

Oregon Hens Won In Three Contests

Oregon College hens won two first prizes and one second in the big national and international contests held in America last year. A pen of ten Orecons laid 2352 eggs at the Storrs, Conn., international egg laying contest; thereby winning first place and establishing a new world record of 235.2 eggs a year per hen in a pen of ten.

A pen of five barred rocks took second place at the all-northwest contest at Pullman by laying an average of 251.6 eggs each. This broke all previous performances for pens of five in American contests, but lacked three eggs—only three-fifths of an egg each—of tying for first place,

which was taken by a pen of white leghorns laying 252.2 each. The average for all 135 competing pens was 171 eggs.

A pen of six barred rocks at the British Columbia contest took first with a record of 200 eggs in 11 months for each hen. The next highest laid 180 eggs.

In addition to the foregoing birds the poultry department had a pen of 10 barred rocks in the Storrs contest which averaged 172.8 eggs. The average of the 100 pens was 158.9. The College also entered a pen of white leghorns in the Pullman contest that averaged 224 eggs.

Ten thousand settings of eggs and more than 3000 pedigreed cockerels from these high-producing strains have been sent out to Oregon and other farmers, and their influence in grading up the home flocks has brought many a poultryman into contact with 200-egg flocks.

City Building Thru Advertising

Morris M. Rathbun, of Los Angeles

Altho the proposition should be self-evident, there are a great many persons reasonably well posted in advertising, who do not appreciate that if a city wishes to grow, it should advertise along the same general lines as a shoe store, manufactory or any other institution dependent upon the outside world for its advancement. The normal growth of a community necessarily is slow. This growth can be made more rapid in proportion to the initiative of those composing it. Community advertising might well be compared to that of a department store, since there are many variations to be included. One of the first things to do is exactly what the advertising manager of a department store does; that is, to take stock of what he has and to know what he wants to sell. A survey of resources, advantages, handicaps and possibilities should be made and then a definite system formulated.

It has often been said that advertising is no game for a quitter. The community that wants to advertise itself unquestionably will get better results thru persistency rather than spasmodic outbursts at irregular intervals. Each community has its own problems to work out in exploiting itself. General rules cannot be applied to all cases. Also, discretion must be used in methods of advertising, as exploitation which brings the wrong sort of people to a community is worse than useless.

Getting the City Ready to Sell

One town may have exceptional facilities for the development of certain industry and naturally this must be made its "leader." At the same time, a single line should not be developed at the sacrifice of other lines fully as important to the balanced development of the community, if not so spectacular or prominent.

Many communities do their advertising blindly and with a view of merely attracting new population. This is not a sound premise nor is it satisfactory, as frequently the results lead to a more rapid increase in population than can be assimilated. This has the effect of changing the newcomer from a hopeful, ambitious new resident to a dissatisfied, partially discouraged knoekner. It is bad business to acquire population faster than it can be converted into co-ordinating units.

DANGERS OF A COLD

Ashland People Will Do Well to Heed Them.

Many bad cases of kidney trouble result from a cold or chill. Congested kidneys fall behind in filtering the poison-laden blood, and backache, headache, dizziness and disordered kidney action follow. Don't neglect a cold. Use Doan's Kidney Pills at the first sign of kidney trouble. Here is an experience told by a resident of this locality.

Geo. L. Manning, retired grocer, Talent, Oregon, says: "A cold that settled on my kidneys brought on backache. Many times I couldn't lie on my back at night, the pains were so severe thru my kidneys and across my loins. My kidneys acted too frequently and the kidney secretions were highly colored. One box of Doan's Kidney Pills gave me relief."

Price 60c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Manning had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

Trail of Turk Has Left Utter Ruin

Despite all their sufferings at the hands of the Hun, the war-victims of Belgium and Northern France are now busy at their work of reconstruction and can look forward at least to a harvest of some sort during the coming summer.

But the Turk is even more thoro in his work of destruction than is the Hun. The trail of the barbarous Turk, wherever he has lead thruout the ancient lands made familiar to us thru Bible-lore, has left utter ruin, destruction, and starvation both present and prospective. Not content with wholesale massacres and every manner of individual atrocity, the Turks destroyed every agricultural implement, killed all the stock and food animals, and looted and burned all property.

