

Local and Personal

Visits in Ashland—

Deputy Head Consul Rees, of the Pacific coast jurisdiction of the M. W. A., from Oakland, Calif., was in the city today meeting neighbors of the local camp and prospective members of the organization.

We wish all former cream patrons of ours who are holding our checks for cream shipped previous to September 1, would cash them by October 1, as we would like to close our accounts at that time. Cyr & Herbst. 9-11

Magnetos recharged at Fixit Shop.

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

Leave for Klamath Falls —

Mr. and Mrs. Frank Swingle left for Klamath Falls Tuesday, where they were called as the result of the death of a relative of Mrs. Swingle.

Detrick sells butter for less.

Fresh Hot Tomatoes are now being served at Rose Bros. 5-9

Will Enter Training as Nurse—

Miss Thelma Heer will leave for Portland Sunday, where she will enter the Good Samaritan hospital to begin training as a nurse.

The cost of looking your best has dropped amazingly. See Paulserud's suits. 9-1

Latest fall millinery creations. Let Wineland and Shepherd show them to you. 10-3

At County Fair—

A. E. Jordan was among the Ashland people who attended the fair at Medford yesterday.

You may be sorry if you don't insure with, Yeo, of course. 3071f

We have the latest designs in millinery. Wineland and Shepherd. 10-3

Returns from Hunting Trip—

Vern Cary returned yesterday from a several days' hunting trip in the Dead Indian country. He failed to get a buck, but brought back a fine goat.

I have several second hand band instruments for sale cheap. See me about starting your boy in the Boys' Band. Carl H. Loveland. Studio 135 E. Main. Phone 465. 41f

Gravenstein Apples—Windfalls. 50 lb. box, 75c delivered. The finest all-round apple on the market. Phone 9-F-11.

Will Leave for Home—

W. R. Hayter, who has been visiting friends in Ashland for the past several weeks, expects to leave for his home at Canyonville, Or., tomorrow.

Our prices are right. We want come-again trade. Paulserud's. 9-1

For better insurance rates, you better see, Yeo, of course. 3071f

BARTLETT PEARS—Ripe for canning. Ashland Fruit Association. 10-4

Leaves for Tillamook —

Walter M. Pierce attended the county fair yesterday and met many of the people of Jackson county during the day. The democratic gubernatorial candidate left in the evening for Tillamook, where he will mingle with the people of that section for several days.

Everything good to eat at Detrick Groceria.

Phone 274-J. Yeo, of course. 3071f

Wanted, women to work in fruit at Talent cannery. For particulars, phone 364-J1. 11f

Picnic Saturday —

All members and friends of the Methodist church are invited to a farewell picnic supper for Mr. and Mrs. C. A. Edwards and family in the park on Saturday evening of this week, at 6 o'clock. Bring well-filled baskets and your dishes.

Sweet Cider, made fresh every day, two gallons 75c, one gallon 40c, delivered. Phone 9-F-11.

Orres cleans clothes. Phone 64.

Leave for South—

H. E. Badger and son Raymond left Wednesday by motor for California, where they expect to make their home for some time. They will stop at various points along the coast.

Quality above all! At Paulserud's

There will be no dancing at the Hot Springs until after the Fair. 10-1

LEEDOM'S TIRE HOSPITAL MOVED TO THE BEAVER CORNER. MASON and HOOD TIRES. 11f

Leave for Corvallis—

Dr. Gordon MacCracken left yesterday with his sons Chester and Elliott, and W. A. Thompson of Central Point, for Corvallis, where Chester is a student at O. A. C. Dr. MacCracken and Elliott will return within a few days.

Fixit Shop. The shop of quality.

Show them where you are from. Get those Ashland pennants at Elhart's. 11-1

Bicycle Built for More Than Two



This economical citizen of Berlin built his bicycle to carry his entire family. Note the shock absorbers under the seats.

GATHERED FACTS

Miss Mary Houston owns and manages ten of the most valuable farms in the state of Oklahoma. The harp is believed to have originated from the hunting bow, the tightly stretched string of which will emit a musical sound.

The Christian Easter was originally a sort of thanksgiving service lasting eight days.

No man ever visits the bank of Lake Avernus, near Naples, because of the putrid water.

Miss Eva La Rose of Lawrence, Mass., is said to be the only woman sign painter in New England.

FUNERAL SERVICES HELD FOR MRS. G. M. FROST

The funeral services for the late Mrs. G. M. Frost were held this afternoon at 2 o'clock in the Presbyterian church.

The body will be shipped to Portland, where interment will take place. J. P. Dodge and Sons had charge of the local arrangements.

TWO EUGENE YOUNGSTERS ARE HELD AS FORGERS

EUGENE, Sept. 14.—Two small Eugene boys, Harry and Earl Cole, are held in Roseburg as alleged forgers, according to word received by police today. They are 11 and 13 years of age.

Douglas officials in communicating to Chief of Police Christensen this morning, said the lads had passed five "hum" checks yesterday for a total of \$89. No other details were given.

The youths are supposed either to live in this city or in the immediate vicinity.

WHIRLWINDS ARE BLAMED FOR SCATTERING FIRE

KLAMATH FALLS, Sept. 14.—Whirlwinds are responsible for the spreading of the grain fire in the Midland district, according to T. A. Stevenson, who, together with H. D. Newell and Captain O. C. Applegate, visited the scene yesterday. "One moment the fire seems about

out, then comes a whirlwind, and sparks are scattered for a mile or more," said Stevenson. "The whirlwinds carry smoke and flames and rumble like thunder and are a terrifying spectacle. Some of them are over 100 feet in diameter."

JUDGE IS CONVINCED OF FRAUD IN PETITION

PORTLAND, Sept. 14.—Declaring that he was convinced there had been wholesale fraud in the preparation of the graduated income tax petition, Judge Bingham, of Salem, has declined to hear further evidence.

