

# AN OPPORTUNITY EXTRAORDINARY

## To Select Your Fall Wardrobe



### NEW FALL COATS

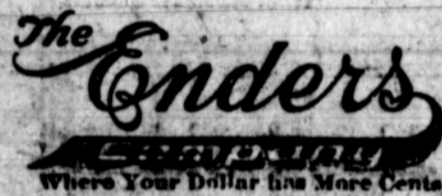
### CHIC AUTUMN DRESSES

The new modes for fall are here, ready for your careful approval. A complete assortment of the newest in coats and dresses awaits your visit to our Ready-To-Wear department.

Stylish coats—dresses of the latest fashion "The Palmer Garment" line, will win your instant admiration. Variety of style and fabrics together with beautiful autumn colors and combinations, make this the finest showing we've ever made.

We suggest that you inspect these garments NOW! Doing so will give you the advantage of selecting from an unusually large assortment. Nothing has been spared in our efforts to present the very latest in style and quality at very reasonable prices.

Coats Priced at \$17.50 and up  
Dresses Priced at \$15.00 and up



Bulk peanut butter. Schuerman's Grocery. 29-1f Ashland on The Plaza. "Life-Like Likenesses." Studio. If you want it done right take it to White's. Wed. 11

## Local Personal Notes

A Daily Chronicle of those who come and go, and events of local interest

### NOTICE

Oddfellows and Rebekahs invite your friends and come to the Dance Friday nite. Oktr. Refreshments. 30-3

Interesting Feature of Program—Miss Elanore Swedenburg, daughter of Dr. and Mrs. F. G. Swedenburg, will give an interesting talk about her school life in Sweden, at the high school T. A. meeting tomorrow at 3:30 at the high school.

Underwent Operation—Mercedes Tonner underwent an operation this morning at the Community hospital, having her tonsils removed.

Help us with our rummage sale, funds used for club house maintenance fund.

From Hollywood—Sam N. Juneau of Hollywood, Cal., was in Ashland today attending to business.

Have your broken windows repaired. All sizes, at Jordan's mill. 2-3f

Shopping in Ashland—Carl Mellon of Talent was in Ashland this morning shopping.

Cliff Payne makes French doors.

Schuerman's Grocery has a full line of fresh vegetables. 28-1f

From Los Angeles—J. H. Borley of Los Angeles, Cal., was visiting friends in this city today.

Fresh milk and cream. Schuerman's Grocery. 28-1f

From Terra Bella—Mrs. G. C. Brothers of Terra Bella, Cal., stopped in Ashland this morning to visit with friends.

Old Resident Here—Bradd Radcliff of North Bend, an old resident of this city, spent the day here yesterday visiting with his niece, Mrs. Guy Randie, and old time friends. He returned to his home last evening.

### Shopping in This City

Mr. and Mrs. J. M. McDonald of Anderson Creek spent the day in Ashland yesterday, shopping.

Remember rummage sale, food sale, flower exchange, Civic Club House, Oct. 8-9.

If you need your roof shingled phone us for a shingler. Carson-Fowler Lumber Co. 28-3\*

### At the Hotel Ashland

Mrs. P. E. Locke and Herchel McBeth of San Francisco, E. Richmond and D. Dickerson of Roseville, Cal., and R. G. Simmons of Salem, Ore., were among those who registered at the Hotel Ashland yesterday.

ANY young man, student of Normal School wishing a position to help out in expenses while in school please call at Post Shasta Cafe. 28-3\*

### Left for Dunsmuir

Mr. and Mrs. Raymond Ruger left yesterday for Dunsmuir where they will make their home. Mr. Ruger is an employe of the Southern Pacific company.

IS IT SAFE to drive through the streets of Ashland without Liability Insurance? Phone 21 for complete Automobile protection, don't wait until you meet with an accident. Yeo. (of course) 288-1f

### Passed Through Ashland

The Mission baseball team of San Francisco passed through here Monday on No. 53, returning from a series of games held in Seattle. They were formerly known as the Vernon Tigers.

Madden sells guaranteed tires. 53-1f

### Whined

When he entered a plea of guilty before Judge Taylor this forenoon on an improper license charge preferred by State Traffic Officer C. E. Talent, F. R. Saunders of this city was fined \$10. George S. Marine of Central Point paid a \$10 fine on an illegal passing charge, preferred by the same officer. Marine was accused of having passed several cars without having a clear view on ahead.—Medford Mail Tribune, Oct. 6.

