

LOCAL AND PERSONAL

O. E. S.

Regular meeting of Alpha chapter No. 1, O. E. S., this evening, Masonic Hall, 7:30 o'clock. All visiting members are welcome. Initiation. LORENA McNAIR, W. M. LEAH CALDWELL, Secretary.

In from Dead Indian—

Vernon Hooper was in from the Dead Indian country a few days last week. The roads are quite bad in that section at present.

Orres cleans clothes. Phone 64.

Presbyterians to Meet—

The Presbyterian Christian Endeavor society will hold its regular business meeting Friday night at 7:30 o'clock at the church. The prayer meeting committee, with Pauline Plummer, chairman, will have charge of the social hour.

Printed butter wrappers, small lots, 25 cents a dozen; three dozen for 60 cents. Tidings Office. 511f

Taylor Family Returns—

Mr. and Mrs. S. D. Taylor and daughter, Evelyn, have returned from their recent trip to Washington.

Fatten up those turkeys and chickens for the holiday feast. We have a car of cracked corn and mill run at the right prices. Plaza Market. H. A. Stearns. 61 North Main St. 57-1mo

Just received, a car of mill run, Crown egg mash, scratch feed, for those chickens. Plaza Market, 61 N. Main. 57-1mo

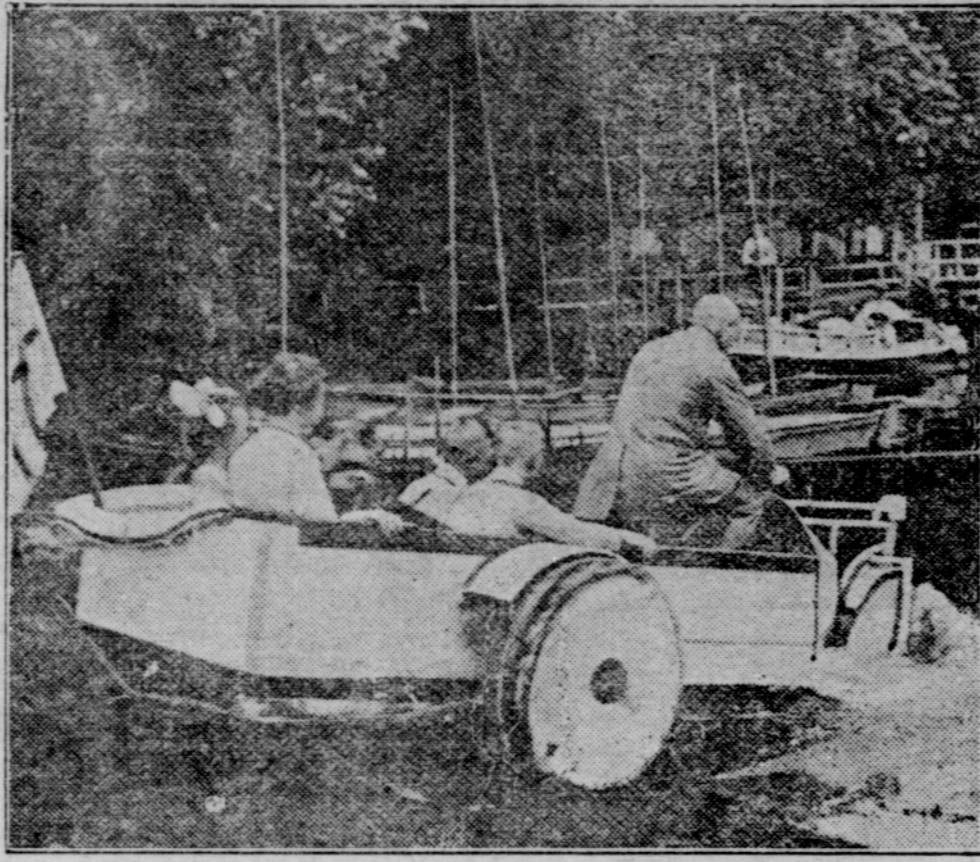
Visits from Medford—

Miss Mildred Culy, of Medford, spent the week-end with her friend, Miss Claudine Cox, on Mountain avenue.

Out This Out—It Is Worth Money

Out out this slip, enclose with 5c and mail it to Foley & Co., 2835 Sheffield Ave., Chicago, Ill., writing your name and address clearly. You will receive in return a trial package containing Foley's Honey and Tar Compound for coughs, colds and croup; Foley Kidney Pills for pains in sides and back, rheumatism, backache, kidney and bladder ailments; and Foley Cathartic Tablets, a wholesome and thoroughly cleansing cathartic for constipation, biliousness, headaches and sluggish bowels. Sold everywhere. —adv.

