Ashland Tidings

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| One month | |
| Three months | 1.95 |
| Six months | 3.50 |
| One year | . 6.56 |
| ADVERTISING RATES | |
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lingle insertion, each inch 30c YEARLY CONTRACTS Display Advertising

Local Readers Each line, each time......10c ⊗ lose it, too. 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-pc'nt line....10e

Each subsequent time, per 8point line 5c ♦ hittin' on high." Card of thanks\$1.00 ⊗ ⊗ Obituaries, the line 21/20 Fraternal Orders and Societies

or societies charging a regular initi- Jackson county, and not Medford. stion fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all ad vertising when an admission or other charge is made.

What Constitutes Advertising In order to allay a misunderstandtutes news and what advertising, dition we print this very simple rule, which is used by newspapers to differentiate between them: "ALL future ADVERTISING." This applies to into Greece. 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, initi-

Governor Olcott in his official pro-Emerson Fish, near the Kesterson Jackson county carried off first clamation designating the period Lumber company camp in the vicinfrom October 7 to 14 as Fire Pre- ity of Dorris, Sunday night, in the in the agricultural pavilion at the vention Week. According to the darkness mistaking him for a deer. state fair this year, with a total of document issued, the national destruction of life and property has Hesse fired the fatal shot, according points, according to announcement been mounting year by year, until to Marion Barnes, deputy game of the judges Tuesday night. the enormous sum of \$485,000,000 warden. is lost annually. In addition to the destruction of 48 lives daily, this is a wiping out of needed resources to the extent of \$1,370,000 every 24

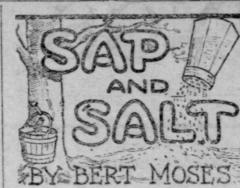
the five year period ending with made public. 1920 totaled \$10,395,286. In addicurred a startling number of fires not retain an attorney. throughout the state this past sea-Several towns have suffered toria, a short time ago, was the phone 364-J1. scene of a blaze that destroyed a sawmill at an estimated loss of one

In order that future occurances such as these may not be visited upon the state, and in accordance to a national policy, the governor has issued the following:

"I, Ben W. Olcott, governor of the state of Oregon, by the authority in me vested, do designate and proclaim the period from October 7 to 14. 1922, as Fire Prevention Week, and I earnestly request that the proper city departments co-operation other civic organizations, shall arrange interesting and educational exercises, that will impress the importance of the occasion upon the public mind. I hope that every resident of the state will actively take part in the observance and that they will remove rubbish and litter and other hazards about their homes and places of business; that they will inaugurate the personal habit of carefulness. I ask that our churches by means of sermons and addresses, and the newspapers, by editorial mention, shall help to spread the doctrine of carefulness; that our schools shall adopt systematic instruction in fire prevention to the end that our state may be made a safer nad better place in which to

"Only by arousing the public to the appalling situation created by our excessive fire waste can the evil be corrected."

Medford almost has the question of the county fair settled at last. Almost. While in Portland, S. S. Smith, newspaper man of Medford, states that "The Medford and southern Oregon fair, recently held, was so good that only the state fair will have a chance to surpass it." state fair people are a little more!



HOTEL PERSONAL

MAY IDENTIFY

A hotel personal in a Portland pa-

per may be responsible for the unit-

Mrs. L. B. Minard, of this city.

rival of Mr. and Mrs. Fred Minard.

of Marshfield, at a Portland hotel.

band, now deceased, and from whom she has had no word for a great

listed during the world war.

Happy Combination

Of Displays Gives

Award To Jackson

SALEM, Or., Sept. 28 .- Yesterday

was Salem's day at the annual state

fair, and the capital city made the

Business houses and professional

should be denied an opportunity of

death of his brother.

· years ago.

