



SWITCH ON THE LIGHT!

There are a lot of things about the coffee business that the public doesn't know.

There are a lot of coffees of the "ten-karat" variety masquerading as the "eighteen-karat" kind.

There can be no better coffee than—

Royal Club Super-Quality Coffee

It sells regularly at 40c. No "first quality" coffee should sell for more.

There might be times when a higher price would be justified—but not now.

"Green coffee" prices fluctuate just as does sugar or flour and any other staples. Due to a decreased demand in Europe, coffee has been "down" for a whole year past. During part of this time the "best" coffee could be retailed, with a reasonable profit, at 35c in the home market and 40c in distant markets. During that time we sold **ROYAL CLUB** at the reduced price. Recently prices have advanced—the regular price of **ROYAL CLUB** is now 40c, and it's worth it.

The coffee roaster who maintained a price of 40c to 45c, during this "low market" period, charged you too much—he robbed the public of thousands of dollars. They were entitled to share in this saving just as they do on sugar and flour and other staples.

The Coffee Roaster who charges you an unreasonable price fifty-one weeks out of the year, for coffee no better than **ROYAL CLUB**, and then reduces his price for one week to what it should have been all the year does not deserve your patronage.

We will challenge all competition. **ROYAL CLUB** has no equal in quality or price. We will not be undersold—no, not for a single day.

We will allow no "outside" coffee roaster to unload his surplus stock on the unsuspecting public at what he claims to be a marvelous reduction.

For two weeks you may buy **ROYAL CLUB** at reduced prices to meet all competition. Buy it in any quantity at these prices. You know it is the best that money can buy. You know it is fresh—for it's roasted daily in Portland and delivered to your grocer in small quantities just as he needs it. You can be certain that it has not lost its strength in warehouses or in transit.



Special Prices
March 4TH to 18TH
1 Pound Tin 35¢
3 Pound Tin \$1.00
5 POUND TIN 30¢ THE POUND

LANG & CO.
 The "Royal Club" House
 PORTLAND, OREGON

(Second Ad of the Series)

Bellevue Notes

(By the Language Classes of Bellevue School.)

Loren Moore of Butte Falls spent Sunday at the home of his parents, Mr. and Mrs. I. C. Moore.

Roy Drake visited at the home of his sister, Mrs. A. D. Moore, Monday evening.

Adelbert Moore and Chester Jensen and families motored to Jacksonville Sunday afternoon.

"We have met the enemy and he is ours." Another good spelling match was held Wednesday evening and resulted in a victory for Bellevue. The unfavorable weather prevented as many A. H. S. students from coming as were here a week ago, but there were more patrons. Next spelling is set for Wednesday evening, and our challenge still stands. We realize that some time we are very likely to be beaten, but we are learning some spelling in the meantime.

J. B. Hunter, Mrs. Gray, Dean Scott and the Taylor boys were among the people at the spelling Wednesday evening that have not been attending. We would like to see more patrons come.

W. S. Moore is doing jury duty at the county seat this week. The family expects him home over Sunday.

Harvey Taylor has not only remodelled the Imperial cycle car he recently traded for, but has rechristened it. It is "The Roaring Gimlet" now. Copyrighted and all rights reserved. Those wishing to dramatize or set it to music must see the owner.

Mrs. W. S. Moore was a pleasant caller at school Thursday afternoon.

Harry Farmer experienced quite a bump a few days ago when a vaulting pole broke with him. No serious injury resulted. He lost his breath in falling, and after securing that again was as good as ever.

The following visitors from town spent a very pleasant evening at the home of Mr. and Mrs. W. S. Moore one evening last week: W. W. Usher, Dr. J. P. Johnson, Mesdames Johnson, Wright, Hubbard and Wiltshire and daughter, Miss Pearl. Part of the time was spent rehearsing a play for a lodge entertainment. A most enjoyable time is reported by all present.

Mr. Evans of this community is also doing time at Jacksonville as a juror, having been drawn to fill the vacancy caused by the death of Mr. Graves.

Here is one little girl's idea of the appearance and habits of some of our wild animals: "The appearance of the deer is brown, has short hair, brown eyes, long spreading horns, short tail and divided hoods. The habit it runs when it sees anybody coming." "The appearance of a bear, it is white, black, and brown; some have long hair and some have short hair; they are not very tall. The habit it stans still when it sees any body coming or climbs up a tree." Another in hygiene: "We should breathe through the nose so we can smell better." "The hair cell is a little hole in which a hair stands by himself."

Mail Order House For Ashland

Machinery for doing rapid shoe repairing has arrived and is now in operation at the Eastern Supply Company. Their new electric nailer nails a shoe from heel to toe in nine seconds. Their stitcher sews a shoe in ten seconds. Their finisher trims, polishes and finishes a pair of shoes in a few minutes.

Mr. Woods says they are going after the mail order repair business, and are going to cut the prices so as to get it. He says he is going to keep his men and machines busy.

Here are a few of the new cut prices now in effect: Ladies' soles sewed or nailed, 35c; heels, 20c; half soles and heels, same job, 50c; if by mail, 5c extra. Men's soles, 50c; heels, 35c; half soles and heels, 80c; if by mail, 8c extra for return postage. Sizes up to 9, sewing and patches at reasonable prices.

Help us get going. The only place in the world doing shoe repairing at these prices.

EASTERN SUPPLY CO.,
 1t Ashland, Ore.
 Phone news items to the Tidings.

