

WILL G. STEELE RESIGNS TO GO TO EUGENE CLUB

With considerable surprise and regret on the part of the Medford public the news became known today that Will G. Steele, secretary of the Medford chamber of commerce had resigned that office to accept the position as secretary of the Eugene chamber of commerce, a position to which it is understood he was unanimously elected last night by the directors of that chamber.

Thus Medford loses a much beloved citizen, but will doubtless see the "Father of Crater Lake" occasionally during the summer months, as Mr. Steele will retain his office as superintendent of Crater Lake national park and will make brief visits to the park during the busy season. The office of superintendent was created by act of congress for him and was placed under the direction of United States Judge Wolverton, Mr. Steele's boyhood chum and ardent friend for many years, who has given his consent to Mr. Steele's taking the Eugene secretaryship and retaining the park superintendency.

Altho Mr. Steele receives more money in the Eugene position it was not a question of money alone that influenced him to accept that office. He was more influenced by his desire to be with his daughter, Miss Jean, who will attend the University of Oregon at Eugene. The directors of the Medford chamber offered to meet whatever salary the Eugene chamber offered, but Mr. Steele refused to remain here any longer than the first of March when he assumes his duties as secretary of the Eugene chamber. The local board of directors accepted his resignation last Saturday.

In fact Mr. Steele, who is 66 years old, some time ago made up his mind to seek some kind of employment in Eugene so that he and Mrs. Steele could be with Jean while she attended the university.

"I have not many more years to live," he said Tuesday and I wish to see Jean get the best education possible before I depart this world, and do not want to be separated from her any more than possible. We were always chums, you know. So about a week ago I went to Eugene to look around for suitable employment of any kind. I had nothing special in mind. It so happened that on meeting a man to whom I was introduced by a friend there I just happened to get hold of the right man. He informed me that Mr. Gilstrap, secretary of the Eugene chamber was anxious to quit that position at once, altho it was not yet publicly known. I met Mr. Gilstrap and he confirmed this. Thus it happened that I became an applicant for the Eugene secretaryship. An emissary of the Eugene chamber directors last week came to Medford to see me and declared that the board was unanimous in its desire that I accept the secretaryship, to which I was to be elected last night.

It is agreeable all around. I will ever love Medford and its people and if my new job will be able to do much good for Medford, with Mrs. Steele and Jean I will move to Eugene and take up the duties of secretary March 1st.

WOMEN ARE GREATEST AD READERS WORLD

Women are the greatest ad readers in the world. They depend upon them for information regarding bargain sales, the price of groceries, quality of dress goods, and the style of new spring bonnets. The business of the ad writer, then, is to attract the eye of the housewife to his one particular ad. Drawings, colors, photographs, short snappy sayings, are often resorted to, and sometimes are misleading, and once misled the purchaser seldom forgives.

In the Pacific Coast Biscuit company's ads the package is used to demand attention. Some appropriate drawings underneath enhances the appearance of the ad, and brief, illuminating reason-why statements are made regarding the Pacific Coast Biscuit company's products, and their superiority over others, to complete the ad.

Everybody Likes 'em at the first taste - says Bobby



POST TOASTIES

N. Y. FRUIT EXPERT PAYS TRIBUTE TO WEST ADVERTISING

Declaring that the time had arrived for the growers of New York state apples to advertise their products in the city newspapers of the country, President U. P. Hedrick, of the New York State Horticultural society, in addressing the annual state convention of that organization in Rochester, New York, recently, pointed out that unless they did so that they could never hope to reclaim the best markets from the advertised western apples which are grown largely in Washington and Oregon, and have advertised their way clear across the continent into New York state.

"The west has taken the best markets," said Professor Hedrick, "and to regain them New York state must advertise in no uncertain way the high qualities of her fruits. Consumers in the cities think the western fruit is best; we must teach them otherwise. Prices for western fruits have been higher and rather steadier than for eastern fruits, chiefly because they are better distributed and better known than such meritorious advertising. New York fruit growers must advertise."

President Hedrick related an incident that transpired recently in which he sought to illustrate the reaching-out effect of the advertising of western apples.

"A few weeks ago a prominent member of this society sent me a newspaper from western New York, advertising apples," said the speaker. "The advertisement contained no references to special brands or to apples from a special region, but was a general advertisement of the apple, written to induce all kinds and conditions of mankind to eat more apples—the kind of an 'ad' that makes everyone hungry for an apple, and makes him believe that besides satisfying all the senses that cater to the appetite, he may cure his rheumatism and whatever else ails him, even to putting grey matter in his brain, by eating apples. 'At last, I thought,' said Professor Hedrick, 'the fruit growers of New York are on the job. They have learned.' I said, 'that the touchstone to trade is to advertise. Having for years preached that the world should be told how much better a New York apple is than the fruits of the far west, I was delighted to think that someone was advertising New York apples and wrote to him to find out who it might be. You would never guess who it turned out to be. The state of Washington was advertising apples in the very heart of the New York apple region. I learned that eastern newspapers were receiving material once or twice a month to persuade people to eat more apples."

