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MEDFORD MAIL TRIBUNE, MEDFORD, OREGON, TUESDAY, FEBRUARY 6, 1923

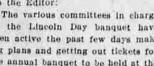


Ind and Seattle branches if a send Gilbert was elected commander company. The first speaker was C. O. Shep-herd, sales manager of the California Oregon Power company, his subject being "Relation of Good Will to Dosiness." He explained what good will and a square deal to everyone by the dealer means and said success could not be obtained and maintained without it.

had attained in 1922 and predicted enormous gains in 1923. He exhibit-ed copies of the ads to be used in a selected list of newspapers and on bill boards this year. He said the company had proven beyond doubt the wonderful success of advertising, that no successful business could be established or maintained without judicious advertising and asked the dealers to the up with their campaism. Mr. Boring said after careful in-vestigation as to circulation and thanding of newspapers The Mali Tribune and Sun had been selected among five papers in Oregon to carry their campaign. "Newspaper Advertising" was dis-

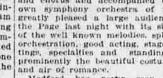
"Newspaper Advertising" was dis-cursed by S. E. Smith, who said no business, professional man, manu-facturer or wholesaler who studies and uses modern methods today at-temps to conduct his business with-and making explorate advertising temps making systematic advertising a out making systematic advertising a joint of that business or profession, staling that from two to ten per cent of the gross receipts are usually set aside for advertising. He called attention to the fact that in 1923 national advertisers would spend about three hundred millions of dol-bust on advertisers a maker portion about three hundred millions of doi-hirs on advertising, a major portion of which will go to the leading news-parers and magnalizes. This means about \$2 for every man, woman and child in the United States and does not take into consideration any of the directing the work as a whole. sullions spent by the thousands of re-

and take into consideration any of the collinear appent by the thousands of re-failers and professional men all over failers and professional men all over that of fleutenant colonel, which title that of fleutenant colonel, which title that of fleutenant colonel, which title that of fleutenant colonel. Which title the uow holds.
L. L. Waither of the California Oregon Power company summarized the take of these who pre-treaded him, emplaising many of the points brought out from the stand-root the transition grany of the points brought out from the stand-root the mover of the Pacific States Electric Co., to raise the standard of the industry and to educate the public of the fluctuates and comfort of the advantages and comfort of the dea that "advertising is to the soil."
Engineer McKee of the power company for its unselfish program of the sond of the generic uption of the sond of th mpany for its unselfish program for the good of the general public. The "Check Scal" program carries the etamp of approval of merchants handling Pacific States Electric comhandling Pacific States Electric com-pany products, and means standard resterial, good workmanship and fair



closer touch with the dealers in this ferritory and to explain the plans of the "Check Scal" program. The meeting was in charge of theorge Boring, manager of the Port-land and Scattle branches of the Combany.

D. D., pastor of the Presbyterian church of Astoria, Ore., as the principal speaker at the Lincoln Day banquet. I know of no better selection that they could have made. Major Gilbert, as he is called, is recognized as one of the strongest ministers in the state both as a speaker, mixer among men and organizer. For 12 years he has been pastor of the Pres For 15 byterian church at Astoria and is be loved by his people because of his strong qualities, both as a man and a minister. He was used by the government in many of the patriotic and money raising campaigns of the early days of the war-was one of the to offer his services and with a leave of absence from his church, which refused to let him resign, spent two years in the thickest of the fray in France during the World war, as 3.8 chaplain of the Third Oregon, which position he still holds. In France he was made head of all the chaplains,



Tongue Twisters

(To be read aloud)

By C. L. EDSON, Author of the Gentle Art of

Columning.

Theatre

EMILE COUE CHANGES CHICAGO'S SLOGAN

CHICAGO'S SLOGAN around and soon be so I could not go out and become helpless and that thought is exceedingly repulsive to much a little help along that line, septement of auto-suggestion, escaped any gathering of erippled and dis-abled persons upon his arrivat in Chi-cago by reason of his cariy arrivat the lecture hall. Incidentially, he gave Chicago substitute "I am," for "I will." As to the sick he said: "So many would not be sick at all if they did not keep thinking them-He was given the title of major and later

did not keep thinking them-slck."