The plan of the American Committee for Relief in the Near East, in addition to feeding and clothing these pitiable war-victims, is to provide them with agricultural implements, seed for sowing, and domestic animals from which herds and flocks may be bred.

Oregon's quota is \$184,000 and must be raised by March 15 at the latest. In making out your budget, don't overlook a generous donation towards this work of mercy and reconstruction.

Weekly Health Talks

The Many Mysteries of Nature

BY L. W. BOWER, M. D.

You can take an onion seed and a pansy seed, and plant them side by side in the same spot of ground. In one case, you get an onion, with its peculiarly strong odor, and in the other you get a flower of rare beauty. You can plant a poppy seed and get opium (a dangerous, habit-forming drug), or you can plant a rhubarb seed and get something that helps constipation. No scientist, living or dead, can explain these mysteries of Nature. Behind the invisible life germ in each seed is hidden the deep secret that nobody understands. Everything growing out of the ground seems intended for some use in establishing natural conditions. Dr. Pierce, of Buffalo, N. Y., long since found out what is naturally best for women's diseases. He learned it all through treating thousands of cases. The result of his studies was a medicine called Dr. Pierce's Favorite Prescription. This medicine is made of vegetable growths that nature surely intended for backache, headache, weakening drains, bearing-down pains, periodical irregularities, pelvic inflammations, and for the many disorders common to women in all ages of life. Dr. Pierce's Favorite Prescription is made of lady's slipper root, black cohosh root, unicorn root, blue cohosh root and Oregon grape root. Women who take this standard remedy know that in Dr. Pierce's Favorite Prescription they are getting a safe woman's tonic so good that druggists everywhere sell it.

Favorite Prescription should have the full confidence of every woman in America because it contains no alcohol and no narcotic. Dr. Pierce knew, when he first made this standard medicine, that whiskey and morphine are injurious, and so he has always kept them out of his remedies. Send 10c to Dr. Pierce's Invalids' Hotel, Buffalo, N. Y. for trial pkg. Tablets.

SHOE CONSERVATION

W. H. Kelley, a lumber salesman, of Omaha, found Neolin Soles so tough and durable that one pair of soles served on a second pair of uppers after the first pair of uppers had worn out in ten months of hard walking.

And he says, "Those same soles will stand another ten months of constant daily wear."

This is unusual service even for Neolin Soles but Mr. Kelley's experience should indicate to you a method of cutting down those rising shoe bills you have to meet. Simply make sure the new shoes you buy are Neolin-soled and have worn shoes repaired with these soles which are scientifically made to be comfortable, waterproof and exceedingly long-wearing. They are made by The Goodyear Tire & Rubber Company, Akron, Ohio, who also make Wingfoot Heels, guaranteed to outwear any other heels.

Neolin Soles
Trade Mark Reg. U. S. Pat. Off.

Money must be paid for advertising a community just as it is paid to put in the sewers or sidewalks. Cheap advertising is much the same as "cheap" anything else. This does not mean, however, that successful advertising cannot be done at reasonable expense.

The City Advertising Built

Los Angeles has often been cited as a city developed by Advertising. One writer familiar with its history has called it "The City Advertising Built." The first community advertising done by Los Angeles was within ten days after its present Chamber of Commerce was organized in 1888—a little more than thirty years ago. Ten thousand booklets were printed for distribution thruout the East, to let the people know of the ambitions and status of the city, which then had a population of less than 50,000. The advertising begun then was kept up persistently thru the fat and lean years. The Chamber of Commerce stayed on the job and is still on the job. The population has doubled every ten years and there is every indication that the record will be kept up when the Government takes its 1920 census.

If advertising had brought merely an increase in the number of residents, there might not be much occasion for recommending it. China leads the world in population. But the sort of population Los Angeles accumulated by advertising is the kind of people who spent \$5,000,000 of their own money in developing a harbor; put \$23,000,000 into an aqueduct to bring pure mountain water 250 miles from the snow-clad Sierras; built a great interurban electric railway system; pay more per capita for public education than any city in the United States; have built one of the finest systems of good roads in the world; have taken the lead in various other creditable municipal activities, and who are credited with a larger percentage of home owners than any city in the country.

