

WM. GATES GIVES ADVERTISING TALK FOR LIONS' CLUB

Wednesday was "advertising day" at the Lion club's luncheon meeting. Each member distributed some article of an advertising nature to other members, and gave a one-minute talk advertising some phase of his own business. This new type of meeting proved interesting and instructive, some members producing unique advertising ideas.

W. A. Gates was principal speaker and gave some excellent points on advertising. He related bits of his experiences when associated with Herbert Hubbard, and gave his bearings the benefit of fundamental points in advertising gathered from this experience.

Three fundamental points of successful advertising, according to Mr. Gates are: Be yourself; put your own personality into your advertising. Get a good slogan and stick to it; continue to repeat the same thing and the public will finally learn to think it automatically. And last, but not least, be honest. Sell only the kind of merchandise you yourself would want to buy. "The worst deal you can make," said Mr. Gates, "is to sell some article which has been on your shelves for a long time, because nobody wanted it. It is money in your pocket to throw it in the trash can, rather than sell such an article to one of your customers. For every such customer has hundreds of friends, and in making a dissatisfied customer of him, you stand to lose, not only his confidence and trade, but also that of many of his friends."

Next Wednesday will be Lions' educational day, and is in charge of George Newberry, chairman of the educational committee.

Wards Labor Day Values

WESTERN FIELD .22 RIFLE

\$9.95

Bolt Action 16-Shot Repeater

New! Has deep Beavertail fore-end until now found only on highest priced target rifles! Walnut finished stock with grooved forearm and pistol grip. Proofterested 24" blued steel barrel with pistol grip. 24" barrel shoots any rifle .22's.



WESTERN FIELD SHOTGUN

\$5.95

.410-Gauge Bolt Action Single Shot

Smooth, sure action. Easy to handle. Walnut finished stock with grooved forearm and pistol grip. Automatic ejection. Proofterested 24" blued steel barrel. Metal head front and inverted leaf rear sights. Chrome plated bolt, lever, trigger.



Big Moto Bike

85 Monthly, Plus Carrying Charge

Balloons! Stainless steel guards. Chrome-plated! **\$33.00**

\$4.00 Down



Bike Tire

A Mighty Good Low-Priced Tire!

New live rubber. White sidewalls. Big black tread. **\$1.00**

28" for 25" Rim



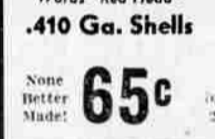
Wards CleanFire Long Rifle .22's

None Better Made! **27c** for 50



Wards "Red Head" .410 Ga. Shells

None Better Made! **65c** for 25

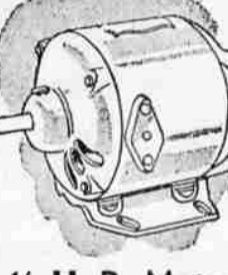


1/4-H. P. Motor

Repulsion Induction Type

Bronze bearings, diamond bored. Quiet! **\$10.95**

110-Volt 60 Cycle A. C.



No. 14 RC Wire

Listed by Underwriters', Inc.

Tinned copper wire. "Safe-cote" type. Smooth finish. **79c**

100-ft.




BX Cable

Listed by Underwriters', Inc.

Heavy interlocking steel armor. 2 No. 14 wires. **\$3.69**

100-ft. Coil



100% Pure Pennsylvania Oil!

NONE BETTER MADE

Famous Riverside Motor Oil

58c Gal. Incl. Tax In Your Container.

Also Sold in 2 and 5 Gallon Cans.

All from Bradford crude, costliest produced. Refined as a Super-Film oil to lubricate even hottest-running, fastest, highest-compression motors. Train-load buying, 489-store selling, bring Wards low price for the finest!

KEEPS NEW CARS NEW. MAKES OLD CARS YOUNG.



SPECIAL PRICES ON OIL CHANGES FOR ALL CARS

Our Finest Oil FREE CRANKCASE SERVICE

Note These Prices On Complete Oil Changes!

FORD, MODEL A
Riverside 100 per cent Pure Pennsylvania. 5 quarts **73c**

FORD V-8
A super-film Eastern Oil. 5 quarts **73c**

CHEVROLET 4
Makes old car run like new. 5 quarts **73c**

CHEVROLET 6
Riverside Pure Pennsylvania. 5 quarts **73c**

PLYMOUTH 6
Proper lubrication at all temperatures. 5 quarts **73c**

ESSEX 6
Best obtainable for high compression motors. 6 quarts **87c**

BUICK 6
The best. Made from Bradford Crude. 6 quarts **87c**

STERLING MINE SUIT SCHEDULED

September 20 next was set by the court, upon agreement of counsel, for trial of the Sterling Mining Company against the Sterling Mining Company. Attorney Foster J. New representing the mining company informed the court development plans were delayed by the pending case, and urged early action. Attorney Roberts represented the plaintiffs.

The suit is one of a series affecting the mining property.

Last spring, the mining company secured a court order evicting a number of squatter miners from the property, in order to speed development. The property is under lease to an eastern syndicate, which plans to mine new ground.

3RD QUARTER TAX PAYMENTS START

Payment of the third quarter taxes, expiring September 15 has started, according to the tax collection department of the sheriff's office, and is expected to continue briskly until reaching the peak in the final days. Chief Tax Clerk Gertrude Martin says the quarterly payment plan, adopted by the last session of the legislature is proving popular, as much as tax-paying can be popular, and she predicts there will be a slight decrease in the delinquency for this county. The first batch of checks, on the September tax payments were received this week.

