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C. K. LOGAN, Editor

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What Constitutes Advertising
In order to ally a misunderstanding among some as to what constitutes news and what advertising.

All reports of such activities after they have occurred is news.

CAVES AT LAKE
Under a prominent headline, "Marble Caves at Crater Lake Are Visited by Many," a recent edition of the Sacramento Bee carries a story of local interest.

They bloom in rich and varied profusion and, after the dust-laden foliage of the highways, their gay brightness is a happy contrast.

MEIGHAN'S PHOTOPLAY MADE MODESTO FAMOUS
The beautiful city of Modesto, Calif., of which George J. Ulrich is mayor, recently underwent a complete transformation.

Now, mythical cities do very well on paper, but the camera requires something more substantial.

Let Jerry O'Neal figure your next job of plumbing. First class material and workmanship.

SAP AND SALT BY BERT MOSES

No man is as good as he might be.
You can get along easier with a little than with a lot.
As a disturber of sleep, debt is as bad as an open muffer.
The best cure for sickness is a poor memory; simply forget it.

HEZ HECK SAYS:
"Wimmin is more interested in their shape than in their sense."

Over in the K. F. city they are getting all fussed up about a cucumber. "Speaking of cucumbers," says F. C. Markwardt, "here's a little one I grew in my garden."

When motorless gliders become common and some genius invents a motorless automobile, and John D. begins to drop back to a few millions of dollars a year, and—oh, well, wait until it happens.

Don't say next week. Say Fair Week.

FLORAL DISPLAYS WANTED FOR JACKSON CO. FAIR

On account of the lack of funds for premiums this year, the floral department for amateurs will give first and second ribbons for entries at the Jackson county fair.

Amateurs
Lot No. 23, Roses—(a) best single rose; (b) best basket or vase, not less than 7; (c) best group, not less than 3, of white roses; (d) best group, not less than 3, of red roses; (e) best group, not less than 3, of yellow roses; (f) best group, not less than 3, of pink roses.

Lot No. 24, Asters—(a) best basket or vase, not less than 12; (b) best group, not less than 7, of white asters; (c) best group, not less than 7, of pink asters; (d) best group, not less than 7, of lavender asters; (e) best group, not less than 7, of rose asters; (f) best group, not less than 7, of red asters.

Lot No. 25, best bouquet of zinnias; lot No. 26, best bouquet of marigold; lot No. 27, best bouquet of snap dragons; lot No. 28, best bouquet of phlox; lot No. 29, best bouquet of Everlasting; lot No. 30, best bouquet of salvia; lot No. 31, best bouquet of cosmos; lot No. 32, best bouquet of gladiolus; lot No. 33, the most artistically arranged bouquet of mixed flowers.

The beautiful city of Modesto, Calif., of which George J. Ulrich is mayor, recently underwent a complete transformation, emerging as "Wingfield, Indiana."

The transformation lasted only three days, however, and inasmuch as there is no real "Wingfield, Indiana," no serious damage was done.

It all happened in the filming of "Our Leading Citizen," the George Ade story in which Thomas Meighan will star at the Vine theatre today and tomorrow. Mr. Ade's original story is told against the background of the mythical small town of "Wingfield."

Now, mythical cities do very well on paper, but the camera requires something more substantial. So the city of Modesto was selected and the entire production unit, headed by the star and Director Alfred Green, traveled 200 miles for three days of filming work.

Modesto has the unique distinction of never having served before as a background for motion picture action. It is one of California's oldest and most picturesque cities and served admirably as a substitute for "Wingfield."

Copco Project at Klamath Falls Nearing Completion; Unit To Cost Half-Million

A project of local interest, but on which comparatively few local people have a great deal of information, is the California Oregon Power company's addition to their dam at Copco, says the Klamath Falls Herald.

The upper portion of the penstock, which is the pipe that carries the water from the reservoir to the turbines is of reinforced concrete, 14 inches inside diameter.

To get the material on the job the power company operates its own railway line from the Southern Pacific main line at Thrall to the dam, a distance of 14 miles.

The magnitude of the job makes it impressive even to the casual observer. From the machine shop, offices and material warehouses down to the crest of the dam, thence to the powerhouse in the riverbed 130 feet further down, the face of the cliff into which the edge of the dam is thrust, and the dam and the power house themselves is one scene of bustling activity.

Tents and cabins on both sides of the river furnish homes for the workers. Many of the men have their families with them. It is interesting to note in passing through the camp, how many automobiles are parked about the tent city.

Carleton, James Neill, Charles Ogle, Gay Oliver, Sylvia Ashton, Lucien Littlefield, Laurence Wheat, Thomas Kennedy and Ethel Wales.

A feature of the trip was a mammoth political parade staged in Modesto especially for this Paramount picture.

Exceedingly valuable additions have been made recently to the already extensive natural history collections of the La Plata museum in Buenos Aires, and a vast amount of new information has been gathered by an expedition that has just returned from a three-months' geological survey and paleontological study of northern Patagonia.

