

ASHLAND DAILY TIDINGS

(Established in 1876)

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WHAT CONSTITUTES ADVERTISING. All future events, where an admission charge is made or a donation taken is Advertising.

DONATIONS. No donations to charities or otherwise will be made in advertising or job printing—our contributions will be in cash.

JANUARY 22. WHEN THOU PASSEST through the waters, I will be with thee; and through the rivers, they shall not over thee; when thou walkest through the fire thou shalt not be burned; either shall the flame kindle upon thee.—Isaiah 43:2.

AN EXCELLENT SHOWING

With this issue the Tidings completes the publication of the detailed reports as compiled by the Ashland Fruit and Produce association and covering the business for the past year. The reports were as comprehensive and detailed as it is possible to formulate them, and those who followed them have a better knowledge of the service being rendered by the association and of the possibilities of growing fruit and small berries, vegetables, and poultry in this district.

From the standpoint of the association the report revealed that better general prices were received for many products during the past year than in 1922 despite the fact that market conditions were less favorable. A concrete example is available with respect to the peach crop. Peaches handled by the association during the past year brought prices substantially higher than in 1922, yet the general market was demoralized. A considerable volume of Ashland grown peaches were marketed in California, in which state peaches decayed on the trees and in the orchards. The showing is even better when we recall that California is recognized as the premier co-operative marketing state of the nation. The result was due entirely to the management of the local association in that it refused to ship out on consignment. More money was spent in marketing the peach crop than on the same volume of the preceding year, because more aggressive methods were employed, but the wisdom of the policy is reflected in increased receipts to growers.

A COMMENDABLE MOVEMENT

The announcement that a representative number of citizens, members of the county Y. M. C. A. organization, have decided to bend their energies in the formation and maintenance of a strictly local organization are commendable and worthy of the united and whole-hearted support of every resident of the town. Ashland has attained a stage in its growth where it is capable of maintaining a Y. M. C. A. organization. Therefore, there is a need and a demand for an institution such as the Y. M. C. A. It is an organization that is rendering excellent service to many thousands of young men throughout the country and in most cities and towns it is receiving undivided support. The Y. M. C. A. is constructive in its ideals and in all that it has to give to the young man. It affords clean, wholesome entertainment and development. It solves many of the problems of amusement for boys and young men during the hours of the evening and night.

ARE YOU MAKING WAR ON GERMAN CHILDREN?

The Friends' Service Committee, the Quaker relief organization which left imperishable monuments of gratitude in Poland, Austria and Russia, reported in November that seven million German children were receiving neither bread nor warm meals of any kind, that the death rate of babies had increased twenty-one per cent, that the situation was growing worse hourly and that adult relief would probably have to be undertaken to prevent wholesale deaths by starvation before summer. Since then unemployment has increased, hunger riots have become common and it is estimated that 20,000,000 are seriously weakened through semi-starvation.

General Henry T. Allen was the commander of the American occupational forces in the Rhineland. He has accepted the chairmanship of the American Committee for the Relief of German Children with headquarters at 19 West Forty-fourth street, New York City. He has asked for \$10,000,000 in order to keep two million children alive through the winter. "America does not make war on children," General Allen remarked tersely in accepting the office. Five dollars, the cost of an evening's entertainment, will save the life of a child. Send your

check to the Committee in New York or SUNSET for transmission. And do it today—February SUNSET.

BEHAVIORISM?

Advertising is a study in what the modern psychologists call behaviorism. By knowing enough about the human animal, one could predict what response he would make to certain stimuli; also by noting the response, we could tell what the stimuli must have been. We know that a certain percentage of pedestrians will kick at a tin can placed in their pathway. Reversing the process, if we see a man limping and rubbing a spot on his leg, we surmise that something has hit him. To take a less obvious example—it is possible to stimulate passengers in an elevator to call out the number of the floors they are seeking, just by yelling out the number of your floor. Or if you suddenly remove your hat, nearly everybody else who sees you will do so. In other words, within certain limits, people's behavior is predictable. A full-page advertisement attracts more attention than a half page, but not twice as much attention. The amount of attention an advertisement gets depends not only on its size, but on its phraseology and timeliness. If it were possible for an advertiser to know enough about human behavior, he could forecast the exact return that any advertisement might be expected to make.—Fred Kelly in the Nation's Business.

