

## Local Personal Notes

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

**Ashland Lodge No. 23**  
**A. F. & A. M.**  
 Stated communication Thursday evening, Oct. 14. Routine business visiting brethren welcome.  
**R. L. BURDIC, Jr., W. M.**  
**W. H. DAY, Recorder.**

**Stopped in Ashland—**  
 Adolph Johnson of San Francisco, Cal., stopped in Ashland this morning to visit with friends.  
**Good used piano, price reasonable. The Rose.**

**Left on Business Trip—**  
 J. W. Beck of this city left this morning for Eugene, Portland and Hood River, on a business and pleasure trip. He will be gone about a week.

**Better clothes for less at Paulserud's.** 36-4f

**One cent sale at McNair Bros. next week.** 3t

**Visiting near Medford—**  
 Mrs. Arthur Hunt, who has been spending the fall at the home of her daughter, Mrs. Will Dodge on the Boulevard, has been spending several days at the Peter Barneburg home near Medford.

**Imitated but never equaled. Rexall one cent sale next week.** McNair Bros. 3t

**In Fort Klamath—**  
 Homer and Hugh Barron are in Fort Klamath, where they went to attend to the weighing of their beef cattle.

**Elected Vice-President—**  
 Mrs. E. M. Berg has been elected vice-president of the Parent-Teacher council.

**See our Long Bell Oak flooring, before buying.** Carson-Fowler Lumber Co.

**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) 293-1f**

**At the Lithia Springs Hotel—**  
 Morris Fox of Chicago, Ill., A. Hechtman of Spokane, Wash., Catherine J. Mahoney of Boston, Mass., and J. D. Sweet of Denver, Col., stopped at the Lithia Springs Hotel yesterday.

**Popular song hits, Elhart's.**

**Madden sells guaranteed tires.** 53-4f

**To Give Talk—**  
 Miss Eleanor Swedenburg, daughter of Dr. and Mrs. F. G. Swedenburg, will give an interesting talk of her experiences on the continent of Europe, at the Bellview P. T. A. meeting tomorrow, Friday, October 15.

**In Harney and Lake Counties—**  
 A. C. Strange, instructor of education at the Southern Oregon State Normal school is in Harney and Lake counties in attendance on county institutes.

**Sweet potatoes, 6 lbs for 25c.** Schuerman's Grocery.

**Have your clothes cleaned at 337 E. Main, Ashland Cleaning Works, of course.**

**Arrived in Ashland—**  
 Mr. and Mrs. George Richardson and son of Gold Beach, parents of Miss Georgia Richardson who resides with Mr. and Mrs. John Shortridge on Granite St., arrived in Ashland last evening to visit for several days. They will then go to Los Angeles, where Mrs. Richardson and son will spend the winter. Mr. Richardson will return to Gold Beach.

**Own a Remington Portable Typewriter, get it at Elhart's.**

**"Life-Like Likenesses," Studio Ashland on The Plaza.**

**At the Hotel Ashland—**  
 Mr. and Mrs. R. P. Richardson of Dayton, Wash., G. Morey of Long Beach, Cal., C. A. Smith and wife of Seattle, Wash., and Mr. and Mrs. I. M. Driffield of Wenatchee, Wash., registered at the Hotel Ashland yesterday.

**Cull apples, 25 cts. per box. Bring box. A. F. and P. Ass'n.** 25-4f

**Spitzenberg and Delicious apples. Schuerman's Grocery.**

**Spent Day in Grants Pass—**  
 Mrs. M. Cass of this city and Mrs. L. Fitch of Medford spent the day yesterday visiting with Mrs. Geo. Goodell at Grants Pass.

**Madden retreads tires.** 53-4f

**Anchor Flour. Every sack guaranteed. \$2.00 per sack. A. F. and P. Ass'n** 25-4f

**Returned to Home—**  
 Mr. and Mrs. Charles Dunham of Roseburg, who have been visiting Mrs. Dunham's son Earl Roach and family for the past few days returned to their home Wednesday morning.