This fossil is the almost complete skeleton of a reptile that in life measured more than 40 feet from head to tail. The fossil was found near the city of Rio Negro between the strata of red sandstone of the Crustaceous age, which crop out all over the upper Rio Negro valley and along the Neugegen and Limay rivers.

Two distinct tribes inhabit Damara land, in the central portion of what was formerly German Southwest Africa—the Hill Damara and the Cattle Damara. Although they share the same name, they are of different origin and speak different languages.

The Hill Damara are negroes with much Hottentot blood in their veins, while the Cattle Damara, who live on the plains and raise cattle, are a Bantu-Negro people.

Damara is a Hottentot word meaning "Two Dama Women." The Damara call themselves Ovaherero, "the Merry People."

School Gardens Popular in Hawaii. Some 40,000 school children in Hawaii are enrolled in garden work as one of the results of the efforts of the local agricultural experiment station of the United States Department of Agriculture co-operating with other territorial organizations to encourage diversified production and the local growing of table products.

So your boy has graduated from college? "Yes." "What is he going to do now?" "I don't know. He didn't pitch well enough to make the major league and there's no money playing professional football."

Let Jerry O'Neal figure your next job of plumbing. First class material and workmanship. Phone 138. 207 E. Main street.

HE EXCITED BROADWAY



Inspector William Scheer of the water department of New York city gave Broadway crowds a thrill when they saw him walking up and down the center of Broadway holding a peculiar thing in his hands and then crawling along the gutter.

regular intervals the new things as they appear in fashion's center. An announcement of the opening of the new department will be made in a few days.

TRAINER LIKES FISHING

"Advertise your fishing," was the advice of "Bill" Hayward, veteran trainer at the University of Oregon, who is spending several weeks on the Rogue in quest of the big fellows, says the Grants Pass Courier.

Fruit canning time is at hand. For fruit jars, lids, rubbers, jelly molds and sugar, Detrick's prices can't be beaten.

W. A. SHELL BARBER. Safety blades resharpened like new. Single bit, 30c doz. Double bit, 60c doz. Children's Work A Specialty.

WAR VETERANS HAVE FIVE YEARS TO FILE

SEATTLE, Sept. 8.—Despite the fact that the time limit for securing certificates of injury for war disabilities expired August 9 of this year, disabled war veterans of the Pacific Northwest, have until five years after discharge to file claims against the government for compensation, according to L. C. Joseph, northwest head of the United States veterans' bureau.

Because many veterans believe that the time limit for claim filing has expired, the veterans' bureau is eager that every veteran of Washington, Oregon and Idaho know that immediate action on his part in the

matter of making proper claim for compensation will protect him in case his disability, now non-compensable, becomes aggravated after the five year period. Mr. Joseph said. For better insurance rates, you better see, Yeo, of course. 307tf

KILL RATS TODAY By Using STEARNS' ELECTRIC PASTE. It also kills mice, gophers, prairie dogs, coyotes, wolves, cockroaches, water bugs and ants. A 25c box contains enough to kill 50 to 100 rats or mice. Get it from your drug or general store dealer today. READY FOR USE—BETTER THAN TRAPS

Fresh Fish Thursday and Friday FRUIT JARS AND TRIMMINGS. Extra thick black Mason rubbers, per dozen 10c. 2 doz. for 15c; 4 doz. for 25c. Monopole white rubbers—per doz. 10c; 3 doz. for 25c. Economy lids, per dozen 30c. Mason lids, per dozen 30c. Kerr caps, per dozen 15c. Jelly glasses, tall or flats, per dozen 50c. Heavy, clear water glasses, each 5c. Stone jars, per gallon 25c. Mason jars, per dozen—pints 90c. Mason jars, per dozen—quarts \$1.10. Mason jars, per dozen—half gallons \$1.60. Economy and Wide Mouth Mason jars, per dozen—Pints \$1.20. Quarts \$1.35. Half Gallons \$1.75. PLAZA MARKET 61 NORTH MAIN STREET

A Specific Charter. This is a State Bank, chartered by the State, supervised by the State Banking Department, and serving citizens of the State. We believe our State affiliation enables us to better serve and protect the interests of our patrons, because of a charter which provides specifically for the needs of citizens in this particular commonwealth.

The Citizens Bank of Ashland Ashland, Oregon

"A Good Advertiser is a Safe Borrower"

Under the bank cashier's wicket every day pass thousands of dollars in loans to the manufacturers of America. They make automobiles or soap, adding machines or candy, talcum powder or furniture.

Why do these business men borrow large sums with confidence?

Because by persistent ADVERTISING they have each created in the great buying public a demand for a particular automobile, a special brand of candy, a particular make of furniture.

They judge the future by the past. What advertising has done, it will do, and do increasingly. There is an inexhaustible fund of good will for the advertised trademarked product. An idea is sold to the public and kept sold by well-planned reiterated Advertising.