

### PEAR PUBLICITY IS MAIN NEED IN EASTERN MARKET

Maury Spatz Reports On Personal Experience in Omaha Market — Advertising Great Need Industry

To the Editor: A short time ago I returned from Omaha, Neb., where I succeeded in placing some of our own Bosc pears. Because it practically amounted to opening a new market in the middle west, I feel that the experience I had should be of interest to the

grower. I say that it meant the opening of a new market, not because Bosc pears have never been sold in Omaha, but because they were in such disfavor there, due to a bad experience the trade has had with Bosc pears from another district. This factor, coupled with the unsettled conditions in that region, gave this farmer boy something to think about.

After some persuasion, however, I managed to induce one of the better wholesalers to co-operate on the deal. His attitude being that he was a great admirer of the Bosc pear personally, but the average buyer was not, and that he wished me all the luck in the world because I was going to need it. After all, I think that just about expresses the attitude of the average wholesaler, that if a product sells well he is all for it and glad to handle it, but as far as putting forth any effort to introduce a new product, that is referred to, he is not particularly interested.

However, and this is the point I want to bring out, when they see that a product is going to be popular and will sell, they are willing to co-operate all the way providing the

producer is right behind. This also applies to the retailer.

A ripening room was secured for purpose of supervising the ripening myself, making it an absolute certainty that the fruit arrived for consumption in the proper condition. We all know that this has been one of the problems in marketing Bosc. I found after a time that the trade wanted the pears just as they began to show color. Under the temperature at which I was carrying on the ripening, the fruit was held in the room for about four days. This service was greatly appreciated and did more to further the sales to the retailer than anything else.

Contacting the retailers we find them as a rule very slovenly about the display of Bosc. There is no denying the fact that the Bosc when on display with other fruits appears at a disadvantage, lacking that fleshy color so many other fruits have. Therefore, it is necessary to heighten its display rather than force it into the background. It was with this object in mind that I approached the retailer. Expressing a desire to better the display, I found the retailer, providing he didn't have to do any work, willing to co-operate.

and allowed me to display the fruit in any way. This is very interesting work and an important factor we must not overlook. What is the object in raising a beautiful fruit if it is going to be made to look like inferior fruit to the public?

My experience with the consumer was very interesting. Carrying ripe pears with me at all times I never missed an opportunity to land one out, and I feel safe in saying that 95 per cent of the people who ate one bought some. It was the most encouraging part of the whole thing. People, after they have eaten it, like the Bosc pear. I sold Bosc pears in banks, office buildings, stores, factories, army camps, everywhere, and always the same remark: "My, that's a good pear. Where can I buy some of these?" (Don't think they weren't promptly informed). Encouraging? Yes. These are the people we are going to have to reach and it will pay us to do it.

The results were highly satisfactory. Upon returning home another order was received for the Christmas trade. The early sales were made at \$2.15 per box extra, with an increase of price in later sales. Returning from this small indi-

vidual effort to better the Bosc market, I feel that the sooner the Bosc growers of the valley swing into full co-operation and recreate the advertising fund, and not only that, but increase it, the sooner we will be on the road to recovering our former status in the fruit market.

The broker is not going to do it; the wholesaler is not going to do it; we are going to have to do it, by personal contact and advertising. We must expand our market. We know from experience that it can be done, but it is going to take some money and time and effort on the part of those who are vitally interested, but after it is done and Mr. and Mrs. Consumer have become acquainted with the Bosc pear, the days of throwing away a fourth of our crop will be gone forever.

M. SPATZ.  
Medford, November 11.  
Phone 942 We will haul away your refuse. City Sanitary Service.  
No spilling when Eads Transfer delivers Fuel Oil. Phone 315.  
Real estate of insurance—leave to Jones Phone 696

### MIDNIGHT REVUE TO BE FEATURE AT HOMECOMING

The most unusual feature on the Southern Oregon Normal school homecoming program is the midnight revue, to be held at the Lutha theater at 9:30, Friday, November 17, following the big noise parade and bonfire. It was written specially for this homecoming and is called "Beauty and Hooey." Professor Angus Bowmer is in charge.