**If your roof leaks, see us — Carson-Fowler Lbr. Co. 34-10f**

**Have your broken windows repaired. All sizes, at Jordan's mill.** 2-4f

**Spent Week-End in Ashland—**  
 Mr. and Mrs. Arthur Hamaker and son J. C. Hamaker and Mrs. Will Weedon of Klamath Falls, spent the past week-end in Ashland visiting at the home of friends and relatives.

**Sweet oranges, 2 doz. for 25c.** Schuerman's Grocery.

**SUBSCRIBE FOR THE TIDINGS.**

## MOGENSEN COMPANY NAMED BY TIDINGS

SAN FRANCISCO, Oct. 14.—M. C. Mogensen and Co., Inc., with headquarters in this city, are today the new national advertising representatives of the Ashland Tidings. Besides the home office here, this company has offices in Seattle, Los Angeles, Chicago, and New York and a sixth office will be opened in Detroit immediately.

The present company came into being when it was incorporated on July 22, 1922, having formerly been the W. R. Baranger company. Since that time, this company has grown from a concern that was scarcely recognized to one of the six largest firms of newspaper representatives in the entire country.

Mogensen and Company were the first to realize the necessity of Pacific Coast representation for Pacific Coast newspapers and crystallized that realization in 1925 when offices were opened in New York and Chicago. The success of that move was outstanding and immediate.

Heretofore, important state newspapers, like the Tidings, have been represented by many firms none of whom knew the Pacific Coast from first hand knowledge. Mogensen and Company reversed the usual order by representing Pacific Coast newspapers in offices that are managed by Pacific Coast newspapermen.

### Asset to Community

Few business men realize the value to them of a local newspaper that is competently represented nationally. It means that the merchants and business men of that city are profiting by having the attention of leading manufacturers of the entire country called specifically to their city. Advertising means sales. Sales mean more business. More business means more profit to the

### CITIZENS URGED TO ATTEND LUNCHEON

(Continued From Page One)

public affairs and men who are prominent in their individual line of endeavor. There, you will hear discussed important state and national questions as well as the problems of our own community. There is the place where our citizens should keep in touch with plans and effort for the growth and prosperity of Ashland.

"The chamber of commerce wishes to see more new faces at these Tuesday luncheons. The Lithia Springs hotel management takes pride in furnishing an appetizing and well balanced lunch at a reasonable price.

"In the future different citizens will be asked to preside who will be selected because of acquaintance with the speaker or because of their interest in the subject under discussion. Our forums are well attended but there is always room for more and I wish every one to know that they are welcome."

### For China Pheasants

The season will open next Sunday morning and remain open for eight days.

The stubble fields of this county will be your hunting grounds. Let Niningers' outfit you for this great fall sport. We have shells and guns and everything you will need. Come in and let us get you ready. Hunting licenses and game laws.

Also noon lunches and complete fountain service.

**NININGER'S**

OUR DISPLAY TODAY PRICED AT

**\$1.39 to \$5.90**

SEE THEM AT

**The Enders Company**  
 Where Your Dollar has More Cents

## Dangles Half Conscious in Air



George Ashby is shown hanging, half conscious, a thousand feet above Evansville, Ind. He became numb from cold while performing. Realizing his plight, Lester Kirk took off in another plane and, after careful maneuvering, pulled him into the cockpit.

Ashland merchant And all of this advertising is done without any cost to the Ashland merchant.

**Machinery of Advertising**  
 Few business men realize the vast machinery set in motion before a national advertising campaign finally appears in the Tidings. First, the product itself must be manufactured and assembled. Then it is introduced to the Ashland merchants, some of whom finally stock it. Then the goods must be shipped into Ashland.

The advertising is meanwhile being prepared by nationally known artists, advertising copy writers and merchandising experts, all of whom combine their talents to produce the individual advertisement. Before that the Tidings representatives have called the attention of the manufacturers to the Ashland market and then sold them and the advertising agency the space in the Tidings.

The advertising appears. Mr. and Mrs. Ashland see it and buy the product from their local merchant Mogensen and Company pay the Tidings for the advertisement.

ing, and the Tidings uses that money for its payroll Tidings employees then use that money to buy more of the product.

