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ASHLAND TIDINGS

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Bert R. Greer Editor

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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.



THE "TRIMMINGS" OF LIFE.

Human activities have from time immemorial been roughly divided into two classes, commonly designated as the "essentials" and the "trimmings."

The division is an arbitrary one, and like most arbitrary definitions is frequently unfair. It implies that the one is vitally necessary while the other is superfluous. This is far from being the truth.

Many centuries ago a great Teacher declared that "Man shall not live by bread alone." This truth has lost nothing of its force with the passage of time. There are many vital interests in life besides that of a mere subsistence. These interests are they which mark the dividing line between man and the brute creation. They are the demands of his nature that grow out of his higher intelligence, and they are just as essential to the completion of the character as are the demands of subsistence to the development of the purely physical.

If we are to reap the full reward of our service we must not set aside the social demands of life. It is untrue to say we have no time for such. Time devoted to the cultivation of the social life—in reason—is never wasted. It is really a period devoted to the storing of energy and resources that shall aid us in the more material tasks. An intimate

The "Eat" in Meat

It really doesn't matter who first put the "eat" in Meat—the fact we want to call your attention to is that it is in every piece of Meat that comes from our market.

There is a science in killing and dressing Meats that is only learned by long study and practice. We believe the best is none too good for our customers.

East Side Market
A. R. Brown, Prop. Phone 188.

knowledge of the characteristics of our fellows is a valuable knowledge. Brushing up against the aims and aspirations of our neighbors and friends give impetus to our own aspirations and sends us forth to the contest with renewed force and vigor.

And in fact most of the occupations of life can be successfully pursued without losing sight of those higher interests that mark the man or the woman of an upward vision. The mechanic can as easily be a gentleman as a lout. Even the crossing sweeper need not be a boor. Cooking and dish-washing need not bar the mind and heart from things above and beyond the humble task. It is as easy for the farmer to meditate on the great philosophies of earth as upon the virtues or failings of a political candidate. In short, achievement may have for its end the higher things of life as well as the baser.

Plaza Barber Shop
"On the Plaza"
Guaranteed shaves or whiskers refunded
J. A. Yeo, Prop.

Mothers of Oregon Prepare for Trouble!

When a girl becomes a woman, when a woman becomes a mother, and when a woman passes through the changes of middle life, are the three periods of life when health and strength are most needed to withstand the pain and distress often caused by severe organic disturbances. Many thousands along the Pacific Coast would testify just as do the following:



MONROE, OREGON.—"I am certainly glad to recommend Dr. Pierce's Favorite Prescription. I think it is a God-send to womankind. During expectancy I was, oh, so sick with that terrible morning sickness. I was so bad that I just could not eat one thing. I commenced taking the 'Favorite Prescription' and I was relieved at once—no more nausea, no headaches, no backache, and I got through so well."—MRS. W. T. POKKUS, Care McCready Camp.

SORELLA, OREGON.—"I have suffered everything during expectancy but the last time I took Dr. Pierce's Favorite Prescription and I never missed a meal and had comparatively no suffering. I would surely recommend the 'Prescription' to all prospective mothers and, also, for young girls coming into womanhood. A friend is taking this medicine now as I advised her to and she is improving fast. One would not know she was the same woman."—MRS. H. E. GINSON.

will much exceed that figure in 1917, which would enable the U. S. Steel to escape the excess tax entirely.

Again it is asserted that the telephone companies of the country cleared during the month of March last \$1 on each telephone in use in the entire country. But as their earnings have been enormous for some time, they too would escape with a very modest "excess."

But any little farmer worth less than \$20,000, who makes a profit of \$6,000, will be compelled to pay at least \$2,000.

The injustice of the entire scheme can be seen at a glance.

The tax burden will not be equitably distributed so long as we persist in dealing with "excess" profits. When we begin to consider ALL profits we will begin to make progress toward a correct solution of the taxing problem.

COMMUNITY MUSIC.

One of the greatest assets to any community is a good supply of music—bands, orchestras, choruses, etc., that can be called into use on any and all public occasions. Good music is one of the greatest sources of enjoyment accessible to the race. It is appropriate to any occasion, from the most hilarious to the most solemn. It is never out of place in any public gathering, whatever the character. The church employs it as a powerful aid in religious fervor; the political gathering its flat and stale without it. Armies know and appreciate its inspiring influence and make full use of it. Homes that would stand for all that a home should be will not think of being without music.

Every community, where enough talent can be scraped together, should make it one of its chief concerns to see that a good band or orchestra is organized and MAINTAINED. The maintenance of the community hand should be as much a community obligation as the maintenance of its courts, its churches or its schools.

This country has as fine musical talent as any country in the world. Thousands of young Americans, if given the opportunity of a musical education, would become gifted musicians. Community attention to developing a love for music would soon develop in these young people such a desire for musical culture that

they would be stimulated to pursue its study.

Many communities have already seen the great value of public bands and orchestras, and make provision for their maintenance as regularly as they do their other institutions. There should not be a town of any pretension in the country without its band or orchestra. The benefits will far outweigh the cost.

COSY CORNER.

It don't take long to get qualified to set on a jury.

Young man, never tackle a flyin' machine till you can work the coast-er brake on a bicycle.

Poor old Jake Barlow was jugged again t'other day for bootleggin' a blind pig.

