

FINANCING PEAR ADVERTISING IS HARD PROBLEM

All Agree On Merits of Plan, But Hesitate to Ask Growers for Additional Funds.

Today's session of the Rogue River Traffic association was devoted to a discussion of the New York Pear committee advertising program for the sale of winter pears soon to go through the auction.

All shippers present agreed that the advertising plan was worthy of approval and the nucleus of a future advertising campaign, but the stickler was where the money was coming from, and how.

The advertising program calls for an assessment of one cent per box for the costs.

Several of the shippers felt that they did not care to ask growers at this time for an additional assessment, after last season's return and that some other source of financing should be worked out.

Other shippers held that the plan offered a chance for returns and benefits. C. M. Kimball of New York City, in a telegram said that he believed the advertising campaign would net an increase of 25c to 40c per box, over present prices and would stimulate the movement of late pears. Kimball urged that all valley shippers join in the plan, 100 per cent. Four large shippers are still without the fold. All agree the advertising would be valuable, but disagree on the collection methods.

The California, Yakima, and Hood River districts have approved of the plan.

It is expected that a definite decision will be reached by local shippers tomorrow. Some growers favor the plan. Some don't.



By Richard Massock.

NEW YORK—Radio, like the stage and screenland, has its lack-luster scenes of hopeless mediocrity.

These scenes are once a week, at the auditions kindly opened to any who believe himself blazing with the magic gift of entertainment.

Funny scenes some of them might be, these auditions, were they not so discouragingly monotonous for the audio seekers of available talent and so repellent to the visitor of the overcrowded casting offices of Broadway and, I suppose, Hollywood.

Radio Try-Out
The Columbia system has about 500 would-be radio performers on its waiting list to be heard, says Miss Georgia Backus, a continuity writer and former actress, whose unenviable duty it is to turn thumbs down or up.

Mostly it is, of course, thumb-down. About 20 are given microphone tests each Thursday. And it's a notable Thursday that produces four or five entertainers of likely prospects. Perhaps only two are chosen. Sometimes none at all.

The visitor passes through a reception room, in which a nervous assortment of aspirants, actors, housewives, children of fond parents, sit tensely waiting to be called. He enters a tiny control room, no bigger than a closet, where Miss Backus listens to the voices coming in through a radio speaker.

He sees through a soundproof window the person trying out in the studio.

The first is an old actress, one of the few who that day will face the microphone with poise. She has played with Bernhardt and begins with a speech on what it means to be a player.

"She's forgotten more about the theater than I'll ever know," says Miss Backus. But the voice of the old player, as the "mike" transmits it, is only so-so.

"O. K.," says Miss Backus, stopping the speech. "Thank you."

Dramatics
Next is a red-haired, freckled girl of 14.

"I'm going to give you Gene Field's 'Little Boy Blue,'" she says in her adolescent tones.

Defeats Diana



Helen Hicks.

PALM BEACH, Feb. 19.—(AP)—Playing sensational golf, Helen Hicks, sturdy New York girl, scored an international golf victory today by routing Miss Diana Fishwick, British champion, six up and five to go in the semi-final of the Florida Women's championship.

Miss Hicks will contest in the finals with Miss Virginia Van Wic of Chicago, who disposed of Miss Peggy Waddles, Buffalo, also by a score of 6 and 5 in the second semi-final.

TRIPLE SPEED FILM NEW AID TO MOVIE ART

Search for Film Better Adapted to Use of Astronomers Also Aids 'Shooting' Real Stars.

DOCHESPER, N. Y.—(AP)—Doomed astronomers wanted better pictures of a peculiar mist on Mars, the movies have a new triple-speed film.

In this instance real stars and screen stars are on a par—in their reaction to light. Abstract and astronomy thus contributes a slanting improvement to movies—particularly to talkies.

More light has been the perennial need of both movies and astronomy. But the astronomers could not even imagine in a relative way any method of getting their stars to give more light.

No they said to Dr. C. E. Kenneth Mees, director of research for the Eastman Kodak company.

