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ADVERTISING RATES
Display Advertising
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Yearly Contracts
Display Advertising

One time a week .27 1/2 c
Two times a week .25 c
Every other day .20 c

Local Readers
Each line, each time .10c
To run every other day for one month, each line, each time .7c

To run every issue for one month or more, each line, each time .5c
Classified Column
One cent the word each time.

To run every issue for one month or more, 1/2c the word each time.

Legal Rate
First time, per 8-point line .10c
Each subsequent time, per 8-point line .05c

Obituary, the line \$1.00
Fraternal Orders and Societies
Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount.

Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising
In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule, which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING."

This applies to organizations and societies of every kind as well as to individuals.
All reports of such activities after they have occurred is news.

All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken IS NEWS.

SOLOMONITES

There's balm in Gilead. The coal strike will not affect the fuel supply of the jitneys.

Music in Lithia park tonight, and every indication that the weather will remain cool enough to enjoy it.

The conference in London bids fair to go the way of all world conferences since the war—more or less of a failure.

Reckless driving is a product of the reckless driver. An effect cannot be, if the cause is removed. Moral—jail the driver.

The short skirt is said to be responsible for increased taxation, owing to the fact that it costs more nowadays to clean the streets.

A telephone official says that the morale of telephone operators is all that it should be, but he wishes he could say the same of the telephone users.

The difference between a high brow and a rough neck is that the former can find interest in something that no one else cares a whoop about.

Newspaper reports anent the candidacy of Senator Hiram Johnson for re-election would indicate that he is the only native son of California.

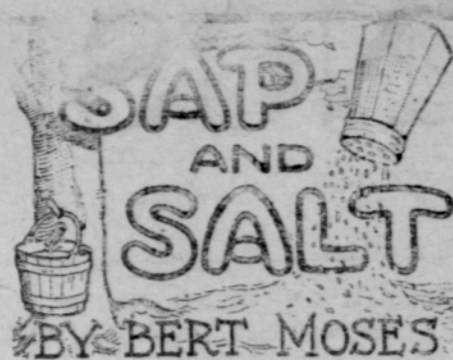
Tennessee democrats nominated a dead man for congress in the recent primaries. Presumably on the theory that it is better to be safe than sorry.

A headline in a newspaper saying that "Harding Strikes a Peace Chord," would indicate the president is ambitious of emulating Paderewski.

Can the house-hunting habit, a seeming obsession with some women, be due to the fact that we're all more or less daffy over the "movies"?

The per capita circulation of money in the United States for June was \$48. The July report says that it fell off to \$39. Wonder if that other nine dollars was taken to Lake of the Woods?

An exhibition of a pair of earrings, said to have been worn by Pochahontas, would indicate that the saviour of John Smith was the original flapper. John Dill says this is a base slander of his ancestress.



You can be a gentleman better without money than with it.

The hardest man to convince is the man who refuses to argue.

Nothing is worth more to any boy or girl than a business education.

The pursuit of health produces more happiness than the pursuit of money.

The more a professional man charges, the more skillful the people think he is.

While the law has taken most of the kick out of drinks, it can never take any of the kick out of a smile.

HEZ HECK SAYS:
"Many a man thinks a gal is stuck on him, when she's only workin' him for the use o' his car."

Wonder why the democratic candidate wants to butt in on the recount? The returns up to date indicate that the finish, if it is ever reached, will not show enough difference to tempt the cupidity of a Tammany hall politician.

President Harding wants "teeth" put in the railway labor board. The general complaint would indicate that it has already bitten off more than it can chew. A little first-class congressional dentistry might improve it.

Talking about statistics being dry reading, how about the statement that 45.6 of the families in the United States own their own homes? A few years ago the percentage was in the neighborhood of one-half that amount. Looks as if lean days were in store for landlords of the future.

The outlook for the Mount Ashland Scenic Highway is getting better all the time. Next Tuesday, the county court, the mayor and the city council, accompanied by a state highway engineer, will make an inspection, and in all likelihood, the assurance of county support for the project will follow.

On the tenth day of July a man set fire to more than a score of homes. Every home was entirely consumed, and there was no insurance. The man went on his way, if not rejoicing, at least without visible evidence of regret. He had no fear of punishment because the homes he had destroyed were not yet built; they were still in the tree trunks awaiting the magic wand of industry to give them habitable form. But economically these homes were destroyed as surely as though the trees had been made into lumber and the lumber into structures—and this is the way it happened.

