

### GENERAL GASOLINE PARADE IS STAGED

There was a noisy parade that passed through Ashland Thursday morning advertising the New General Gasoline. It consisted of the motor equipment of the Frobach Oil Co., distributors of this gasoline and the cars of the authorized independent retail dealers of same. All of the cars were decorated with banners together

with the names of the dealers which gave the information that they came from Klamath Falls, Pacific highway junction, Ashland, Talent, Phoenix, Medford, Central Point, Gold Hill, Grants Pass and intermediate points along the Pacific Highway.

The parade started at Medford for Ashland at ten o'clock in the morning. Returning to Medford those who participated were served luncheon at the Medford Hotel, and the parade disbanded at Grants Pass at four o'clock in the afternoon after refreshments at the Cave Shop.

The advertising of gasoline by the parading of company equipment has been a common occurrence but never before has any gasoline been advertised by the parading of cars owned by the dealers. The reason for this is that the dealers are strong for the protective policy under which the General Petroleum Corporation sells its gasoline. Not every one can secure an agency for their products. In addition they are assured that they will not be given competition by the establishment of company owned retail service stations.

Every day the dealers are being asked what the new name of the General Gasoline is to be and for which \$1,000.00 is being paid. Announcement of the new name of this extraordinary new powerful mileage gasoline will probably not be made for some time as thousands of suggestions were sent in at the contest headquarters and it will take some time before a decision will be arrived at.

### Homemakers Will Meet in Medford

The Homemaker's Institute for Jackson County will be held in the Guild Hall of the Episcopal Church in Medford, October 20-21-22-23.

The past two years the Institute has been held in Grants Pass and the women of the southern end of Jackson County were at a real disadvantage in attending the Institute. This year it will be held in Medford so that the Jackson County women may attend with greater ease.

Jackson County, of course, extends the same cordial invitation to Josephine County that was enjoyed from them the past two years.

Those who have attended the Institute in Grants Pass will need no urging to plan for the Institute this year.

### MUSSOLINI DENIES CHILDREN THEIR WINE

LONDON — (UP) — "Encouraged by Mussolini, the school authorities of Italy have forbidden the children to take bottles of wine to school with their lunches," announced Ed J. Richardson, European secretary of the World League Against Alcoholism, returning from a tour of Italy.

"Mussolini is working strenuously for sobriety among the youth. Italy now has a fascist law forbidding any wineshop to sell liquor to those under eighteen years of age.

"Furthermore, there is a widespread movement to educate the more ignorant classes not to give any alcoholic drinks to children in the homes."

The marriage of Dagmar Godowski of Frank Mayo has been voided because he took a divorce from another wife for granted.

### Prince of Wales Sets New Styles

LONDON — (UP) — Pink shirts for sports wear have received the highest possible sanction.

The Prince of Wales wore one on the golf links at Le Touquet, with the sleeves cut off at the elbows. A rush upon the shops followed immediately, with such a demand for pink shirts that the shopkeepers had to telephone to Paris for more shirts. The pink cuffs were ruthlessly cut off and within a few hours the sartorially-correct young men at Le Touquet were sporting pink shirts with the sleeves "bobbed" at the elbows.

Word of the Prince's costume was apparently flashed to London at once. Almost at the same moment, a bold American was discovered on Piccadilly Circus adorned with a pink shirt, but whether he was consciously following the Prince's lead is in doubt. The rest of his costume was sufficiently picturesque to attract the attention of Londoners.

He wore white sport shoes strapped with brown leather, black stockings and white knickerbockers, a blue serge coat under which the daring pink shirt gleamed beautifully, a red necktie and a felt hat turned up all the way around the brim. In elegant defiance of the down-turned brim made popular and almost universal by Wales.

Chances are if you were in a silly person's shoes you wouldn't act as intelligent as he does.

### TO THE PUBLIC

We are still at the same location—95 Oak Street, in response to inquiries as to whether we have moved.

### Standard Cleaners

95 Oak St. Phone 108  
We Deliver

You Will Always be Glad You Bought It.

An ARCOLA will serve you as long as your building lasts, with reliable, healthful heat in all rooms alike! Act now—let your family benefit—pay in 10 months.

Ideal ARCOLA is self-regulating; no fuss and bother as with ordinary heaters. Utmost economy in fuel. See your dealer today. Write Dept. S for (free) book.

**ARCOLA**  
Hot Water Radiator Heat

## THE FAMOUS "NITE HAWKS" ORCHESTRA WILL OPEN THEIR SEASON'S ENGAGEMENT AT

The FAIR GROUNDS Pavilion SATURDAY NIGHT, SEPT. 11

Entire proceeds of this Dance will go toward paying for the Boy Scouts' Summer Camp in Big Applegate.

Tickets, \$1.00 per couple.