MAKE IT SNAPPY

"Make it snappy" is a much used phrase in many lines of endeavor. Make it applicable to our efforts for and in behalf of Ashland this year. There is too much talk and wasted effort in private adventures, and a great deal more in public endeavors. We are inclined to talk and talk, and in so doing we consume time that is available for action. Then, we are inclined to go at a problem the round-about way, instead of planning a definite and direct course of action and going after it from that standpoint. We waste time and energy in following some ill-planned course, only to resort to another. Brief reflection will bring you to a realization of the truth of these statements.

Twelve months roll around before we realize it, and if we are to build as we expect during 1924 we have got to "make it snappy."

What's become of the Al Smith boom? To the ladies; Look before you leap year. Has any man dared to say "No" so far this leap year? There are no fake diplomas in the School of Experience. It's a mild winter when two inches of snow can make Page 1. Grandfather carried hot water to the pump; his grandson carries it to the radiator. The best policy to adopt in warming up the car in the garage is to warm it up in the alley.

Fruit and Produce Association Makes Report of General Averages for 1923

In presenting below a report of the general average price received for fruit, vegetables and other articles handled by the association, the management issues a word of explanation with respect to the general average, in that settlements were made in week-end pools. In other words, some of the patrons of the organization may not have obtained as a general average for some of their products an amount equal to the general average shown in the report, for the reason that some of their products were not brought in for market during weeks that higher prices were prevailing. Those who were so fortunate to reach the market during the peak received a higher general average than those who brought in their products at periods of lower market prices. However, the statement gives the average for all products marketed during the entire season, and contains interesting information for patrons of the association, not only, but for anyone who contemplates engaging in fruit growing, truck gardening, or the poultry business.

Table with columns: Quantity, Commodity, Av. Price, Total Amt. Includes items like Crates Berries, Lbs. Cherries, Boxes Peaches, etc.

WIFE SAYS MATE IS CRUEL: STOLE HER LEG. PORTLAND, Jan. 21.—J. C. Caldwell gave his mate a severe beating and then made it impossible for her to escape by taking away her artificial leg, testified Sarah D. Caldwell, the wife, before Presiding Judge Tazewell Saturday. Her plea for a divorce decree was granted.

TO PROHIBIT ALIENS FISHING ON COLUMBIA. ASTORIA, Jan. 21.—As the result of the recent agitation in which the American Legion played a prominent part and the fact that a similar law became effective in the state of Washington on the first of this month, a determined effort is to be made to enforce the Oregon statute which forbids aliens to fish for salmon in the Columbia river. Notices to that effect have been served on the packers by Carl D. Shoemaker, master fish warden.

RAYMOND TO ENFORCE DANCE CLOSING LAW. RAYMOND, Wash., Jan. 21.—Strict enforcements of the law providing that rural dances shall



Brigadier-General S.D. Butler

Brigadier-General Butler has obtained a year's leave of absence from the United States Marine Corps to "clean up" Philadelphia. When Butler undertook the job, which is admittedly no small contract, he planned to achieve most of the "cleaning out" in the first 48 hours, and to spend the rest of the year in keeping the bootleggers, rum runners and operators of iniquitous dives from returning.

Portland—Plans ready for proposed new Diesel-electric dredge designed by General Manager J. H. Polhemus of Port of Portland.

SCHOOLS COST \$17,000,000 IN PAST YEAR (Continued from Page 1)

ly graded school. Club Work Extensive. The success and progress of the school is determined finally by the service which the teacher gives. Oregon now requires 24 weeks of attendance at a standard normal school as a minimum preparation before one may take an examination for securing a certificate to teach.

40% Discount On All Eversharp Pencils

Priced from \$1.00 up While Our Stock Lasts McNair Bros. The Rexall Drug Store



Must you start anew to save for a home?

Think of the sacrifices you made in order to save enough to build a home. If fire should destroy your home tomorrow would it mean that you must begin economizing and saving all over again?