"New York fruits have a reputation for high quality among those who know New York fruits. We grow choicely good apples, highly flavored pears, unimpeachably good peaches and honey plums, but the world does not know it. Why not stake our reputation on high quality fruit and advertise it? The west has us beaten on size and color. Let us advertise quality fruits."

"It should be the business of this society to make the public familiar with the names and qualities of New York fruits. With this knowledge, fruit buyers would pay the difference between the cost of good and poor quality varieties, just as they pay more for a porterhouse steak than for a pot stew. The west has taken the best markets and to regain them, New York must advertise in no uncertain way the quality of her fruits. Consumers think the western fruit is best; we must teach them otherwise. A rhyme of the trade, quoted once before in this society, is worth calling to your minds again:

"He who whispers down the well,
About the goods he has to sell,
Does not reap the shining golden dollars
Like he who climbs a tree and hollers."

ASK RED CROSS AID IN GALICIA TYPHOID RAGING

WARSAW, Feb. 10.—American Red Cross officials have been asked by the Polish government to rush doctors into southeastern Galicia, where typhoid fever is epidemic. M. Damosky, a member of the Polish government says the people of eastern Galicia are literally dying out and that several villages in that district are left without a single survivor, since the epidemic began. It is said, one hundred thousand deaths have occurred, one out of every ten taken ill dying.

At Tarnopol there is a daily death toll of 100 at hospitals, while at Stanislaw hospitals are so crowded that typhoid victims are reported lying in the streets. It is asserted the people are afraid to go near these sufferers and that physicians are too busy to give them any attention.

WHY THE PUBLIC ARE SCRAMBLING FOR OIL STOCKS

The boom in oil stocks which has taken hold of the entire country is the result of a combination of circumstances. Following the ending of the war there existed a real and substantial basis for a rise in the market value of oil securities. The close of hostilities found the petroleum industry in probably a more favorable position than any other of our basic industries. It needed no particular liquidation or readjustment. Prices of petroleum products had not soared to the dizzy and artificial heights which characterized certain other important commodities.

Moreover, stocks of petroleum had been depleted to a low point and because of the denuded state of European neutrals and enemy countries and the certainty of a revival of activity in the automobile industry there was every reason to look for a continued large demand for most oil products. At the same time war conditions had caused a shrinkage in market values of oil securities and they had not reflected the favorable conditions prevailing within the industry. These factors furnished the incentives for the beginning of the boom.

But the public had little interest in the shares of the substantial oil companies and did not enter the market until later on. It is hard to explain exactly what caused the public to turn to the oil stocks. Perhaps it was partly because of the record of oil in the war, already referred to.

People who had never given a thought to the oil industry could not help being impressed with the widespread news and magazine stories of the remarkable war work of the motor lorries, a France. The installation of endless Sundays last summer brought home to motorists the enormous demands upon the oil industry and called to the country's attention the fact that the United States was supplying the bulk of the world's oil requirements.

PORTLANDERS ASK PARDON DR. EQUI

PORTLAND, Feb. 10.—A petition said to be numerously signed by citizens of Portland, has been conveyed to the president thru Senator Phelan of California, asking a pardon for Dr. Marie Equi, according to a Washington dispatch received here today.

The Oregon senators were not asked to intercede in her behalf. Friends of the convicted woman have been pleading that she should be released because of relief work said to have been performed in the San Francisco earthquake.

IRISH AUTO DRIVERS REFUSE GOV'T ORDERS

DUBLIN, Sunday, Feb. 10.—Automobile drivers who recently struck as a protest against the order that they obtain government permits before operating their machines are returning to work. The men, however, still refuse to take out permits, asserting the authorities have insisted upon this formality in order that the police may interfere with the drivers.

IN MOTHERHOOD

A woman needs all the strength possible to take good care of her baby. The reflections of a married woman are not pleasant if she is delicate, run-down, or over-worked. She feels "played out." Her smile and good spirits have taken flight. It worries her husband as well as herself.

This is the time to build up her strength and remove those weaknesses or ailments which are the seat of her trouble.

Dr. Pierce's Favorite Prescription regulates and promotes all the proper functions of womanhood, enriches the blood, dispels aches and pains, melancholia and nervousness, brings refreshing sleep, restores health and strength. It overcomes those disorders and derangements of womanhood. It makes weak women strong and sick women well. All druggists. Liquid or tablets.

HILL, CALIF.—"I can hardly express in words the benefit I have received from the use of Dr. Pierce's Favorite Prescription and 'Pleasant Pellets.' I suffered greatly at times, I tried several remedies but to no good. Then I heard of Dr. Pierce's Favorite Prescription, and took two bottles, which righted everything. I also used eight bottles during expectancy and had practically no suffering. My boy weighed 9 pounds; I only weighed 9 lbs. I know if I hadn't used Dr. Pierce's medicines I would not have been so fortunate."—Mrs. Jno. H. Stelling.

