

SUMMER EXCELLENT TIME FOR BOOSTING COMMUNITY GLORIES

The summer season is an excellent time for Chambers of Commerce to advertise the advantages of their communities...

The summer is often a slack period when it is convenient to move or arrange for the building of new plants...

Community advertising has been built up to a considerable extent by the public utilities. Since the introduction of the customer ownership plan...

Individual or partnership industries are noticeably lax in extending their advertising program outside their immediate territory of operation...

Some of the largest of our present day successful industries have eliminated from small communities and after a thorough analysis of their marked progress...

The intent and purpose of this article is to arouse the enthusiasm of local manufacturing and industrial institutions...

Opportunity is that quality of character which impels us to prepare for the success which is always waiting...

As one capable writer, ably said, "The individual who spends most of his time planning his career is too much the architect of it and not enough the practical builder."

The Medford Chamber of Commerce, through a contact formed with The Associated Industries of Oregon...

The Associated Industries of Oregon are undertaking to produce the first complete compendium entitled "Manufactures and Products of Oregon"...

Attention of local industry is again invited to their opportunity to get listed in this compendium by merely filing application with the secretary of the Medford Chamber of Commerce...

MARSHFIELD MILL DESTROYED BY FIRE

BEND, Aug. 2.—One forest fire located in the Metolous section of the Deschutes national forest was reported today. It was caused by lightning and is thought not to be serious.

MARSHFIELD, Aug. 3.—(A. P.)—Fire of undetermined origin early today destroyed the Fred Nelson sawmill and excelsior plant on South Inlet, near here.

Premium List of Jackson County Fair Has Been Issued

The premium list for the eleventh annual Jackson county fair and pear show to be held at the grounds a mile south of Medford, September 16 to 19 has been issued and is ready for distribution...

There are splendid premiums offered on all products of orchard, farm garden, kitchen, pantry, also on poultry, stock, fancy work and other articles.

There is no better way to advertise the valley and southern Oregon than by splendid exhibits. The association will no doubt, admit all real tourists free again this year...

Cook with gas.

Vanderbilt Heiress on Honeymoon



Mr. and Mrs. Frederic Cameron Church, Jr., figures in the most important society wedding of the summer, are seen on their honeymoon. Mrs. Church was Miss Muriel Vanderbilt, daughter of Mr. and Mrs. W. K. Vanderbilt. The wedding took place at Newport.

JACKSONVILLE BOY RUNS AWAY FOR THE SECOND TIME

Gilford White, age 14, living with his parents in Jacksonville who ran away from home early last week, was found by Woodland, Calif., authorities this morning.

Authorities of southern Oregon and northern California, are looking today for Gilford White, 14, living with his parents in Jacksonville, who ran away from home last week and was last seen near Phoenix, riding his wheel south on the Pacific highway.

According to his uncle, E. R. White, the boy ran away first about two weeks ago, and was returned home. His second flight, he says, was due to "some little mischief that frightened him, and he is now afraid to stop going."

The father of the boy is F. E. White, a driver of a motor stage between this city and Roseburg.

GOLD STRIKE AT MAMMOTH MINE

"With the last shot fired off in the tunnel of the Mammoth mine, owned by R. E. Bratton and his brother, a body of extremely rich ore was uncovered," says the Grants Pass Courier.

Rio Grande Overflows; 50 Families Homeless

EL PASO, Texas, Aug. 3 (A. P.)—High waters in the Rio Grande have rendered 50 families homeless and have done damage estimated at \$90,000 around Fabens, Texas.

Reclamation officials said the flood which passed here Saturday night with but small damage, is proving a menace to the lower areas around Fabens, where there is less dike protection.

WANDERLUST HITS BOYS IN MEDFORD, 4 LADS CAUGHT

Two boys not over 12 years of age, giving their surname as Hunter and their father's name as E. R. Hunter of Medford, were stopped in Roseburg yesterday as runaways from home.

Two other Medford boys seized recently with the wanderlust fever are now confined in the state training school, according to the following telegram news sent out from Dallas, Oregon, last Saturday:

"Two Pitts and Glen Stringer, each 12 years old, were committed to the state training school by Judge Hawkins. They ran away from their homes at Medford. Their parents refused to come after or send for the boys."

ITALIAN COUNT RESENTS ADDRESS BY HARVARD MAN

WILLIAMSTOWN, Mass., Aug. 3 (A. P.)—Count Antonio Cippico, Italian fascist senator, attending the National Institute of Politics here today characterized as "offensive and discourteous" statements made yesterday by Professor Edward M. East of Harvard in criticizing Count Cippico's advocacy of emigration as a solution of Italy's over-population problem.

"I have nothing to answer to an article couched in terms so offensive and in a manner so discourteous," Count Cippico said. "As such, I feel it to be beneath contempt."

ESCAPED TRUSTY CAUGHT SUNDAY

SALEM, Aug. 3 (A. P.)—David Jackson, a trusty who escaped from the state penitentiary potato patch last Thursday, was caught yesterday near Jefferson, Marion county. Philip Davies, another trusty, who escaped at the same time, is still at large.

OWEN-OREGON CO. GETS EQUIPMENT FOR WINTER WORK

Plans for the all-winter operation of the logging camps and local plant of the Owen-Oregon company have been completed, with the ordering of equipment for handling timber in snow.

