

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING: All future events, where an admission charge is made or a collection taken is advertising.

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

FEBRUARY 13

BE SURE YOUR SIN WILL FIND YOU OUT.—Numbers 32-23.

IMMEDIATE ACTION IS IMPERATIVE

H. B. Pier, who is connected with the financial department of the Oregon State Chamber of Commerce made the statement yesterday in his address at the regular weekly forum-luncheon of the local chamber that a million people will visit Oregon during 1924 and that of the number twelve per cent, or 100,000, will remain here for the purpose of making homes and engaging in some line of business or industry.

According to Mr. Pier, the State Chamber is planning an industrial survey of the entire state with a view to attracting and locating new industries, thereby affording employment to thousands who will form a desire to locate here, and the gist of his message was to the effect that unless Oregon provides opportunities for those who east their lot here we will suffer as cities in southern California, where there are ten men for one job.

It is one thing to attract settlers and investors. It is another to provide them with opportunities and openings from which they can create wealth and contentment. With the funds that are being expended in advertising Oregon and other states of the Northwest, which is bound to attract thousands of people, we are nearing a position that is close akin to the fellow who had the cart before the horse.

Oregon possesses in her natural store houses of wealth sufficient resources to command safe speculation for millions of dollars and to provide employment for millions of people, but we must first be prepared to show the investor the advantages we possess before we invite new capital. Then as new industries are installed employment will be available to absorb the thousands who are to come this year and the succeeding years.

The State Chamber of Commerce is proceeding along the right line, but they are confronted with insufficient funds with which to conduct the proposed industrial survey and to make other necessary plans to receive and locate the investor and homeseeker. Although the demand made for funds on the average citizen is heavy, the purse strings of the public must be opened to this call in order that the various commercial organizations of the state can contribute their allotted quotas to the parent organization, enabling the latter to perfect immediately an intelligent program of absorbing new capital and new people.

HAVE YOU EVER HAD LESIURE?

A Labor ministry having existed in London for several days, and the British Empire not apparently crumbling, there is opportunity to turn to a dilettante theorem on the subject by a don of Oxford University. In the course of a clever and entertaining discourse on the growth of the movement he places an unerring finger on the pulse of the former ruling classes and says the reason for their failure is lack of leisure.

What he is getting at is this: In recent years in all public schools there exist now compulsory games. The boys must report at playing fields for definite periods just as they report at classes. On the principle that Satan shall find few idle hands or moments with which to entrust works on deviltry the school-boy's day is scheduled on the run from rising bell to bedtime. While games at the universities are not compulsory, they are almost so and, in brief, there is no time now for a John Richard Green or a Freeman or even a Gladstone to wander, solitary, along the water walks and reflect on history, man and the Empire. So individualism disappears, and with it genius. In its place comes a new individualism and genius, from the ranks of Labor, which if it knows little leisure knows also no compulsory sports.

Passing idly by the argument as it is applied to British politics, it is worth while clinging for a few reflective moments to the word leisure and settle in our minds that it is not synonymous with idleness. Leisure is a very beautiful thing, virtually priceless because it is so rare; in comparison platinum, coal and diamonds are common to the point of vulgarity. Real leisure is that spacious hour that stretches itself before you with positively not a single obligation of duty or service to levy a minute of it. You can do this, or you can do that, or you do neither. You may stare at the skies and think, or you may stare at the ground and search; you may pass into a mental vacuum; you can begin something, and discard it without a second thought and try something else. Nothing drives; there is no goal; no destination at all; there is no

visible process of conduct, the time passes and the toil resumes. That is leisure.

THE COW AND THE COST ACCOUNTANT

Remember, when you were a lad, how you used to take the little tin pail and go over to the Widow Jones' and get a quart of milk, milked warm into the pail—and you'd snitch a swallow or two on the way home!

That, thirty years ago, represented, in its utmost simplicity, milk production, milk distribution and milk consumption. The quart of milk you got represented the supply produced by the cow in excess of the widow's requirements. The widow then knew—and cared—about as much of the cost of production, overhead and depreciation as Bossy herself. The quart of milk you got by the simple process in the tin pail now comes in the sanitary glass bottle. But it comes to you by a very much more elaborate route which is something like this:

It is cooled at the farm in cans. The cans are transported by truck to the country receiving station of direct to the glass lined and cooled cars at the railroad station.

Then it goes by rail to the city platform or unloading truck. From there it is transported by truck to the city milk plant where it is tested as to acidity or freshness. It is sampled in the laboratory for butter-fat, sediment or cleanliness. Then it is transferred to the receiving or weighing vat. From there it is pumped to the heater, clarified or filtered, pasteurized in holding tanks at high temperature, thus destroying all pathogenic life.

From here it goes to the cooling machinery, then to the filling or bottling machinery, then it is capped, crated, refrigerated and loaded on wholesale or retail wagons and delivered to you.

