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ARROW COLLARS

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CLUETT, PEABODY & Co., Inc. MAKERS OF ARROW SHIRTS TRUY, N. Y.

Possibilities of Canal Limited

The first big experiment in the use of the Panama canal for shipping northwestern fruit to New York has just been completed by the North Pacific Fruit Distributors. Two important facts have been determined, according to president H. F. Davidson, who recently returned from New York. One is that only three districts and part of a fourth of the ten principal fruit districts in the northwest can ship their apples to Atlantic coast ports that way and make a substantial saving in transportation charges. The other is that small shippers are practically debarred, owing to handling charges and to certain established trade conditions which are encountered upon arrival. Only a large organization with its own salaried employees at the receiving end to consummate private sales and to arrange for the immediate disposition of the fruit upon arrival can avoid losses which would more than offset any advantages that might be gained from transporting it via the canal.

"Hood River and a few nearby points in Oregon and Yakima and Wenatchee in Washington are the only northwestern districts that can make a substantial saving," declared Mr. Davidson. "Even then someone who has a direct personal interest in the cargoes must be on hand to meet them and take care of them at once. The other northwestern districts are practically eliminated because of the expense of getting their apples to the Pacific coast ports where they would be loaded.

"It costs 66 cents per hundred pounds or about 33 cents per box to send apples by steamship from Seat-

tle or Portland to New York, we have ascertained. That includes merely switching, dockage and unloading at Seattle or Portland, freight and refrigeration to and lighterage at New York and insurance. To this must be added freight from the fruit district in question to the Pacific coast ports, which varies from 4 1/2 cents per box in the case of Hood River to as much as 33 1/2 cents from some sections of southern Idaho, making the total cost run from 37 1/2 cents to 66 1/2 cents.

"These ocean shipments, of course, must be made under refrigeration, passing as they do through the intense heat of the torrid zone. On the other hand, overland shipments, which are almost uniformly made in ventilated instead of refrigerated cars, cost 50 cents per box from all northwestern districts to New York. There are a few weeks during the early part of the season when railroad shipments are made under refrigeration, and the expense of sending apples overland under those circumstances range from 59 cents to 64 cents per box, the cost from most of the districts being 61 cents. At that time practically all of the districts except western Montana and the most distant points in southern Idaho could make substantial savings by using the Panama canal.

"However, if the steamship companies expect to do any great amount of business in transporting apples throughout the shipping season they will have to put their rates down lower than they are at the present time to secure the support of the districts that cannot now use the water route to advantage.

"The most important consideration in this whole question of Panama canal shipments upon the facilities which the shipper has for handling them upon arrival. The American-Hawaiian and the Atlantic and Pacific lines, which were the first to carry apples from the northwest and which the distributors have used, discharge their cargoes in Brooklyn at the Bush and the Atlantic terminals respectively, while the fruit markets of New York are centered in Manhattan at the Erie and the New York Central docks. Hundreds of thousands of dollars have been lost in past vain efforts to deflect the trade away from the Erie dock to some other place, but dealers have their stores and warehouses clustered about it and custom cuts a mighty large figure.

"It would be a very easy matter for transfer and other handling charges to more than eat up any saving made by ocean shipments. If the fruit is consigned or is placed in the hands of someone who has no direct personal interest in it, the item of 'handling charges' could cover a multitude of sins of both 'commission and omission.' This situation virtually necessitates a large organization with a salaried representative in New York to take charge of such shipments and dispose of them at private sale.

"The Distributors' first shipment by way of the Panama canal created quite a sensation in New York. Twenty-three carloads of apples arrived there on the steamship Ohioan of the American-Hawaiian line last week. Wilmer Sieg, the Distributors' sales manager in New York, met the boat and immediately arranged for handling the cargo. The chief engineer of the line has accompanied it to watch temperatures and study the needs of such shipments. Railroad men in New York were naturally very much interested and tried to get on the dock, but were not admitted by the steamship company. The run occupied just 26 days and a thorough examination of the apples right down to the lower deck showed them to be in excellent condition. We have estimated the saving in transportation on these 23 cars to be approximately \$2.50.