The hearing of the petition for injunction to prevent the bill going on the ballot was held in Portland because nearly all of the 400 witnesses are residents here.

Wallace McCamant, attorney for the petitioners, has been given a complete statistical summary to the court.

WOMEN AGAIN EMPLOYED AT WEED LUMBER MILL

WEED, Calif., Sept. 14.—For the first time in over a year, women were employed around the plant of the Weed Lumber company. Fifteen women have been put to work in the veneer plant, and it is quite possible that this number will be increased from time to time. The scarcity of men caused the move. Some time ago the Weed Lumber company ceased the employment of

women in the factory and veneer plant, as it did not care to pay the minimum wage prescribed for women.

EVERY OFFICER AN ATHLETE, U. S. PLAN

WASHINGTON, Sept. 14.—"Every officer an athlete," is the big idea behind the training of the future generals and admirals of the American army and navy today.

At Annapolis, Rear Admiral Henry B. Wilson, the superintendent, is backing every midshipman to tackle as many forms of sport as his talents permit. At present of the 2200 future naval officers more than 1800 are "out" for some athletic team. Besides the popular favorites of baseball and football, there are

TOO LATE TO CLASSIFY

FOR RENT—Handy apartment close in. 137 First St. 11-5*

FOR SALE—One almost new Ford roadster with delivery box, small payment down, balance time to suit purchaser. Box 457, Ashland, Oregon. 11-2*

WANTED—Young man at the Pantatorium Dye Works. Call Friday morning. 11-2*

Cherro

The word CHERRO is not merely a trade mark; it is the name of particular products which are manufactured from the very best of materials under modern methods.

All CHERRO products—Flour, Cereals, Poultry and Stock Feeds—are subject to laboratory tests before they are placed on the market.

Manufactured by

Cherry City Milling Co.

Salem, Oregon

track, basketball, lacrosse, hockey, swimming, fencing, tennis, boxing and wrestling teams at the academy, so that the cadet has a wide field of operations.

Sports have become a part of the curriculum at West Point, the army school. During the four-year course of training the cadet is required to devote a certain number of hours every week to a regular schedule of various sports, similar to the range at Annapolis, and including among others polo. The routine gymnasium training is carried out at both academies in addition to the various athletic competitions.

Gas on Stomach Won't Let You Sleep

Gas often presses on heart and other organs, causing a restless, nervous feeling which prevents sleep. Simple buckthorn bark, glycerine, etc., as mixed in Adlerika, expels gas and relieves pressure almost INSTANTLY, inducing restful sleep. Adlerika often removes surprising old matter from BOTH upper and lower bowel, which poisoned stomach and caused gas. EXCELLENT to guard against appendicitis. T. K. BOLTON, Druggist. —1

OLYMPIC

For crate finishing any age fowl, Olympic Crate Fattener is unequalled. Feed the batter three times a day (what will be cleaned up in 15 or 20 minutes) and market just as soon as the birds go off feed.

OLYMPIC Crate Fattener is made from Dried Butter-milk, Oat Flour, Barley Flour, Red Dog Flour, Flour Middlings, Alfalfa Meal and Corn Feed Meal.

Ashland Mills

FINISHING TODAY

"The Good Provider"

—and—

1st Show "COLD FEET" 2nd Show
7:15 Admission—10 and 35c 9:00

Friday WINING Saturday

JACK Holt

BEBE Daniels

—IN—

"North of the Rio Grande"

Thundering hoofs and alkali, a beautiful girl and a fighting man—a sweeping drama of the Great Southwest

FRIDAY, SEPT. 27 Ashland Day AT THE FAIR

ASHLAND SCHOOLS AND STORES CLOSE AT NOON

MUSIC BY ASHLAND BAND

Forenoon

Morning devoted to visiting exhibit buildings, by-way and other attractions.

Noon

AERIAL STUNTS BY DARING AVIATORS

1:30 p. m. BIG STOCK PARADE

Speed Program

Beginning at 2:00 P. M.

Motorcycle Polo.
Ford Bug race, 10 laps.
Motorcycle race, with side car, professional, 4 laps.
Three splendid running races.

Night Program

Concert by Ashland band.
8:00 p. m. Radio concert.
8:30 p. m. Boxing. Main event; Battling Frick of Medford vs. Burnie Burnett of Ashland.
Dancing, by-way attractions, Merry-go-round and other attractions.

Time to Build Strong

It has come to be understood by most manufacturers and distributors that a large volume of business at any period of time is of itself no proof that the business is built on a sure foundation. The volume may be due to a variety of conditions, and those conditions may be temporary, and may be entirely out of the control of those who enjoy them.

The only sure foundation upon which a big business can be successfully built is an undisputed consumer preference. Let that be present, and it matter not how quickly a business grows, or how big it grows, you have the assurance that it is solidly built and that it will not topple over when the first wind blows.

Advertising is the corner stone of the structure of consumer preference. No conspicuous example exists where there is a steady and sure consumer demand for any product that is not properly advertised. Every instance that can be cited of a consumer de-

mand that is strong enough to offset changing market conditions may also be cited as an example of the effective use of advertising.

The present business condition is a challenge to every business that is built on the uncertain foundation of a demand due to a favorable state of the market. Assuming that the strong demand of the past few years, prior to 1920, was a permanent thing, many manufacturers made provisions to supply the demand and reap a harvest of profits; but they overlooked the importance of insuring their share of the demand.

Now the great lesson has been learned—at a prodigious cost. The disposition today is to build strong, to make sure of the foundation before rearing a great superstructure. In the long run it will mean that all business will be on a more solid basis, and less likely to be upset by changing conditions. This will be the great compensation for the stress of the present period.