AMPHIBIOUS MOTOR CAR INVENTED



An amphibious automobile has been invented by Herr Karamot of Berlin, and the machine was recently given a successful test. The car has three wheels, the front one acting as a rudder in the water and a steering wheel on land. The machine is propelled by motor or foot power. The photograph shows the amphibious automobile entering the water.

INDICATIONS OF CORRECT DRIVER

Something More Needed Than Being Able to Stop, Start and Guide Car Along Road.

SOME UGLY DRIVING TRICKS

Among Most Common Practices That Result in Accidents Are Starting Ahead in Second Speed and Relaxing Vigilance.

The test of a good driver is not whether he is able to stop, start and guide the car along the road, but whether he is invariably considerate of the mechanism of his own vehicle and of the feelings, eccentricities and safety of all other users of the road. If a man drives well in every respect except that he expects all pedestrians to know how to walk, all equestrians to know how to ride, and all motorists to know how to run a car, he is still a menace of the highways.

There are some bad driving tricks which are encountered every time you go out—ignoring the right-of-way rule, cutting corners, swinging around a corner without first going close to the curb, cutting in on the wrong side of a car.

The careless, unmannerly driver is a poor driver, even though he may be expert in car control.

The simple mechanics of driving—the steering, the manipulation of gear shift lever, pedals and so on—are easily mastered. But the record of crumpled fenders, damaged lamps, and wayside wrecks tell the story that a whole lot of motor car owners do not know how to drive.

Result in Accidents.

Among the most common practices that result in needless accidents may be mentioned the following examples:

The first driver, Mr. A., was very proud of the car's acceleration equipment. After being held up by congested traffic he always started in second and was going twenty miles an hour before slower cars had got into motion.

One day he relaxed his customary vigilance and piled head-on into the rear of another car. First result: Two bent fenders and no headlights on his own car, plus two sheered spring clips on the car ahead, totaling a repair cost of \$12.50. Second result, arising from stopping too quickly: Demolished rear luggage carrier, and the total eclipse of the lights on the car which bumped him from behind. Because he failed to put out his hand on stopping, Mr. C. assumed responsibility for the damage to the overtaking car—and it cost him about a hundred silver dollars to learn that he didn't know how to drive.

Next in line comes Mr. B. He was such a good driver that he could afford to be careless. He prided himself on knowing the bumps and other peculiarities of all roads in his neighborhood. But one night after a heavy rain he was loading along at 50 miles an hour when his car bounced in and out of a hole which had been caused by undermining water, and he indulged in two new springs and a rather expensive rear axle assembly. He is now a better driver than he was.

Could Divide His Brain.

Here we find Mr. D. E. Eff, to whom driving had become like second nature. He could divide his brain into two parts, reserving the one for guiding the car around corners, speeding it up and down hills, avoiding bad spots in the road, and so on; and utilizing the other for entertaining his guests. He could laugh and tell droll stories which provoke his friends into gales of merriment. But one day he glanced around to see how the point of a story had been taken, and just then a telephone pole grew up in what he thought was the middle of the road. His spirit is now motoring down the long, long trail.

You Auto Know

That if engine trouble develops which is not easily diagnosed, the chances are that the piston rings are at fault and it is therefore always well to examine these before delving further into the more delicate parts of the mechanism.

This may be done in a manner sufficiently accurate for all practical purposes by cranking the engine up to high pressure and then allowing it to stand for a minute or two before opening the pet or priming-cock to see if there is any compression left.

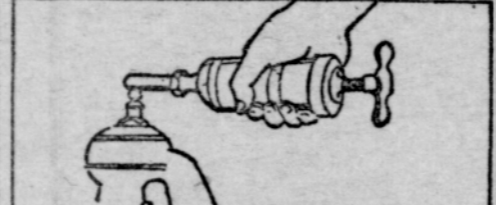
By trying in turn, piston ring troubles may usually be located in this manner, for the compression will leak out past faulty piston rings, while it will be held by those which are properly fitted. In this connection, the valves must also be considered, for if they leak it is almost impossible to get good compression in the cylinder. Both the valves and the piston rings should be tested, however, before one commences to tinker with the delicate mechanism of the carburetor, which is usually blamed when other parts are at fault.

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HIGH PRESSURE GREASE GUN

Implement Makes It Possible to Reach Almost Inaccessible Places on Automobile.