BROTHER-IN-LAW

People you do the most for noticed the item telling of the ar-

No one hears the word @ Fred Minard, it is the belief of Mrs. ⊕ "damn" so often as the tele- ⊕ Minard is the brother of her hus-

Some men acquire fame by many years. ♦ everlastingly discovering things ♦ Several years ago Fred Minard that are not so. left for Mexico, later returning to

♦ is giving absent treatment to ◆

• HEZ HECK SAYS:

"No one succeeded yit in goin' clear through life

Advertising for fraternal orders honest. They give the first prize to

"Coffee Weak in Turkey" heralds a market report. Those poor mortals who are forced to look to restaurants for sustenance, know it is not necessary to travel that far to ing among some as to what constill find the beverage in a similar con-

It appears that the European sit- most of it in spite of the rain, with uation is somewhat of a duplicate of only an occasional glimpse of sunis made or a collection is taken IS Thanksgiving, when the Turk gets shine giving promise of more favor-

CARELESS HUNTER IS FINED AND COMMITTED TO JAIL closed at noon in order that none

KLAMATH FALLS, Sept. 28 .- A viewing the greatest collection of money contribution is solicited, into-ation charged, or collecton taken IS fine of \$500 and four months in jail agricultural and livestock exhibits ture, which begins a three days run was the penalty imposed in the jus- ever assembled at a state fair west tice court on J. Harry Hesse, 20, of the Mississippi river. Many of charged with hunting after sundown. the state employes also took a nalf Many startling facts are given by Hesse shot and killed his companion, holiday off to do the fair.

dict was that Fish met death "by lence of her products with the genmeans of a gunshot wound," and eral representative character of the that Hesse was "guilty of negli-exhibits. gence." Whether other charges will Losses from fire in Oregon during be preferred against Hesse was not place, with a score of 984. Tilla-

Hesse pled guilty to the charge of 967, and Benton fourth, with 943. tion to these figures there have oc- night shooting and said he would

Our modern equipment enables us 1tf Phone 63.

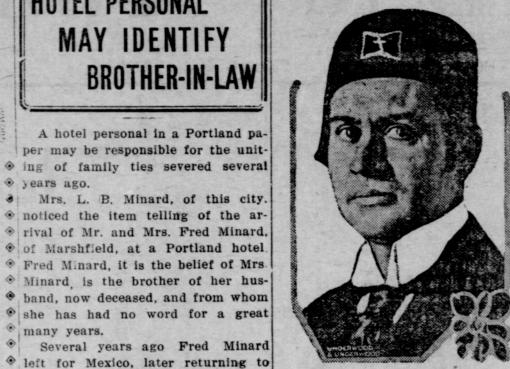
Wanted, women to work in fruit to clean and dye any article. Ashfrom devastating conflagrations. As- at Talent cannery. For particulars, land Cleaning and Dyeing Works.

Public appreciation of the very unusual value of the good Maxwell has crystallized into a constantly growing demand. In all sections its reliable performance has solidified the confidence first won by its pronounced beauty.

> Sedan - - \$1335 Coupe - - \$1235 Touring Car - 885 Roadster - 885 Prices f. o. b. Detroit. Revenue tax to be added

A. W. WALKER AUTO COMPANY Phone 18-Medford, Ore.

The Good MAXWELL SAYS CHRIST SAVED HIM



New Mexico, where all traces of him Dr. Samuel G. Benson, who is now ◆ confidence around too freely, ◆ ard later moved to Canada, return- purpose of holding a votive healing ⊕ you not only weaken it, but ⊕ ing to the United States a few years mission, and is organizing a world ago. All attempts to locate the movement for the healing of sickness brother met with failure, as when by prayer. He is the author of a war Too much perfume on a girl he closed out his business affairs he book entitled "Back From Hell," the ♦ leads to the suspicion that she ♦ left no forwarding address. Though result of his experiences as a relief having no reasons, Mrs. Minard has his parish in the United States, Docbelieved her brother-in-law dead, tor Benson went to Belgium as a relief thinking it probable that he had en- worker in 1915. He was selzed by the Germans because of his assistance to She has written to Fred Minard Belgian refugees. On Easter Wedat Marshfield, hoping to establish nesday, 1915, at 11:15 a. m., he was his identity, and telling him of the to be shot in the Place Royale as a spy; but as the German officer was starting to blindfold his eyes, Christ-Doctor Benson says-suddenly stood. between them, miraculously saving his life. He was expelled from the country by the Germans before sundown.