"This week the Santa Clara of the Atlantic and Pacific line is due to arrive in New York with eight more carloads, and the Montanian of the American-Hawaiian line will follow several days later with 16 carloads. We are also now loading the Santa Cecilia of the Atlantic and Pacific line with seven more carloads. Of course, for the reasons stated, we

Dog Catcher May Develop Rabies

When William Cook, the recent city dog catcher, was bitten by a dog several weeks ago, the head of the animal was sent to Portland for examination. Through some delay word was just received Saturday that the dog was infected with rabies, and in the meanwhile Cook was released by the city and has departed for parts unknown. Word has been sent to the city papers and efforts are being made to locate him. He was last seen in Dunsmuir a few days ago. If he is not located and given the Pasteur treatment within a few days he will begin to show symptoms of the rabies in a couple of weeks. However, there is a chance that he was not infected, as only about 25 per cent of victims bitten by mad dogs contract the disease.

Freight Cars Go On Rampage

Seventeen cars were ditched at the derailing switch at the foundry early Sunday morning. The night switch engine having been taken off lately, the road crew of Freight No. 221 were switching in the yards, and while trying to make a coupling failed to make proper connections and butted the cars down the track. The local yards are on a slight grade and the cars fast gained headway and would have gone clear to Gold Hill if it had not been for the derailing switch. A telegraph pole was snapped completely off and the rails bent considerably, but no serious damage was done. The wreck occurred shortly after midnight and was cleared up by noon.

Auto Upsets, Top Saves Occupants

While returning from Medford Saturday evening, Jimmy Hubsch, with his wife and Duff Harrington, narrowly escaped serious injury when the steering gear of his car broke and the car turned over. The accident occurred at the foot of Eagle Mill hill and the auto was going about twenty-five miles an hour when the gear broke. The top of the car was up and saved the occupants. The top was smashed and the car scratched up, but none of the passengers was injured beyond a few minor bruises.

Spray Plant Will Soon Be Rebuilt

Charles F. Howland, secretary, and S. H. Beetem, manager of the California Rex spray plant which burned at Phoenix last week, are in the valley, and found the plant to be practically a total loss. The company intends to rebuild the plant immediately, according to word given out by the men. In the meanwhile the company will arrange to supply its customers with the spraying materials from their plant at Benicia.

Stephenson is Rebuilding

George Stephenson has put a gang of men at work on rebuilding his building which was burned recently. This building is the one which was occupied by the billiard hall. Mr. Stephenson is going to completely remodel the building and will make an up-to-date structure out of it. He will put in a brick or concrete front and back and strengthen the side walls.

have made provision in advance at New York for all of those apples.

"The Distributors have for a long time been making a deep study of the whole Panama canal proposition as it affects northwestern fruit, and we were the first to avail ourselves of the opportunities afforded, almost to the exclusion of other shippers. When the Santa Cecilia is on her way we will have shipped 54 carloads altogether by the water route.

"The objections which have been raised by other shippers to the use of the Panama canal are well founded, and for concerns without adequate, organized facilities for properly handling shipments both at the loading point and at destination the water route is certainly not an advantage; nor can it be employed satisfactorily by shippers sending only a carload or a very few carloads at a time; but an institution shipping from 50 to 100 carloads per week to New York, as we have been doing for several months, can make a substantial saving for the growers."

Babies of Murderer Taken to Portland

With her three small children, Mrs. Frances Williams, wife of Frank Williams, who is serving a life sentence in the state penitentiary for murder, passed through from Klamath Falls Friday, en route for Portland to place them in the Boys' and Girls' Aid Society. The children were committed to the care of the society by the probate court, William S. Worden and Marion Hanks sitting as judges.

They are Frankie L., aged three years, Fay Pauline, aged one and a half years, and Iva Della, aged nine months. Mrs. Williams will return to Klamath Falls after placing her children in care of the society.

Widow of Game Warden Gets \$3,000

The bill introduced in the senate at Salem by Senator Von der Hellen, to reimburse the widow of Arthur S. Hubbard, who was killed in the performance of his duty as game warden, was passed Friday. This appropriates \$3,000 out of the game fund for Mrs. Hubbard, to be paid to her in installments. Two hundred and fifty dollars is to be paid now and \$50 per month until the whole amount has been paid.

Klamath After Sugar Factory

The Klamath Chamber of Commerce has started a move to secure a beet sugar factory for Klamath county. The Klamath county boosters are working hard for the proposition and have invited the men who are looking for locations for sugar factories to come to Klamath and look the territory over. There is a vast territory adjacent to Klamath Falls which the people claim will raise fine beets.

Get the Spirit And Let's Go

One Ashland citizen has agreed that if the Commercial Club membership is increased by 1,200 by April 1 he will enter membership for himself and wife and all of his children and pay \$1 per month dues for each of them, and he has a whole flock. That's the kind of spirit that will make the tourist proposition go and go big. Let everybody get the spirit.