It was the vacation season, and an automobile carrying a party of tourists stopped on a road that wound through a magnificent stand of Douglas fir in western Washington. The travelers sat in rapturous admiration of the quiet forest scene and rhapsodized over the great trees that columned their majestic beauty as far as the eye could see. One of the men of the party lit a contemplative cigarette and tossed the match to the side of the road.

Half an hour later an airplane forest patrol flying high above the mountain range saw yellowish smoke ballooning over the tree tops. He moved his control and turned in that direction. Upon the chart in the machine before him he located the fire approximately, then returned quickly to a mountain fire station ten miles away.

After what seemed an interminable wait, the patrol noted various gangs of men at work. They were combating that most terrifying, most unmanageable and dangerous of all rebellious elements—the forest fire. For a day and night and another day the battle waged. Grimy men, black as the charred trunks around them, worn to the last stages of exhaustion, fought on—cutting away underbrush, dynamiting logs and trees, beating out the slinking fringes of advancing ground fire, shouting one to another above the crackling inferno of heat and smoke, panting like hunted animals around the water barrels where they slaked their thirst with the luke-warm liquid, but gaining, almost imperceptibly at first, yet gradually with greater certainty as the weary hours dragged on, and amid the confusion and crash of falling timber, the ranger and his foremen generalled the battle.

Several days later a wide, barren scar lay upon the mountainside, still smouldering in places where the black splinters of the charred stumps pointed like accusing fingers, and still sent out masses of yellowish white smoke. The scar covered hundreds of acres, and it would continue to smoulder and smoke for weeks, while all about in the adjacent woods were fire guards constantly vigilant to see that the enemy did not creep out and strike again.

And far away the automobile tourists journeyed carefree and utterly unconcerned. At a sawmill stopping for a few minutes to watch the logs in slow procession from the pond to the band saws. "What a shame," exclaimed the man with the cigarette, in a burst of sentimental

revolt. "What a shame to cut down these beautiful trees."

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national forest for some time was reported to the offices of the United States forest service yesterday. It is located in Clarke county, Wash., east of the town of Yacolt, on the edge of the forest reserve, adjoining the holdings of the Clarke County Timber company.

PLAN RECONSTRUCTION OF BURNED U. OF O. BUILDINGS

EUGENE, Or., Aug. 10.—Construction of a new building to house the school of art of the University of Oregon, and a wing on McClure hall to provide quarters for the other departments that suffered in the recent campus fire, was authorized by the executive committee of the board of regents at a meeting here last night.

You'll marvel in our array of advance styles as well as the prices we are asking. Paulsrud's. 286tf

FINE PROGRAM BAND CONCERT THIS EVENING

- 1. March—"The Outlook" Jewell
2. Fox Trot—"I Wish I Knew" Spencer
3. Morceau Characteristic—"The Dawn of Love" Bendix
4. Fox Trot—"The Sheik" Snyder
5. Overture—"Sincerity" Barnard
6. Fox Trot—"I Want My Mammy" Breaux
7. Waltz—"By the Old Ohio Shore" Earl
8. March—"Semper Fidelis" Sousa
9. "The Star Spangled Banner"

SEE THE NEW HUDSON SUPER-SIX With a New Motor of 72% More Power and 17 Miles on a Gallon of Gas. SEE IT AND RIDE IN IT CLASS A GARAGE. The Best Tool for a Big Job. An axe in the hands of a crazy man is a serious menace, yet we do not condemn the axe for its wild or foolish application. Advertising can be—has been—sometimes misused. Like all great forces, it must be intelligently planned and directed. In the big job of reviving American business, advertising is the best tool that money can buy. Let's use it—boldly and well!

TELL your dealer you want to see a Fisk Tire beside any other he offers you. He has it in stock or can get it. See for yourself what the Fisk Tire has to offer in extra size and strength, how its resiliency compares when you flex the tire under your hand, how the depth of the non-skid tread looks beside other treads. This is the way to buy tires! There's a Fisk Tire of extra value in every size, for car, truck or speed wagon. Time to Re-tire? (Buy Fisk) FISK TIRES

Kruggel Bros. Tire Shop Vulcanizing and Retreading Auto Supplies—Fisk Tires Phone 125