Interurban Autocar Company.
 Between Ashland, Talent, Phoenix and Medford car leaves Ashland northbound daily except Sunday at 9:00 a. m., 12:50 p. m., 2:30 p. m., 3:30 p. m., 4:45 p. m. and 6:15 p. m. Sundays leaves Ashland at 9:00 a. m., 1:00 p. m., 5:00 p. m. and 10:30 p. m.
 Leave Medford for Ashland daily except Sunday at 8:00 a. m., 11:50 a. m., 1:15 p. m., 2:30 p. m., 3:45 p. m. and 5:15 p. m. Also on Saturdays at 11:15 p. m. On Sundays leave Medford at 10:00 a. m., 4:00 p. m. and 9:30 p. m.
 Our cars are kept warm in cold weather.

High School Notes

By JOHN ANDERSON

This has been another rally week. Tuesday the classes were dismissed fifteen minutes early and everyone stayed and the best yell rally that has been had for a long time took place. LeRoy "Bulldog" Ashcraft, who was appointed co-yell leader with Leith Abbot, took charge of the ceremonies. No new yells were tried, as he thought that the older ones needed to be polished up. It sure sounded fine to hear the old yells given with some of the old spirit. Even the rooks took some part.

Wednesday morning Henry Enders came out and led the songs. Copies were made of every song that has been sung at school for several years back, and several new ones. Every pupil was given a copy of every song and everyone sang. This also was "some" rally.

Friday afternoon the last of the series of rallies took place. School was let out at 3 o'clock and the songs and yells were practiced for a few minutes, and then they all adjourned to the street and serpentine down to the Plaza. On the way they sang "You Can't Beat Ashland High." In front of Rose Brothers they formed a huge circle and sang and yelled for a while. Then they moved on to the Plaza, where they lined up and gave a fifteen-minute hoarse concert. They did not go through their entire repertoire, but it was altogether a goodly performance. Among the yells given were "Bossie Cow Cow," etc., and "Eth-o-u-p Thoup."

The report cards were given out Monday. There were quite a number of sour and surprised looking faces among the students. Some ventured a remonstrance, but were calmly told to go back and sit down. They would get a grade as soon as they earned it.

The department was pretty low this month.

Rev. A. R. Blackstone visited the school Tuesday morning and Victor Mills, of the class of '13, in the afternoon.

Dean Walker, who, it was announced, would referee the Medford-Ashland games, was unable to get here, so Cooper, who refereed last year's games, is the official referee.

Thursday evening after a hot debate the junior class elected Ruth Hadley president and Winifred Hanratty secretary-treasurer. The juniors are getting ready for the big banquet that is going to be given to the seniors at the end of the year.

The basketball team practiced in the armory half of the time last week. As a result they did not seem at all lost in Medford's barn last Friday.

Ed Dewe is in town. He probably came up to see the Medford games.

All the pictures for the cuts except some snaps have been sent away now. The snaps have not all come in yet. Those who have snaps are urged to bring them to school. As soon as the cuts return the actual work on the "Bagger" will begin. Editor-in-Chief Fern Murphy is working overtime now.

According to the Medford papers, the poor, dear Medford boys were all ill Friday night. Well, we are all so sorry for them.

Miss Harris expects to give "Carmen" in two or three weeks now.

Let's not forget that there are two more good games with Medford—Fri-

day at Medford and Saturday in Ashland's "cigar box." They are going to be some games. Everyone is going to both games.

The S. P. handed us a five-car special to the game at Medford Friday. Of course, all the cars were not packed, but there was indeed a goodly crowd. And it was sure a happy bunch on the road home.

Glass of Water Envelopes.

The glass of water envelopes are now on sale at Poley's drug store and East Side Pharmacy at the same price as at the Tidings office. Citizens should buy these envelopes and use them on all their correspondences. It is a small contribution to so great a cause as the establishment of Ashland as a resort of consequence. Every citizen owes that much to the cause. Buy and use the glass of water envelopes in all your correspondence. The future of Ashland will be determined largely by the force each citizen puts behind its enterprise.

Medford Top Factory

L. E. ACKLEY, Proprietor

AUTOMOBILE and BUGGY TOPS, Etc.

Only top factory between Eugene and Sacramento. Dust hood, celluloid lights, side curtains, storm aprons, auto seat slip covers, cushions and backs.

Dashes, fenders and tops recovered, first class repairing. Any specialty in trimming desired.

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Best furnished little hotel between Portland and San Francisco. Rooms with Bath, Hot and Cold Water, Steam Heat, Well ventilated and absolutely clean and sanitary. 75 cents and up. Opposite Elks Temple. Mrs. C. E. Davis, Prop.

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Two warehouses near Depot. Goods of all kinds stored at reasonable rates.

A General Transfer Business. Wood and Rock Springs Coal

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Office, 99 Oak Street, ASHLAND, OREGON.



Those Who Have Had Carriages Repaired Here

Need no further introduction. This announcement is for the purpose of informing others who have been paying exorbitant prices for inferior work. We are in business to stay and know that it is only by turning out perfect work at reasonable prices that we can survive.

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Corner First Avenue and C Streets
 Successor to A. L. Lamb.



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QUICK, CERTAIN, DEADLY.

ALWAYS READY, NEVER FAILS.

Destroys squirrels, gophers, prairie dogs, sage rats. Apply early in Spring when the hungry pests awake from Winter's sleep. Money back if it ever fails. "Wood-Lark" for 34 years has stood every test. It's crop insurance against rodent pests. Manufactured by Clarke-Woodward Drug Co., Portland, Oregon. Buy from your dealer.

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