

ASHLAND TIDINGS

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Cards of Thanks \$1.00.
Obituaries 2½ cents the line.

Fraternal Orders and Societies

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged for all advertising when an admission or other charge is made, at the regular rates. When no admission is charged, space to the amount of fifty lines reading will be allowed without charge. All additional at regular rates.

The Tidings has a greater circulation in Ashland and its trade territory than all other local papers combined.

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.



BUILDING UP GOOD WILL

People who are trying to get into business nowadays find they have to pay a lot for the intangible asset called "good will"—that is, provided they get the real thing. You can buy any old kind of business and not pay much more than the stock is worth. To get a business that is widely known and has an established circle of custom, good money must be paid. It becomes a big problem how anyone can get that reputation and what he must pay for it.

There are just two ways of creating this reputation so that people keep coming back to a place. One is to squat down in a location and wait until time and chance bring trade to you. A man will get some trade that way, but it is a long time coming. It comes by accident and indirection. Few people start out with the conscious purpose of visiting such a place, but from reasons of proximity they may happen in. It takes a big slice out of a lifetime to get trade simply by waiting passively for it.

The other method costs a little more money, but it produces positive results within a reasonable time. That is by advertising. It is the natural human way to get it. Seek and ye shall find, were the words of Scripture.

It is true in every phase of life, that what you get must be actively sought for. Human nature does not take kindly to passive waiting, but it is attracted by active pushing.

The returns of an advertising campaign should not be measured simply by the receipts from day to day. People who have built up large concerns never measured their progress that way. If their advertising was constantly attracting new people into the store, they knew that a good will was being built up that presently would be worth a great deal of money, and which could be sold for a high cash value if they desired to dispose of it.

Pendleton Roundup Promises Success

Fifty thousand dollars will be expended by Pendleton in putting on the 1917 roundup September 20, 21 and 22, which insures the very best in contests, horses, steers, performers and contests worth seeing. Special Pullman trains have already been engaged and will come from Portland, Spokane and St. Paul. The attendance will be equal to if not greater than 1916. The railroads have granted the usual special rate of one and one-third fare for the round trip from all points in the northwest. The railroad officials assure the management there will be no falling off in attendance, and the only question with them is whether or not they will be able to furnish the equipment.

President Wilson has reached the time with the new war problems when he can't tell what to do merely by consulting his own works on government.

German Railroads In Bad Condition

Those who do not realize fully the importance of railroads to the safety of the nation should heed the significant message brought from Germany by Raymond B. Swing, special correspondent of the Chicago Daily News:

"The really acute danger for Germany," says Swing, "is the German railway system. Hitherto it has been Germany's greatest strength, the pulsating arteries of her national anatomy. The railways have made it possible for the central powers to utilize their advantage of the inner lines. But the German railways are giving way. The roadbeds are rocking, the cars are wearing out and the locomotives can not haul the loads necessary. Germany can not manufacture enough locomotives and cars to save herself. I vouchsafe the statement that the German government would willingly pay more for 200 American locomotives than for all the wheat raised west of the Mississippi last summer. The government is keenly aware of the danger."

According to the same authority, the food problem in many German cities is not so much a food problem as a transportation problem. Freight which is not needed for the national defense is not carried. Passenger service is uncertain and uncomfortable.

The railroads' war board was formed in this country for the purpose of safeguarding transportation in this country from the fate that has befallen the German roads. Co-operation of the public is sought in loading freight cars to their full capacity, loading and unloading promptly, and in the intelligent use of all equipment. Public authorities have been asked to require the railroads at this time to spend no money for projects and improvements except as necessary for public safety and the national defense.

Chester Huggins, well known University of Oregon track man who held the position as athletic coach in the high school at Klamath Falls last year, entered the second officers' training school at San Francisco, which started Monday.

Ashland Transfer & Storage Co.

C. F. Bates, Proprietor

Wood, "Peacock" and Rock Springs Coal and Cement

PHONE 117

Office 99 Oak Street, Warehouse on track near depot.

Ashland, Oregon

Here and There Among Our Neighbors

Plans have been drawn by the bridge department of the state highway engineer's office for two draw bridges. One is for Coos county and will have a clearance of 80 feet. The other is for Clatsop county and will be on the Columbia River highway. In addition to being a draw bridge the design is to be in harmony with the highway. Construction will be begun as soon as permits are received from the war department.