**"It Pays to Advertise"**  
 "It Pays to Advertise" is one of the truest epigrams ever written as may be seen from the foregoing.

Representatives of the Tidings will be more than glad to talk with any Ashland business men and show them how Mogensen and Company can help get more business for them as well as the Tidings itself.

## Aged Woman Dead In Auto Smashup

THE DALLES, Oct. 14.—(United News)—Mrs. Carrie M. McNutt, 73, living about a mile west of The Dalles on the Columbia River highway, was struck and instantly killed yesterday by a car being driven west on the highway by C. Silbaugh of Burns, Ore.



**Jersey Dresses**  
**\$11.85**

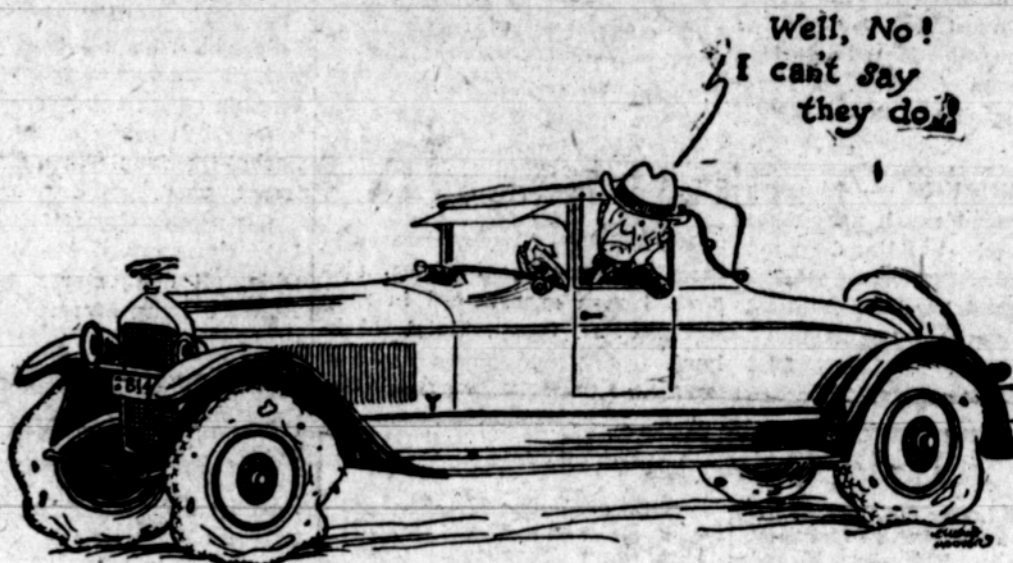
A dozen clever new jersey dresses at a very modest price.

NOTHING IS MORE PRACTICAL FOR SCHOOL WEAR OR MOTORING THAN A WOOL JERSEY DRESS.

THE FIBRE AND WOOL JERSEY ONE OR TWO PIECE JERSEY DRESSES \$16.75

**McGee's**  
 EXCLUSIVE LADIES' STORE  
 ASHLAND, OREGON

## Do your Tires Measure up to Your Car?



The man who drives on United States Royal Cord Balloons knows that no finer tires can be made—he knows that they are worthy of the finest car built.

Royal Balloons insure comfort and less strain on the car—They smooth out the bumps and ruts—actually cushion the car and occupants.

Royal Balloons are safe tires—

They are equipped with six rows of sturdy tread blocks, improving traction, lessening danger of skidding and providing maximum brake control.

Latex-treated Web Cord, which is exclusive in United States Tires, gives them greater strength and greater flexibility.

Drop in. We'll tell you why United States Tires are good tires.



United States ROYAL CORD Balloons  
 The tire that makes its own good roads. Maximum strength and maximum flexibility in the carcass by the use of Latex-treated Web Cord. Every cord under uniform tension through the Flat Band method of construction. Handmade, effective tread providing sure traction, positive braking and protection against skidding.

United States Tires are Good Tires

## Leedom's Tire House

Across from the Lithia Springs Hotel