Is More Sensitive.
"Make us a new kind of film, more sensitive to light, so that we can see better with the present starlight."

Mees made a film which is much more impressionable to red and green rays than any hitherto. At the same time it retains all the old sensitiveness to the blues.

As there is plenty of all colors of light streaming from stars, the result from astronomers is film that takes a good black and white image with much less light. It takes the picture in one-third the time previously required. So a star like Mars gets its face recorded before it has had so much time to rotate and distort.

Adapted to Movies.
A few technical changes adapted the film to movies. The seemingly white light reflected by silver screen stars is also rich in reds and greens. In fact, there is more red now, since talkies have forced substitution of incandescent for the former "noisy" arc lights.

So the new film records three times as fast as the old; this is to say, is about about three times as impressionable. This results in deeper space on the stage for the actors to move without getting out of focus.

It gives more margin between the sound track on the edge of the film and the picture, restoring some of the lost artistic photography.

Best of all from the viewpoint of the human stars, it reduces the glare which has tormented them for so many years.

Sets Air Record.
KANSAS CITY, Mo.—Ralph Montee, T. & W. A. pilot, recently established a record of 62 minutes for the 176 air miles between Kansas City and Wichita, Kas. breaking his own former record of 64 minutes.

PROHI WIRE TAPPING OFFICIALLY IMPROVED

WASHINGTON, Feb. 19.—(AP)—Wire tapping by prohibition agents in certain cases was approved before the house expenditures committee today by Attorney General Mitchell.

The attorney general told the committee he issued an order January 19 permitting wire tapping in special cases when approved by the head of the bureau involved and the assistant attorney general in charge of the case.

BRITISH SPEED DRIVER RECEIVES KNIGHTHOOD

LONDON, ENGL., Feb. 19.—(AP)—Captain Malcolm Campbell, who returned home today after establishing a new automobile speed record in the United States, has been made a knight by King George, it was announced this afternoon.

STORY 1 (Continued from Page 1)

Kuck, Miller, Moser, Spaulding, Upton, Wheeler, Woodward.

Against — Bennett, Billingsley, Brown, Burke, Dunn, Eddy, Fisher, Johnson, Mann, Schulerich, Staples, Strayer, Marks.

Not for High Schools.
The bill, as amended by the house and approved by that body, eliminates high schools from its benefits, but provides that all pupils of public elementary schools shall be supplied with state-owned books. The cost to the state would not exceed \$1.50 per pupil a year. It carried by a safe majority in the house.

The house members in the meantime indefinitely postponed the pilot board bill, which would increase membership from three to five members.

Rush Fund Bills.
Twelve appropriation measures, introduced by the joint ways and means committee, and appropriating \$1,750,000, were rushed through preliminary steps in the house and placed on special order of business tomorrow afternoon. No new bills were introduced in either house during the morning.

The house defeated, after more than an hour's debate, the abstract measure, providing that all abstractors equip themselves with a plant or complete record and files of all titles in the county in which they operate, in addition to other regulatory provisions. The vote was 21 for and 35 opposed. This was the first bill up for consideration on the day's calendar.

Race Bill Rejected.
The racing bill, introduced by Representatives W. E. Stockdale,

A. W. Schaupp and C. H. Oxman, which would legalize horse racing to aid in financing fairs, and create a racing commission, was reported out of the livestock committee of the house with a recommendation that it pass. It will be placed on the calendar tomorrow.

The house defeated ratification of the child labor amendment to the United States Constitution following a debate under special order of business. The amendment would have granted to congress power to limit, regulate and prohibit labor of persons under 18 years of age, which was submitted to the states by congress in 1924. The legislature defeated similar actions in 1925 and 1929.

Bailey Opens Debate.
Senator J. O. Bailey, opening the debate for the textbook bill, explained that the bill applied only to the elementary grades. Under present laws, Bailey said, books are furnished free to indigents, which is in the nature of a charity and therefore embarrassing to them. Free textbooks, Bailey said, were understood by all the candidates for governor in the general election, and were favored by the Grange, labor and similar organizations.