W. B. Ayer, Oregon's newly appointed federal food commissioner, chosen by National Commissioner Herbert C. Hoover to take charge of the conservation work in Oregon, has opened his campaign with a strong appeal for the patriotic individual help of every Oregon man, woman and child in the inauguration and support of the Hoover plan.

Four of the 292 accidents reported to the state industrial accident commission during the week ending August 16 were fatal. They were: Iwachkie Sueyoski of Cochran, and Floyd Hayden of Neverstill, killed in logging operations, and J. Aker, Portland, killed in shipbuilding operations, and William B. Edmunds, Buxton, killed in logging operations.

A new Y. M. C. A. building is to be erected at Fort Stevens sufficient to

serve 2000 of the regular army Oregon coast artillery.

Oregon apple men will be given an opportunity to get additional training in the newest and best methods of grading and packing apples and pears at a fruit packing school to be held by the horticultural department of the Oregon Agricultural college, September 4 to 15.

Out of every 100 pupils attending the public schools of this state approximately 95 never missed a day during the last school year, according to the annual reports of the county school superintendents being filed in the office of J. A. Churchill, superintendent of public instruction.

Despite the drought, Lane county farms will produce an average crop this year and the farmers will receive more money when it is marketed than for many years, according to a statement issued by County Agricultural Agent Robb.

James Tompkins of Gaston was mistaken for a deer by his hunting companion, John Miller, as he was returning to camp and received a charge of buckshot over the heart at a distance of 84 feet, killing him instantly. The accident happened about ten miles west of Cherry Grove.

teacher, for your head is both plane and solid," and he went on his way an enlightened man.

Pretty Soft.

Of all the felt I ever felt, I never felt any felt as this felt felt.

Lynn Mowat writes down from Fort Stevens that he had a horrifying experience there the other day. He was attending a Sunday school meeting held there every Sunday, to get a few notes for "The Cannonball," a small paper which the members of the company are going to edit. During the meeting the preacher in charge was asking some of the boys to relate their favorite parables. He naturally picked on Lynn. Lynn said he was terribly "fussed," but he told the man, after considerable thought, that his favorite parable was not very clear in his mind, but he always liked the one about the man who loafs and fishes. Lynn has answered sick call ever since.

A young woman was heard to remark the other day that she just hated to see the football season approach because it is so rough. "Why, just think of it," she said, "last year George said that the goal was kicked from the field three times during one game."

HOUSEHOLD HINTS

Often when cooking, a knife will be used to cut an onion and the smell will remain for a long time unless something is done to prevent it. Draw the knife through a raw carrot once or twice. This will remove the odor.

For decanters that have become stained by wine a very good method is to pour a little vinegar in them, and also add about a teaspoonful of salt. Allow this to stand for awhile shaking it occasionally and then wash in clear water.

The tops of practically all vegetables except potatoes are very wholesome and economical food, and form an excellent alternative to the vegetables more commonly used. The tops should be cooked like other green vegetables, and the addition of a little margarine improves them a great deal.

There is nothing better than ammonia and water for removing grease spots from the carpet.

The white of an egg when used instead of water for mixing mustard poultices prevents the skin from blistering.

Some of these young men who claim exemption on account of dependents are no doubt useful in delivering the washing by which their wives and mothers support the family.

Tidings "For Sale" ads are active

The Incomparable Baby Food.
Makes delicate babies healthy; keeps healthy babies well.
"Nearest to Mother's Milk."
WIDEMANN'S
PURE, UNWEETENED, EVAPORATED
GOAT MILK
A Perfect Food also for Invalids.
AT LEADING DRUGGISTS
11-cs. Tin.
WIDEMANN GOAT MILK CO.
Physician's Big. San Francisco, Cal.



Additional Services

INFORMATION, advice and suggestions are available here at The First National Bank whenever our patrons desire same. We are always glad when consulted upon matters of either finance or business. The affairs they ask us to consider are of course confidential.

Thus, a connection with this institution is desirable in many ways.

