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 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING." This applies to organizations and societies of every kind as well as to individuals.
 All reports of such activities after they have occurred is news.
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 Immodest words admit of no defence. For want of decency is want of sense—Roscommon.

Blessed are those who, on the stage, on the screen, on the lecture platform, in books, in the press, in the daily contacts of life, make others smile.

The art of keeping cool and untrifled is the simplest of arts. Because it is so simple is the reason so many do not practice the art.

Being secretary of the treasury during this crucial period is a man's size task, as Mr. Mellon can attest.

There is only one 'ism' that is tolerable among loyal citizens of this country—Americanism.

CIVIC IMPROVEMENT CLUB DISCONTINUES MEETINGS UNTIL SEPTEMBER
 By MRS. JOHN H. DILL (Cor. Sec. Civic Improvement Club)
 The Civic Improvement club met at the round table in Lithia Park yesterday afternoon. A short business session was held and it was decided that meetings would be discontinued until the first Tuesday in September, as there is no special work to be done until that time.

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 Use Iceless Cooler and make it pay for itself in a year in ice bills.
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Heavy Shipment of Pears Is Expected From R. R. Valley

The first shipment of early California pears to Boston auctioned for \$7 a box and a similar shipment to Chicago brought \$3.50 a box. Later shipments in car lots brought from \$5.80 to \$6.50 a box. It looks good for the Northwest this year for that is the only section where the crop is near normal, except in California where the prospects are gradually being reduced by hot winds and storms that have blown off the fruit. The Medford-Ashland district expects to ship around 550 carloads of pears and the Yakia estimates are in for 1600 carloads. Railroads are making preparations for the heavy crop and it is expected that there will be no car shortage this year.

A communication received by the Oregon Growers Co-operative association states that a high wind in the Sacramento valley has blown off about 6000 or 7000 tons of pears, making a reduction of nearly 20 per cent in that district which means a 10 per cent reduction of pear crop estimates for the whole of California.
 This in conjunction with losses in Delta and Placer counties from hot winds, will materially reduce the California yield which, earlier in the season was estimated at 75 per cent normal. The July report of the United States department of agriculture, bureau of crop estimates, indicates that the pear crop in many states varies from failure to a half crop.

Fruit Raisers Tell R. R. Officials Of Shipment Needs

Fruit shippers met with railroad officials of the Southern Pacific road in Medford July 12 to discuss problems relating to the movement of the apple crop this fall. This was the annual meeting at which the shippers have an opportunity to state their needs to the railroad men and nearly all of the concerns engaged in shipping fruit from Oregon were represented.
 Due to the large crop of apples this fall there will no doubt be a strong demand for refrigerator cars this season, but it is expected that the Southern Pacific will be able to furnish all of the cars needed in Oregon when the crop begins to move, and it is not thought that serious delays will be met with this year.

Getting the fruit to market in the shortest possible time is of vital importance to the shipper on account of price fluctuations and the perishability of the fruit, and it is expected that all of the roads will cut down on the time between here and eastern markets.

MOVIE PATRONS PROVE HONESTY ACCORDING TO THEATRE MANAGER

HORNELL, N. Y., July 21.—Ninety-nine out of every hundred persons in the United States, and everybody in Hornell is honest, according to Charles S. Smith, manager of a local moving picture theatre.
 A new policy has been inaugurated at the theatre Smith manages. There are no ticket sellers or takers in the lobby. All persons are admitted free.

After viewing the show they walk to the door where a box with a slot in it has been installed. If they liked the performance they drop thirty cents in the box. There is no attendant to stop the patrons if they don't care to drop the money in the box. There is a girl stationed at a little booth just inside the lobby to provide change for the patrons who want the correct amount.
 Manager Smith says that practically all the theatre patrons pay. The only ones who don't drop their money into the box, according to Smith, are the ones dissatisfied with the show.

Domestic Science Department
 Conducted by
Mrs. Belle De Graf
 Domestic Science Director
 Sperry Flour Co.

Usually families who eat quantities of fruit keep well and have clear complexions. Fruits have no great value from a nutritive standpoint. They are composed largely of water, which makes them refreshing, varying amounts of fruit sugar and, most important of all, are valued for the minerals and acids they contain. Fruit sugars are easily digested and the minerals and acids act as regulators, body-cleansers and blood purifiers, and also aid the body in acidizing other kinds of food. A glass of orange juice taken the first thing in the morning acts as a medicine. This is due to the fact that no other food is present in the stomach at the time. If taken with other foods, while beneficial, it will lack the medicinal value.

