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A nut butter that is finding favor with thousands of thrifty families

"UMECO" Nutmargarine

Rich oil of coconut meat, churned with a generous quantity of pure pasteurized sweet milk and fine dairy salt, makes this pure, wholesome, nutritious and delicious nut butter.

On bread and toast, in cakes and pastry, it "costs less and tastes best."

The product of a sanitary, Pacific Northwest factory. Churned fresh daily, packed in waxed, odorproof cartons.

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UNION MEAT CO.
PORTLAND, OREGON.

Everyone, old and young, can drink INSTANT POSTUM

with benefit to health. . . . A delicious, drug-free beverage.

LOSSES OF FIRES ARE SMALL DURING PAST YEAR
In the report issued by Fire Chief Robison for the year just ended, nineteen alarms were answered by the department during the year 1918.

Of these one was in January, two in February, one in April, three in July, three in August, three in September, one in October, one in November, and four in December. Eight of the alarms were for burning flues and

two were for grass fires. The efficient manner in which the fire department handles all fires and the promptness with which they answer calls has much to do with the small fire loss of the city.

"YANKS" ONLY NICKNAME TO STICK TO AMERICANS

Now that American soldiers are known as Yanks everywhere in Europe, says the Red Cross Magazine, it seems strange that anybody ever tried to fasten other names on them. Yet there were many shortlived movements to disprove in this case the old axiom that a lasting nickname must be spontaneous, not artificial. The Red Cross Magazine has received from Heywood Brown, long a correspondent with our men at the front, the following account of those futile efforts.

When the first division of the A. E. F. set sail for France, it forgot to pack a name with the rest of the equipment. The omission was not discovered until the troop ships were three days out. Major General William L. Sibert posted the following notice:

"The English soldier is called 'Tommy,' the French soldier is called 'Polly.' We would like suggestions for a fitting name for the American soldier."

Suggestions came fast enough, but they were scattering. Some of the names, such as "Gringo," evidently originated along the Mexican border. Others seemed pure inventions—for instance "Red Avengers." "Sammy" was not mentioned and only on man in the whole division took the trouble to suggest "doughboy." The men were using his word as a matter of course and never thought of it as a nickname.

Nothing on the list of suggestions appealed to the general or his staff and they decided to let the French name the Americans. The first company had just swung into step up one of the main streets of the landing port when an excited Frenchman cried, "Vive les Teddies!" The French public seized upon the name eagerly and it was as "Teddies" that the troops were hailed when they marched in Paris on the Fourth of July. But before the name was well established General Pershing told some of the newspaper men that he didn't think it quite suited the need. He suggested that they think up something on their own account, and Henri Bazin of the Philadelphia Public Ledger asked "How about Sammies, from Uncle Sam?"

The general thought that might do, and the combined press forces of America undertook to put this name

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Phone 20

over to the American people. It occurred again and again in almost every story sent from France to America; but suddenly the war correspondents found that, in spite of the vast publicity machinery which they controlled, the word was not holding up. No matter what the rest of the world did, the soldiers would have none of this name. Somehow, they all felt that it had a curious belittling sound. There was nothing virile to Sammy, as there was to Tommy. One officer explained that he didn't like the word because, at the West Point mess, the slang for molasses was "Sammy." He had been out of the academy for 12 years, but he declared, even yet the word gave him a sticky feeling!

All the time "doughboy" went on. The newspaper men were familiar with this nickname, but it was not until late in the summer that they began to realize its availability for copy. There was the handicap that "doughboy" applied only to the infantrymen, but for a time the name seemed to have been adopted as applying to all American fighting men.

The next stage in the development of a real nickname for the American army is outlined in this editorial article from The Stars and Stripes, under the title, "Yanks It Is."

Nicknames are not manufactured. Where they are, the "nick" doesn't stick. The world's greatest thinkers couldn't plaster a nickname on the American army that would stick 10 minutes.

For the American army has already received its nickname over here that nothing can shake loose.

It is "Yanks."

It wasn't manufactured for the American army, it wasn't carefully thought out by any prearranged mental drive. It was just the nickname every one over here took for granted.

Yank no longer means a soldier of the north. It means a soldier from the United States—north, south, east or west, so long as he wears the khaki of Uncle Sam and battles or

For Pancake Time

We have just your kind of buckwheat and pancake flours, right fresh from the mills.

No flours yield more clean, pure sweet, appetizing cakes than ours. They contain all the real nutriment of wheat, and they go farther than the ordinary kind.

A cup of our fragrant coffee, some crisp bacon and cakes with our delicious new maple syrup for your breakfast tomorrow, will make your forenoon work a pleasure.

Come in and order today.

Plaza Grocery Telephone 78

There was a Crowd in the Store

and they were trying to josh the Tobacco Man

"Have a chew on me," says he. "Break off just two or three squares. That's a man's size chew of Real Gravely. It holds its good taste

so long it costs nothing extra to chew this class of tobacco."