That is the way Los Angeles advertised and is advertising. It has paid handsomely in the past and is expected to bring results in the future.

The same principle applies to community advertising as to any other advertising and this was epitomized by Sarah Bernhardt, when she exclaimed, "How will the world know that Bernhardt lives if they do not hear of her?"

Appealing to the Right Class

Some cities have made successes by specializing in their advertising instead of being general. They have concentrated upon one line, so that they acquire force and distinctiveness very materially. Other cities are so constituted that they have equal advantages in a number of different avenues of endeavor and exploit all of these.

The community today that is ambitious to develop and does not ad-

vertise need not expect a rapid growth, regardless of the advantages and possibilities it may possess. The world is too busy in these days to go around hunting up what it wants. It is accustomed to being told what is offered and more and more will expect to be told.

Community exploitation thru systematic advertising is becoming quite general. It was comparatively new a few years ago. The communities that advertised as communities could be counted on the fingers of one hand. Today the wideawake town whose chamber of commerce is not constantly devising ways and means of bringing it before the world is an exception.

"How shall we advertise our communities" is a question frequently asked. While in detail the answer to each town will be different, a few general observations will apply.

The first thing to do after deciding to advertise is to put the matter in the hands of someone who understands advertising and not some enthusiast who has no conception of the job. ADVERTISING IS NOT A KNACK, OR A GIFT, OR A TALENT IT IS A SCIENCE AND CAN BE DONE SUCCESSFULLY BY ONE WHO UNDERSTANDS IT.

Let the men who know best point the way for you.

98 per cent
of all cream separators are

DE LAVAL

De Laval Bell Speed Indicator insures full capacity, uniform cream, clean skimming. For sale at

ASHLAND CREAMERY

sixth of the annual appropriation for the preceding year to cover the months of July and August were insufficient to meet the situation. The President, however, furnished relief by placing at the disposal of the Secretary one million dollars as a loan from the emergency fund.

The greater part of the entire outlay for fire-fighting was on the relatively small number of Forests in the Northwest which presented conditions of great difficulty. An unusually severe dry season caused the outbreak of fires before the summer protective organization was ready for them. The situation was met with difficulty by the Forest Service, whose personnel was somewhat depleted in numbers and much weakened by the loss of many of its most experienced men, who were absent in military service. War conditions also made it difficult to secure good men for temporary appointment as guards during the fire season and bodies of men for fighting large fires.

For many of the serious fires of the Northwest there was no resident population at hand to draw upon for fire purposes, which made it necessary to organize forces in towns and cities scores if not hundreds of miles away; transport them by railroad to points nearest the fire and send them long distances into the woods, and there provide them with equipment and food by packtrain. Thus fires which in other regions would be quickly put out gained headway and in some cases burned several days before the effort of bringing them under control could be made.

Contract let for paving 3030 feet Seaside highway.

Fisher's Blend FLOUR

NOW MILLED AS BEFORE THE WAR

Not the coarse, dark flour of war times but a rich, white, patent flour. Made from finest Eastern hard wheat and finest Western Bluestem. Scientifically blended and manufactured by.

FISHER FLOURING MILLS CO.
SEATTLE, U. S. A.

Secretary Favors Trails, Telephones

The importance of trails, telephone lines, and roads on the National Forests to facilitate the early discovery of fires and quick action to extinguish them, is emphasized in the report of the Secretary to Agriculture for 1918, which has just been received by District Forester George H. Ceell, of Portland.

The funds available for construction work have been too little to permit of rapid progress in the development of the system of communication on the National Forests, according to the Secretary, who also says there should be provision for pushing more rapidly the improvement work on these forests. He further suggests that provision be made for a greater number of Forest guards and for the organization of the protective system each fire season at an earlier date than this has formerly been done. For these purposes the estimate submitted to Congress includes increases for specific Forests totalling \$230,808.00.