For safe and sure insurance, call THE Billings Agency 41 E. Main Phone 211

"Tanlac Saved My Life" Says Mrs. Clawson



Mrs. CHARLOTTE CLAWSON

"I will always believe that Tanlac saved my life," is the striking statement of Mrs. Charlotte G. Clawson, 263 Octavia St., San Francisco. "For two years, I had stomach trouble so bad that I never saw a well day. My suffering was terrible and four or five times every week I had attacks when hypodermics only could relieve my agony. I actually lost sixty-five pounds and was almost a shadow.

"At first Tanlac did not seem to help me much but after my third bottle my improvement was astonishing. The pains and bloating went away, I could hardly eat enough and my weight actually went from ninety-five to one hundred and forty-five pounds. Although it has now been four years since I took Tanlac, I have had no further trouble with my stomach and my health is better than ever. Tanlac was certainly a blessing to me."

Tanlac is for sale by all good druggists. Accept no substitute. Over 40 million bottles sold. Take Tanlac Vegetable Pills.

Oregon Agricultural college. Club work is being done through 18 projects of farm or household work. Of the 5777 enrollments in club work, 3981 completed their projects, the value of whose products amounted to \$120,940, with a value above costs of \$45,166.

"The county unit law for taxation and administration was passed by the legislature in 1921, and was one of the most constructive pieces of legislation ever passed to strengthen the work of the rural schools. When adopted by the voters of a county, the rural and village schools are combined into one large district governed by a board of five members each representing one of the five zones of the county. This board appoints the county school superintendent and teachers, buys all supplies, makes repairs on school buildings, and levies a tax upon the county school districts to defray the expenses of all the schools.

"Through centralization of authority and responsibility, better supervision, better teachers and better equipment are made possible. Crook, Klamath and Lincoln counties are now operating under the law. One of the most striking developments in the educational programme of the state is the expansion of the idea of vocational education through the direct support under the Smith-Hughes act. "The department of education is promoting an interest in Bible study and in music, having published courses of study in each and having authorized the giving of credit for a high school for work done outside of school under the rules and regulations prescribed. It has provided many other special courses of study for use in the schools, among which are those in safety education, moral education and physical education."

ASTORIA TO LOSE ITS STREET CAR SYSTEM. ASTORIA, Jan. 21.—Formal notice was served on the city of Astoria today by G. W. Talbot, president of the Pacific Power & Light company will relinquish its local street railway franchise. The reasons for this action given by Mr. Talbot in his letter are that the development of the motor car has reduced the revenues of the street car system until it is no longer profitable to operate.

Hall's Catarrh Medicine will do what we claim for it—rid your system of Catarrh or Deafness caused by Catarrh. Sold by Druggists for over 40 years. F. J. CHENEY & CO., Toledo, Ohio

SAVE THE TROUBLE OF COFFEE MAKING—USE Washington's Coffee. IT IS MADE JUST DISSOLVE AND DRINK IT. A GREAT CONVENIENCE AND OH, SO GOOD!

FOR FATHER'S COUGH. January is usually one of the coldest months, and brings its share of coughs, colds and hoarseness. Take FOLEY'S HONEY AND TAR COMPOUND at the first sign of a cough or cold, as it loosens the phlegm and quickly brings relief to the inflamed membranes of the throat. "Your HONEY AND TAR COMPOUND has done wonders for my father, who had an awful cough. He is feeling fine now," writes Nicollas Gonzales, Cuero, Texas. Sold Everywhere.

A Good Thing - DON'T MISS IT. Send your name and address plainly written together with 5 cents (and this slip) to Chamberlain Medicine Co., Des Moines, Iowa, and receive in return a trial package containing Chamberlain's Cough Remedy for coughs, colds, croup, bronchial, "flu" and whooping coughs and tickling throat; Chamberlain's Stomach and Liver Tablets for stomach troubles, indigestion, gassy pains that crowd the heart, biliousness and constipation; Chamberlain's Salve, needed in every family for burns, scalds, wounds, piles, and skin affections; these valued family medicines for only 5 cents. Don't miss it!

