ROSEBURG NEWS-REVIEW

President and Manager SUBSCRIPTION RATES Dally, per year, by mail. Dally, six months, by mail. Dally, single month, by mail.

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ROSEBURG, OREGON, FRIDAY, SEPTEMBER 28, 1923.

ADVERTISING "MOSES" TO SAVE THE OREGON GROWER

In its issue of September 23, the Morning Echo, of Bakersfield, California, tells of successes of fruit growers in Kern county who have sold their fruit this season, realizing as high as \$5,20 per box for pears and the Echo says:

"Latest returns from pears shipped from the Tehachapi region show the growers to have netted \$5.20 a box-nearly 10 cents a pound-for those reported upon up to this time. Over \$2,700 Others have hope chests. a car has been netted to the grower and the Tehachapi pear men got out 27 cars of pears this season. The Tehachapi growers are else could they figure out where you feeling good about this season's returns so far in spite of the fact are going to have your picnic? that there was a short crop of pears. Apples are good, however, and the shippers expect to get out twice as many carloads as they

did of pears." This matter was brought to our attention by a California

orchard owner, who admitted that the pears of the Golden State else's were inferior in quality to those grown in Oregon, yet the product grown here fails to bring the top prices received for the fruit of the southern state. The grower then went on to say that it was a question of advertising. The Golden State growers are known to be spending vast sums in the aggregate for advertising their fruit in the east. Before they did this, they were crippling along just as Oregon growers are doing today, accepting what they could get, which was barely enough to pay expenses and a they could get, which was barely enough to pay expenses and a living. The east, it is alleged, had come to look upon California business that is sour, is advertising the east of the hour for the business that is sour, is advertising the first like a shower.

The rattler cast as fruit as a superior product. Advertising has made that opinion. It is also true that much fruit grown in Orogon has of late years been sold under California labels, but the growers did not get the price for it, because it went through packing houses who took the long end of the deal. While some of the Oregon pears have this season brought growers a little better than two dollars, that is small satisfaction compared with the five dollars paid for the Tehachapi fruit. The only thing to be done by our growers is to thoroughly organize and through their associations carry on an intelligent advertising campaign which will bring their products to the attention of the eastern consumer. Southern Oregon fruitapples, pears, cherries, prunes—has no superior in any locality under the shining sun. In fact it is better than fruit grown in most other sections. Its flavor is unsurpassed, the fruit is highly colored, the size is excellent, and when consumers discover the 1. Gives his son five cents to go to be without supper.

2. Then sneaks up to his room and takes the nickel while his son sleeps.

3. Then lies his son in the morntruth, there will be a demand for these products that will spell ing for tosing the nicket. success for growers here. To accomplish all this will require an outlay of a small percentage of the sales, but the results will far overbalance that expense. Advertising is the only thing that will bring all this about, and the News-Review urges growers to get down to business in this matter and secure markets for what they have. Since advertising is merely the process of informing the public of what one has to soll, the way to gain that register the following the nicket.

When a European nation announces that its "cards are on the table, face the year at our them over and see if they are all from one dock.

The same has displaying the nicket.

When a European nation announces that its "cards are on the table, face over and see if they are all from one dock.

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When a European nation announces that its "cards are on the table, face the year at our them over and see if they are all from one dock.

The same has displaying the product of no percentage the bash through control of the various collection. Noted no not the pold. Noted no note that its "cards are on the table, face the year and see if they are all from one dock.

The same has displaying the product of no percentage the pold. Noted no pold n success for growers here. To accomplish all this will require an public of what one has to soll, the way to gain that point is through liberal, constant, consistent use of printer's ink.

The News-Review is glad to note that the county court, in its state of the county court

The News-Review is glad to note that the county court, in its recently assembled budget for 1924 has included a reasonable appropriation for the offices of county agricultural agent and county fruit inspector, both very vital acquisitions to the agricultural interests of this city. Mr. Cooney, head of the program, has given an excellent administration and carried forward much constructive work in an agricultural way, ably assisted by Mr. car before she asks if he has a job. Carpenter as county fruit inspector. If Douglas county is to contime to grow and prosper its agricultural interests cannot be neglected and the farmer and fruit grower are entitled to the phrases in our midst. fullest co-operation of the county, state and government that their interests may be guarded to the fullest extent,

The Oregon State Fair broke fifty-fifty, from a weather standpoint-three wet and three dry days. But at that, most peoated to witness the big event were not disappointed.



