

ASHLAND TIDINGS

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Bert R. Greer..... Editor

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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 Jackson county papers combined.

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EVERYMAN'S PLEDGE

"America shall win this war!
Therefore, I will work, I will save, I will sacrifice, I will endure, I will fight—cheerfully and to my utmost—as if the outcome of the struggle depends upon me alone."

SAVING OF SUGAR IS ACT OF PATRIOTISM

Many inquiries are being made at the U. S. food administration offices in regard to the sugar regulations and the reasons for the new restrictions that went into effect on July 1. For the information of those who are still confused about the regulations, Federal Food Administrator W. B. Ayer directs attention to a recent official bulletin, and urgently requests that everyone make an effort to familiarize himself with these rules and loyally follow the suggestions given for sugar conservation. The bulletin follows:

It is necessary to conserve sugar because:
We need the ships which bring sugar from a distance into this country, for other purposes.
The submarines have sunk ships containing sugar.
In order to take care of the needs of our army and navy and to give to our allies the amount they must have, which is less than we keep ourselves, three things are necessary:
No person should use more than three pounds of sugar a month, this to include all sugar used in all forms.
The canning and preserving in the household should be done in such a way as to use the least amount of sugar.
If we think our allotment of sugar small, let us compare it with the allotment of other countries: We may have three pounds of sugar per person each month. The English may have two pounds apiece each month (when they can get it). The French may have one pound apiece each month (when they can get it). The Italians may have one pound apiece each month (when they can get it).

The following rules have been made to help in a fair distribution of sugar: Will you give your aid to make them effective?
Retailers may not sell at any one time more than two pounds of sugar to any town customer, nor more than five pounds of sugar to any country customer. The retailer will do his best not to sell more than three pounds per person per month. Cooperation of the customer with the retailer is earnestly sought.

Retailers may not sell at present more than 25 pounds of sugar to any household for home canning upon the householder's certificate that he has not bought elsewhere and agreeing to return any balance unused for this purpose. The householder can obtain more than 25 pounds upon

approval of the county administrator when it is absolutely necessary.

We need only enough sugar to make our meals palatable. One and one-half ounces, or about three level tablespoons of sugar, or its equivalent in honey, molasses or syrup, a day for each person will do this (this is to include sugar or sugar substitutes used in cooking).

How sugar may be saved: By using sweet dried fruits, such as dates, figs and raisins to sweeten desserts and cereals and in place of candy.

By using honey, syrups, maple sugar and molasses to sweeten desserts and beverages, making cakes, cookies, frosting and as far as possible in canning and preserving.

If a recipe calls for one cup of sugar, use in place of the sugar any

Every Piece of Meat From the East Side Market Is a Good Piece.

That's the only kind we handle. Wholesale and Retail. FISH ON FRIDAYS.

OYSTERS AND CRABS IN SEASON. James Barrett, Prop. Phone 188.

Loney or one and two-thirds cups of corn syrup.

If honey or syrup is used, the amount of liquid called for in the recipe must be reduced one-fourth cup for every cup of honey or syrup used.

ALL FOR 4000 MEN FOR Y. M. C. A. WORK

Men over draft age, of good moral character and who know how to play soldiers recreational games, can serve their country through enlistment for services overseas in the Y. M. C. A. They can be sent to France almost immediately. The call or recreational directors, men who understand athletics is greater now than at any time.

Dr. Geo. J. Fisher, head of the physical department of the national war work council of the Y. M. C. A. in the west and will meet men who desire to get into this service at a meeting to be held in San Francisco in July.

"Physical activities are now being conducted in terms of international fellowship," said Dr. Fisher. "It is a strange fact that close to 70 per cent of the men in the American army do not know the simplest sports. There are no great national games in France and Italy, but the French and Italian soldiers readily take to American games.

"Athletic activity in the allied armies is making for morale. I met officers in Europe who told me that they had not seen their troops smile in two years, until they engaged in athletics. The need for physical directors and recreational directors was never greater."

Frank A. Jackson, associate secretary to F. A. McCarl, head of the national war work council in the western department announces that 250 men must be secured in the western states each month for Y. M. C. A. service overseas. The opportunity for men to be of service to

STRETCHING PARIS TO MEET THE NEEDS OF FRANCE

THE RED CROSS HAS HELPED WHERE GOVERNMENTS WERE HELPLESS.

The avalanche of refugees that swept into Paris from the north of France had been the despair of the civil authorities. These homeless, stunned people were a new responsibility to be added to the thousands of wounded men that came steadily from the shambles of the west front.

Paris is an old city. It was not ready to take in its neighbors' children. Its population was already a tight fit. So it made the best of its poor hospitality by offering up its garrets. New building construction seemed impossible. Men were scarce. The mechanic was either manning the trenches or fighting the fight in the war factories. Paris was distracted.

It is wonderful indeed how nobly Paris tried to meet this condition. And it is remarkable how Paris met it with the aid of our own Red Cross. Unhindered by red tape or precedent, our Red Cross put on overalls and jumper, carried the hod, became architect, engineer and contractor and went into the building of homes. Here was a church lot that lay vacant; here an unfinished hospital; there a worn out

their country and the soldiers is open to all men over draft age who possess qualifications fitting them to be Y. M. C. A. secretaries. It is also announced that 4000 men must be secured for Y. M. C. A. overseas service before September 1.

If you can measure up to these requirements you can go to France as a Y. M. C. A. war secretary:

- Good mixer.
- Not a pacifist or slacker.
- Willing to go under shell fire.
- Broad-gauged and willing to go where sent.

The call has gone out from the national war work council of the Y. M. C. A. for 4000 men for overseas service before September 1. These men must go to France as big brothers for the boys who have gone from their homes to fight in the great cause. The Y. M. C. A. secretary must take cheer into his life, serve him at all times and keep him fit to fight.