Young man, stick to your job. No difference what's the matter. Don't spit your tobacco agin the wind.

If you wouldn't have it to scatter.

Young Billy Tipton's just got back from a trip to California and fetched some pajamas home with him. Mother and me's goin' over this evenin' just to see what the derned things tastes like.

When I get tired readin' the Congressional Record I switch off on to one of Ben Olcott's Nishatory and Reprehendum pamphlets.

Let a hornet sting some fellers and blamed if they won't hunt all day for a bee tree.

The Official Board of the Methodist Church over to Antioch gave the preacher's wife a new bonnet the other day and told her to apply it on salary. She must o' done it all right, for she hain't been known to apply it anywhere else.

When a cannibal eats a missionary, which one of the Beatitudes does he remind you of?

—Dick Posey.

OLD FRUIT TREES TO BE REJUVENATED

The immediate rejuvenation of the hundreds of millions of more or less barren fruit trees throughout the United States, so as to bring them



National Thrift Week

AS OUR contribution to THRIFT WEEK, in which People and Households the country over are pledged to SAVE both MONEY and SUPPLIES throughout 1918, we have prepared a LOOSELEAF HOUSEHOLD EXPENSE DIARY which we will present FREE to every Housewife who will call and ask for one.

"The Bank That Helps Itself by Helping Patrons."

THE FIRST NATIONAL BANK

ASHLAND OREGON
E. V. CARTER, PRESIDENT C. H. VAUPEL, Vice Pres.
J. W. MCCOY, CASHIER CLARK BUSH, ASST. CASH.

up to their full productivity, is the object of a new movement which has been started by the food administrator of Iowa, working with the nurserymen and the agricultural agents of that state, and which is being energetically taken up by other food administrators all over the country.

"This is a splendid and very practical idea," said W. K. Newell, assistant federal food administrator of Oregon, "and one that we expect to follow up in this state. We all recognize that fruit is a necessary food and extremely valuable in the maintenance of general good health. While Oregon is especially prolific in fruits of high quality and great variety, there are many orchards that are being neglected and have not been bearing up to their full quality or quantity for a number of seasons. Owners of such orchards should immediately get in touch with this office or with the Oregon Agricultural College at Corvallis for advice as to how to rejuvenate their trees and get them into full bearing as soon as possible. The aggregate amount of the fruit that neglected trees in this state may be made to yield, if the orchardists will co-operate with the food administration in this movement, will be a very substantial addition to Oregon's food resources. Full production of every

kind of food is urgently asked by Mr. Hoover, in order that we may feed our armies and the allies, and fruit is a very important item. The rejuvenation of old or neglected fruit trees is merely efficiency, and we must have more efficiency if we are to win this war against the most efficient nation in the world."

Colonel House may not have done much talking while in Europe, but from the results of his visit he must have had a spokesman who could talk some.

LESLIE SALT

runs freely from its convenient —sidespout— —package— it does not clog the shaker

Big Clean Up Sale

15 to 40% Off

Kimonos, Toys and Dry Goods

Sale Starts Friday, February 1st, at 9 o'clock a.m.

Just a few prices give an idea the way goods will be handed out.

KIMONOS

- \$2.50 hand-embroidered full size Crepe Kimonos, colors pink, rose, blue, gray; designs, rose chrysanthemum, cherry, wisteria, bird, etc. \$ 1.98
- \$3.00 same as above 2.38
- \$3.50 same as above 2.88
- \$8.50 Woolen Challie Kimonos 5.98
- \$14.50 Woolen Challie Kimonos 9.85
- \$11.00 to \$12.50 Embroidered Silk Kimonos, colors and designs same as crepe kimonos 8.98
- \$17.50 Embroidered Silk Kimonos 12.90
- \$25.00 Embroidered Silk Crepe Shaded Kimonos 18.90
- \$9.00 Silk Quilted Robes, colors pink, black, brown, blue and rose 6.95
- \$11.00 Silk Quilted Robes, embroidered 8.90
- \$1.50 Silk Quilted Ladies' Vest, colors black, blue and pink 1.00

SILKS

- \$1.75 Japanese Heavy Silk, per yard \$1.25
- \$1.50 heavy Pongee Silk, per yard 1.25

TOWELING

- \$1.00 Japanese blue printed Toweling, designs wisteria, chrysanthemum, stork, bamboo, rose, for table runners, curtains and bedspreads, 10 yards per bolt 59c

BAGS AND BASKETS

- 50c hand-painted Silk Handbags 39c
- 50c to 75c Waste Basket, choice 39c
- \$2.00 well-woven Willow Fishing Basket \$1.40

TOYS

- 75c Wooden Rabbit and Elephant on wheel 49c
- 20c Horses, Cows, Cats, Dogs, on wheels 13c
- 25c cotton Barking, Standing Dog, 7x8 18c or two for 25c.
- 15c cotton Barking Dogs, sitting, 6 in. 9c or two for 15c.
- 15c Artificial Flowers, cherry, wisteria, and hosc, two for 20c
- 50c to \$1.00 Japanese Dwarf Plants, 8 to 10 years old, choice 50c

Lots of Other Toys and Bargains.

The Sale will continue until further notice.

THE JAP STORE

34 North Central Avenue, Medford, Ore.

YOU CAN'T AFFORD TO MISS THIS SALE