MOTHER OF SHIRLEY BROTHERS SUGGUMBS

Word has been received by the Shirley brothers of the death of their mother, Mrs. Sarah E. Shirley, at Queen City, Mo., Tuesday, August 28. Her three sons, J. W. Shirley, A. B. Shirley and R. H. Shirley, all reside here.

Mrs. Shirley had many friends in Medford, where she had visited her sons several times.

Changing Tires On Highway Is Hazard Says Chas. Furnas

A lot of otherwise careful motorists are going to have their holiday automobile trips ruined by having to change tires, in the opinion of C. C. Furnas, local dealer for the Good-year Tire & Rubber Co.

"Holiday trips are planned and the day before, the motorist takes his car to the filling station, has the tank filled with gasoline, the oil checked, the battery looked after and tires inflated with proper air pressure.

"However, just putting air in the tires is not enough in many cases. Motorists will start out on their holiday trip on tires that are worn thin—and a double hazard immediately presents itself. Of course, many folks drive a little faster on a trip of this sort in order to reach the destination, and heat, being the enemy of tire life, often takes its toll in the form of a blowout, especially when the roads are hot and dry. Or if the roads are wet and slippery danger of skidding is great on tires worn thin and smooth.

"The best insurance against troubles when tires are worn thin and smooth is new tires, tires with traction in the center of the tread, such as possessed by the new Goodyear G-3. The G-3 gives 43 per cent more non-skid mileage, has two pounds more rubber in the tread and has a wider, flatter tread, giving it greater contact with the road," Mr. Furnas concluded.

Long Handle, Round Point Shovel

\$1.25

8 1/2 by 1 1/2-in. Blade

High carbon steel. Strap Shank.

Utility Shovel, 4-ft. handle.....60c
Manure Fork, 5 tines.....\$1.69
Manure Fork, 6 tines.....\$1.89




Save on Builder's Hardware! WIRE NAILS

Large assortment of kinds and sizes. 8d-2 1/2-in. Common. **\$4.35**

100-Lb. Keg

Rural Mail Box, U. S. Post Office approved. Weather-proof. Package size.....\$2.50
Lock Set, dull brass finish.....50c
Rim Lock Set, Japanned finish.....40c
Sight Latch.....55c
Sash Cord, No. 7, 100 ft.....60c
Cylinder Padlock, die cast case, hardened shackle.....45c



STRAIGHT LINE NETTING—2-in. mesh, 20-gauge poultry fencing, 150-ft. bales, 36-in. only **\$2.25**

STEEL WHEELBARROW—sturdy steel bed and hardwood frame **\$4.85**

CORDWOOD SAWS—High quality circular buzz saws; 32-in. size is only **\$8.25**

CROSS CUT SAWS—Use them for bucking or falling, 6-foot size **\$5.85**

Soil Pipe

Tar Coated Inside and Out! 4" Cast-iron. Single hub. We have fittings, too. **\$1.80**

5-ft. Length



Electric Pump

85 Monthly, Plus Carrying Charge

Automatic! Costs but few cents daily to run. Save! **\$46.75**

\$5 Down



Closet Set

Powerful Siphon Action

First quality throughout. Mahogany finished seat. **\$14.00**



18-mo. Battery

13 Plates and 47% Excess Power

Must satisfy 18 months or return for adjustment. Save! **\$5.25**

With Old Battery



Riverside Plugs

Produced at Wards Low Costs

Even TWICE Wards price won't buy a better plug. **33c**



Generators

Allowance for Your Old One

For Ford A-AA only... \$3.45

Rebuilds to run like new. **\$3.20**

For Ford T



Wood Heater

91% Cast Iron Nickleod Trim!

Swing top for big chunks of wood. Cooking top! **\$14.95**



Wood Heater

Cast Iron Hearth-Type Grate

Feed doors top and front. Cooking lid in top. Sturdy! **\$12.50**




Western Steel Range

\$43.95

\$5 Down, \$5 Monthly Small Carrying Charge

Quick heating! Steel body with asbestos insulation! Satin-smooth griddle top! Big 18-in. oven! Porcelain enameled doors.



Wood Basket

Antique Brass-Hammered Finish!

Strongly riveted. Lightweight, easy to handle. **\$1.19**



Wood Heater

Top and End Feed Doors! Steel!

Cast-iron firepot! 1 to 2 rooms amply heated. **\$14.95**



3-4 Room Wood Heater

\$33.95

\$4 Down, \$4 Monthly Small Carrying Charge

Heavy steel and cast-iron construction! Big door for big wood! Circulates healthful heat! Cooking lid under top. See it now!



STOVEPIPE AND SUPPLIES

5-in. pipe.....20c
6-in. pipe.....20c
7x6-in. pipe.....30c
6x5-in. pipe.....25c
5-in. elbow.....17c
6-in. elbow.....20c
6-in. damper.....19c

FREE FURNACE ESTIMATES

Now is the time to find out what your furnace installation will cost. Absolutely no obligation. Our skilled heating expert will give you valuable information, plans, etc., at no cost.

ROOFING SALE

Light Roofing.....\$1.19
Medium Roofing.....1.80
Heavy Roofing.....2.35
Slate Roofing.....2.90
Black Sheathing.....1.65
Hex Shingles, square 6.40
Gray Sheathing.....1.00
Plywood, 7-ft.x4 ft. pc.....1.10

MONTGOMERY WARD

117 SO. CENTRAL. TELEPHONE 286