Almost inaccessible places can be reached by this grease gun which builds up a 500-pound pressure by one turn of the handle and ejects its contents into the grease cup by the opening of a check valve at the nozzle.



High Pressure Gun.

A small pin in the grease cup opens the valve. The handle of the gun need not be turned when the grease is ejected. Special cups are furnished with the gun.

AUTOMOBILE NEWS

Test the valve springs for strength.

Keep spark well advanced and save gas.

Wash the car with a light stream and a sponge.

Soft water or clear rain water is best to use in the cooling system of the engine.

The varnish of a new car is benefited and hardened by washing with clear, cold water.

An excellent lubricant for small and exposed parts is a mixture of half and half engine oil and kerosene.

When grinding valves, be careful not to let particles of emery get into the cylinders.

An overloaded or an underinflated tire heats more rapidly than a properly loaded or properly inflated tire.

When a car has been standing idle for some time drain the float chamber of the carburetor. This will get rid of any sediment or water.

It is customary to overhaul a motor at least once a year. The valves are ground, carbon removed, bearings refitted and worn parts rebushed or replaced.

Leave for Portland—

Mr. and Mrs. T. H. Simpson left by auto this morning for a short trip to Portland.

No. 1 Nettle Gem potatoes for winter, \$1.50 per 100 lbs. Plaza Market, 61 N. Main. 57-1mo

Visit at Hornbrook—

Mrs. Charles Rose and children were visitors at Hornbrook Sunday.

Leaves for San Francisco—

Mr. and Mrs. Sommers, of San Francisco who have been visiting with the Hedburg family for the last few weeks, left for their home Monday evening.

Married in California—

Word has reached Ashland from southern California of the marriage of Miss Olivia Anderson to Mr. F. Long, on October 11. Miss Anderson was well known in Ashland, having spent the summer with Mrs. Mary Johnson on Meade street.

Social Circle to Meet—

The social circle of the Christian church will meet this week on Wednesday afternoon at the home of Mrs. O. W. Long. All members of the circle and friends of the church will be gladly welcomed at this meeting.

Returns from Berkeley—

Mrs. Ed Reames, of Fifth street, returned home from Berkeley last week and will be glad to see her friends at her home. She expresses glad appreciation for the lovely flowers sent her during her illness.

Will Winter in Eugene—

W. J. Wright, of Hill, was visiting at the J. V. Wright home on Mountain avenue a few days last week. Mr. Wright expects soon to go on to Eugene to spend the winter.

THE WEARY WAY Daily Becoming Less Wearisome to Many in Ashland

With a back that aches all day, with rest disturbed at night, annoying urinary disorders, 'Tis a weary way, indeed. Doan's Kidney Pills are especially for kidney trouble. Are endorsed by Ashland citizens. Mrs. A. Sherard, 881 East Main street, Ashland, says: "I can recommend Doan's Kidney Pills from experience for I know they do all that is claimed for them. I had a lame, aching back that kept me feeling miserable all the time. My work tired me easily and I had frequent headaches. My kidneys acted too frequently, too. Doan's Kidney Pills bought at Foley & Elhart's drug store, helped me wonderfully by relieving the backaches and regulating my kidneys." Price, 60 cents, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Sherard had. Foster Milburn Co., Mfrs., Buffalo, N. Y. 33



Rodolph Valentino in the Paramount Picture "Blood and Sand" WINING Today, Tomorrow, Thursday

Meets Death in Accident— Word has been received in this city of the death of Ray Smith, son of Mrs. James A. Pate of Dunsmuir, in Seattle October 27, as the result of an automobile accident. Relatives in this city are Mrs. Lou Roberts, Mrs. Viola Stone and William McCampbell. He was a former resident of the county and is quite well known here.

Visitor from Seattle—

Mr. and Mrs. Moore, of Seattle, were visiting their cousin, Ed Hunt, and family, of Mountain avenue, last week.

TOO LATE TO CLASSIFY

WANTED—Man for janitor work. Inquire Tidings office. 571f

FOR RENT—Three room furnished apartment with bath. Phone 263-R or call at 369 Hargadine. 57-2

FOR SALE—Brown bungalow, corner of Sherman and Iowa. C. H. Nickerson. 57-3*

FOR SALE—Piano. 74 Third St. 57-5*

WANTED—Floor manager and general manager for roller skating rink. Address Box K, care of Tidings. 57-2

FOR SALE—Household furniture. Inquire apartments over Western Union Telegraph Co. 57-2

FOR SALE—10 gallons best grade outside white paint, cheap for cash. Phone 425-R or call at 80 Granite St. 57-3*

FOR SALE—Plymouth Rock pullets 7 months old. Phone 481-J evenings. 57-2

FOR SALE—White Rock roosters for breeding; fine birds from Salem. Good fresh milk, 30 cents per gallon, will keep sweet this weather. 153 Granite St. Phone 411-R. 57

Entertains for Sister—

Mrs. George Pope entertained a number of the young friends of her sister, Edith Robison, as a surprise for the latter's birthday, Saturday evening. Games, music and refreshments made up a happy evening for all present.

