

Ashland Tidings

Established 1876
Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 39

Subscription Price Delivered in City:
One month \$.65
Three months 1.95
Six months 3.75
One year 7.50

Mail and Rural Routes
One month \$.65
Three months 1.95
Six months 3.50
One year 6.50

ADVERTISING RATES
Display Advertising
Single insertion, each inch 30c
YEARLY CONTRACTS
Display Advertising
One time a week 27 1/2c
Two times a week 25c
Every other day 20c

Local Readers
Each line, each time 10c
To run every other day for one month, each line, each time 7c
To run every issue for one month or more, each line, each time 5c

Classified Column
One cent the word each time.
To run every issue for one month or more, 1/2c the word each time.

Legal Rate
First time, per 8-point line 10c
Each subsequent time, per 8-point line 5c
Card of thanks \$1.00
Obituaries, the line 2 1/2c

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 the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising
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.

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.

SUMMER PLAYGROUND OF AMERICA
THE PACIFIC NORTHWEST
OREGON WASHINGTON & BRITISH COLUMBIA
BRIGHT, COOL DAYS
A RESTFUL SLEEP EVERY NIGHT.

THINK DROPS
Talk is cheap, but it takes money to buy moonshine.

It takes more than saying so to constitute bigness. Results count.

It takes no brains to pass the lie. It does take brains to produce reasons.

I have never known slate makers yet who did not deny that they had a slate.

To offer to resign if folks will help you save your face is the last subterfuge of a lost cause. It is not manly and lacks sincerity.

A man may look great when he says he is. Bringing home the bacon is the only prescription that will keep a fellow up to standard.

Greer is trying to produce for Ashland a big hotel and sanitarium. What are the fellows who are cussing him trying to do for the town?

Greer gave Ashland its park and springs. What have the fellows who are cussing him given Ashland?

Fuller says the Tidings lies when it quotes him as saying that the same Chamber directors would be elected next month, and they would elect him secretary for the coming year. Well, we have a man that will make an affidavit that he did say that to him. The lie is easy to pass, but it is no argument.

Average contributor, have you seen any statement of the income and expenditures of your contributions from the Chamber of Commerce the last year? Detailed financial statements are always made to stockholders of real business institutions from time to time. That's what makes them succeed.

The purpose for forming a slate in an election is because the adherents of a party can thus consolidate on the slated ticket, while the opposition loses force from scattering its support. The way to offset a slate in a case like the coming Chamber of Commerce election is to openly caucus and select names as candidates so that the opposition can concentrate on them and not get lost by one of the opposition casting his vote for one set of candidates while those who are after the same result are casting their votes on some other set of candidates. The best way to defeat a slate ticket is by openly meeting and agreeing on a set of candidates that all the slate opposition can center their votes on.

PUBLIC FORUM
Editor Tidings: In your report of the meeting of the directors of the fruit association, it is stated that the manager is not in love with the "no capital, no profit, mutual benefit associations." I don't know whether there is in existence any such foolish combination, but if the manager thinks that is the kind of organization with which the fruit growers wish to displace the present system, he is mistaken. It is evident that without capital no sort of an organization can be set going, neither can prices be so arranged as to strike an even balance of no profit and no loss at the end of the year. What the fruit growers object to is the amount of the profit and the disposal of it. When the surplus is sufficient to pay the stockholders a dividend of 250 per cent, it becomes a case, not of mere profit making, but of profiteering, and when the surplus is used not for the benefit of the members (as provided for in the by-laws) who have created that profit and who are the only ones entitled to it, but is used to further increase the assets of the association (already becoming topheavy), and also an excuse for adding to the cost of running the association, it is a sign that the association is losing touch with the growers; is, in fact, not serving the best interests of the growers, who are the prime objects of its existence.