Stanley R. Hodgeman of Spokane, Wash., an efficiency expert, arrived Sunday and will inspect the local plant and file a report on the manufacturing and operation thoroughness and any needed improvements to increase the same.

James H. Owen, general manager of the local plant will leave next week for Eau Claire, Wisconsin, to attend the annual directors meeting of the company.

PERSHING ARRIVES FOR CHILEAN CONFAB

AIJCA, Chile, Aug. 3.—(A. P.)—General John J. Pershing, president of the Tacna-Arica plebiscite committee arrived here yesterday on board the United States cruiser Rochester.

Full military honors were accorded General Pershing as he stepped on the pier and he was accorded an ovation by a large portion of the population as he proceeded to his residence.

U. S. FLEET DEPARTS FOR TASMANIA

MELBORNE, Aug. 3.—(A. P.)—Admiral R. E. Coote, commander of the United States fleet, held a farewell reception to the residents of Melbourne today, using three battleships to accommodate his guests.

When the U. S. S. Richmond sails it will carry the governor of Victoria who will travel as the guest of Rear Admiral Thomas P. Magruder, while the governor visits Tasmania.

How false is the dictum That a tubercular victim Must hunt for his health in the west; For, surrounded by friends And a few laying hens, His chances at home are the best.

With his cough and a ticket To some western thicket Out in the dry atmosphere— Why, surrounded by friends And a few laying hens, His chances are better right here.

Roughly estimated, the rat population of a city about equals the number of human inhabitants. It isn't so much the first crop of the darn things —it's the up-keep.

Special sale on all infants clothes. Natwick, Inc. 119*

Advertisement for Kill Flies Mosquitoes and Tanglefoot Fly Spray. Includes a picture of the product and text describing its effectiveness against insects.

VAUDEVILLE ARTIST SUICIDES WITH HUMOR

HOBOKEN, N. J., Aug. 3 (A. P.)—Arthur Chambers, vaudeville craxon

artist, was found dead from gas in his room last night. Beside the body was a likeness of the dead man bearing this inscription: "Justified Exit."

NEW YORK, Aug. 3.—(A. P.)—The executive committee of the United States Lawn Tennis association holds a written pledge from William T. Tilden, II, national champion, binding him to give no more interviews for newspaper syndication on tennis tournaments in which he is a competitor.

My ELECTRIC RANGE



ECONOMY isn't the only reason why housewives take such a natural pride in their electric ranges.

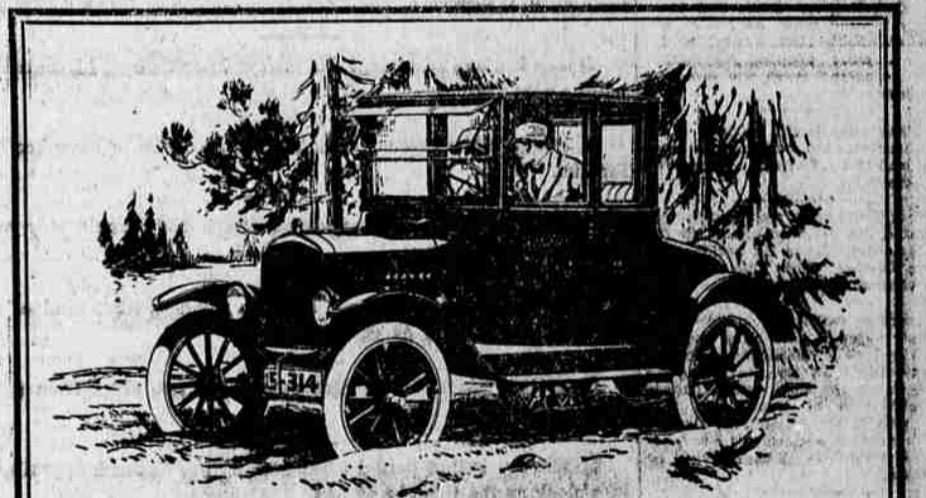
It's one of the practical reasons, of course—like the quick, clean, electrical heat, the freedom from fuel and ashes, the better roasts and baking.

But after all, these might be a man's reasons for equipping his home with an electric range. Woman's reasons go deeper. If you wish to see what every woman thinks of clean, convenient, efficient electrical appliances throughout the home, notice the pride with which she says, "MY electric range."

There is now an electric range in one out of every seven houses on the COPCO system.

Select one for your home from the models on display at your nearest dealer's. Convenient payments may be easily arranged.

THE CALIFORNIA OREGON POWER COMPANY



Away From the Crowds

America is still undiscovered, still waiting to be discovered —by you!

Away from the paved highways, deep in the hidden solitudes —are shady groves fragrant with the scent of flowers—sundrenched valleys—lazy streams—or hurrying brooks—as befit your mood. Waiting to please you with their untouched charms.

Take your Ford and venture forth into the delights of the unknown. Leave the beaten path to others. Go where you will—whether the road is paved or not.

It is the car for the true adventurer; the car that no going —be it sand, dirt or rocky road—can halt; the car that will take you safely, certainly and happily to where Nature hides her true loveliness.



Runabout - \$260 Tudor Sedan - \$590 Touring Car - \$290 Fordor Sedan - \$660

On open cars demountable rims and starter are \$25 extra. Full size Balloon Tires \$25 extra. All prices f. o. b. Detroit.

Coupe \$520 F. O. B. Detroit

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford Car on easy payments:

Name Address City State

Mail this coupon to

Ford Motor Company Detroit