

**The Ashland Register**

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**IS 65 YEARS ENOUGH?**

Senator James Couzens of Michigan, now 55 does not care to live beyond the age of 65 years, he says:

"I hope I do not live more than ten years longer. That would be about right. I will have had enough of life by then. This, of course, applies to me only. I would not presume to judge a span of life for others."

While Senator Couzens states that he is speaking only for himself, yet it is most unbecoming of a United States senator to give expression to a sentiment of this kind even though he may secure some public notice, which he did not crave so keenly a few years ago when he entered the American senate. He is one of the wealthiest men that ever held a seat in the senate.

A contrast to this opinion is expressed by Count Ilya Tolstoy, son of a distinguished father, who is visiting America, who says:

"At the age of 65 I am as active mentally and physically as I was 20 years ago. I expect to remain so for at least another score of years, although I am looking forward to thirty-five years more of life. Every normal person has the right to expect to live a whole century."

The harm done by the senator's statement is that many elderly people will get the idea that they are looked upon as "has been" after they reach the age of 65. Nothing could be farther from the truth. The greatest statesmen of all times have been men beyond the age of 65. Hundreds of examples of men and women could be cited, who have made their greatest successes beyond the age of 65.

No, Senator, you have another guess a coming even about yourself made privately and expressed publicly. You should read the lines of Browning's "Rabbi Ben Ezra," which run as follows: "Grow old along with me—the best is yet to be." And don't throw out the gloom about being through at 65. Don't you know that we are all as old as we feel, or as our friends think we are?"

**ADVERTISING COMES INTO ITS OWN**

"Public utility companies will spend \$28,000,000 for advertising this year." Here, in this news item, is food for thought. It makes one wonder if there are still reactionaries who insist that advertising is useless and a waste of investors' money.

Statistics on the strides that advertising expenditure and space have taken, would be of tremendous interest to the student of modern industry and business. In the past twenty years it has unquestionably doubled itself many times. Through the various mediums, and most important of all, the newspapers, advertising and publicity have grown to proportions where they are among the greatest forces known for furthering

progress and forwardness. The recent unprecedented growth of the public utilities are directly traceable, in a large degree, to the effect of wide and intelligent advertising. Far from being a waste of investors' money it is a safeguard in that if the company or product advertised is honest and worthwhile, that company's business or sales will increase in direct proportion to the amount of advertising.

Progressive business is learning that the only thing better for business than extensive advertising is more extensive advertising plus a good product or service.

**A DOUBLE DECLINE**

Evidently in many communities of the Middle West population has decreased, but a more striking commentary of American life is the fact that the size of families has also decreased. The latter condition is not confined to Iowa, either, but it offers added proof that Theodore Roosevelt's advice has not been taken seriously; as shown by this excerpt from an Iowa newspaper:

Back in 1874, Jackson county had 8,840 persons of school age, from 5 to 21 years old. Now there are but 5,287 persons of school age in the county. It is true that the population has also decreased, being approximately 23,000 in 1872 and only 19,350 now, but at the same proportion, there should be at least 7,500 school children in the county now.

**HORN BROOK NEWS NOTES**

Mrs. I. L. Ward who visited her husband here last week returned to her home in Oakland Tuesday.

Mrs. Cora Burns of Ashland returned home Sunday after a weeks visit at the home of Mr. and Mrs. E. R. Greive.

Mr. and Mrs. Lloyd Preyer motored to Ashland Monday where Mr. Preyer is taking medical treatment from Dr. Crandall.

Miss Francis Pratt of Ashland is here for a few days visit with her father, Carol Pratt.

Mrs. Herbert Spheet of Ashland is visiting friends here.

Mrs. M. E. McGruder of Central Point, Ore., who spent the summer here with her daughter, Mrs. E. F. Coker, returned to her home Friday.

Mrs. Lloyd Preyer motored to Yreka Wednesday on business.

Mrs. Cully Roberts came up from Dunsuir Saturday for a few days visit with relatives.

Mr. and Mrs. Bernard Driesvener were business callers in Yreka Sunday evening.

