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Advertising Representative
M. C. MURPHY COMPANY
Office in New York, Chicago, Detroit, San Francisco, Los Angeles, Seattle, Portland.

EVERYTHING IS ADVERTISED BUT PEARS

LOOKING over a recent "Packer" we find the Washington Boxed Apple Bureau made such a success of last year's advertising campaign that they are to spend \$150,000 in advertising during the next six months.

The Western Growers' Protective Association of Los Angeles is to spend hundreds of thousands of dollars, advertising "iceberg head lettuce" in the Saturday Evening Post and similar publications, reaching 79,000,000 consumers.

Everyone knows how extensively and successfully the citrus industry of California has advertised sun kissed fruit, while it is claimed similar advertising has literally made millions for the pineapple growers of Hawaii.

And yet the pear industry, so important to Medford and Jackson County, has, until this year, done nothing at all in the way of increasing the demand and therefore the price of its product by a campaign of national advertising. This year a start has been made in the inauguration of a special Bose selling campaign in Detroit.

We hope this campaign is a success. For in our opinion there is no question, whatever, that national advertising will bring the same success to pears that it has to oranges, apples, and similar table fruits.

ADVERTISING costs money. But in this day of modern salesmanship an industry must spend money to make it. In fact it is our belief that pears would benefit more from intelligent advertising than almost any other similar product. For pears have, as the saying goes, the "goods," and yet, being so little known, are less generally used than any other fruit in the horticultural list.

However, whether or not this Bose campaign is a great success, sooner or later, advertising must be adopted by the pear growers, if they are to enjoy that prosperity which the merit of their product justifies.

It is only a question of time. But time being money, we are particularly anxious for the success of the Detroit experiment, so that needless time and money may not be wasted.

HATS OFF TO PORTLAND

It would be far safer, I realize, to postpone the cheering until the event occurs, in tune with the saying that "he laughs best who laughs last." True enough, but I would rather cheer prematurely than not to have the chance to cheer at all. And whether it lasts or not, those Ducks just now are playing wonderful baseball—L. H. Gregory in Oregonian.

QUITE true. And we believe Mr. Gregory is justified in staging a celebration now, rather than waiting for the final game of the season.

For baseball is notoriously uncertain. And Portland hasn't had a championship team since Columbus discovered America.

Moreover, the achievement already gained is entirely worthy of cheers not only from the Oregonian sport writer but from all baseball fans in the state.

WE think the column on the left should be particularly impressed and feel impelled to show its good sportsmanship by handing the Ducks a bouquet after all the "horse-rakish" it has been sending their way this season, and during the seasons of the past.

To our mind this is the most sensational upset in the sporting history of the entire country. With Portland winning fourteen straight, tied in second place and battling on even terms for first, it is plain to see that in the realm of sport nothing is impossible.

In fact, we are not going to be surprised if Bobby Jones fails to qualify and Chan Egan wins the national amateur golf title for the third time. — And Gorsch, wouldn't that be nice!

WHERE IGNORANCE MAY MEAN DEATH

THERE is a strange and deplorable ignorance about adolescence, particularly among boys. So few people, including parents, seem to realize that from the ages of ten to fourteen, nearly every boy is abnormal. Physiologically speaking, he is a barbarian repeating the history of his race. The jungle period in evolution is the adolescent period in Youth.

That is why so many boys at this critical age get into serious trouble. Only a day or so ago a ten-year-old Portland boy shot and killed his playmate because he was teased about girls. And a few days before a boy in Los Angeles, about the same age, shot and killed his father.

It is a very critical period in youth. The boy is super-sensitive, moody, suspicious, often emotionally uncontrolled. As a result all parents should watch their sons very carefully from the tenth to the fifteenth year, and treat them with every consideration.

A proper understanding of adolescent psychology may often prevent a great deal of needless suffering, and not infrequently a tragedy involving more lives than one.

"If sunback garments promote good health, why be content to make people healthy on but one side?"

If they are going to censor all false advertising some gals we know can save a lot on rouge.

A magazine editor says most of the stuff editors reject is good, but doesn't explain why they accept the other kind.

How ugly of Europe to keep out American goods by means of special laws instead of a tariff wall.

The Constitution forbids cruel and unusual punishment, and yet Mr. Sinclair is kept in Washington in August.

Love and honor may be old fashioned things, but they never bring you to the point where all depends on the testimony of an alienist.

Airplanes find it easier to cross the Atlantic from America to Europe than from Europe to America. And cash seems to have the same experience.

Perhaps the shortage of fish may simply indicate that our native tendency to lie has been previously satisfied, during the income tax period.

England need not remain poor. Let every Englishman buy something he doesn't need and pay a shilling down.

Brisbane's Today

(Continued from Page One.)

weighed then ninety pounds.