Dear Folks:

With the coming of September comes the call to school and books. Gone are the days of happy fishing minnows in the brooks. Gone are the days of pleasant dreaming full of hours blessed with case. Enter days of education, college themes and A. B. C's.

In the younger grades, the kiddies tramp to school with shout and yell, aplining tops and playing marbles while they're waiting for the bell. All are scrubbed and clean and shiny fresh from Mother's loving care. Every girl has colored ribbons, every boy Today's MARKET QUOTATIONS has plastered hairs. In the older grades, the youngsters, tanned from rays of summer sun, walk along with some refuctance, for another year's begun. Just another year of learning things they'll never need at all. Using time for foolish nonsense, when they should be playing ball.

But at College, life is earnest, Many problems fill the air, Will they win this year in football? And in bockey, how'll they fare? All the Presiones think of bazing and of what they're going to be, in the way of future heroes, while they're carsing a degree.

Happy days are these for kiddies, for the youngsters and young men. They are short and mighty precious for they never come again. How we'd like to live them over, now we know they've gone for good. What a different kind of scholar we would prime, 120 to 100 lbs, dressed, be, if we but could.

Wheat, bushet, \$1.00.

PRUNE

BY BERT G. BATES

GOOD EVENING FOLKS-Have you started Your embroidery On the guest lowe You're goin To give away

学学 DUMBELL DORA THINKS A tuning fork is one a feller uses n eatin' soup, 学学学

catches fishermen 生生生

Since worry makes a man hald, what a pity he can't worry with his face instead of his head.

生生生 Pretty girls are rushed incessantly.

坐坐生

空生生 Nothing is harder

坐坐坐 The reason that fish have scales is so they don't have to take anybody else's word for their own weight. 中学学 THE TRUTH ABOUT KATE

"This does taste fine," cried little (Why did I ever date 'or?) Your taste," thought I, "Is surely

But your appetite is greater. 坐坐坐

生生生 Cleanlineas is next to godfiness;

PASSING THE BUCK.

X.: How did the accident occur? Y.: Each expected the other man to be a careful driver. 生生生

it we get. We get.

子主生

The meanest man in the world is STATE PRESS COMMENT

the man who:

1. Gives his son five cents to go to

坐坐坐 "Laugh and grow fat," says an old saying But a fat person can't see any thing to laugh about in it.

生生生 生生生

The damsels of the village are appearing on the main drag with their new Fall rigging and their hubbles have the Fall down-in-the-mouth look. 生乎生

better's



Wish they'd make heavy underwear that wouldn't scratch a feller so dern much."

This is a Studebaker year.

FIRES DRIVE DEER NEAR CITY LIMITS

BURERA, Calif., Sept. 28.—(United Press.)—Forest fires during the pre-vious two weeks drove the deer down from the Humboldt county woods al-sonal to the city Thirts, and several fire include weeks. fine annuals were bagged within two

Prices Paid Growers Applies, box, 6ac to 75c.
Applies, box, 5oc to \$1.00.
Pears box, 5oc to \$1.00.
Temaloes box, 5oc.
Watermelon, 1c. 3cc.
Honordew Melons, 7oc to \$1 a dox.
Cutto, 40c to to.
Lucia, 40c to to.
Lucia, 40c to to.
Lucia, 10c to to.
Lucia, 10c to to.
Lucia, 10c to.
Luc Barley, per ton, \$34.

Feeding the Rattlesnake

When we examine the subject of dreams we find that theory attributes them to a wide variety of causes, ranging all the way from ladigestion to spiritual manifestation.

Most people dream and animals do also. I have seen my doy chastic the state of the control o

this one for instance

Alice to bring a flashight.

There he was right at my feet, rattling away at a great rate. He had on a pink sun-boanet and was smoking a cigarette. box he shipped labelled as vegetables. The authority upon which the arrests were made is contained in the sections of the food and dairy law.

With me gived to the spot, Allee and I argued the situation. "We must divert his attention."