Visits in 'Frisco—

Harold Porter was a visitor in San Francisco last week.

W. R. C. Club Meeting Thursday—

Members of the W. R. C. club will meet with Mrs. F. R. Walker, 419 Liberty street, Thursday afternoon, November 9, instead of Monday of next week. The meeting this week will be in the nature of a farewell party for Mrs. R. C. Porter, who is leaving soon for her new home in southern California.

Detrick sells butter for less.

BON TON BAKERY

now under NEW MANAGEMENT

QUALITY BREAD Made in Ashland

ASK YOUR GROCER—MONEY BACK IF NOT SATISFIED Corner Fourth and A—Phone 199

SUCCESS

From Doughnuts to Wedding Cakes, Everytime!!

Calumet guarantees uniform success in your baking—doughnuts, popovers, biscuits, cakes—are made tender, tasteful and light as air. This dependability has turned millions of housewives to the exclusive use of Calumet.

That's why the sales of Calumet are over 150% greater than that of any other baking powder.

If your bakings are not always successful try



BEST BY TEST

CALUMET

The Economy BAKING POWDER



Prove to your own satisfaction that perfect bakings are the result of a dependable baking powder.

A can of Calumet produces more bakings than many other brands because of its greater leavening strength. It goes farther—lasts longer.

Calumet is pure—contains only such ingredients as have been officially approved by United States Food Authorities.

A pound can of Calumet contains full 16 ounces. Some baking powders come in 12 ounce instead of 16 ounce cans. Be sure you get a pound when you want it.

THE WORLD'S GREATEST BAKING POWDER

Desire Upholds Business

The basic changes that have taken place in business during the past year or more—specifically the change in price levels and price tendencies—have caused business men everywhere to think less superficially and more fundamentally about business.

Great basic facts which were but little realized, except by thinkers along economic lines, have now become clearer to the public at large, and to business leaders in particular.

One such fact is that Desire is the foundation of business. It is the desire of the people for any article of commerce that makes it profitable to produce it. When this desire fails all the agencies of its production must cease to operate.

This fact was considered academic until the nation-wide cessation of liberal buying made it a matter of cardinal importance, and the question of the hour became the means, if any, of restoring the popular desire to do business—the desire to buy.

It came to be seen that the public desire for the products of a business or an industry was the only real and permanent

asset. Every other assumed asset became a liability when that desire subsided.

It is upon this basic fact that Advertising rests.

It is the function of Advertising to create Desire.

The desire that is created by Advertising is always some specialized form of an elemental need. Elemental needs, in their simple form, are the raw material out of which must be created the Demand for the products of industry. This Demand, in its turn, upholds civilization itself. It is the one necessary thing that inspires all human activity.

It is the function of Art and Industry to take the raw materials of nature and refine them into products that constitute Supply. It is the function of advertising to take the raw materials of elemental need for food, shelter and clothing, and refine them into the desires for the finest products of Art and Industry, and these desires constitute Demand. Each function is as important as the other. And now the time has come when this fact is realized as never before.

TODAY—
TOMORROW—
THURSDAY

Adm., 10 and 50c

JESSE L. LASKY PRESENTS
RODOLPH VALENTINO
in
"Blood and Sand"
with
LILA LEE and NITA NALDI
A Paramount Picture

Here's the real screen sensation of the season!

Rodolph Valentino as a hot-blooded toreador, the dashing idol of Spain, hero of many loves. In a story by Blasco Ibanez, author of "The Four Horsemen."

You'll see Valentino risking his life in the most spectacular sport known to man—bullfighting. You'll see him lured by the maddening beauty of a titled Spanish temptress. You'll see all the romance, the fiery passions of Spain in a picture a thousand times bigger than "The Sheik." Produced in lavish splendor by the man who made "The Three Musketeers."

The greatest Valentino triumph ever known!

—Also—
TOPICS OF THE DAY
and the Fable of
"The Maid and the Millionaire"

Try the Classified Columns.