Construction work involving expenditure of \$2,020,000 is contemplated on South Fork of Rogue river by the California Oregon Power company.

Thrift Week. —is every week when it comes to keeping one's car ready for any travel that arises. Sauber means Gabriel—we install them any time.

AUTOMOTIVE Shop. Cor Main and Pioneer

Linseed Oil. —Is the only Oil that oxidizes in paint and binds the pigment. J. O. RIGG. The largest exclusive paint and wall paper store in Southern Oregon.

For a smooth shave, and quick service, go to the Shell Barber Shop, across from Depot. Grinding of all kinds. Children's work a specialty.

W. A. SHELL, Prpo. 532 A. St. Ashland, Ore

CAUSE FOR SERIOUS THOUGHT. It is estimated that 70% of rectal cancer is due to the continual irritation from neglected Piles. Future risks, as well as present ill-health, warrant skilled attention if you are suffering with a Rectal or Colon disorder.

I have been a Rectal and Colon Specialist for many years and it is this successful experience which enables me to confidently GUARANTEE to cure your Piles or refund your fee. Write today for my FREE illustrated book.

CHAS. J. DEAN, M.D. 2ND AND HARRISON PORTLAND, ORE. MENTION THIS PAPER WHEN WRITING

AXE US—SURE. Axe Us about an Axe instead of bothering your neighbor for an Axe. Single and double bits.

PROVOST BROS. Aids Digestion. —Does Our Whole Wheat Bread. Leads to appetite for the next meal.

Lithia Bakery. NERVOUS HACKING. Can not be cured by a glass of water, but will disappear under the healing and soothing effect of CHAMBERLAIN'S COUGH REMEDY. Every user is a friend.

WINING THE THEATER BEAUTIFUL. Today, Tomorrow, Thursday. —an English beauty trapped in the palace of the Orient's greatest lover. Regular Admission 10c and 35c.

THE Green Goddess. With GEORGE ARLISS. The Famous Stage Play In Pictures. —a massive screen version of the sensational Oriental romance. "DON'T HESITATE" IS THE COMEDY.

Save Your Money. By Buying Direct from the Electric Bakery on the Plaza. Wheat Graham and Whole Wheat Bread 2 lbs. 15c. Raisin and Rye Loaf, ea. 10c. Coarse Rye Loaf, ea. 15c. Cookies, all kinds, per doz. 15c. Ladyfingers and Kisses, per dozen 20c. Jelly Roll, each 10c. Devilfood Squares, ea. 15c. Calif. Fruit and Spice Cake 15c. Angel Cake, each, ea. 30c. Large Layer Cakes, ea. 30c. Small Layer Cakes, ea. 25c. Cup Cakes, per doz. 20c. Coffee Cakes, each 25c. Pies, any kind 20c. Danish Pastry, per Doz. 30c. Doughnuts and Snails, per Dozen 20c. Bear Claws, per dozen 25c. Everything made with first class material and Sanitary Way. R. C. Jorgensen, Prop.

Every Morning. May we have the responsibility of phoning you for your Meat Order. We can do this very handily, and many times the convenience will prevent forgetting to order meats in time. You will get just as good quality as though you came to the shop. Our phone is 107.

Eagle Market. Home Bargains. Fine \$5,000 Boulevard home at \$4,000. 6 room modern house, 2 large lots, plenty fruit, garage, chicken and wood houses. Quick sale \$2,300. New 5 room modern bungalow, fine lawn, sidewalk, paved street. Quick sale \$3,200. Good modern 6 room house, 1 acre ground, 3 chicken houses, all kinds fruit. Price \$2,500. good team as first payment, balance on good terms at 6% per cent.

Robinson & Wild. Office Ashland Hotel Bldg.

PILE. Cause for Serious Thought. It is estimated that 70% of rectal cancer is due to the continual irritation from neglected Piles. Future risks, as well as present ill-health, warrant skilled attention if you are suffering with a Rectal or Colon disorder. I have been a Rectal and Colon Specialist for many years and it is this successful experience which enables me to confidently GUARANTEE to cure your Piles or refund your fee. Write today for my FREE illustrated book.

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