I have also explained how continuous waves are capable of carrying such sounds without breaking them up; but while sounds of voices, music, etc., cannot be properly transmitted over an interrupted wave set code signals or alternate dots and dashes may be transmitted over continuous waves by means of instruments which break or interrupt such waves, so that a radio-telephone may be used to send both telegraphic and telephonic messages and a radio telephone receiver will receive both.

The principal item and most essential part of the sending or transmission apparatus, known as the radio-telephone, is the device by which the continuous waves are produced. The instrument which was first devised for this purpose was an ordinary arc-light, but this has now given place to a device known as a vacuum-tube oscillator which is similar to an ordinary incandescent light with specially prepared filament and other devices. The operation of the arc-light was as follows: If a condenser and inductance coil are shunted across the current to such a light, the current is lessened as the condenser is charged and the potential difference across the arc increased. This still further charges the condenser which discharges through the coil and again becomes charged in the reverse direction, the whole operation being repeated over and over again with extreme rapidity—as many as one million discharges a second being usual. Diagrammatically this arrangement is shown in Fig. 56, in which A represents the aerial, B the ground, C the coil, D the telephone receiver, E the condenser, F the light, G the dynamo or other source of electricity. The vacuum-tube on the other hand, acts in a very different manner. When this is charged with electricity the filament discharges an immense number of electrons upon a plate with incalculable rapidity Fig. 57, and this, by means of various appliances, produces the oscillating currents of extremely high frequency, or continuous waves. Unlike the arc light, moreover, the vacuum tube is employed in receiving, the incoming waves varying the current through the filament and so altering the flow of electrons, thus transforming the vacuum-tube from an oscillator to a detector.

It must not be supposed, however, that an oscillator, a condenser, a coil and an aerial and ground are all that are necessary in order to send wireless telephone messages. In addition, there are numerous appliances for tuning or adjusting wave lengths, modulating, amplifying and other purposes and in a large station these are very complicated and powerful. For example, the Westinghouse station at Newark uses five 250 watt tubes—two being used as oscillators and three as modulators—and which work in conjunction with two fifty watt speech amplifiers. The current used in lighting is ten volt A. C. with five amperes of radiation. For sending the sounds, microphones are used and to maintain an even cool temperature on the tubes a rotary fan is employed. In this station the coil or inductance is a flat or pancake helix wound with half-inch copper ribbon while a special motor generator furnishes a 2,000 volt current for the plate. The aerial is of the multiplex type of six 150-foot wires at a height of 210 feet above the ground with a counterpoise of twelve wires on thirty foot spreaders twenty feet above the roof and below the aerial. As a lead-in, a ten wire cage on hoops two inches in diameter is used.

This, however, is one of the largest and most powerful stations in the world and for amateurs nothing so complete, so large or so powerful is ever required. For ordinary purposes, a very small sending set is all that is necessary and even for the smallest a license is required, for while there is no objection to any one operating a receiving set and listening-in to anything that is in the air, a multitude of signals and sounds being sent is a great nuisance and interferes with every legitimate sending station by confusing the sounds and creating interferences. In fact, the greatest trouble in receiving is interference and it is far more difficult to tune out the weak waves from nearby amateur sending instruments than to tune to the desired signals from the large stations.

Also, it is far more difficult to construct and set up a transmitting set than a receiving set and hence I advise all amateurs to leave the sending alone, or else make no attempt to install or use a transmitting set until thoroughly familiar with the subject and no longer an amateur. But as no book on wireless telephony would be considered complete without a description and instructions as to rigging up sending sets, a few simple directions and figures are given.

Senator Hall Asks a Recount

PORTLAND, June 17.—Assertion that irregularities in the Oregon primary May 15 have come to the attention of his committee, was made in a statement issued today by Chas. Hall, candidate for the republican nomination for governor, who on the fact of returns announced by secretary of state, Sam A. Koser, was 521 votes behind Governor Ben W. Olcott. Hall's statement indicated his committee was checking up on several instances of irregularities with a view to asking for a recount.

"My friends believe that no harm could be done by investigating, checking and recounting such instances. They appear to be rather general throughout the state, and my committee advises me that in my opinion my plurality might well be estimated at several good votes," said Hall's statement.

"It will be borne in mind that a change of 262 from Governor Olcott to myself would mean my nomination," said Hall.

Hall mentioned an instance at St. Paul, in Marion county, where the returns showed he received but three votes, in spite of the fact that 269 votes were registered. "It is claimed that nearly fifty persons registered as democrats appeared at the polls and asked and were permitted to vote the republican ballot, changing their registration then and there, that more than fifty additional votes were sworn in, and that although nearly 100 democrats had originally registered, only seven democratic ballots were returned as cast."

Recovering After Operation.
 Wilford Brown, of Camas Valley, is spending a few days at the Hotel Impatta. Mr. Brown recently underwent an operation at the Morcy hospital, and he will spend a few days at the hotel before returning to his home at Camas Valley.

The "Brownie" Gillette

\$1.00 with 3 genuine Gillette Blades

In all the world there's no shave like a Gillette shave

The only way to get a Gillette shave is with a Gillette Razor

Here's a genuine Gillette for \$1—the "Brownie" with 3 fine Gillette blades

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ARMY STORES

SPECIAL WHILE IN WINDOW

ALUMINUM MESS KITS, NEW, SAID TO HAVE COST GOVERNMENT \$5, ONLY

CARTRIDGE BOX, GOOD AS NEW

PUP TENTS

CANVAS KNAP SACKS

LEATHER HIKE BAGS

STEEL KNIFE AND FORK, PER PAIR

NEW CANVAS PACKS

HEAVY LEATHER SADDLE BAGS

NOSE-BAGS, NEW

1 LEATHER CARBINE SCABBARD, GOOD AS NEW

Churchill Hdw. Company

SKELETON OF WAR HERO UNEARTHED BY WORKERS

(International News Service.)
 CAMBRIDGE, Mass., June 20.—While workmen were digging in a cellar in a field at the corner of Channing and Mt. Auburn streets, in this city, they unearthed the skeleton of a Revolutionary War hero, who is believed to have been killed in action during the American War for Independence.

The field, once a part of the James Russell Lowell estate, was used in Revolutionary times as the site for an American army officers' hospital. It is believed the skeleton found was that of an officer who died in the hospital and was buried there. A bullet hole was found in the skull. The bones were said by the medical examiner to have been in the earth 150 years. Cambridge Revolutionary societies will petition the city give the remains a military funeral.

GOVERNMENT PLANNING LIVESTOCK BUSINESS

(International News Service.)
 WASHINGTON, June 20.—The Department of Agriculture is contemplating the inauguration of a nationwide livestock reporting service to inform livestock producers and buyers of prospective supply and demand.

The plan, officials said, is in the making. Full details will be worked out at Denver, Colo., on July 17, at a conference of State and Federal officials and representatives of the livestock and meat industry.

Southern Oregon Gas Co.

Announces:
To the People of Roseburg

that a first class gas and good service is at their disposal. Gas is the best, surest, and quickest fuel that can be used. Fifty million people in the U. S. A. are using it exclusively for fuel and heat.

From now until the 15th of June we will extend our mains 200 feet for a customer and run the service 40 ft. inside of the property line.

THOS. D. PETCH,
 General Manager

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