"I have tried ever since I have been in this senate to conserve the pocketbook of the state," said Senator Isaac H. Stimpert, opposing the bill. "I am opposed to paternalism in any form. We are drifting toward the time when, if we do not change our ways, our children will be taken away from us and educated by the state—toward socialism. When Eugene Debs ran for president he got 13 votes among the professors of the University of Oregon."

Paternalism Step.
Senator H. L. Eddy said that free textbooks was "simply another step towards paternalism and socialism and a getting away from the principle of self denial. The whole trend of our national government is in that direction, but we should get away from it as far as possible by avoiding such legislation as this." He asserted that a time when no step had been taken toward relieving the property taxpayers was not a time to vote further taxes through a free textbook bill.

Senator James W. Crawford spoke for the bill though he said he was sorry it was not broad enough to reach private schools. "We compel children to go to school," he said, "but refuse to furnish them the machinery with which to get their education."

Favored by Grange.
Senator Colon K. Eberhard said he considered the term "free text books" a misnomer, but would support it for the reason that the Grange and other organizations in his district that represent taxpayers were for it.

Senator E. A. Fisher spoke against the bill from the point of view of a school teacher, having taught in Washington county for a number of years. He opposed the bill with the assertion that it was unconstitutional, would cost the taxpayers \$1,000,000 a year and not apply to several thousand children in the state who attend private schools.

First Impressions



Good health engenders confidence today business demands healthy men and women—and more than ever it is the survival of the fittest...

Poor health is a distinct drawback to progress in business or social life. Underweight, lack of appetite, sluggishness, a dull mentality, nervousness and even skin disorders—boils and pimples—show their mark on the body, face and mind when the red-cells are deficient in number. (See enlarged blood picture above.) Moreover a low red-blood-cell condition makes the system an easy prey to disease. When your red-blood-cells are only 80% you are NOT yourself—60% is dangerous.

The way to correct this condition is to take S.S.S.—the tonic that will help Nature build up and enrich your blood. Millions of people have found it the easiest and surest way to keep themselves "fit." If your vitality is slipping away from you, do try S.S.S. Take it before each meal. Get the large size. At all drug stores, G.S.S. Co.



HEATH'S CUT PRICE SPECIALS

35c Vick's Vapo Rub. 26c
50c Milk of Magnesia 39c

\$2 Bottle Coty Perfume \$1.39
(L'Origan, Chypre, Emeraud Paris, Styx, L'Aimant)

10c Lux Toilet Soap, 3 for 22c

HEATH'S DRUG STORE THE CUT RATE DRUG STORE

With every purchase you receive a ticket worth 1c at our fountain.

Pay'n Takit

SOMETHING SAVED ON EVERYTHING GROceries, MEATS FRUITS and VEGETABLES

Now Medford Has One of the West's Most Modern Food Stores Pay'n Takit Opens Friday, Feb. 20th

BETWEEN 5TH AND 6TH STREETS ON CENTRAL AVENUE Many Other Values at the Store. These prices effective Friday, Saturday, Monday

- 2s Highway String Beans
 - 2s Standard Peas
 - 2s Blue Tag Sliced Beets
 - 2 1/2s Douglas Pumpkin
 - 2 1/2s Van Camp's Hominy
 - 2 1/2s Del Rogue Kraut
 - 2 1/2s Siskiyou Tomatoes
- Can 9 1/2c
(Limit 4)

Come and see the prettiest and most modern grocery store in town. We open today in a brand new building built especially for us, right in the heart of the city. There isn't another store in town that compares with ours and after you've looked at a few prices you'll say there isn't another store anywhere that can match our values. We're going to sell good groceries cheap—awfully cheap—not only today, or the first few days, but "from now on." Come, shop and save— for Pay'n Takit really undersells.

