

Ashland Tidings
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 Published Every Evening Except
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THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY
 PAPER
 TELEPHONE 39
 C. K. LOGAN, Editor

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

**BIBLE THOUGHT
 FOR TODAY**
 Bible thoughts memorized will prove a
 precious heritage in after years.

FRIDAY, DECEMBER 15
THE POWER OF THOUGHT:
 —As he thinketh in his heart, so
 is he. Proverbs 23: 7.

ADVERTISED GOODS
 Advertising benefits the consumer
 —most of all. Advertiser goods are
 trade-marked to protect the consum-
 er for quality and quantity, declares
 H. H. Groth.

Think of the infinite variety of
 prepared foods, from which the
 greater part of a wholesome meal
 may be prepared with almost no
 work for the housewife.

Think of the household conven-
 iences and business conveniences—
 the time savers in your office or
 home—the accessories which make
 your automobile a greater pleasure.

How do you suppose the man who
 first thought of these things was
 able to make them for you at a
 price you could afford to pay?

It was through advertising—of
 course. Advertising organizes co-
 operative buying units. The man
 with a new idea knows that he can
 tell thousands or millions of people
 about his idea through advertising.
 He knows that the united buying
 power of all these people will en-
 able him to produce his idea in prac-
 tical form at a cost which is only a
 fraction of what the first article
 would cost.

One of the best examples of how
 this is done is Eskimo Pie. Within

six months after the inventor first
 had his idea, everybody in the Uni-
 ted States knew about these delicious
 new chocolate covered ice cream
 bars.

This was a spectacular demonstra-
 tion of how advertising can bring a
 new idea to the whole American pub-
 lic. But in every advertising suc-
 cess, the same principle holds true.

But advertising does more than
 introduce new ideas to you. It safely
 guards you in the purchase of any
 advertised product. You can de-
 pend upon it—nothing can succeed
 through advertising unless the ar-
 ticle itself has merit. Advertising
 a bad product will make just as
 many enemies for that product as
 advertising a good product will make
 friends for the good product.

And so, if an article has been
 widely advertised for a long time,
 you can be sure that it is good or
 the public would never have sup-
 ported it. You know that the ad-
 vertised and trade-marked product
 must have a definite quality—and
 be fully worth the price. You can
 be sure that you get more real value
 in an advertised product for every
 penny you spend, than you will in
 an unadvertised product, because ad-
 vertising is the cheapest selling method
 there is.

You know the advantages of co-
 operative buying. You have heard
 a lot about the idea in the last two
 or three years. You belong to a co-
 operative buying society every time
 you buy an advertised product. Read
 advertising. Buy advertised prod-
 ucts. It is the surest way to be
 certain of satisfaction and money's
 worth.

PILES

Be Cured to Stay Cured

I GUARANTEE to per-
 manently cure your Piles
 without cutting, burning,
 stitching, anaesthetic, con-
 finement or unpleasant
 after-effects. My patients
 are reputable men and women
 in every walk of life to whom
 you may refer about this painless,
 non-surgical cure.

If you are a sufferer from Piles,
 Fistula, Fissure or other rectal
 disease, call or write today for
 my FREE booklet.


Cost of treatment returned if I
 fail to cure your Piles.

DR. CHAS. J. DEAN
 2ND AND MORRISON PORTLAND, OREGON
 MENTION THIS PAPER WHEN WRITING

See Us for—

Gifts that Please Men

New Creations



Our Assortment Is Complete

Not Many Men Have Too Many Ties

CHENEY CRAVATS

MITCHELL'S
 "THE MEN'S STORE"
 NEXT TO THE POST OFFICE

SAP AND SALT
 BY BERT MOSES

No one is ever right all of the
 time.

There is always more salary
 awaiting those who are able to
 earn it.

People won't buy things they
 don't know about; so advertise
 'em!

The gang in the gallery has a
 much better time than the se-
 lect few in the boxes.

People become awful tire-
 some when they try to tell ev-
 erything they know at a single
 setting.