## E.R. ISAAC & Co.

The Quality Store

### WEARWELL BLANKETS

# September Blanket Sale!

JUST RECEIVED! DOZENS OF FINE WEARWELL BLANKETS. QUANTITIES TO SUPPLY ALL WINTER NEEDS

REPLENISH YOUR SUPPLY NOW FOR THE WINTER MONTHS JUST AHEAD, WHEN THEY CAN BE MOST ADVANTAGEOUSLY PURCHASED

#### MIXED WOOL BLANKETS

Size 70x80 in.; New Plaid Patterns; Pink, Blue, Tan, Grey, Cofn, and Lavender — Unusual value **\$5.98**

#### PURE WOOL BLANKETS

Size 70x80 in Block Plaid Patterns in all the Wanted Colors — Made of 100 per cent Pure Virgin Wool **\$11.50**

## Extra Blanket Special Saturday

SIZE 64x76 SINGLE COTTON BLANKETS IN PLAID PATTERNS IN SIX DIFFERENT COLOR COMBINATIONS—SOLD REGULARLY \$1.50 EACH. DON'T MISS THIS SPECIAL BLANKET VALUE SATURDAY Each **\$1.00**

#### SUPER VALUES!

Fine, Heavy Cotton Blankets, New Plaid Patterns; Size 66x80; \$2.98 value; Special Pair **\$2.69**

#### Part Wool Fancy Jacquard Blankets for Comforts

Sizes 64x76, 66x80 and 70x80; Priced Each—**\$3.75, \$3.98, \$4.75 and \$4.98**

#### ANOTHER BLANKET SPECIAL FOR SATURDAY

64x76 HEAVY COTTON BLANKETS IN TAN, GREY AND WHITE; \$2.25 pair Regular. **\$1.98**

### Many, Many Other Excellent Values!

## School Day Togs

FOR BOYS AND GIRLS

#### Boys' Blouses and Shirts

in light and dark patterns, size 6 to 14 years, Each **\$1.00**

#### GIRLS' WINTER COATS

All with Big Fur Collars in a complete range of sizes and prices.

#### Boys' Fine Wool Sweaters

in Slip-over and Coat Styles; all wool garments—Priced, **\$3.48, \$3.98, \$4.48 and \$4.98.**

#### NEW SCHOOL DRESSES

Made of Fast Color Prints, New Fall Styles. Priced, Each **\$1.25, \$1.69, \$2.25**

#### BURLINGTON HOSIERY

For Boys and Girls. Marjorie Hose for Girls and Rawhide for Boys. Pair **50c**

#### JUST ARRIVED—NEW SWEATERS

For Girls' School Wear, in both Slip-over and Coat Styles. New Color Combinations. Priced—**\$3.98 up to \$6.45**

SATURDAY A WONDERFUL SHOWING OF WHAT IS NEW IN

## Coats and Dresses

FOR FALL AND WINTER WEAR

#### DRESSES PRICED

**\$11.95, \$14.95, \$19.75**

#### COATS PRICED

TRAVEL COATS **\$17.50 up to \$65.00**  
DRESS COATS **\$29.75 up to \$79.00**

100 to choose from at these Special Low Prices; Sizes and Colors for Everybody.

Never has a season brought forth such a variety of styles, fabrics and colorings.

THE MOST POPULAR WIND INSTRUMENT

The SAXAPHONE

See Us About an ALTO or C-Melody SAX

COMPLETE LINE OF BANJO - UKES

Just Received

Priced \$2.50 to \$15.00

**ELHART'S**

For Things Musical



## She Bared Her Soul!

To the man whose kindly tolerance and sympathy have put thousands back on the road to happiness

AND she was one of hundreds who have done the same—told secrets she would not tell her mother—or perhaps her husband—but in the confidential of the Judge's chambers she revealed all. Her story and those of scores of others—men as well as women—are now being retold for society's good in

"The Moral Revolt" by Judge Ben B. Lindsey  
Judge of the Family Court of Denver

This is the most candid and startling series of articles ever published in any magazine. Reasoning from the stories of real life told him in court day after day, Judge Lindsey has reached certain conclusions, and now he boldly asks: "Is a new code of sex morals being created?" It is a startling question—but a question that has heretofore existed unasked in the minds of all intelligent men and women; and it is no more startling than the evidence that Judge Lindsey offers in his great series of articles entitled "The Moral Revolt."

When you have read the first of the Judge's articles and considered it, turn a few pages of the same magazine and read the first article in another astonishing series in which the internationally famous beauty and social leader—

## Mrs. Philip Lydig Reveals Secrets of New York Society

ALMOST since girlhood, beautiful Mrs. Philip Lydig has been an unquestioned leader of New York's ultra-society. Now for the first time Mrs. Lydig proceeds to turn the spotlight on that society—telling in great detail how she finds it futile, false and corrupt. The statements she makes will astonish you—story after story of tragedies hidden from public eyes, of the private life of the real lives of the prominent and fashionable—heretofore known only to those on the inside of that group—and Mrs. Lydig's revealing articles, "Without Love."

RED BOOK MAGAZINE for October Price 25 cents