Her work has given comfort to millions which is the most important thing that religion can do, on earth. If it can save you, later, that is more important.

Mrs. Augusta Stetson, one of Mrs. Eddy's best known students established the first Christian Science church in New York City, in a large room, above a drug store. "Science above drugs" was her motto. She and Mrs. Eddy are both gone. Old death justifies his motto, "I come last and win."

Almost ninety years ago, on the land now part of Arlington cemetery, Jim Parks was born, a slave of George Washington's adopted son, G. W. Parks Curtis. Jim Parks worked on "Arlington estate" as a slave, when "freedom" came. Played there as a child, worked there long years as guide. He saw coffins stacked in big piles, after the civil war, saw other wars increase the number of white headstones.

Now his death adds one to those headstones. He was buried yesterday where he had worked by special permission of the war department, which usually bars civilians.

Had anybody asked Jim Parks to define a free man, he might have said "look at me, I am free" and he spent his whole life in Arlington, fed by his master-owner, on a slavery basis, fed by Uncle Sam, later, on a wage basis.

And the destiny of Jim Parks was not different from the average.

We are confined to this little round graveyard, the earth, doomed in time to add one to its graves. And we also call ourselves free.

Pete Huddleston, Georgia farmer, fifty-three years old, had a daughter. He is now dead.

Marcus Brown, farmer, forty-two and married, paid attention to the daughter. Her father told him to stop.

"Meet me on Main street with a shot gun," was Brown's reply. Huddleston, shotgun in his lap, sat himself down in a chair, before the Main street store, in Glover, Ga.

Brown came with his shotgun, emptied its charge into Huddleston's stomach. Huddleston, dying, fired from the chair, killing Brown instantly, then he died.

Hate is a powerful emotion. Each man knew that he would probably be killed. Neither apparently cared.

When the she-wolf adopted little Romulus and Remus, the babies did well. They probably had something of Mussolini in them.

But when the power trust adopts a newspaper, on a cold cash basis, that newspaper finds it hard to digest the new kind of milk.

John C. Eastman died in Chicago, leaving the Chicago Journal behind him.

The power trust said, "come little Chicago Journal, I shall adopt and protect you, and teach you to say nice things about your foster father."

But the little Chicago Remus Journal, is dead. After the walk, it will reappear as a tabloid. You can't discourage the power trust, which has plenty of money.

But why Chicago, refusing to accept a trust financed newspaper, full size, should accept one, half size, is not clear.

Why the Chicago Daily News, usually intelligent, should hold so poor an opinion of Chicago is another puzzle.

Victor Lawson would not have wished that nuisance on his generous city.

On the stage of life, we play many parts. Alexander Subkoff can prove it.

He was a Russian ballet dancer. Then he married the Princess Victoria, sister of the former Kaiser.

Now he is a restaurant waiter.

-Dear Lois- (Extract from Norma's letter)

What to give sister Betty was always a problem until I hit on the bright idea that I'd shed love a pretty dress I saw some beautiful ones at

COATS - DRESSES - SPORTSWEAR Mann's 14 NORTH CENTRAL

FIRST ANNUAL AUCTION

MILKING SHORTHORNS

Oakleigh Stock Farm Monday, Aug. 26, 1929

65 head, heavy producing cows, heifers bred and open and young service bulls. Many of the cows are capable of high production records and are safely bred to Edgewood Viscount, he is a son of imported Kellincoot Viscount, the great Show bull and sire. The heifers are most desirable and are carrying calves by the services of Oakleigh Majesty. This sale furnishes an ideal opportunity to secure a foundation of the best in Milking Shorthorns.

The cattle offered in this sale are the results of many generations of breeding and selecting by Mr. Harrison and this is the first annual sale at the new location. The catalog free upon request to owner or sales manager gives details.

Sale to be held on the Oakleigh Stock Farm 2 mi. north from Central Point, 6 miles North from Medford and 100 miles South from Roseburg. Visitors welcome.

Oakleigh Stock Farm, Owner

E. A. RHOTEN, Salem, Ore., Sale Manager
SANDY KEITH, Auctioneer, 307 Guaranty Bldg., Portland
THOS. HARRISON, Mgr., Central Point, Oregon
SEABOARD DAIRY CREDIT CORP., Clerk
507 Guaranty Bldg., Portland
Luncheon served by the American Legion Auxiliary

DEDICATE TABLET FIRST WHITE MAN AT CROWN POINT

PORTLAND, Ore., Aug. 24.—(AP)—Flags of two countries, his own and that to which his deeds of 1762 meant so much, were unfurled at the Crown Point Vista house, on the Upper Columbia highway, today as a bronze tablet was dedicated to the memory of Lieutenant William R. Broughton, British subject and the first white man to navigate the Columbia river up to that point.