Portland Stock Market.

Receipts for the week ending Thursday have been: Cattle 931, calves 2, hogs 3,530, sheep 1,907. Cattle—There have been many good cattle on the market this week, tops selling really at \$8, bulk going at 25c to 35c lower. Demand from killers excellent. Hogs—The hog receipts for the week have been light compared with previous weeks of this year. The market is fast regaining strength, closing this week at a full half dollar over last week's close. Tops are quoted at \$7.25. Sheep—The sheep market continues steady to strong with a keen demand for all classes. Best lambs are quoted up to \$7.25, and if extra quality possibly \$8 could be realized; yearling wethers \$7, ewes \$5.90.

Mr. and Mrs. Sam Welch drove over from Jacksonville Thursday.

What do you want? A Tidings want ad tells it to more than two thousand people in a day. Twenty-five cents does the business.

Get scale receipts, legal blanks, etc., at the Tidings office.

Classified Advertisements

(Continued from Page Three.)

TOO LATE TO CLASSIFY.

FOR SALE—Shetland pony. A. M. Beaver. 74-tf

FOR RENT—Building centrally located, suitable for garage. Call on or write O. L. Young, 77 Oak street. 74-tf

MRS. W. D. BOOTH will take orders for Rhode Island Red baby chicks. 996 Oak street, phone 291-R. 74-tf

WANTED, BRICK WORK—If you want a good bricklayer to fix your chimneys, see Nyby, 296 Maple street. 74-2t

FOR SALE, IMMEDIATELY—Five-acre ranch, with good sheds, well with pump, furniture, electric lights in house, ground all plowed ready for planting; right at the edge of town, 20 minutes' walk from center of city. An ideal place for chicken ranch. Can be bought with small payment down, balance like rent. Better act quick. Address H. L. Sinclair, Ashland, Ore. 74-tf

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The greatest feature ever shown in Ashland

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Tillie's Punctured Romance

A roaring 6-Reel Comedy. Over a mile of film, a laugh and a scream in every foot. Your money back if you don't laugh.

A \$1000 PER WEEK ATTRACTION



Played two solid weeks at the Majestic Theatre of Portland to the largest crowds ever attracted to any feature in that city.

MATINEE BOTH DAYS
AT 2:30 P. M.

10C AND 20C

Valley to Have A Frost Survey

Word was received recently from Senator George E. Chamberlain that the United States Weather Bureau had granted the request of the Rogue river fruit growers for a frost survey of the valley during the coming spring. The survey will gather data concerning smudging, frost and other meteorological conditions of value to orchardists. The survey is intended to systematize frost observation and should be of great benefit to the valley fruit growers.

Phone news items to the Tidings.

E. T. Staples Will Manage Oregon

E. T. Staples has taken over the proprietorship of the Oregon Hotel and will manage the hostelry personally for the present. Mr. Staples has had a great deal of experience along the lines of hotel management and will no doubt make a success of his new venture.

Hercules stump puller, a bargain; work and driving harness, bargains. 115 Granite street. tf

Get scale receipts, legal blanks, etc., at the Tidings office.

Everybody Needs It

No one can have too much of it

Greatest of all Commodities

PRINTING

Manufacturers need it to sell their product. Merchants need it to increase their sales. It is the universal fortune builder. It transforms slow-selling stock into cash. It is the life blood of trade. It is the breath of progress. It is the light of the world. The small business it makes great and the great it made greater. It is indispensable to the ambitious. It is the ladder to success. It is GOOD PRINTING that can create the desire to buy your goods. Printing done by the Tidings is the Most Efficient Commodity made or sold in this city. It is an investment, not an expense, and pays big dividends. Let the Tidings help you get richer. Direct advertising directed by us directs customers directly to our customers.

The Ashland Tidings

Prints Anything Printable

1915 CATALOG

DIAMOND QUALITY

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PORTLAND, ORE.

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Eden Valley Nursery

The leading nursery of Southern Oregon.

A full line Fruit, Shade, Nut and Ornamental Trees.

Roses, Flowering Shrubs, Vines, Hardy Perennials.

All stock guaranteed to please and the price guaranteed to be right.

My constant aim is to serve the public promptly, pleasantly and well. Mail list of stock wanted, or, better still, call at delivery yards, 610 1/2 East Main street.

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