In these circumstances, I think, there is pressing need for reorganization under the new state law governing co-operative associations. There are three important reasons for doing this. In the first place it will make impossible the accumulation of large surplus profits; in the second place it will ensure the application of the one man, one vote principle to the election of directors, and in the third place it will safeguard the association from possible calls for payment of uncalled for dividends, as such automatically become the property of the association at the end of the year. These dividends which have been accumulating for six years, affect some 300 shares.

I would suggest that the directors call a general meeting at an early date to afford members opportunity for a full discussion of the question of reorganization.

H. TAVERNER.

INCOME TAX ITEMS

Taxpayers are reminded that income tax returns for the year 1921 must reach the office of Clyde G. Huntley, collector of internal revenue, Portland, not later than midnight March 15 in order to escape severe penalties. This does not mean that it will be sufficient for the taxpayer to mail his return on March 15. The return must be mailed at a time that will insure its delivery in the office of the collector at Portland not later than midnight March 15. Furthermore, the receiving stamp on the envelope will be accepted by the collector as the actual time of delivery. Taxpayers are especially urged to bear in mind this fact: It is not sufficient that their returns be mailed on March 15. Returns must be mailed so as to reach the collector's office in Portland not later than midnight on

March 15 which is the final date for filing returns.

On account of the numerous inquiries received at his office, Collector Huntley is of the opinion that many taxpayers do not know that the stamp taxes on legal instruments were not repealed by the new revenue act. He announces that these taxes are still in full force and effect, and they apply as heretofore on promissory notes, deeds, stock certificates, powers of attorney, proxies, etc. The stamp taxes on surety bonds and medicinal preparations were repealed, but these are the only changes in the stamp taxes.

Quite ill — Mrs. Ralph Hall, who resides on B street, is quite ill at the present time.



By JULIA MCCARTHY
I. N. S. Staff Correspondent
NEW YORK, Feb. 27.—Discretion is the better part of pallor. Too much rouge spells the rogue. Women—many of them—now use cosmetics so copiously that not even men are fooled.

To the much-discussed matter of whether to paint or not to paint, or to fly to powders that we know not of, comes comment from a woman revered and beloved by millions of her own sex—Commander Evangelina Booth of the Salvation Army. Every woman will not agree with her but all will listen.

"Any woman," she declares, "who tries to add the bloom of youth to her cheeks artificially is trying to fool the world.

"Is Postive Cheat"
"The woman with blazing cheeks, indigo eyes and carrotty hair is a postive cheat.

"The enormous sale of cosmetics in this country is a disgrace. If the young women would take the money they spend on paint and powder and use it to feed the starving children of the world they would need no artifice to make themselves attractive."

In spite of the fact that many worthy women do use artificial aids to appearance, there is truth in Commander Booth's suggestion that service to others brings beauty. It surely gives a fine spiritual glow to her own countenance.

True beauty must be an emanation from within and not altogether application from without. For a basis is a kind and gentle spirit is effective, just as, in the same way, pulchritude itself promotes its possessor's goodwill toward the world.



Value of Loveliness
The value of loveliness that comes out of character is emphasized by Mrs. Elsie Waterbury Morris, well-known society woman and wife of Gouverneur Morris, the writer. Mrs. Morris indorses Commander Booth's recipe for creating loveliness.

"Commander Booth has the very finest kind of beauty," says Mrs. Morris. "It comes from spiritual qualities which must be fostered to cultivate happiness and outward beauty.

"But suppose illness and unhappiness has taken away from a woman's cheeks the color she had in good health—then a little speck of rouge is not obnoxious.

"Women must learn to use aids to beauty with discretion, so that they won't be mistaken for coarse specimens of their sex," she warns.

Here is excellent advice from Commander Booth and Mrs. Morris to the girl who furiously colors her cheeks, who lets her eyebrows do business on less than a shoestring, and whose locks of henna hue make artless folk think her Gehenna-bounded.

Cleanliness Advocated
Mrs. Morris believes in the economic and domestic value of good looks, and she advocates cleanliness as the best cosmetic of all.