It goes further—that's why you can get the good taste of this class of tobacco without extra cost.

PEYTON BRAND
Real Gravely Chewing Plug
each piece packed in a pouch

THE MOST DANGEROUS DISEASE

No organs of the human body are so important to health and long life as the kidneys. When they slow up and commence to lag in their duties, look out! Find out what the trouble is—without delay. Whenever you feel nervous, weak, dizzy, suffer from sleeplessness, or have pains in the back—wake up at once. Your kidneys need help. There are signs to warn you that your kidneys are not performing their functions properly. They are only half doing their work and are allowing impurities to accumulate and be converted into uric acid and other poisons, which are causing you distress and will destroy you unless they are driven from your system.

Get some GOLD MEDAL Haerlem Oil Capsules at once. They are an old, tried preparation used all over the world for centuries. They contain only old-fashioned, soothing oils combined with strengthening and system-cleansing herbs, well known and used by physicians in their daily practice. GOLD MEDAL Haerlem Oil Capsules are imported direct from the laboratories in Holland. They are convenient to take, and will either give prompt relief or your money will be refunded. Ask for them at any drug store, but be sure to get the original imported GOLD MEDAL brand. Accept no substitutes. In sealed packages. Three slices.

works under the old flag. It means "Dixie" and "Yankee Doodle" rolled into one.

"Sammy" was a joke, and a painful one. "Buddy" failed to land. One nickname alone has stood the shell-fire of discussion. It is Yanks—Yanks, representing north and south, east and west, anything wholly American.

You can't manufacture a nickname in a century, but one can be hooked to you in a day—Yanks it is!

Finally, on August 14, 1918, the army's chief of staff, General Peyton C. March, semi-officially sanctioned "Yanks" and threw "Sammy" into the discard.

ONE WEAK SPOT
Many Ashland People Have a Weak Part and Too Often It's the Back
Many people have a weak spot. Too often it's a bad back. Twinges follow every sudden twist. Dull aching keeps up, day and night.

Backache is often from weak kidneys. In such case a kidney medicine is needed.

Doan's Kidney Pills are for weak kidneys.

For backache and urinary ills. Ashland people recommend the remedy.

Mrs. E. F. Wolters, 263 Mountain Ave., Ashland, says: "I have been taking Doan's Kidney Pills off and on for a long time when I have felt any need of a kidney medicine and they have never failed to give good results. I am subject to backache at times and my kidneys act irregularly but Doan's soon remedy this trouble."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Wolters had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

WAR CASUALTIES IN RUSSIA AND AUSTRIA

It is said that, notwithstanding the fact that Russia ceased to be an active belligerent about two years before the signing of the armistice, her war casualties reached the huge total of 9,150,000 of which number approximately 1,700,000 were fatal.

Altho Austria was in the very center of the struggle, during the entire war, and was, during much of the time, fighting on her eastern as well as her southern and western fronts, her total casualties up to the end of May, 1918, are reported as only about 4,000,000—or less than half of those of Russia.

INTERURBAN AUTOCAR CO.
Leave Ashland for Medford, Talent and Phoenix daily except Sunday at 9:00 a. m. and 11 a. m., and 1:00, 4:00 and 5:15 p. m. Also on Saturday night at 6:30. Sundays, leave at 9:00 a. m., 12:30, 4:30 and 6:30 p. m.

Leave Medford for Ashland daily, except Sunday at 8:00 and 10 a. m., and 1:00, 4:00 and 5:15 p. m. Also on Saturday night at 10:15. On Sundays 10:30 a. m., 1:30, 5:30 and 8:30 p. m.

Fare between Medford and Ashland, 30 cents. Round trip 50 cents.

SALT MAKES EFFICIENT CLEANSER FOR CHIMNEYS

Common salt will remove soot and tar from the heating surface, flues, smoke pipes and chimneys of domestic heating plants, according to Fuel Administrator Fred J. Holmes.

Apply, spread two or three handfuls of salt on the hottest part of the fire at a time when the fuel bed is bright or incandescent, then close the door and open the drafts. The furnace will become filled with dense, white fumes which will penetrate thru the pipes and clean the sooty surfaces.

An application of salt treatment occasionally will keep the heating surfaces in efficient condition. The chemical action will not be detrimental to the heating plant.

CHICHESTER SPILLS

DIAMOND BRAND

Beware of Counterfeits. Refuse all Substitutes.

LADIES! Ask your Druggist for CHICHESTER'S 3 DIAMOND BRAND PILLS in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy of your Druggist and ask for CHICHESTER'S 3 DIAMOND BRAND PILLS, for twenty-five years regarded as Best, Safest, Always Reliable.

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TIME TRIED EVERYWHERE WORTH TRYING

Klamath Falls—Kansas City capital to build sawmill at Goose Lake.