

A D

## We Can Make

EVERY Diamond Tire our big factories can produce is demanded by enthusiastic motorists who have previously driven on Diamonds.

More than 2,000,000 Diamond Tires are in use more than one for every three cars in America. Every one of these Diamonds has displaced other makes.

We feel that such popular demand is stronger proof of Diamond super-value than all the claims and guarantees we could make,

## The Diamond Rubber Co.

AKRON. OHIO



JOB PRINTING NEATLY DONE AT THE COURIER OFFICE

## Don't Slow Up Advertising Now!

Is in mater

admirable. There is another, how- trator. The purpose was to elimin- game. It was a dandy trip too, for at probably makes a stronger ate competition and stop speculative it took us over some beautiful coun-By fixing the prices, he put into had never seen before. Dana and I of them. It is the celebration taking effect a policy of controlling the took a walk over to the next town profits of food dealers from the pro- instead of going to the ball game and on the way back I met Herb Kentner of Medford who worked with Probert and me at Wolfe Creek Hill. He is in an areo squadron and stationed about thirty kilometers from here. He comes up here now and then. Claude Smith is near here some where, but I don't know where. It is the hardest thing in the world to get definite positions of companies. Whenever you ask where a certain company is, they don't know, but think it is at a certain place. A man would run his degs off if he started to hunt up a fellow, if he followed directions. The only way to find a fellow is to just run across him accidently. Elsie Janus has been in this sector for a week or so and I have had a chance to see her a few times. Entertainments come along pretty regularly and all the boys sure do'enjoy anything along the vaudeville line. Lights out. Lots of love to all.

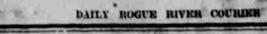
SQUEEGEE **Demanding Every Diamond** 

TIRES

TURNES

WEDNESDAY, JULY 3, 1918.

11. 1885



appeal to the imagination than any piace in American shipyards. There are over 90 ships being launched on this Fourth, far more ships than ever before, in all the world, hit the water at one time. They aggregate about half a million States. The latest list shows a place tons, a greater tonnage than we used to launch in the course of a whole year. They will provide the means 150.698 troops in France.

ceptional, to be sure. Some of these ships have been held back a little for the occasion, others have been rushed. But the launchings will not stop when the last of those new merchantmen has slid down the ways The glorious splash will be repeated the next day, and the next, in evergrowing volume, until every day in the year is reminiscent of this big celebration.

It is particularly fitting because of what the ships mean. It was German attacks on our ships, German violalion of the sacred sea laws, that our right to sail them at our own dict-a chorus of approval. pleasure, without the permission and St., says: autoorst. These ships are re-estab-

for the mea-mastery they represent!

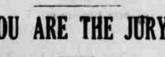
ducer down to the retailer.

Queer Post Office Names.

Strange names have often been given to post offices in the United called Ace, in Missouri; an Affinity in West Virginia, a Barefoot in Georgia. a Bigfoot in Texas, a Blowout in Idaho, a Braggadocio in Missouri, a Chuckle by which we can maintain more than in North Carolina, a Difficulty in Wyoming, and a Mud in Texas. The post office doesn't care, of course, so long And that is but one day. It is ex- as the name is written legibly and the county and state are given.

Time the Only Cure.

Nothing but time will get the here of sixteen out of the notion of mar rying the heroine of fourteen. It may take a month.



Hear the Testimony of Grants Pass People and Decide the Case

Doan's Kidney Pills are on trialare being tried every day for weak **broadents** of the seas and make good al experiences of Grants Pass wit-nesses. There can be only one ver-

Wallace Sunday June 2, 1918.

Dear Folks:

Your letter of May 7th came the 31st, so the time has been shortened by th elimination of packages in the drove \_3 to wer. We entered the kidneys-for exhausting kidney mails. We have about everything backaches. What is the verdict? necessary for our comfort. The Y. M.C.A. and the Salvation Army provide the things like candy, nuts and fruit. I am not in position to state Mrs. J. R. Gunning, 406 S. Fourth what the Red Cross is doing over despits the prohibition of any upstart great deal of misery at times and there were dull, bearing-down pains beimet. These ships are re-estabhelmet. The Y.M.C.A. keeps on hand Siching that freedom-the oldest tacks, my kidneys have acted too more of the necessities of soldiers freely and then again, have been and the Salvation Army the luxuries. too more of the necessities of soldiers be notions.
How the kalser, with his own mer mains fleet half lost and the rest
reading in safe harbors, envies those
for the mea-mastery they represent!
freely and then again, have been and the salvation Army the luxuries. Both are doing wonderful work. Of course the secretary makes the hut, and you will find different personali the mea-mastery they represent!
freely and then again, have been and the salvation Army the luxuries. Both are doing wonderful work. Of course the secretary makes the hut, and you will find different personali ties and conditions. We have been in getting an accommodating and happy secretary. There are come real grouper of the mean mastery they represent!

Never has there been a time when the public lins looked more keenly for MERCHANDISING NEWS than now.

Never has there been a time more auspicious for the enterprising tradesman to secure HIS FULL SHARE OF TRADE than now.

People must continue to eat, to wear and to use.

The tendency is to cut out luxuries, and luxuries are only a relativey small proportion of your business. For every luxury cut out you have a chance to increase yous movement of staples.

How short-sighted is the policy of reducing advertising expense to "save money." You will only lose Dade. You will only lose prestige

Advertise to increase sales and make more money; don't cut it out to save money.

Study your advertising as you never did before-de it wisely and well.

Be prosperous and let the people know that you are prosperous.

Success was NEVER achieved by stopping advertising or by wearing old clothes and talking pessimism.