"Get him something to cal." Then we had a lengthy conference about what it should be.
"I have it!" cried Alice, clapping

The rattler cast an eye over his shoulder, spit out his cigarette, un-wound himself and slid across the lawn to the dish, He began to munch shoulder the pickles eestatically and to pur-

The Recall

We are not interested in the recall except as a spectator on the sidefines. So far the game has displayin the face and demands to know WHY Mr. Pierce should be recalled. The recall, it says is only (or those extraordinary occasions when there is apparent malfeasance in office, or words to that effect. If that were true, why was a recall law passed? Under the Journal's present inter-Under the Journal's present inter-pretation of when a covernor should be recalled, we already had plenty of machinery for the purpose when this signious weapon of the trinity of popular government, the infligitive, referendum and recall was adopted. There were already two methods on the statute books which would have answered for all purposes that the Journal new admits that a recall should be used for. They were the courts and impeachment proceedings. Corvallis Gazette-Times

Yes, We Have Tomatoes

When is a tomato fruit and when is it a vegetable? inspects farm shipments at taxpayers' expense, and to label tomatoes correctly as "vegetables" means ar-

rests and fines.

Last week the mayor of The Dalles was arrested for failure to comply with the regulations adopted by the date officials and ship his to o market as fruit, instead of as excitables. The arrest brought orth the fact that regulable growers have been getting into trouble a summer and paying \$10 fines be

AND THE PROPERTY OF THE PARTY OF

ATTENTION Ford Car Owners Special Tire Prices

Labouster Fabric. \$ 7.25 Sextin Lancacter Pabric ... Jox75 Lancaster Cords 10.45 20x2 Firesting Pahric., 9.00 Blux Firstone Cord Bux34 Goodyear A. W. T.

Oversize Cord 13.50 For Ford Trucks 32x4 4 Goodyear Cord and Tube

C. A. LOCKWOOD MOTOR CO. Roseburg. Oregon

Sweet Pickles

(By Wickes Wambold).

do also. ing a rabbit in his sleep. He show the same excitement and used ide tically the same language he emplo ed when actually after a Molly Co tontail.

I am impressed that dreams are often crazy-quilt reflections of our daily thoughts and experiences, like

I dreamed I was standing on my lawn in the dark. I could hear a rattlesnake but I could not locate him. Having qualms about step-Fishing would be fun if artificial him. Having qualma about step ait would catch fish as easily as it peins on a rattlemake. I called to

The very thing!" I concurred.

her hands, "Sweet pickles". The very thing," I agreed, "But we haven't any sweet pickles."

make some," Alice declared Leaving me and the rattlessnake to keep each other company in the dark, she hurried to the garden and palled some green tomatoes and darted around to the kitchen, from which the rattlesnake and I soon suiffed the savery odor of hot spiced vinegar. Whereupon the rattler grinned and winked at me. I knew then he was open to reason.

Shortly Alies came out the front door with a neat tray on which was a plate of gorgeous sweet tomato pickles. She set these down on the ground and called chitcingly, "Rattly! Rattly!" Rattly! Rattly!"

The real promoters of the Why do they not present themselves and their motives for public inspection? Why do they hide behind a dummy committee of men scarcely known even in Porrhand? The recall movement was tremendously wask originally. It was further weakened by the secult of the ground and called chitcingly, "Rattly! Rattly!" Rattly! Rattly!" Leaving me and the rattlesnake to

ontentedly

Alice and I, arm in arm, delighted-ly, watched him at his feast.

Isn't he having a lovely time?"
exclaimed Alice, "And wasn't he pa-tient?" And I agreed with her.

Now what in the world would

make a man dream a thing like that

State Market Agent Department

This is a Studebaker year.

nothing more was needed than for

be securely hidden behind what is nothing more nor less than a dummy committee.—Oregon Journal.

the promotetrs and their designs

(C. E. Spence, Market Agent The United States department of viculture, in its official public on, gives a good illustration of hat organization is doing for the ormers in handling potatoes in Ne-

UXROLO

cause they did not label their toma

ticle or the ingredients or substance

any particular and to any food pro

which is falsely branded.-Cap-

FIZ LA CROIX

EMPERS ATTRIORIE

reading as follows:

ital Journal.