The story, for it is a story, is built upon the adventures of two college boys, Hooey and Hooey, Harold Gilmore of Ashland plays the part of Hooey; Norma Chinnock is the queen of the court of beauty, and Beverly Young of Ashland is her maid.

Hooey and Hooey fall in love, and in their attempt to become heroes a series of unusual adventures befall them.

The boys escape very narrowly from the "cannibals," a stinging chorus composed of the girls' glee club. Later they find themselves in the cave of the water-demons, who are misshapen, grotesque creatures with luminous eyes.

Another interesting character whom they meet is the witch doctor, who does a special dance.

It is predicted that this review will be long remembered because of its unusual story and effects.

The homecoming dates are November 17 and 18. On the eighteenth the Sons will play Eastern Oregon from La Grand; on the Ashland high school field.

**Gospel Spread By Honker's Leg Band**  
BENTON, Ill., Nov. 10.—(AP)—Al-len Bostick of Benton reported that while hunting geese near Cairo he brought down a Canadian honker which had on it an aluminum band bearing this inscription:

"Be not afraid, only believe, Mark 5-26 Jack Miner, Kingsville, Ontario, Canada."

**FITS**  
Free to Sufferers from Attacks  
An amazing treatment, which needs state has been remarkably successful in relieving them of attacks, is now offered to all sufferers by R. L. Leno, Apt. 62, 123 E. Wright Street, Milwaukee, Wis. Send name, age and address and he will send a generous supply of this splendid treatment free.

# 5<sup>th</sup> ANNIVERSARY

Get your share of the Birthday bargains





**Anniversary MILLINERY SPECIALS**  
Softies and Berets Odds and ends priced at only **25c**  
Felts and Softies 100 hats in this group priced at **88c**  
Felts Smart new close-fitting and brim styles. **\$1.19**  
Sports with Brims **\$1.39**  
FELTS Good-looking hats in large headsizes. **\$1.95**

A Great Store-Wide Selling of Fall and Winter Wear

**Sale Now On! Monday Is the Second Big Day!**  
There Are Still Hundreds of the Best Bargains Left!

**Dresses On Sale \$5.00**  
A real 5th Anniversary Sale of Dresses. Smart styles in wools, silk, Chulla Crepe and knitted materials. Dresses for Street, Evening, Parties, Dances, Office and Sports wear. Values to \$9.85. Anniversary sale price

**Silk Dresses \$19.75**  
A group of better dresses for street, afternoon and evening wear. Many attractive models that are just in. Values from \$22.50 to \$29.75. Anniversary price

**Wool Dresses \$8.85**  
New Fall and Winter styles. Values to \$12.50. Anniversary price

**Silk Dresses \$14.95**  
This group consists of a very good selection of high grade dresses in smart styles. All sizes. Reg. \$19.75 values. Anniversary sale

**Wash Frocks \$1.69**  
New Fall wash frocks in rayons and prints. Reg. values to \$2.95. Anniversary price

Astonishing Low Prices on Smart FUR TRIMMED WINTER COATS \$25  
The outstanding coat value in Medford. Handsome dress coats and sports coats. Beautiful fur collar and cuff sets. Smart new styles and colors, Sizes 14 to 44. Values from \$35 to \$45. Extra special

**Real Dress Values \$3.95**  
This group includes Satina, Silk Crepes, Printed Silks and knitted materials. Some of these were priced up to \$6.95.  
Extra special anniversary price  
10% Discount on Silk Underwear, Hosiery, Bon Ton Corsets and Girdles.