JACK HOLT AT THE VINING

Born in Farquhar county, Virginia, the son of an Episcopal rector. His mother was a great great granddaughter of John Marshall, first chief justice of the United States. Studied in a military academy, then traveled extensively. Entered motion pictures in 1916, and has apable weather for the remainder of peared in numerous Paramount productions. His recent star successes offices generally throughout the city "North of the Rio Grande," in the latter of which he co-starred with Bebe Daniels. "The Man Unconquerable" is his second starring picat the Vining tomorrow.

Do You Feel Tired After Eating?

A tired, nervous feeling may be a sign of poisons in your system which prevent proper digestion. Food turns into more poison and gas, making Jackson county's high score was you nervous and weak. Simple buck-At the coroner's inquest, the ver- made on a combination of the excel- thorn bark, glycerine, etc., as mixed in Adlerika, expels poisons and gas from BOTH upper and lower bowel. Removes old matter you never thought was in your system, which Polk county was awarded second poisoned stomach and made you tired and nervous. Adlerika is EX-CELLENT to guard against appenmook county third, with a score of dicitis. T. K. Bolton, Druggist. -3

CRESCENT CITY HIGHWAY

WORK TO START SOON Slightly over 18 miles of the Grants Pass-Crescent City highway will be put under construction this fall bids having been asked for 12.8 miles between Patrick creek and Ad. ams station, and 5.4 miles between Waldo and the state line.

The bids will be opened in Portland October 10 at 10 o'clock, and it is expected that the successful bidder will be on the job within a week or ten days.

DOUBLE THE BEAUTY and **LUSTRE OF YOUR HAIR**

You can do it easily! Use SEPOL—the marvelous Sheep Dip Tonic Shampoo—it encourages the growth of heavy, luxuriant, glossy hair—frees the scalp from dandruff—Delightful to use—leaves a dainty fragrance. For excessive oil, lifeless hair, dandruff, falling hair and itching scalp—it has no equal! At all good drug stores-



W. A. SHELL BARBER

Safety blades resharpened

Children's Work A Specialty



A VERY good suit "Tailored to Measure by Born" will cost you no more than the price asked for clothes of doubtful merit.

The values we are offering at \$30 and \$35 are especially attractive - you have never bought better clothes for the money -dependable all wool cloths in new patterns, tailored precisely as you order.

Money back if you are not entirely satisfied with the completed garments.

PAULSERUD'S



In the golden sheaves of living wheat, and in the waving, shimmering fields of barley-Nature stores the vital elements of human power and energy which Science converts into Grape-Nuts-the famous body-building food.

Grape-Nuts with milk or cream is a complete food, which contains all the nutrition (including the mineral elements) required for making rich, red blood, and for building sturdy body tissue, sound bone structure and strong, healthy nerve cells.

The 20-hour baking process makes Grape-Nuts easy to digest and develops that delicious, sweet flavor and crispness that has made this food a favorite the world over.

"There's a Reason"

for Grape:Nuts

Sold by grocers everywhere!

Made by Postum Cereal Company, Inc., Battle Creek, Mich.



Changes in Business Policy

Many and far-reaching changes are today taking place in the policies upon which business is conducted. Most of the policies that have been in force for the past twenty-five years were based on the cardinal fact of a steadily rising market. Fluctuations were accepted as incidental and tem porary; but the assurance of a general average tendency upward was the basis of every attitude that became formulated into a policy.

Recent changes in business policy -changes coming about with the past year or more—are based on the final acceptance of the fact that we have entered a period of a non-rising-in all liklihood a falling-market. So long as it was possible to assume that the new price levels represented but a temporary depression the old policies were bravely and tenaciously adhered to; but when it became clear that in all human probability the market would continue downward, then an adjustment of basic policies became imperative.

Chief among the policies that have

necessarily been changed are those that relate to the creation of Demand.

Under the old policies, a certain Demand was inevitable, and came to be accepted as a matter of course. It was the cardinal policy of almost every producer and distributor to attempt to capture a generous share of the existing Demand. Not a great deal of thought was given to creating Demand itself.

But now that the great Demand has relaxed until there is not enough to give everybody a liberal share, it has brought business to the imperative consideration of two things: One is how to get a full share of the Demand by taking it away from others by force of competition. The other is

to create more Demand, so there will be enough for all.

The great and imperative necessity of stimulating and creating Demand for the products of industry has at last given Advertising a position of importance in business policies far in excess of any that it has ever known.