The fellow who digs down
 after things finds bigger re-
 wards than the fellow who just
 grabs things off the surface.

HEZ HECK SAYS:
 "You are gittin' old
 when you notice how much
 quicker tomorrow comes
 than it used to."

That Germany is making supreme
 efforts to regain American trade is
 evinced in a circular addressed to
 Mr. B. R. Greer, Publishers, Ash-
 land, Oregon, Amerique, from Georg
 Albert Berbig, Leipzig, Germany.

Seven articles that are of interest
 in particular to publishers and news-
 papermen are listed. These are: "A
 miniature typewriter, portable in
 your coat pocket," offered as the cir-
 cular states, "at the unimaginable
 low price of \$10." "Hildso" paper
 fastening tongs are quoted at \$1,
 while an electric sealing apparatus,
 saving of matches and candles with
 the avoidance of the irksome sooting
 can be procured at \$3. Permanent
 blotter sizer stone is offered, two
 pieces for 50c, while 100 bottles of
 "The dry ink brilliantia" (also port-
 able in your coat pocket), may be
 had for 50c. The "Hermetos Damp-
 er," for moistening envelopes,
 stamps, etc., is offered, two dampers
 for \$2.50. A self-filler fountain pen
 "Elija," fitted with a 14-karat real
 gold plated pen, and which will write
 10,000 letters with one filling, is
 also mentioned. A clip box and di-
 rections for use are included in the
 price of \$1.

Mr. Berbig states that "he invites
 your attention to my efficient col-
 lection of addresses which is always
 up to date, and I beg to mention
 that I can promptly deliver all ad-
 dresses demanded at the rate of \$1
 per thousand. For \$2 I shall ask 50
 manufacturers in Germany for the
 goods you desire to buy."

Terms are, "Cash in banknotes or
 by cheque in advance or by letter of
 credit with a bank in Germany. I
 am at your disposal to assist you in
 procuring all that you may want to
 buy in Germany."

**Coming Year Predicted Prosperous One
 for U. S.; If You Don't Believe
 it Just Consult the Stars.**

BINGHAMPTON, N. Y., Dec. 15.—
 Watch Uncle Sam progress during
 1923.

That's the little tip the stars hold
 for you, if you would accept the
 seer's interpretation of the heavenly
 bodies that will rule during 1923.

The annual MacDonald astrologi-
 cal forecast—an almanac that circu-
 lates internationally to the extent of
 several hundred thousands—just out
 —predicts that "a great amount of
 good in the way of legislation will
 be accomplished, and the year is one
 especially favorable for the govern-
 ment and those in high positions of
 trust. It will be known as a year
 of human relationship, with great
 spiritual development."

The astrologist foresees a "steady
 and active business period in the af-
 fairs of men as the new year ad-
 vances and much activity in real es-
 tate transactions and products of
 the earth."

Moreover, he forecasts a "great
 deal of building and a busy period to
 bankers and capitalists, with the
 common people to share in the busi-
 ness successes, through steady em-
 ployment generally."

Then the modern oracle goes on
 to tell:
 "Saturn will have influence on
 weather conditions throughout the
 year. Saturn years are generally

**HUN MAIL-ORDER BUSINESS
 REACHES OUT TO ASHLAND**

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COURT NEWS OF INTEREST

Circuit Court
 Ethel S. Freeman vs. John C. Free-
 man. Motion.
 Rogue River Valley Canal Co. vs.
 Hugh Storey. Order.
 Bullock Mercantile Agency vs.
 John Kanasto. Summons.
 Bullock Mercantile Agency vs. J.
 H. Wheeler. Summons.
 Jesse Winburn vs. F. C. Homes.
 Summons.
 Southern Pacific company vs. Cal-
 ifornia Oregon Power company. Stip-
 ulation.
 F. L. Tou Velle vs. Farm Bureau
 Co-operative exchange. Bill of ex-
 ceptions. Exhibits.
 Frances Bosqui vs. John W. Bos-
 qui. Depositions.
 A. W. Walker vs. E. H. Lamport.
 Findings and conclusions; decree;
 cost bill.
 Daniel E. Flory vs. Hattie Flory.
 Summons.
 Ida Loughlin vs. John Loughlin.
 Summons.