It was a colorful assemblage that stood in the shadow of Mount Hood which Broughton named. The gold band of Captain C. C. Dolson, Captain R. J. Gunn of the royal marines from the British battleship Columbus, and the 21 seamen and marines, contracted sharply with the uniforms of a detail of officers and seamen from the U. S. S. Farquhar.

The dedicatory address was given by Homer D. Angell, president of the Trail Seekers' council, and the tablet was unveiled by Mary Katherine Reeves, daughter of Brigadier General Jas. H. Reeves, and James Cable, son of Eric Grant Cable, new British consul here. The consul responded in the name of Great Britain.

KING GEORGE VISITS SANDRINGHAM PALACE

LONDON, Aug. 24.—(AP)—King George and Queen Mary left Buckingham palace shortly after 12:30 today for the country palace at Sandringham. They traveled in a closed motor car to the railway station where a special train awaited them for the journey north.

Departure of the royal party from Buckingham palace was witnessed by a crowd estimated to number 5000, all eager to catch the first glimpse of the king since July 2nd when he made his last public appearance attending the thanksgiving service in Westminster.

CUDAHY FACES FINE FOR DRUNKEN DRIVE

LOS ANGELES, Aug. 24.—(AP)—Michael J. P. Cudahy, 21, son of the late Jack Cudahy, meat packing official, today faced a fine of \$100, recommended by a jury which last night found him guilty of driving an automobile while intoxicated.

Sentence will be pronounced on the youth next Tuesday. The court is found to the decision of the jury in fixing the fine, which came after three hours deliberation.

The verdict terminated a trial which lasted two days. The son of the wealthy packing company family was charged with driving his automobile into a car owned by Charles R. Lang on the night of July 17.

Germiston, located a few miles from Johannesburg, is expected to be developed into South Africa's principal airport. It is probable that large shipments of refined gold will be made from this field by air to Europe and India.

ADRIENNE'S Autumn Fashion Revue
Wednesday, Thursday, Friday and Saturday
August 28, 29, 30, 31
HUNT'S CRATERIAN CENTRAL Just off MAIN
Presenting on living models the formal mode for Autumn 1929
For Sport Wear
For Afternoon
For Evening
Autumn Millinery
Smart in their exclusive individuality, many Paris inspired, expressing the latest dictates of Dame Fashion in tasteful, chic millinery.
During the run of the all-talking picture, "Close Harmony," we will show on living models between shows for four nights beginning Wednesday, August 28, the new style trends for Autumn 1929.

SPOKANE SUFFERS HEAVY FIRE LOSS

SPOKANE, Wash., Aug. 24.—(AP)—A mass of glowing embers covering damages estimated variously from \$250,000 to \$500,000, was all that remained today of a dozen dwelling houses, an apartment building, a sanitarium and the storage and fuel yard of the McGoldrick Lumber company.

The fire started early last night in a lumber pile and soon was whipped into a conflagration by a gale-like wind.

Every piece of the fighting equipment, but five, held for emergency blazes in other parts of the city, together with a pumper from Coeur D'Alene, Idaho, manned by firemen from both shifts, fought the blaze for six hours before it was brought under control.

Industrial properties, including factories and warehouses, worth several million dollars, were unscathed.

NATIONAL GUARD WILL FIGHT FIRE

HELENA, Mont., Aug. 24.—(AP)—Use of the Montana National Guard in fighting forest fires at Columbia Falls, Belton and Appar, where the Half Moon blaze is beyond control of hundreds of park, forest and railroad crews, was authorized today by Governor J. E. Erickson. Adjutant-General E. H. Williams is checking over the situation.

"I'll take your car, sir"
"It Is Cool in San Francisco"
No parking troubles exist at The Manx. The doorman takes your car when you arrive and places it in a garage connected with the Hotel. Just hand him your key as you leave the car—that's all. Located in the heart of the City—near everything.
Service, Quality, Hospitality
The MANX HOTEL SAN FRANCISCO

NEXT TO CRATERIAN
Larry Schade
YOUR FAVORITE JEWELER SINCE 1918
Watch and Jewelry Repairing

PHONE 474 CITY CLEANING & DYEING CO.
Electrotherapy Chiropractic
Dr. H. P. Coleman
9th Successful Year in Medford
Treatments by Appointment
Natural Methods Food Science
Medford Center Bldg. Phone 985

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Announcements and Invitations, "socially correct," made without the expense of a copper plate.
S W E M ' S
Kodak, Book & Gift Shop

Pantorium DYE WORKS
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A COMPLETE CLEANING AND DYEING SERVICE

GUARANTEED WATCH REPAIRING
Brophy's JEWELERS MEDFORD, ORE.