

### Local ; Personal Notes

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

#### Visiting Carson and Tilton Families—

Mr. and Mrs. E. M. Fowler of Westminster, British Columbia, and J. L. Fowler of Hubbard, Oregon, are spending several days in Ashland visiting at the homes of Mr. and Mrs. O. F. Carson on Iowa street and Dr. and Mrs. C. F. Tilton on Almond street.

Hot Rolls for your dinner. Franklin Bakery. 288-6

Let the UNION write your full coverage automobile insurance. See, of course. \$2-11

#### Announce Birth—

Mr. and Mrs. William Schofield of Burbank, California, announce the birth of a daughter Wednesday, August 3. Mrs. Schofield was formerly Miss Lillian Greer, daughter of Mrs. B. R. Greer.

Ask for phonograph service at Elhart's.

#### Home From Business Trip—

O. F. Carson of the Carson-Fowler Lumber company in this city, returned yesterday to his home on Iowa street after spending the past few days looking after business affairs in the northern part of the state.

#### BIDS

Bids will be received up to the 15th of August for 20 cord good body fir wood. Suitable for furnace, give bids on 2 or 4 ft. wood, delivered at Presbyterian church, J. L. Harner, 145 Almond St. 287-2

## VINING

TODAY ONLY



also

### COUNTRY STORE

Plenty Of

Laughs and Gifts

COMING TOMORROW



Alaskan Adventures

#### Cars Registered—

One hundred and fifteen out-of-state tourists stopped in Ashland yesterday to register their cars at the local Chamber of Commerce, most of them being from California. The daily registrations remain about the same, the largest number stopping in one day so far this summer being 228.

Cliff Payne makes brackets.

All kinds of warehouse room to rent or store, J. N. Dennis. 270-1f

#### Spending Week at Lake—

Mr. and Mrs. E. R. Isaac of Isaac's Dry Goods store on Main street, left Saturday for the Lake of the Woods where they will spend a week's vacation. Mr. Isaac is recuperating from an illness which kept him confined recently to his home on Granite street for two or three days.

Just received 350 foot case of auto glass, bring your auto glass work to Jordan's mill. 276-1f

Buckeye tested malt syrup, Schuerman's Grocery. 288-1f

#### Left for Crescent Lake—

Mr. and Mrs. Walter O'Donahue and two children who have spent the past few days in Ashland visiting Mrs. O'Donahue's parents, Mr. and Mrs. Alexander Livingston on East Main street, left Saturday for Crescent Lake, just out of Klamath Falls, where Mr. O'Donahue is employed by the Southern Pacific company. They formerly resided in this city.

Myrtle Wood novelties, souvenirs—Elhart's.

The latest in fall styles and fabrics at Paulserud's. 277-1f

#### Former Ashland Residents

Mr. and Mrs. W. N. Wright and two daughters, Dorothy and Eugenia of Carlin, Nevada, arrived in Ashland Saturday for a visit with friends and are guests at the Columbia hotel. The Wrights resided in this city eight years ago, Mr. Wright being an employee of the Southern Pacific company.

Photograph repair. Fix-It Shop.

Extra allowances for old ones on our new tri-fold & Electric machines for AUG. Our representative will be in Ashland Thursday the 11th. Call, phone, or write your wants to Singer Sewing Machine Co., Medford. 285-4t

#### Named Son—

Mr. and Mrs. Raymond Ruger, who recently became the parents of a ten-pound son, have named the little fellow Jack Bowers Ruger. The baby was born at the home of Mr. Ruger's parents, Mr. and Mrs. J. A. Ruger on Alida street. Raymond is employed by the Southern Pacific company at Dunsmuir, California.

Ripe peaches at Ash. F. & Pro. Assn. 284-1f

#### Returned from Coast—

Mr. and Mrs. Elmer Smith returned to their home on Oak street Saturday from a week's vacation spent on the coast, where they visited Crescent City, Marshfield and several other cities. Mr. and Mrs. Walter Leper of Medford, who accompanied them on the trip, returned to their home last Thursday.

#### Arrived This Morning—

Mr. and Mrs. Frank Hammett and Mr. and Mrs. Steven Bunds, residents of Santa Ana, California, arrived in this city this morning and spent several hours here visiting Mrs. Hammett's brother and wife, Mr. and Mrs. A. C. Nininger of Nininger's Sporting Goods store on Main street. Mr. and Mrs. Hammett and Mr. and Mrs. Bunds are enroute to British Columbia to spend their vacation.