Many people find that acid fruits interfere with digestion when eaten with cereal or other starchy foods. This will not happen, however, if either food is eaten alone. To many the fruit acids act as an appetizer when taken as a first course for breakfast, and it will often stimulate a somewhat lagging appetite. The best time, then, to eat acid fruits must be decided by each individual.
 Sweet fruits, such as prunes, figs, raisins, dates and bananas, are best to serve with starchy foods and cereals. With the exception of bananas all these fruits furnish enough sugar for the cereal.

Eat only round ripe fruit. Raw green fruit is dangerously indigestible, but may be cooked and found perfectly satisfactory. Over-ripe or partly decayed fruit is poisonous from the bacteria it contains and should never be used, raw or cooked. Fruit merely bruised, but not spoiled may be used for jams and fruit butters.

Too often fruit is considered a luxury rather than a necessity. The judicious use of both fresh and cooked fruits means better health and satisfaction for each member of the household. The addition of sugar to cooked fruit greatly increases its nutritive value and cooking sugar at a high temperature in conjunction with the acid of the fruit brings about the inversion of the sugar, which is one of the first steps in its digestion.

Wholesome Forms
 For this reason jams, marmalades and preserves are considered one of the most wholesome ways in which sugar may be eaten. To be at its best for cooking or canning, fruit should be a little under-ripe. When canning or preserving, to obtain the best results, the fruit should retain both shape and flavor. Over-ripe fruit is never perfect in either r or shape. Berries and all small fruits should be handled in small quantities to avoid crushing them and should be washed before removing the stems or hulls. Fruits should be used most liberally; in fact, considered a necessity.

General Recipe for All Berry Jams
 Prepare the fruit; weigh and allow three-quarter pound of sugar to every pound of berries. Crush the fruit, put over a slow fire and heat to the boiling point, then boil about twenty minutes, counting the time after boiling actually begins. If

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making only a small quantity of jam add half the sugar; allow the mixture to reach the boiling point again, then add remaining sugar and cook until when tested—by placing a spoonful on a cold plate—the jam does not separate and the syrup is thick, not watery.
 If making a large quantity of jam, add sugar in small quantities, allowing the jam to reach the boiling point before adding more. A very little lemon juice improves the flavor of these jams.

Strawberry Sauce.
 Wash a cup of hulled strawberries, add half a cup sugar, a pinch of nutmeg and set aside in a cool place until wanted. Use as a sauce for cottage pudding, corn starch, blanc mange, tapioc pudding, any form of gelatine or pour over vanilla ice cream.

Strawberry Whip.
 One cup hulled strawberries, one cup granulated sugar, one egg white unbeaten.
 Put the ingredients in a bowl and beat with a whip egg-beater until the consistency of whipped cream. This will take about fifteen minutes. Chill and serve in sherbet glasses with sponge cake or use as a filling for cream puffs or cake.

Strawberry Pie.
 Make a flaky pastry shell and bake. Fill with hulled strawberries. Make a meringue of two egg whites, beaten stiff, then add one at a time, four tablespoons of sugar. Pile on top of the strawberries and place in a slow oven.

Marshmallow Strawberry Pudding.
 One cup hulled strawberries cut in halves, one-third cup marshmallows, cut fine, one cup cream whipped, one-third cup sugar, one teaspoon vanilla extract.
 Cream should be beaten very stiff, adding vanilla and sugar. Fold in strawberries and marshmallows. Fill sherbet cups or tall glasses with mixture, garnish with whole berries and serve very cold.

Raspberry Charlotte Russe.
 One cup raspberries, one third cup sugar, one cup cream whipped, two teaspoons of granulated gelatine, one-fourth cup cold water.
 Lady fingers or stale sponge cake.

Bar le Duc Currants.
 Use only large firm fruit. Weigh and use an equal weight of strained honey. Heat honey, add fruit, let simmer very slowly about five minutes, remove the fruit with a skimmer, then cook down the syrup until thick. Pour it over the fruit and store in glasses as you would jelly.

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 Ashland, Oregon