BIRD PARADISE AT PAGE THEATRE MONDAY NIGHT

"Bird of Paradise" that truly wonderful play dealing with Hawaiian life, written by Richard Walton Tully is to be the attraction at the Page theatre, Monday night, Feb. 16th, bids fair to take its place with such perennial visitors as "Ben Hur," "The Old Homestead," "Way Down East," and "In Old Kentucky."

Already it is in its ninth season of joyous travels and the interest in its survival is undimmed. Indeed no more appealing play than "The Bird of Paradise" can well be imagined as it tells a remarkably some story of romantic import, punctuated by thrills and scenic surprises, points directly to a plausible moral, invites unobtrusive comedy scenes and incidents of the most natural kind, and introduces native music by Hawaiian singers and players through the entire unfolding of its dramatic purpose.

It is the story of a beautiful Hawaiian princess, who in her blind passion of love for a young American physician, marries him. Her love is reciprocated but the man eventually falls a victim to the lowest animal cravings. After that comes tragedy and sorrow, ending with the self sacrifice of Luana as an atonement for her own people by marrying a Christian.

COMMUNICATION

To the Editor: Rev. Millard will be interested to know that the editor supplied the heading, "Sermon Subject Twisted," with which he takes exception in my former letter.

The teachings of Christian Science are the teachings of pure and undefiled religion as taught and practiced by Jesus. They are not new, nor did Mrs. Eddy invent them. She simply discovered and revealed to hungering humanity the spiritual meaning of the words and works of the prophets, the Master and His disciples. As the result of her labors vast multitudes have been healed physically, mentally and morally. Thousands of these cases turned to Christian Science for healing after they had failed to get relief from material methods.

The teachings of Christian Science are in no way disproved by the passing away of Mrs. Eddy, nor does her passing in any way indicate that she "repudiated her doctrine." The fact remains that eternal life is God, who knows no death. A false sense of life may seem to die, but this does not in any way interfere with immortal life which is revealed through spiritual understanding. "To be carnally minded is death," wrote Paul in the 8th chapter of Romans, "but to be spiritually minded is life and peace." Death then, is the result of the belief of life in matter. Mrs. Eddy clearly sets forth the position of Christian Science in this regard on page 329 of "Science and Health with Key to the Scriptures," when, in speaking for herself and others, she says: "Because you cannot walk on the water and raise the dead you have no right to question the great might of divine science in these directions. Be thankful that Jesus, who was the true demonstrator of science, did these things, and left his example for us." The teachings of Christian Science are able to demonstrate these teachings only so far as they understand them.

Christ Jesus said: "He that believeth in me, even though he were dead, yet shall he live; and whom I live, and believeth in me shall never die." There are many examples given in the Bible of those who were spiritually minded enough to overcome death and lay off the flesh, as Jesus did at the resurrection. These witnesses bring comfort, and serve as incentives to others to strive to

get that mind he in them which was also in Christ Jesus," and which alone can enable them to emulate his works.

A. O. FREEL, Portland, Ore.

Get the Genuine and Avoid Waste



Economy in Every Cake

LIBERTY

A TWO FEATURE PROGRAM

THREE DAYS—STARTS TODAY

Two Stars with But a Single Thought—Make You Glad and Happy.

Fatty Arbuckle

in

"The Hayseed"

Marguerite Clark

in

"Luck in Pawn"

BETTER COME AND BRING THE FAMILY

Same Old Admission
Adults 25c; Kiddies 10c. Includes War Tax.

Coming—Enid Bennett in "Stepping Out."

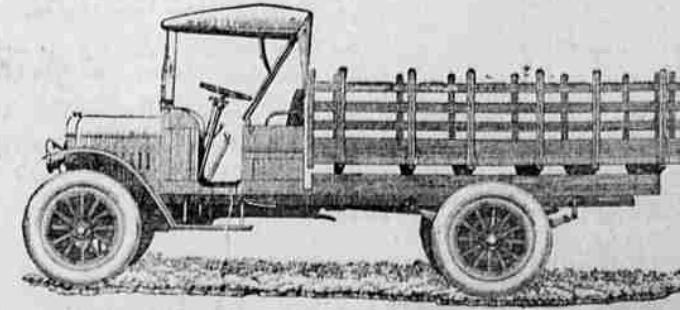
LIBERTY

There Hasn't Been a Year Since You Started Business That the Draying Charges You've Paid Outsiders Wouldn't Have Half Bought a Maxwell Truck

THE close figuring merchant who calculates he can't afford this expense reducer is the very man who needs it most.

Just the right size and price for 90% of American concerns. On the confidence of more than 3000 users in many kinds of business, Maxwell tire, gas and repair bills hold records for moderation.

Worm drive. Electric lights and generator. 16 miles to the gallon. 2400 lbs. \$5000 truck construction. \$5000 truck guarantee. \$1310 (chassis), the lowest priced full grown, fully guaranteed 1½-ton truck in the world. Pays its way from day to day.



A. W. WALKER AUTO CO.
MEDFORD, OREGON.