Rental fiction library—Elhart's

H. C. STOCK  
MORTICIAN  
Helene Biede  
Licensed Lady Assistant  
Deputy Coroner Office

# J.C. PENNEY Co.

25 Years of Service

# J.C. PENNEY Co.

## Succeeding the Golden Rule Mercantile Co. Opening Next Thursday!

# Bringing a Country Wide Advantage to Your Door!

THE story of the J. C. Penney Company, which will soon open a link of its great family of Department Stores here, is an important chapter in the history of modern storekeeping methods. It is more than important! It is inspiring! It is a story of a business with a Big Idea behind it—an idea that is clean, clear cut! The Big Idea with us for a score and more of years has been and is today, the patent fact that it is unfailingly governed by the Golden Rule: "Whatsoever ye would that others should do unto you, do ye even so unto them." Every customer pays the one and same price! No more! No less! And that price assures a superior value! No so-called "sales"! No discounts! No charge accounts! The same square deal and just treatment alike to all—and all the time!

In all our hundreds of Department Stores, distributed over the United States,

### The Supreme Endeavor IS SERVICE--

SERVICE qualified by courteous attention of salespeople to customers and their wants.

SERVICE by unfailingly providing quality and enduring satisfaction.

SERVICE by affording prices which assure economy for superior quality goods.

The J. C. Penney Company assures you quality and fair play.

### MR. JAMES C. PENNEY

In 1902, opened a small general store at Keomer, Wyoming. Such stores were typical of the times. Out of this one-town, one-man, one-store-business has grown a Nation-Wide Institution of Department Stores. Its operations today offer a sharp contrast to those of a quarter of a century ago.

Then a few hundred people were served. Now millions of people are served by the hundreds of J. C. Penney Company Department Stores which are scattered from Coast to Coast and from the Gulf to the Great Lakes.

### Announcement:

In the transfer of the Golden Rule Mercantile Co. Store to the Nation-wide Institution of J. C. Penney Company Stores, we assumed a definite responsibility—a responsibility of bringing to every family of this community a service that will give advantages that will mean much to the happiness, comfort and purse of every person.

It will be a privilege to us to serve all the old customers of the Golden Rule—a retail organization which itself performed a real service. We will strive to merit the patronage of old and new customers.

The buying resources of the J. C. Penney Company will prove a revelation to you, not alone in the astonishingly low and attractive prices which you will enjoy as one result, but more pleasingly because of the breadth of the selections that will be offered you of merchandise that today is accepted throughout the United States as the standard by which all good merchandise is judged.

### Our Popular Department Stores

bring a country-wide advantage to the very threshold of your home—to the threshold of millions of homes in town and on the farm and in the most remote towns and communities. They bring to the housewife and to each member of her home, the great joy of personal inspection and selection of stylish, reliable goods before buying.

These hundreds of Stores—the largest unit of Dry Goods, Clothing and Shoe distributing centers in the World—are available to additional hundreds of thousands of families because of the good roads that have been built. The long, tedious journeys by horse and wagon of yesteryears have been reduced to a few hours' run in the automobile.

### The Meaning to You and Your Family of a 885-Store Buying Power

THE fact that the Organization of which the local J. C. Penney Co. Store is to be a part, is opening scores of Stores this year, naturally has little interest to you except as to how these many Stores, and particularly the one here, will benefit you.

Compare, if you will, the results obtained by an engine of 1-horsepower with the one of 885-horsepower! How insignificant the little engine becomes!

The 885-Store Buying Power of this Organization assures you the lowest possible prices at all times for a uniformly reliable quality of goods. This means much to you.

Buying most we buy for less, and selling most we sell for less. Our buying and selling power means that you are to have a saving power here that will enable you to keep many additional dollars in the family purse during each year.

### Cash Buying a Vital Factor to You

Another meaning our Stores have for you: We sell for cash only! Therefore, you get the full benefit from our cash buying. Having no "charge accounts," we do not sustain losses from non-collectable bills which cash buyers are called upon to make up by paying higher prices. The same, square, even treatment is accorded alike to all always.

We ask you to carry home your purchases. Thus you are saved the cost of an expensive delivery system.

Our constant aim is to pack all the Value into each purchase you make from us that is possible and to that end the fullest resources of this Organization are drawn upon that your every experience may be one of lasting pleasure, satisfaction and profit.

## This Great Family of Stores Stands Indisputably In a Leading Position As a Nation-Wide Distributor to the People of Reliable

# Dry Goods, Millinery, Wearing Apparel, Corsets, Dress Accessories, Clothing, Hats, Caps, Furnishings, Shoes, Notions and Kindred Lines

This Name Is Your Future Guide to Better Values and More of Them--

# J.C. PENNEY Co.

Elks Building  
Ashland  
Oregon