Grace of the spiritual type was given in great measure to such women as Jeanne d'Arc, girl soldier and saint, whose visage shone with unearthly beauty. Helen of Troy, more mundane probably in her intentions, still inspired the ship-launching craft to such an extent that we feel her comeliness was no mean thing. Commander Booth is a modern type of woman who is radiant with the beauty of service.

HAMBONE'S MEDITATIONS
A MAN VISE ME WEN AH SEES A HANT JES' T' TELL MAH-SEF AH AIN' SKEREED BUT SHUCKS! AH KNOWS WEN AH'S TELLIN' A LIE!!



CONSIDER THE ELEPHANT
The elephant costs the circus a lot of money. But the circus man doesn't figure the elephant as an expense. He figures the animal and its upkeep as an investment, because it is the best bet the circus has to lure folks into the big top. No more does the circus man figure his advertising as an expense.

It's the most vital part of his investment, for without plenty of publicity, the circus would go along where the dodo is. Advertising is a part of operating expense, for which invested capital must provide in any going business. —Providence Journal.

Bicycle Playing Cards

50 CENTS PER DECK
We have the new narrow Bridge Cards Pinochle Cards Small Cadet Cards Poker Chips Score Pad, Etc.



Ashland Realty Co.
Houses to Rent
Property for Sale
25 East Main St. Ashland, Oregon
Phone 181

Tire Changes
Have you ever made them on the road. A good jack, pump and tire tools help.
THE AUTOMOTIVE SHOP
100 Main St. Phone 44

Good Cooking Utensils
makes good cooking easier. The right pan, roaster, saucepan, boiler or kettle has a lot to do with the result. Our housewares are selected by an expert in housekeepers' needs. Every housekeeper, actual and prospective, should visit this department and see what are the very latest and best ideas in kitchen efficiency and economy.
SIMPSON'S HARDWARE

SCHOOL DAYS



P. T. BARNUM HAILED AS "DADDY OF ADVERTISING"
(By International News Service)
WASHINGTON, D. C., Feb. 25.—P. T. Barnum, famed for his observation on "suckers," has also been hailed in congress as the father of advertising.
During discussion on the United States shipping board's advertising methods, Congressman Wood, of Indiana, paid tribute to the publicity genius of the circus magnate.
"I think the newspaper of this country can well afford a monument as high as the Washington monument in memory of P. T. Barnum, who first demonstrated the value of advertising," said Wood. "Barnum was the father of modern advertising."

Auxiliary Legion Meeting—
The next meeting of the American Legion Auxiliary will be held in the Armory Tuesday evening, February 28. As this is the same evening that the Legion meets, we hope that more new members will join our organization. It is the plan of the social committees of both organizations to have a real social affair at least once a month after the business meeting. We extend a very cordial invitation to all eligibles of the Auxiliary to be present and come prepared to join the organization. Signed: Chairman Auxiliary Social Committee.

To win a race a Jockey doesn't put extra weight on the horse that helps him succeed
No man or woman who wants to succeed in the race of life can afford the handicap of headaches, insomnia, indigestion and debility. Nor can they afford to take anything that may keep up a continual irritation of the nervous system.
Yet this is what many people do who drink excessive amounts of tea or coffee. For tea and coffee contain caffeine, a substance that is sometimes very injurious. Many doctors say that caffeine raises the blood pressure, irritates the kidneys, and over-stimulates the entire nervous system. Also that it is especially bad for growing children, or for any one who has any tendency to nervousness or insomnia.
If you want to avoid a possible cause of headache, insomnia, or nervousness, it might be well to stop taking tea and coffee for awhile, and drink rich, satisfying Postum, instead.
Postum is a delicately-roasted, pure cereal beverage—delicious and wholesome.
Order Postum from your grocer today. Drink this fragrant, healthful beverage for awhile, and see if you will not feel brighter, more active, and more resistant to fatigue—as so many thousands of others have felt.
Postum comes in two forms: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for 20 minutes.
Postum for Health—"There's a Reason"
Made by Postum Cereal Co., Inc., Battle Creek, Mich.