Real Estate Transfers
 Sheriff to Jackson County Build-
 ing & Loan Association, deed to lot
 3, block 1, Summit addition to Ash-
 land—\$1516.
 Sheridan F. Thornton et ux., to
 Ernest W. Hogue et ux., w. d. to lot
 in block 10, Ashland—\$10.



Betty Compson
 in the Paramount Picture
 'The Bonded Woman'

VINING—TONIGHT, TOMORROW

NAVY AND ARMY GOODS STORE
 1223 Pacific Ave. Tacoma, Wash.

Write for Bargain Catalog of Army and
 Navy Goods, Sent Free. All merchandise
 shipped Parcel Post, Free. Money-back
 guarantee on all merchandise. Thousands
 of satisfied customers.

Get Your
Christmas Furs
 at
Bartlett's Fur Store
 Largest Stock in Oregon
 Outside of Portland
 F. W. BARTLETT
 115 W. Main, Medford

WHAT HE EXPECTED OF WIFE

**Girl's Attitude Seems Unreasonable
 When These Few Small Things
 Were All He Wanted.**

Beauty. Punctuality. Sweet temper.
 Economy. Trust.

And that she should be sound asleep
 when he came in.

And that he should not be questioned
 regarding the hour when he returned
 from poker parties.

Nor that she should make any com-
 ments regarding the strangeness of the
 fact that it was necessary to have on-
 ion sandwiches at poker parties.

And that she should spend such ev-
 enings as he played poker or stayed
 downtown or went to stag dinners with
 friends of the feminine sex.

That she should always understand
 that his flirtations were too mild for
 any uncalculated jealousy on her part.

That it was quite a different thing
 for a man to be forgiven than for a
 woman.

And that he wouldn't have his wife
 make a fool of him as some wives he
 knew made of their husbands.

With these clear understandings at
 the start he knew that she would be
 very happy with him, for he would
 make her an ideal husband.

But he had been a little too previ-
 ous.

She saw now why two other wives
 had divorced him.

And she saved time—by refusing to
 marry him!—Mary Graham Bonner in
 Judge.

MADE A HIT WITH STUDENTS
 "Cafeteria Work" Was Something
 Which Evidently Had the Approval
 of the Entire Body.

A new school for boys in Terre
 Haute, Ind., is a very modern voca-
 tional school, with band equipment, big
 athletic park and cafeteria. And the
 new students were much impressed by
 these facilities.

On the first day of school one of the
 new fellows watched a last year stu-
 dent make out his program, and it
 read: "Shop work, wood work, chemi-
 cal laboratory work and forge work."

He studied it a little while and be-
 gan writing. And this is what he
 wrote: "Band work, athletic work,"
 and then he hesitated, studied for a
 long time and finished, "cafeteria
 work."

Before he could get any farther the
 old student, having seen the program,
 seized it for exhibit, and it went on
 record as the most popular program of
 the school.

Electricity and Bullets.
 At a rifle meeting in Switzerland it
 was discovered that the steel-jacketed
 bullets of the marksmen were swerved
 from their course by the influence of
 telegraph and telephone wires running
 alongside the range, says the Washing-
 ton Star. Experiments were then
 made at Thun by placing four steel
 cables parallel with the range and
 about 40 yards distant from it and
 sending a current of 8,000 volts
 through them. The effect, it is said,
 was to turn the bullets so far from
 their course that the deviation
 amounted to 24 yards on a range of
 200 yards. The bullets on being taken
 from the targets were found to be
 magnetized. Next, on an artillery
 range of 3,000 yards, the electro-mag-
 netic influence was generated 200
 yards in front of the targets and 40
 yards to one side. The projectiles
 were swerved 14 degrees from a
 straight line.