Home grown lettuce. Schuerman's Grocery. 28-1f

### Left for Klamath Falls

Major DeCercy and wife of Seattle, who have been stopping in Ashland for several days visiting with their old friend Carl H. Loveland, left yesterday for Klamath Falls where they will remain until Saturday when they will return to this city to spend the week-end here.

Anchor Flour. Every sack guaranteed. \$2.00 per sack. A. F. and P. Ass'n 25-1f

### Annual Session at Corvallis

The annual sessions of the grand lodges Knights of Pythias and the Pythian Sisters will be held at Corvallis Oct. 11. More than 400 officers and delegates, representing some 130 lodges of the two orders in Oregon will be in attendance. According to the custom of the order, Edison L. Ballagh, present grand vice-chancellor, will probably be advanced to grand chancellor, Robert G. Morrow, circuit judge of Multnomah county, and Stanton Rowell of Grants Pass are candidates for the office of grand vice-chancellor. Rae Eater of Elgin will succeed Mrs. Wrightman as grand chief of the Pythian sisters.

Have your clothes cleaned at 317 E. Main, Ashland Cleaning Works, of course.

Returned from Marshfield—Harry Silver, who has been attending business in Marshfield, returned to Ashland yesterday.

Tourist in Medford—J. E. Tourtelotte, the well known Portland architect, is a business visitor in Medford and other parts of the valley for a few days.

Nothing makes a girl laugh at a joke like pretty front teeth.

Visited in Ashland—Mr. and Mrs. Harry Bates of Stockton, Cal., were visitors in Ashland yesterday. They are spending their vacation in Montague visiting school day friends and motored to this city for the day. Mr. Bates is well known here having been an Ashland resident and employe of the Southern Pacific company.

At the Lithia Springs Hotel—Walker J. Rook of Portland, Ned Cassel of San Francisco and Phil Legnan of Klamath Falls spent the day in Ashland yesterday. They registered at the Lithia Springs Hotel.

Cull apples, 25 cts. per box. Bring box. A. F. and P. Ass'n. 25-1f

At the Oregon Hotel—Mr. and Mrs. H. B. Brown and son of Vallego, J. B. Casteix of Los Angeles and J. A. McCoy of Portland were among those who stopped at the Oregon Hotel yesterday.

Suits and topcoats, \$15 and \$20 and \$25 at Paulerud's. 29-1f

Classified Ads Bring Results

Classified Ads Bring Results

Madden retreads tires. 53-1f

# A YEAR AGO WE MOVED INTO OUR SPLENDID NEW STORE ROOM WHICH SOME PEOPLE SAID WAS AHEAD OF ASHLAND.

AFTER A YEAR'S TEST WE ANSWER SOME OF THE DOUBTFUL ONES WITH POSITIVE REFUTATION OF ALL OF THE FEARS.

### 1—THE STORE IS AHEAD OF THE TIMES IN ASHLAND

It may have been, but would you have built an old fashioned home?

### 2—WE'LL HAVE TO HELP PAY FOR THAT NEW BUILDING IF WE TRADE THERE.

You would have to help pay for someone's building somewhere, even if rented. Wouldn't you rather help pay for a new building to improve Ashland than for one in Chicago, New York, Portland, or elsewhere?

### 3—OVERHEAD WILL BE TOO HIGH.

Another fear exploded. Actual figures show that overhead is not higher though we have a much more modern business house. Sub-leases of new departments cares for the difference.

### 4—PRICES WILL HAVE TO BE HIGHER.

Prices are governed by competition and after a year's trial, have you found that this fear came true? It could not. And there has been no increase of expenses to even cause it if it were possible to ask increased prices.

We thank you for the year's patronage in our new store and pledge ourselves to another year of service for Ashland and to the bettering of our own service to our customers.

## A Modern Women's Department Store

Dry Goods and Garments



SUBLEASES MILLINERY SHOES BEAUTY PARLOR

# AUTUMN'S NEWEST FOOTWEAR WITH QUEEN QUALITY SHOES



We solve for you the problems of the mode in footwear.



New Styles Are Coming Into Our Store Every Few Days



ATTRACTIVE PRICES

are placed on our snappy and serviceable



School Shoes For Big and Little Girls.

Rubber Shipment Just Received.



"WHEN THE FROST IS ON THE PUMPKIN, AND THE FODDER'S IN THE SHOCK,"



HALLOWEEN

## THEN IS THE TIME

FOR

## Fall and Winter Duds

Hardeman and Lee Hats  
Pendleton Woolen Mills Goods  
Hart Schaffner & Marx Suits  
Neustadter Bros. Products

SEE THEM AT

# Miller's Toggery

"Hab-a-dash Inn"