Cup Tea Prevented Dramatic Break a Britain and Belgium

duty of patriotism as an American citizen. E. P. LAWRENCE.





Definess." He explained what from with hearing. Due to the game ban gould not be obtained and maintained without it. M. R. Olson, assistant treasurer of the Pacific States Electrical Co-spoke on "Financial Relations of the Jobber With the Catomer," pointing of the Good Will advertain acter, capacity and capital. M. B. Doring explained the begin-ing of the Good Will advertain campaign and of the "Check Seal". My Boring explained the begin-ing of the Good Will advertain campaign and to the suggest to the same are specially invited the state of the plasmat social events of the praintent of the begin-enting of the Good Will advertain campaign and to the suggest to the same are specially invited the state of the suggest to the same specially invited to this banquet which is always one of the plasmat social events of the peak to the same to gate thors active of the plasmat social events of the president of Jackson County Lincoln Club. The take this opportunity to the date to take this opportunity to the date to take this opportunity to the date to take this opportunity to the same to take this opportunity to the associated pression and the suggestion directed as strong and in our special tess and standing out the same to take the same to take this opportunity to the associated pression all the protested as strong and in our same transplant of the company in the same of the same to the the enchanting musical play the sys-the same the same to the same and same to the same to the same and the same to the sa

geiß, leading and ably assisted by die clever foil. Tom Burton. Miss Marie Wells, as the "Merry Widow" lived up to her advance no-tlees as a winsome actress of per-though handleapped by a cold James Liddy as Prince Danilo and Warren Proctor as Camille de Joil-the amassador, played the other chief parts acceptably. Miss Marie Wells, as the "Merry widow" lived up to her advance no-don't put on their thinking cap and beip me to stather items for the baglets, that I will have to throw up want to have to do that, for that a disp meets me with a smile, might not like it and I would not displease him for anything and there is another thought and that is if I should quit unnar "Attempt of the attempt of the other thought and that is if I should quit unnar

my mind or prompt me to move around and I would soon be like an old friend of mine, who is not as old as I am by several years, just sit around and soon be so I could not go

ports that his mother is spending the winter in California. Thomas Farlow formerly of Lake Creek, where he owns one of the best farms in the county, but now has become a clitzen of Medford, was also here for dinner Wednesday. H. L. Cox was also here the same day. While here the miller

PARIS, Feb.--So engrossed were the delegates in the discussion of va-P. & E. railfroad, extending out presented at the Paris confer-tone, that on the third and last day of the meeting they nearly forgot their five o'clock tea. Verbal exchanges between Premier Bonar-Law and Mr. Thennis, the Belgian premier, had become some-what bitter, marking the only strain, ed moments of the conference. The ir was charged with suppressed for a time it seemed as if the con-

tainers. Mrs. Massey claimed Med-ford as her home and Mrs. Brady stid that she was homeless as she traveled all the time with her hus-band. I also met A. G. Knapp, rep-resenting Allen and Lewis, Portland. That made three of the salesmen and Mr. Shelby made the four and two hardware men, beside Mr. Shelby and a class may that shows how many

at the home of Mrs. Wm. Brown Thursday evening, Several members were present. A very pleasant time was enjoyed. The old officers were re-elected. Miss Groves was hostess with Mrs. Mattle Brown.

It is understood at the foreign office AMATEUR CRACKSMEN

night upon receipt of the news of the Lausanne conference rupture. The result of the deliberations was not made public.

While the situation is conceded by Turkish newspapers to be grave, the hope is generally expressed that a peaceful solution will be reached, but a dispatch to the Texhid from Angora

"The last word is left to our bay onets."

Other Angora dispatches quote an unnamed statesman as saying:

"Although the door to peace is closed, it is not yet locked. I believe the allies will yet be obliged to make peace but if not we are strong enough to attain our aims backed by the nation.'