**Swagger Suits \$17.95**  
Our entire stock of swagger suits. Values to \$29.75. Anniversary price

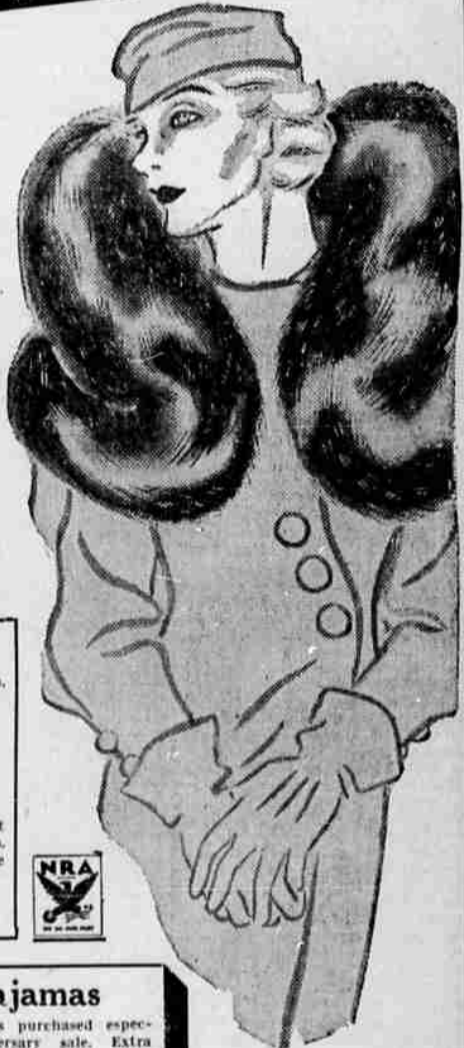
**Sport Coats \$17.95**  
One Group of good-looking sport coats in many new tweed mixtures. Reg. \$22.50 values. Anniversary price

**Jackets \$2.98**  
Cossack style in costume velvet jackets. All colors. Reg. \$3.98 value. Anniversary price

**Suede Jackets \$6.50**  
Only 12 suede jackets left. Brown, green, red, tan. Reg. \$7.95 values. Anniversary sale price

**Dance Sets \$1.19**  
Lovely, lace-trimmed silk crepe dance sets in the colors you like to wear. Anniversary sale price

**Pongee Pajamas \$1.00**  
Two-piece pongee pajamas purchased especially for this big anniversary sale. Extra special price



BUY NOW!

### Amazing Anniversary Values In Hosiery and Dainty Underthings



**Silk Hosiery 79c**  
All silk chiffon and service weight hose in new Fall colors. Sizes 8 1/2 to 10 1/2. Reg. 95c quality. Anniversary price, per pair

**Sheer Chiffon Silk Hosiery 98c**  
All silk chiffon silk hosiery in smart new shades. Sizes 8 1/2 to 10. Reg. \$1.25 quality. Anniversary price, per pair

**Rayon Taffeta Slips \$1.19**  
Tailored and lace trimmed slips. Reg. \$1.40 quality. Anniversary price

**Silk Slips \$1.77**  
Bias cut silk slips. Both tailored and lace trimmed. Black, white and tea rose. Reg. \$1.98 value. Anniversary price

**WOOL SKIRTS \$2.39**  
One group of wool skirts including flannel, tweed and suiting. Values from \$2.95 to \$3.95. Anniversary price

**WOOL SWEATERS**  
Our entire stock of sweaters divided into three groups. Real Anniversary bargains.  
Values to \$2.98 ..... \$1.88  
Values to \$3.98 ..... \$2.88  
Values to \$4.98 ..... \$3.88

**SPECIAL Plaid Blouses \$1.45**  
A new shipment of plaid blouses. Reg. \$1.98 value Anniversary price

**Burelson's**  
POPULAR PRICE STORE  
Eighth and Central Phone 28  
NO EXCHANGES — NO REFUNDS

DON'T MISS THIS EXTRAORDINARY EVENT — IT WILL BE THE TALK OF SOUTHERN OREGON