Mrs. Fred Cavin spent Saturday in Dunsuir.

Mrs. C. Barnes of Hilt was a business visitor here Saturday.

Mrs. Alfred Hughes and children and Mrs. E. F. Coker motored to Central Point, Friday. They returned Sunday.

Mr. and Mrs. L. Tipton of Seattle are visiting their nephew, Herbert Spheet.

Miss Gladys Lowe and Floyd Stone motored to Yreka Friday evening to attend the Freshmen reception at the High School.

Thomas Herbig motored to Hilt Monday to consult Dr. Morse. J. A. McMaster of Ager was a

business visitor here Monday.

Mrs. Carolyn Richardson, formerly of this place, but now of Dunsuir, stopped over to call on relatives while on her way to Wander, Oregon to attend the funeral of her father, the late Lou Smith.

Fred Bloomcamp was a business visitor in Yreka Friday.

Rolin Breceda of Marshfield, Ore., visited friends here Friday and Saturday.

Mrs. Ada Fowler, who was stricken with paralysis last week is improving.

Clarence Sonle of Klamath Falls called on relatives here Thursday while on his way to Little Shasta.

Mr. John Heggis, Mrs. Richard Milline and Mrs. Rose Bratton, of Klamath Falls were overnight guests at the home of Mr. and Mrs. D. C. Earhart Thursday night. They were on their way

home from Little Shasta where they attended the funeral of little Lloyd Mellise Soule.

Mr. and Mrs. Walter Smith of Yreka visited friends here Thursday. The Smiths were former residents of Hornbrook.

Word was received last week by Mrs. D. C. Earhart of the death of Dr. A. Sonle who is a brother of Mrs. Earhart. The little one had been afflicted with stomach trouble from birth and in spite of all that medical aid could do passed away at the age of two months. He was laid to rest in the Little Shasta cemetery Thursday afternoon.

Mr. Robert Hemphill entertained at dinner Thursday evening in honor of Mr. M. Walsh's birthday. Several guests were invited and report a fine time.

Mrs. D. C. Earhart left Sunday for the home of her mother in Little Shasta to be gone indefinitely.

Mr. and Mrs. N. A. Buckner left Wednesday for Alturas to spend a week at the home of Mr. and Mrs. E. A. Miles.

The Tuesday club met Tuesday at the home of Mrs. Frank Lowe. Refreshments were served to Mrs. Mary Campbell, Mrs. Mary Clauson, Mrs. Ella Fowler, Mrs. Nels Dennis, Mrs. Wm. Stone, Mrs. Henley Clauson, Mrs. Charles Quigley, Mrs. Frank Lowe, and Mrs. Linnie Muller and Mrs. Cynthia Long of Hilt.

Mrs. Alice S. Killen of Sawyers Bar, left for her home Thursday after a few days visit with her sister, Mrs. Ada Fowler.

Mr. and Mrs. C. G. Brainerd and Miss Millie Clerkin of Loomis are guests at the home of Mr. and Mrs. Walter Bray, Mr. Bray and Mr. Brainerd returned Thursday from Butte Valley where they were deer hunting.

Lorin Adams and son of Los Gatos visited at the home of Mrs. Jane Transon Tuesday.

Mr. and Mrs. Geo. Bray of Yreka visited at the home of Walter Bray Thursday.

Mr. and Mrs. G. A. Hansen and children of Little Shasta visited relatives here Sunday.

Mr. John Elyburn returned

home from Tule Lake last week.

The Ladies Aid met Thursday afternoon at the home of Mrs. Walter Bray. After the regular business session a social hour was held. Refreshments were served to Mrs. Jane Transon, Mrs. Lois Cowan, Mrs. Severt Johnson, Mrs. G. D. Kraft, Mrs. Fred Bloomcamp, Mrs. Ada Fowler, Mrs. C. G. Brainerd, Mrs. Guy Sanders, Mrs. Walter Bray and Mrs. Tobitha Jacobs.