In 1918 the failure of the annual appropriation act to pass Congress until after the fire season was partly over caused some embarrassment in meeting the situation. Ordinarily expenditures during the summer months are greater than those for the remainder of the fiscal year, therefore the sums available under the continuing appropriations of one-

Be a Joy-Walker, "Gets-It" for Corns

2 Drops, 2 Seconds—Corns Is Doomed!

When you almost die with your shoes on and corns make you almost walk sideways to get away from the pain, take a vacation for a minute or two and apply 2 or 3 drops



"My Corns Peel Clean Off, With 'Gets-It'"

of the world's magic and only genuine corn-peeler, "Gets-It." Then, and then only, will you be sure that your corn will loosen from your toe so that you can peel it right off gloriously easy with your fingers. Take no chances of continued pain and soreness—why use greasy, irritating salves, plasters that shift and press into the "quick," razors and "diggers" that make corns bleed and also grow faster? Use painless, easy, always sure "Gets-It." There's only one like it in the world—that's "Gets-It." Millions have tried and O. K'd it for years. It never fails. "Gets-It," the guaranteed, money-back corn-remover, "the only sure way," costs but a trifle at any drug store. M'd by E. Lawrence & Co., Chicago, Ill.

Sold in Ashland and recommended as the world's best corn remedy by McNair Bros.

Auto Painting

We do all kinds of Auto Painting and do firstclass work.

Prices range from \$10 for Enamel Coat for Ford car to \$35 to \$50 for high-class 3-coat job.

All Work Guaranteed

J. M. Hughes
Corner First Street,
Back of Vining Theatre

TAXI

Town and country trips. Three years' experience in taxi driving. Rates reasonable. Stand at Victory Cafe.

Office phone 84; Residence, 124 Stand Hotel Austin
Phone 47

Will meet all trains. Any calls left there will be promptly attended to.

EDNA CROUCH

Dr. R. L. Burdic

DENTIST
Swedenburg Block, Ashland, Ore.

I GET THE BEARD BUT LEAVE THE ROOTS

I'm not after the "pound of flesh"—I leave the roots to continue their growth.

"You are next."

Buckhorn Barber Shop
Clyde Costolo

LEONARD C. PETTIT

Violinist
Russian School of Violin Teaching
Room 1, Allen Bldg. Ashland, Ore.

"Take it from me," says the super to the engineer

"You can't ever beat good old Gravely Plug. It's got the real tobacco taste that keeps a man satisfied."

Good taste, smaller chew, longer life is what makes Genuine Gravely cost less to chew than ordinary plug.

Write to:—
GENUINE GRAVELY
DANVILLE, VA.
for booklet on chewing plug.

Peyton Brand REAL CHEWING PLUG

Plug packed in pouch

J. P. Dodge & Sons
Undertakers

Lady Assistant
Deputy County Coroner
State Licensed Embalmer

I. O. O. F. will Hold Centennial at Salem

The details of the program for the session of the grand lodge of Odd Fellows of Oregon, to be held in Salem during the week of May 19 to 23, are being whipped into shape by the committees in charge, and it is anticipated that the coming session will be a banner one, inasmuch as this is the centennial year of Odd Fellowship in America. The executive committee, working with the grand officers, held an extended meeting a few days ago with Grand Master W. F. Walker, Grand Patriarch A. H. Knight, President of the Rebekah Assembly Mrs. Janie F. Burke, and Grand Secretary E. E. Sharon, and worked out the following program:

Monday—Patriarchs militant; evening, regular meeting of Salem Rebekah lodge No. 1.

Tuesday—Grand encampment and

Rebekah assembly; evening, conferring the decoration of chivalry, general reception to the visiting delegates, exemplification of an encampment degree.

Wednesday—Grand lodge session and Rebekah assembly; afternoon, automobile drive, salem and vicinity; evening, regular meeting of Chemoketa lodge No. 1, exemplification of Rebekah degree.

Thursday—Grand lodge session and Rebekah assembly; afternoon, grand parade and patriotic picnic; evening, conferring of Muscovite degree, Rebekah special program.

Friday—Grand lodge session and adjournment.

The Boy Scout Movement is proving very popular in Mexico City alone and thruout the republic there are also groups numbering in all several thousands of members. They have adopted the name of "Mexican Explorers," and are enthusiastic in all branches of the service.