Frank A. Jackson, head of the bureau of personnel for the national war work council of the Y. M. C. A. with headquarters at 519 First National bank building, San Francisco, says that the need for men at this time is most urgent.

"We want men big enough to have a smile and a cheery word when they themselves are fagged out after hours of service for our boys. We want men with big hearts and hard muscles, men who will go to France on a blind assignment, ready to handle whatever job appears at the moment to be most important. We need natural leaders, men who are real men, good mixers and capable of exerting the proper influence.

"We don't want pacifists, slackers. Our men go under shell fire. They have been gassed and wounded by bursting shrapnel. We need men who understand something about athletics, who can drive motor trucks. We need red-blooded American men who don't know what fear is but who want to serve overseas and do something to help win the war."

A CALIFORNIA GIRL BACK OF THE FRONT

But now at last I am at Toul, with a perfectly dandy motor job. Up above us on a hill is an anti-aircraft station and about ten miles to the north lies the trenches. They say with field glasses you can actually see the smoke puffs from the front line guns. At any rate at night, the sky in all directions is lighted with continual flashes and lovely big star bombs are always going up and making the landscape as bright as moonlight, while projectors sweep the skies for boche airplanes.

An American aviation section has taken over a French aviation field near Toul. They had not been in possession more than ten minutes, literally, when two boche planes received word of the change and been given orders to fly over and either boom the camp or merely make observations. When the boches came over like that without warning they usually turn their anti-aircraft loose on them, but those spunky old Yanks said, "nothing doing!" Two of them jumped into their "busses," as they call them, and rose up directly under the two boche planes, an unheard-of proceeding, as the boches had absolutely the drop on them and fighting planes never go up unless they have time to rise to an equal altitude with their adversary before encountering him. Everybody thought the Americans had lost their minds. One of them literally stood on his tail and pointed skyward like a rocket right under

building, all of which in a fortnight were started on their way toward new apartments, rooms and sleeping wards.

We here at home who associate the great Red Cross movement with bandages and white gowned nurses must lose this old illusion in the light of a thousand other works for humanity.

In this case we see the Red Cross first as diplomats convincing the civil authorities of Paris as to their ability to remedy the situation, then as architects remodeling buildings, changing building plans, hiring labor gathered by themselves from the ex-soldiers and the older man, all the while working under every imaginable handicap, while Father Time cried, "Get it done, get it done."

So out of the garrets came these despairing, people to find new hope in clean homes, to get new cheer out of sheer bodily comfort and fresh courage to again take up the great trust that France has kept so well—"to carry on." It is not strange that our French brothers believe in your own Red Cross just a little more than you do. But should this be?

the boche and just peppered him with his machine gun and the boche came popping down through the clouds and smashed dimly on the ground. Then our men whanged away at the other plane so that it went limping home as fast as possible, but the second of the following: One cup of old Yankee overtook it and brought it to earth and forthwith both planes were dragged in triumph into the Place in the middle of Toul and there was great rejoicing. The popularity of the Americans in Toul that day was beyond believing.



"The Bank with the Chime Clock"

To Save is to be Saved

THIS applies to everyone. Saving is a vital contribution to the winning of the war. It will not only enable you to buy War Savings Stamps—prepare for the next Liberty Loan—but will furnish you a substantial CASH RESERVE.

The First National Bank is patriotically at your service.

The First National Bank

ASHLAND, OREGON

EV CARTER, PRES
CHVAUPEL, VICE PRES
J. W. MOY, CASHIER
CLARK BUSH, ASST. CASH.

I was in Paris the day the first American troops arrived. Everybody had American flags and there was much enthusiasm, although among the crowd we saw scarcely any Americans or English. The French cheered wildly and yelled "Vive l'Amérique!" and Dorothy and I yelled like mad in English and were rewarded by several sidelong glances and suppressed grins of recognition (of the English tongue). Our soldiers in khaki color and Stetsons were the trowest, toughest, most business-like looking citizens you ever laid your eyes on, eyes dead ahead, solemn as tombstones, fighters every inch. Marion Otis Mitchell in the August Sunset.

"What is so rare as a day in June?" But do you not think that some of the July days are a trifle overdone?

NEWSBOY'S WIT IS GRAPHIC

Because everything Teutonic is more than obnoxious in the Crescent City, this city of French customs and traditions, the board of commissioners by ordinance has erased Berling street from the map and substituted the name of Pershing street.

Now the Orleansman who returns to the city after an absence of several years is directed to Pershing street something like this:

"Sonny," he asked a newsboy, "can you tell me where Pershing street is?"

"Sure, Mike," is the grinning reply. "Where d'ye think Gen'l Pershing is headed for?"

"Why, Berlin, of course," the seeker of knowledge answers.

"Well, then, mister, you go to Berlin, and that's where you'll find Pershing."



Fresh Beef Travels on a Rapid Schedule

Fresh beef for domestic markets goes from stockyards to retail stores within a period of about two weeks. Although chilled, this meat is not frozen; hence it cannot be stored for a rise in price.

A steer is dressed usually within twenty-four hours after purchase by the packer. The beef is held in a cooler at the packing house, at a temperature a little above freezing, for about three days.

It is then loaded into a refrigerator car, where a similar temperature is maintained, and is in transit to market on an average of about six days.

Upon arrival at the branch distributing house, it is unloaded into a "cooler", and placed on sale.

Swift & Company requires all beef to be sold during the week of arrival, and the average of sales is within five days.

Any delay along the above journey means deterioration in the meat and loss to the packer.

Swift & Company, U. S. A.

KRYPTOK GLASSES

WHITED, Optician