It states that last year the grow ers in south-central part of the clats were unorganized and five or six brokerage and shipping agencies operated and the results to the growers were very unsatisfactory. This year the growers organized and almost 90 per cent of the acregge in that locality is under contract to be seld through a central selling agency under standard grades. The federal publication states that the result is that cash buyers are on the ground and they take all the potators offered every day and that "the present to the property of every day and that "the present to the ground and they take all the potators offered every day and that "the present to the ground are the ground and they take all the potators offered every day and that "the present to be ground and they take all the potators of the ground are the ground and they take all the potators of the ground are the grown of the grown of the ground are the grown of the gro rated and the results to the growd every day and that "the present eason is much more satisfactory to dealers and growers alike."

dealers and growers alike. The growers are running their own imainess. They are putting up a standard pack. Engers know what they are getting. By controlling the output the farmers are not fishting cach other for markets. It is a business proposition of marketing a commodity. It is a watern that must commodity. It is a watern that must

he generally adopted.

There is some opposition to the new potato grading and inspection law in this state. There always is at first with any such law of regulation. But if those who are diseasts field will see what grading, standardization and inspection have done to the fruit industry of California, they will welcome the vill welcome this law and heartily

cc-operate with it The state co-operative poultry as



Reap the Reward of Perfect Health

of Perfect Health

Salem, Oreg—Thru heavy lifting I developed a severe case of
femanine weakness. I stiffered with
backaches and hearing pains. I
got so weak I could not do any
work, I would get very severe disay
spells and the least excitement I
would tain the dead away. I was so
nervous I could not stand any note,
could not sleep, and had very little
appearine. I went down in weach
from 118 pointils to %. I was a
plo seal week when I beaun taking IP. Pitree's Favorite Prescription but firm the periastizat use of
this wooderful woman's medicine I
was completely relieved as into alment and restored to perfect health.
I gained it weight and never ich
better than after taking the Favorite
Prescription.—Mrs. Elizabeth Zander, 1370 Norway St.
I our health is your thost importzent arset. So why host write Dr.
Factos, President invalids I host
fidential medical advice tree, or send
to fair trial pkg, tablets.

CAN BUY 'EM! CAN SELL 'EM! CAN RENT 'EM! CAN TRADE 'EM!

You can do most any old thing by making your wants know a this column. It is the market barometer for miscellaneous buys. selling and trading. Wonderful results are attained. Five tests line (five words make a line) and four cents a line for each addition TI STEEL

ALL NEW ADS ON BACK PAGE

WANTED

MIDDLE aged lady wants hos WANTED-Turkeys, large or small. toes as fruit. One commission house, was "docked" a dollar off on each Phone 14 F 14 Boyer Bros.

WANTED-A gentle fresh cow, Jersey preferred. Apply to Mrs. P. Sinnott, joining the Kinney Addition. WANTED—Apple pickers for about three weeks. Apply to F. G. Ewens, back of Garden Valley school.

The term "misbanded" as used herein applies to all articles of food or articles which bear any statement design, or device resarding such ar-WANTED-Men to work in rock quarry. Five dollars for eight hours 175-R. FOR SALE -Vetch, se lb. 0, ii.

WANTED Apple pickers at the Over-land Orchard, Good place to camp by the river, or means at the hunk-house, 25c each. Phone 31 F 5.

WANTED-Middle aged woman to keep house on ranch for two men. Woman with boy who can do chores while attending school preferred.
Address S. D. care News-Review.

WANT TO TRADE 1/2 sec. good red fir, 4 million ft. 16 miles out, on Coos Bay highway. Easy logging. \$4000.00 for city home, or close acreage, Will assume, Address "Tim-ber," 405 2nd, Ave. So. Phone 39-J.

WANTED-Saleswoman in an exclusive ladies coat and suit shop in Marshfield, Oregon, One who has some knowledge of alteration work.
State experience and salary expected in first letter, also telephone number. Permanent position to right party. Address S. M. care News-Review.

MISCELLANEOUS

CAR OWNER-Don't forget to call Sarff's Auto Wrecking House.

LOST AND FOUND

LOST-One bunch of keys. Finde please return to News-Review office and receive suitable reward.

FOR RENT

FOR RENT-Plane, Phone 31 F 5. FOR RENT safety deposit boxes Roseburg National Bank

SLEEPING room for rent. 837. East Dougle

FOR RENT-Furnished room, with heat Near Rose school Phon

grass ranch in Douglas Co. A. W.

Renm. Phone 36 F 24. FOR RENT-Pleasant sleeping in private home near high school, 320 W. Washington,

commodity. It is a system that must be generally adopted.