- BACON—Morrell's Eureka, real eastern corn fed flavor. Medium weight, not heavy. Pound 23c
- CHEESE—Ladino Brand Eagle Point full cream cheese. Free sample Friday and Saturday. Pound 20c
- RED BEANS—Fancy California re-cleaned. 5 lbs. 18c

- Corn Meal
- Sperry's white and yellow. 9 lb. bag 24c
(Limit 2)

- Prunes
- Tons of them! Oregon Petites, sweet, meaty in 5-10-25 lb. lcts. Pound 3c

- Oysters
- Florida Chief Brand, fancy pack. 5 oz. cans 10c
(Limit 4)

- Malt Syrup
- Puritan Can 35c
- American Can 31c
(Limit 3 cans)

- Shrimp
- Dixie Fancy Pack, delicious, ideal salad size. Can 12c
(Limit 3)

- Pineapple
- Libby's or Del Monte fancy sliced. You know them. 2 1/2 size cans 20c
(Limit 3)

- Ripe Olives
- Highway brand, medium size. No. 1 tall cans 11c
(Limit 3 cans)

- Sugar
- Sea Island, pure cane. 25 lb. cloth bags \$1.26
(Limit 1)

- Catsup
- Del Monte, full tomato flavor. Large bottle 15 1/2c
(Limit 4)

- Coffee
- Schillings, M. J. B., Hills, Max-i-mum, or S. & W. Many will appreciate this value. 1 lb. cans 36c
(Limit 2)

- Pancrust Shortening
- Every woman should know its merits. 4 lb. can 67c

- Macaroni
- Rose City Curve Cut. Cooks tender. In 5, 10, and 15 lb. bags. Pound 4 1/2c
(Limit 15 lbs.)

- Peas
- Del Monte Early Garden. You know these. No. 2 cans 15c
(Limit 2)

- Soap
- Palmolive, or Camay. Used in the most homes. Bar 5c
(Limit 3)

- Rice
- Blue Rose, Fancy grain. Pound 5c
(Limit 10 lbs.)

- Rolled Oats
- Sperry's quick cooking or regular. 9 lb. bag 33c
(Limit 2)

- Matches
- Red Devil Brand. 6-box carton. Carton 12c
(Limit 2)

- Tomatoes
- Bagley's Fancy Solid Pack. Quality, then the price. No. 2 1/2 cans 12 1/2c
(Limit 4 cans)

- Raisins
- Fresh re-cleaned Thompson Seedless. 3 lb. bags 17c
(Limit 6 lbs.)

- Citrus or P. & G.
- Bar Soap for Laundry. Bar 2 1/2c
(Limit 6)

- Salmon
- Sunny Point, fancy Alaska Pink. 1 lb. tall cans 10c
(Limit 3)

- Flour
- Sperry's Drifted Snow. 49 lb. bags \$1.27
(Limit 1)

- Flour
- Blue Seal is a fancy hardwheat Blend, milled only to Pay'n Takit specifications. Our enormous sales of this flour alone saves our patrons thousands of dollars yearly. Money back satisfaction guarantee. 49 lb. bags \$1.09

- Onions
- Oregon Yellow Danvers. Solid bright stock. Buy all you wish. Pound 1 1/2c

- Cabbage
- Fresh, crisp, solid heads. Pound 1 1/2c

- Onions
- Oregon Yellow Danvers. Solid bright stock. Buy all you wish. Pound 1c

- Cauliflower
- Fancy large white heads. Average weight 3 to 6 lbs. Each 10c

- Flour
- Sperry's Drifted Snow. 49 lb. bags \$1.27
(Limit 1)

- Flour
- Blue Seal is a fancy hardwheat Blend, milled only to Pay'n Takit specifications. Our enormous sales of this flour alone saves our patrons thousands of dollars yearly. Money back satisfaction guarantee. 49 lb. bags \$1.09

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- Oregon Yellow Danvers. Solid bright stock. Buy all you wish. Pound 1c

BUTTER, EGGS AND BREAD AT LATEST MARKET PRICES

No sales to dealers. We reserve the right to limit quantities