MEMBER FEDERAL RESERVE SYSTEM

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FRUIT and FARM

Save Staple Foods

The great abundance of "war garden" and truck products in cities and rural communities offers an immediate opportunity for consumers locally to help better the world food situation, says the dietary specialists of the United States department of agriculture. Make fresh vegetables and fruits save staple foods. Eat the perishable fresh fruits and vegetables now, while they are most delicious, and can and preserve them for future use. The following available fresh fruits and vegetables may be classified for this war-emergency diet:

Apples, peaches, pears, plums, blackberries, raspberries, blueberries, carrots, potatoes, onions, beans, peas, sugar corn, tomatoes, cabbage, lettuce, etc.

Right now there is an abundance of these fresh foods ripening in the "war gardens" of many cities and rural districts as well as on the farms. Housewives are urged to use those from their own gardens first. If they have no garden they should purchase from local markets or farmers or neighbors while prices are low, and not only serve daily but can, preserve, pickle and dry for winter use.

Whenever the vegetables named are available abundantly from home gardens or can be purchased cheaply in the markets or from neighbors their use in the diet to a greater extent than usual will help food conditions. In general, the more simple vegetables and fruits are prepared for the table the better but when consumed in especially large quantities it often will be desirable to vary the dishes.

Although fresh vegetables ordinarily are eaten by most persons in relatively small amounts with more concentrated foods, such as meats, eggs, cheese, etc. they may, when eaten in large quantities, take the place of the more concentrated foods to a certain extent. Because of the present large production of perishable fruits and vegetables this partial

substitution is especially desirable during the next six weeks to two months.

Good Way to Can Tomatoes

A good, economical way to can tomatoes in the south, says the United States department of agriculture, is to pack firm, whole fruits in a jar and fill in the spaces with a concentrated tomato sauce. Each quart jar then will provide whole tomatoes for salads or baking and a tomato puree for soups or sauces. The department's receipt is as follows:

Select firm, uniformly red, ripe tomatoes of medium size. Put into traps and lower into boiling water for one minute. Remove, plunge into cold water, drain, and cut out the core with a slender-pointed knife without cutting into the seed cells. peel promptly and pack into jars. To each pint add one level teaspoonful of a mixture of one-third salt and two-thirds sugar. Fill the jars with a thick tomato sauce made by cooking the small or broken tomatoes until tender. Remove the seeds and skins by straining the pulp—and concentrate it by boiling to about the consistency of ketchup. Adjust the rubber and cap, place the packed jars on a false bottom in a vessel of water which reaches almost to their tops, and keep at boiling temperature for 25 minutes. Remove the jars from the water bath and tighten the covers immediately.

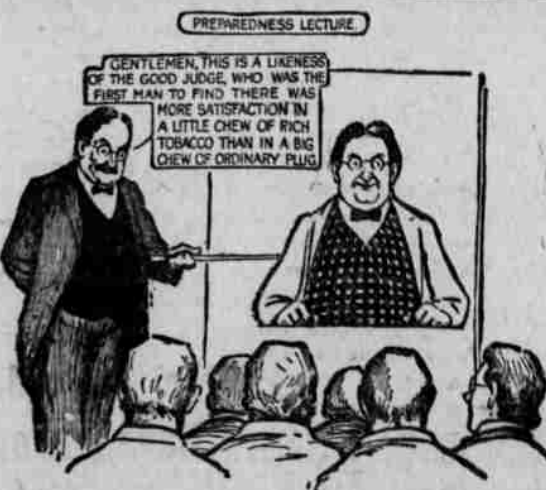
It is denied that the plotters caused the munition plant explosion in Quebec, as they were busy destroying crops and melting strikes.

Phone news items to the Tidings.

DEO FOR CRACKED and CHAPPED HANDS
Dennis Eucalyptus Ointment
AT ALL DRUG STORES
TUBES 25c JARS 50c

KODAK FILMS DEVELOPED

Stevenson, 177 East Main Street
"I Never Sleep"



THIS war is awakening men to the truth about a lot of things besides Preparedness—and chewing tobacco is one of them. Soldiers are strong for W-B Cut and the facts are right before you. These shreds are all tobacco, no gummy sweetening—rich tobacco—more sap in the leaf than in ordinary tobacco by a long shot. That's why it's so satisfying and so economical—a little bit goes a long way.

Made by WEYMAN-BRUTON COMPANY, 1107 Broadway, New York City