In an interview at Ak-Hissar, Mustapha Kemal Pasha is quoted as saying:

"Whatever phases this struggle, for which we are not responsible, may take, be sure we will obtain our ulti-mate rights. The will and the capacity of the nation guarantee that." Conference circles here assert that not the slightest further concessions can be made by the Turks.

CHURCH TAX BILL KILLED

(Continued from page one)

Favor Eddy Measure SALEM, Ore., Feb. 6 .- The senate yesterday adopted a report recom Wednesday. H. L. Cox was also here the same day. While here the subject came up of an article that was in The Daily Mail Tribune, speaking of the work in the timber and the addi-and optional, in the high schols of



about \$1200, January on the figures

above showing a decrease. The county treasurer paid the warrants "under protest" owing to a lack of funds in the Enforcement fund.

LEAVE SEED TRAIL

The cracksmen, who blew up the

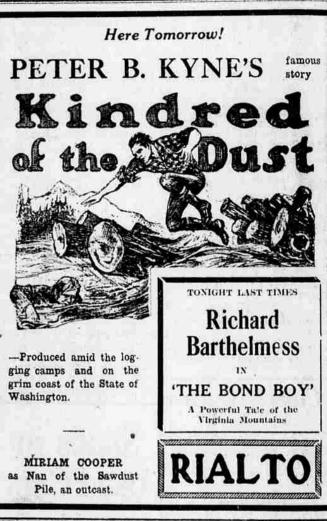
Unless you see the name "Bayer" on package or on tablets you are not get-ting the genuine Bayer product pre-scribed by physicians over twenty-two years and proved safe by millions for Colds

Headache Lumbago Rheumatism Toothache Nedralgia Pain, Pain

Accept "Bayer Tablets of Aspirin" only. Each unbroken package contains proper directions. Handy boxes of twelve tablets cost few cents. Drug-gists also sell bottles of 24 and 100. Aspirin, is the trade mark of Bayer Manufacture of Monoacotleacidester of Schendlereid.

safe in the Oregon Cooperative asso-clation office some time Sunday night were amateurs, according to the sherift's office, who spent all day Monday | Salleylicacid.

Earache



TWO FEET OF COMFORT WITH EVERY STEP



running down clues. It is also the opinion of the sheriff's office that they

were hungry. A ten pound box of date was stolen, and the thieves ate them as they ran, for the seeds there-of were found along the railroad track

date seeds ran out and the trail was lost. "Jungle camps" along Bear Creek

ASPIRIN

The

for half a mile towards Talent.

ANNOUNCE PRIZES



Winners in the prize essay contest conducted by the Medford Art Lavers' league for the best paper on the painting "Never Alone." which was exhibited at the Medford Center riore, were announced today by the committee composed of high school thruthy members who consented to land

taculty members who consented to judge the essays. Marion Ness, 15 years old, won tirst prize of 55; Grace Helberger, 17 years old, second prize, \$3 and Gladys Borders, 15 years old, third rules \$2

The essays will be printed in The Mail Tribune at a later date.

"Cascarets" 10c Best Bowel Laxative

> When Bilious, Constipated

To clean out your bowels without ramping or overacting, take Cascarets, sick headache, bilionaness, gases, indirestion, sour, tract stomach, and all not distress gone by morning. Nicest skywie on earth for grown-ups and chil-tren. 10c a box. Taste like candy. sour, upset stomach, and



terurban Autocar company, has re-turned from Salem where he has spent most of the past two weeks. He made complete arrangements for daily stage service to and from Port-

The equipment will be the large compartment type stages with smoker and ladies compartment.

towns. These stages will pick up and dis-there in o question of France ceding the is-lands. The minister said he brought back charge passengers at all points be-tween Medford and Portland, mak-ing the through trip in one day. This will be a trip over the Pa-effic highway which will give pas-what is due be

sengers a chance to see some of the beauty spots of Oregon including Cow Creek canyon.