A Doubtful Hit.
 One sister in this Evansville family
 is a newspaper reporter and the other
 a school teacher. And the little teach-
 er is much given to borrowing her sis-
 ter's clothes. The good-natured re-
 porter usually doesn't object, but the
 other day she felt her sister had gone
 too far when she wore her new silk
 dress and tall hat to school. She told
 her so, too.

"But I had heard the school board
 would be at the building today," the
 teacher excused herself, "and I want-
 ed to make a hit with them."

"I bet you did," came back the dry
 retort, "for they all nearly went wild
 about that dress when I wore it to
 the school board meeting last night."—
 Indianapolis News.

Davy Jones' Toll.
 Lloyd's Register of Shipping records
 the loss during the last quarter of 1921
 of 99 steamers and 68 sailing vessels,
 representing 117,926 and 38,138 tons,
 causes, respectively. The causes are
 given as wrecked, foundered, col-
 lided, burned, missing, abandoned,
 lost and condemned.


Of this total 7 steamers, and 17
 sailing vessels were of American regis-
 ter. Holland had no losses during the
 period under notice. Vessels under
 100 tons are excluded from the return.

No Concentration.
 "Would you call Mrs. Gadder an in-
 quisitive woman?"
 "Not unduly so, for a member of her
 sex."
 "No?"
 "After she has tried unsuccessfully
 for six months to find out the income
 of a neighbor something else is sure
 to attract her attention."—Birmingham
 Age-Herald.

Confined to Prose.
 "Do you know 'The Star-Spangled
 Banner' by heart?"
 "Yes," replied Senator Sorghum;
 "but I'm not trying to use it in this
 campaign. Practical questions are be-
 coming so complex that my constitu-
 ents won't be satisfied to hear me sing
 or recite."

If it is for Ashland, we are for it.

W. A. SHELL
 BARBER
 Safety blades resharpened
 like new. Single bit, 30c
 doz. Double bit, 60c doz.
 Children's Work A
 Specialty



Cause and Effect

Taste is a matter of
 tobacco quality

We state it as our honest belief
 that the tobaccos used in Chester-
 field are of finer quality (and
 hence of better taste) than in any
 other cigarette at the price.
 Liggett & Myers Tobacco Co.

Chesterfield
 CIGARETTES
 They Satisfy

7 billion!

Over
 7 billion
 Chesterfields
 are smoked
 every year—
 20 million
 every day

What shows
 what good tobacco
 can do!

Chesterfield
 CIGARETTES
 They Satisfy

LIGGETT & MYERS TOBACCO CO.

Christmas Specials

Fresh Golden Dates, per lb. 25c—5 lbs. for \$1.00
 Fresh Citron, Lemon and Orange Peel 25c
 English Currants, per lb. 25c
 Cluster Raisins, per lb. 25c
 Sun Maid Seedless Raisins, 7 lbs. for \$1.00
 Dates stuffed with Pecans, per pkg. 10c
 No. 1 California Walnuts, per lb. 35c—3 lbs. for \$1.00
 Home grown Walnuts, per lb. 25c
 Home grown Almonds, per lb. 25c
 Brazil Nuts, 5 lbs. for \$1.00
 Chestnuts, per lb. 25c
 Hickory Nuts, per lb. 25c

We have a Full Line of Christmas Candies at the Best Prices
 GIVE US YOUR ORDER FOR CHRISTMAS TURKEY

PLAZA MARKET
 61 NORTH MAIN STREET

Cutlery Sale

Pocket Knives, \$2.50 values
 Pocket Knives, \$2.25 values
 Pocket Knives, \$2.00 values
 Pocket Knives, \$1.50 values
 Scissors, \$2.00 values—Sale Price \$1.19
 Scissors, \$1.50 values—Sale Price96
 Scissors, \$1.25 values—Sale Price83
 Scissors, \$1.00 values—Sale Price49

97c

While They Last—Get Busy!

SIMPSON'S HARDWARE
 37-39 North Main St. Phone 203