There is some opposition to the to Mrs. P. Sinnott. OR RENT 30 acres

tand, 8 miles out on good foothom quire of John Stenoil, Glensary district, Rt. 1, Roseburg, Orc. OH RENT 100 acre ranch, 6 acres in orchard. House and buildings on in orchard. House and buildings on place. All farming land, 1036 E. 6th st. Roy Burks.

sociation is asking its members if they will sign new membership contracts, the present contracts expiring tocomber of this year. The new contract will have a clause ather with he as a clause ather with he association. The association, under its present management, has had a very satisfactory year, members generally have been very much pleased with results, and there will no doubt be hearly lacking of the new contracts by producers. This association has been through the mill, made the usual minutes, corrected them and is now in position to control the egg production of the state to the advantage of poultrymen, if they will get behind the navoration and scattain it.

The department of assigniture of the state of Washington, in its official Nova Letter, states that the combined wheat trop of Canada and

state or Washingson, in its offiNova Latter, states that the
Nova Latter, and that
Inited States in \$7,000,000
holds less than last year, and that
bottom of the fake about a tredomestic than last year, and that
bottom of the fake about a tredomestic than last year, and that
bottom of the latter
tred at substantial premiums over
red of Trate guidations, leaving
ting but not what, for the eleter. The publication states that
in the exporters come into the
self-to-of the wheat that Europe
have they will have to pay for have they will have to pay for the areat supplies of wheat's super created surplies in therets of the grain bayers and a obcase of the American far-wing the wheat growers con-ter wheat and run their own whater propagants will able to put such fakes over on lon. a matter.

Most up to date muchine shop in Southern Oregon, Job work given spe-sail extension Automatic Electric Drake Co. 151 North Pine at.

FOR RENT-157 from town. M. Howe, Rt. 1. FOR RENT-Sleeping from v of plane if desired Genti ferred 134 So. Stophens. FOR RENT-10 acre river but miles from city P. O. Sma plenty fruit. Free soil A

O. Box 263, Roseburg, Orego FOR SALE

FOR SALE-Used player plane? 50c each. Phone 370. FOR SALE-Two milch cows

Yoncalla, Ore FOR SALE-2 cov parator, Call 175-1

FOR SALE-Old papers, 5c and FOR SALE OR RENT-A RE farm. Review.

ster with starter, Dixonville, Oregon. FOR SALE-Oak stumpage, da FOR SALE—Our stumpage of House to live in. Address 1. News-Review.

Woodruff underdrive 767 Pm J. E. Hinsley. FOR SALE—Winter cats and seed. R. Fate, Myrtle Creek at Summer, Days Creek.

FOR SALE-35 March hatch | Tancred strain. Need the ma Nance, Winchester, Orezon FOR SALE at a bargain, 7-room one acre ground, 3 blocks from house. Inquire of owner. If

Jackson street, FOR SALE—A used lvers us l piano. A bargain for abuse a ing a piano. None better as

make, Address Piano, Review A REAL BUY-10 room us rooms plastered. Bath 1970 ft. Just off paved steen \$3500.00. Easy terms, Small will handle. Or will take to or Ford truck as part page W Young & Son Phones.

W. Young & Son, Phonest FOR SALE Withern's value. heat, good condition, cos seil \$100.00. Marvel Refe

chine, nearly new, cost sas \$500.00. Large EKim ruse new cost \$32.00, sell \$15s. ion Garage, Grants Pass, Ox. BARGAINS IN USED FORDS-Lens and Company offer an ceptional bargains for the bil eptember on used cam. These cars must be moved room for ing a way below our arial Some have been theroughly others just as we take then

oughly satisfied In the list we have Fords Int to 1920 in roadsters, tourist delivery ranging in price fr to \$225.00. We also have in one Fordson tractor, which rebuilding and if in the sa a tractor it would pa and see the way we a our cars and tractors We will be glad to arrang

to car sold unless customer

Oakland, Oregon,



DANCE FLOW WAX OR DUST.

LITE-FOOT

CLARKE WOODWARD DRUGGE

The Cleaning

of late Fall and Winter garments should begin once in order to have them in the best of shops

We will give them po fect cleaning and promp



TRY OUR WAY Phone 277-Our Auto Wil