2 Brothers Drowned

TACOMA, Feb. 6.-Two brothers, Alden and Lorrin Horner, ten and across the Isthmus of Panama was nine years old respectively, were expressed at the White House today

drowned in Snake Lake, victims of after the subject had been toucher thin ice, when the younger lad at-tempted to cross the lake last evening

on a short cut home from school. The Save money on wrapping paper by older boy was drowned trying to save using white print paper in rolls. Ask his brother.

JUST ONE PLACE TO LOOK

for real values in Real Estate-In the Classified Section of The Mail Tribune. There you will find any kind of property you could possibly want-Houses, Business Property, Suburban Acreage, Farms or Exchanges. If you are thinking of Real Estate at all, you must give a thought to our classified.

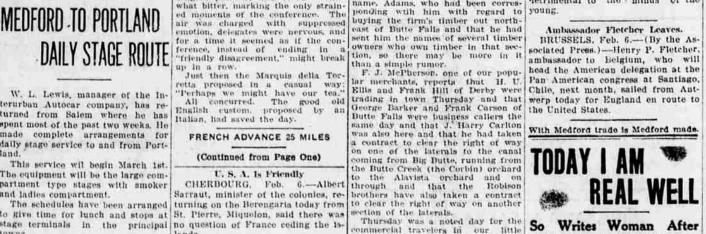
Read the "Real Estate" Ads today.

representing laker, Hamilaton and Pacific Co., San Francisco, Calif. He brought his mother-in-law, Mrs. C. H. Natwick of Medford out and she

H. Natwick of Medford out and she had a fine visit with the hestess of the Sunnyside and her daughter. They both took dinner here and so did Walter D. Offver, formerly of Trail, but now of Portland. He had been spending a month visiting his mother, Mrs. C. Kachy Flernol of Trail. U. S. May Build Another Canal WASHINGTON, Feb. 6.-Hope that profit from the Panama canal ulti-mately may lead the American gov-

Mrs. Sarah Waldren of Medford, who had been up to the Anderson camp to do the cooking for the men working on the Eagle Point Irriga-

working on the Eagle Point Irriga-tion company's canal, but was taken sick and only remained a few days, came out on the stage Thursday. I also met Mr. H. L. Buck, who had just finished up his centract to clear the right-of-way on a unit of the canal referred to above. While I was in the George Brown & Sons store Thursday looking for Eaglets I met Mr. and Mrs. Mas-sey and Mr. and Mrs. J. F. Brady, and while the ladies were patiently wait-ing for their husbands, for they were both commercial travelers, the first one representing Walter N. Moory, dry goods company. Sin Francisco, and the other Berning Height and C. S. F. J., engaged them in conver-sation and found them to be very arrecable and interesting enter-



Writes Woman After So Taking Lydia E. Pinkham's Vegetable Compound

Jamestown N. Y.—"I was nervous, easily excited and discouraged and had no ambition. Part of the time I was not table to sit up as I suffered with pains in my back and with weakness. I took Lydia E. Pinkham's Veg et able Com-pound, both the liq-uid and tablet forms, and used Lydia E. Pinkham's Sanative Wash for inflamma-tion. Today I am

Wash for inflamma-tion. Today I am real well and run a rooming house and do the work. I recommend your medi-cine to every woman who complains, and you may use my letter to help any one else. I am passing through the Change of Life now and I keep the Vegetable Compound in the house, ready to take when I feel the need of it."-Mrs. ALICE D. DAVIS, 203 W. Second St., Jamestown, N. Y.

Jamestown, N. Y. Often some slight derangement may cause a general upset condition of the whole system, indicated by such symp-toms as nervousness, backache, lack of ambition and general weakness. Lydia E. Pinkham's Vegetable Com-pound will be found a splendid medicine for such troubles. In many cases it has removed the cause of the trouble.



1.15.25

Nowhere do strain and fatigue show themselves sooner than in the feet. Until her feet begin to trouble her, the average woman gives them little thought or attention. ARCH-O-PEDIC footwear gives just the support required to keep normal feet well and healthy.



>1

Black kid boots priced \$12.50 pair Black kid Oxfords are \$10.00 pair Brown kid Oxfords \$10.50 pair

C. M. KIDD & CO.