Mrs. Anna Clauson entertained a number of little girls Saturday afternoon in honor of the 7th birthday of her granddaughter, Margaret Bennett. Refreshments of ice cream and cake were served

to the following children: Em-marie Dennis, Elaine Quigley, Margaret and Polly Greive, Gladys Johnson, Madeline Chapman, Mar-jorie and Bernice Bloomcamp and Marjorie Bennett.

**TALENT NEWS**

The property belonging to the Alford estate on Main street and occupied by Lewis Brown and family for the past 9 years was sold last week to Mr. Jenkins of Glendale, Oregon. Mr. and Mrs. Brown are moving soon to Ashland for the winter.

Mr. E. E. Roberts passed away, Continued on Page 4

**J.C. PENNEY CO.**  
A NATION-WIDE INSTITUTION

"where savings are greatest"

Elks Bldg. Phone 3 Ashland, Ore.

**25th Anniversary**

**In Good Taste**

**And Inexpensive**

Feet that ache and burn constantly need arch support shoes. These of black patent are so modish you would never guess they were correctives.

\$5.90



**25th Anniversary**

**Charming Cases**

For Your Pillow



89c

**25th Anniversary**

**Cover Up!**

The Ironing Board



Unbleached cover and pad, 60c  
Cover alone regular size, 25c

**Corduroy's**

Boys and Young Men's

In the new light colors  
An Exceptional Value

Boy's 8 to 15 years

\$2.89

Young Men's 30 to 36 inch Waist

\$3.98

**A PLAN THAT WORKS**

"We regularly save a certain amount of our income and then spend the rest," we overheard a woman say the other day. She couldn't be bothered with budgets and records of money spent, she said, and felt that they were unnecessary so long as expenditures were never allowed to interfere with savings.

Many people share this woman's antipathy toward keeping a daily record of small expenditures, but few can so definitely tell of the plan for savings, regularly carried out.

A checking account to provide all the records of expenditure necessary to the average household, and a savings account for accumulating your weekly savings, form an ideal arrangement for a systematic household.

Savings deposits made on or before the 5th of every month earn interest from the 1st of that month.

**FIRST NATIONAL BANK**  
ASHLAND OREGON

COMMERCIAL SAVINGS SAFE DEPOSIT

**AND STILL SOME MORE QUOTATIONS FROM**

**HARDY BROS.**  
ASHLANDS BIGGEST AND BEST  
**GROCERY**

**ABSOLUTELY YOUR LAST CHANCE TO BUY**

4LB SWIFT'S JEWEL SHORTENING AT 75c  
8 lb SWIFT'S JEWEL SHORTENING AT \$1.45  
MARKET IS ALREADY ABOVE THIS FIGURE AND STILL GOING

- NEW CROP RAISINS ARE NOW IN THOSE LARGE 4 LB PKGS. AT ONLY 39c
- AUNT JEMIMA PANCAKE FLOUR 40c
- STORY BOOK CORN, 2 CANS FOR 25c
- SHREDDED WHEAT BISCUITS, 2 FOR 25c
- SUNBRITE, A REAL CLEANSER, AT 5c
- MACARONI OR SPAGHETTI, 3 LBS FOR 25c
- 3 LB PACKAGES NEW FIGS FOR 39c
- MOUNTAIN TURNIPS, PER LB. 3c
- RIPE SWEET POTATO SQUASH PER LB. 2c
- DRY ONIONS, DANDYS AT 8 LBS FOR 25c
- CRANBERRIES, 2 LBS. FOR 45c
- SWEET POTATOES, 6 LBS. 25c

**AND EXTRA SPECIAL!**

A WHITE HANDLE EXTRA QUALITY BROOM AT ONLY 69c

DON'T FORGET D. A. R. FOOD SALE SAT.

WE DELIVER FREE WITHIN CITY LIMITS

**Hardy Brothers**

**East Side Pharmacy**  
PRESCRIPTION DRUGGISTS

CORNER OF SECOND AND MAIN STREETS  
ASHLAND, OREGON

**Saturday, October 1st**

WILL BE THE LAST DAY OF OUR BIG

**1c SALE**

A genuine money saving sale every article is standard and guaranteed

CHECK THE SALES SHEET THAT WAS LEFT AT YOUR DOOR