It is worthy of note that you pay but a few cents more now for your quart of milk than you paid the Widow Jones in those other days. The milk dealer's profit is a very small fraction of a cent per unit of product and it is only because of the unusual turnover that the business becomes a gainful occupation for him—The Nation's Business.

A rather timely painting of Uncle Sam right now would show him done in oil.

In Budapest, a dance was stopped by a bomb. Over here, everybody would have thought that a part of the jazz orchestra.

It is charged that American girls are becoming hard-boiled, but be that as it may; Leap year is the year they scramble.

There are plenty of opportunities in life for one to get himself run down without trying to beat the Limited to the crossing.

Poet Mixes Dream Cake



Put 1/2 cupful of sugar into a small saucepan, add chocolate and 1 cupful milk. Put on the stove and stir till it boils five minutes, stirring now and then. Remove from fire, add vanilla and set aside to cool. Beat the vegetable shortening and remainder of sugar to a light cream, then add eggs well beaten and beat two minutes. Now add remainder of milk, soda dissolved in boiling water, flour, salt, and chocolate mixture. Mix carefully and divide into two large greased and floured layer tins and bake in moderate oven twenty-five minutes. Turn to cool and put together with boiled frosting.

THE FORUM

Articles of timely interest are welcomed under this head. Communications must bear the signature of the author.

Ashland, Ore., Feb. 12, 1924 Editor Tidings:

There seems to be quite a confusion in the minds of writers and lecturers regarding the meaning and use of the words reform and re-born or new birth. Two events that have been or are being pulled off lately may be used to clear the mind of the reader as to the real meaning of the above words. Those familiar with current events may remember that last October the Ashland Ministerial Association and the W. C. T. U. called upon the City Council and urged the Council to pass ordinances regulating and restraining the Pool Halls with the idea of making them a less menace to the morals of the youth of the town. That was an effort at reform: i. e. a movement endeavoring to make society better through change of

law. At the present writing there is an initiative movement to give us a new city charter, establishing a commission form of city government. As a city government is a legal person that society gives birth to, or creates, when she, society, adopts or amends a charter said movement, when successful would not be a reform but a re-or new birth; i. e. a re-or new born instead of a reform. Hence charter provisions, the adoption of which would give us a new Miss Ashland who would be a young lady with a different form from what the one that we now have and having a better disposition in that co-operation would displace antagonism and in having characteristics that would substitute helpfulness for helplessness and powers that would displace uselessness with usefulness would be worth much more to the people of Ashland than any reform ever put through. Hoping the above will help the reader to see clearly that the enactment of a law by passage of an ordinance or legislative procedure creates a municipal law and if passed to preserve morals or to check vice, is a reform while char-

VINING THE THEATER BEAUTIFUL Today and Tomorrow



My word, here's Ruggles himself—that ducedly funny English chappie who lands out West where men are mean and that sort of thing.

You'll jolly well have the time of your life, don't y' know.

Cawn't help it—it's simply rippin'!

Also

Bruce Wilderness Tales "My Country."

Coming To MEDFORD

DR. MELLENTHIN

SPECIALIST in Internal Medicine for the past twelve years

Does Not Operate

Will be at Holland Hotel

Monday, Feb. 18.

Office Hours: 10 a. m. to 4 p. m.

One Day Only

No Charge for Consultation

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the state of Oregon. He does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, catarrh, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his many satisfied patients in Oregon:

J. A. Smith, Ontario, Ore., ulcers of the stomach. Leona Ford, Washougal, Ore., adenoids.

W. H. Kellendonk, Estacada, Ore., high blood pressure. Mrs. Ed. Eberhardt, Scio, Ore., gall stones.

E. C. Nichols, Lebanon, Ore., appendicitis. Remember above date, that consultation on this trip will be free and that his treatment is different.

Married women must be accompanied by their husbands.

Address: 211 Broadway Bldg., Los Angeles, California.

This notice is given by the undersigned secretary of said Board of Directors pursuant to law and an order of said Board.

DATED: Feb. 9, 1924.

O. ARNSPIGER

Secretary of Board of Directors of Talent Irrigation District. BOARD OF DIRECTORS OF TALENT IRRIGATION DISTRICT

By W. J. HARTZELL, President. F. W. HERRIN, Director. E. T. NEWBRY, Director. 136-4 Mon.

In Los Angeles—

Mrs. John Shortridge left Saturday afternoon for Los Angeles, accompanying her grandmother who will stay there. Mrs. Shortridge will be gone over two weeks visiting friends and relatives in the south.

Classified ads bring results.

ter or constitutional adoption or amendments thereto creates a new creature or personage. Said charter or constitution is an organic law which makes void all municipal law conflicting, or which may, if passed later conflict, therewith. I am yours urging all to study question of government and to Register.

REGISTER

Daily Fashion Hint



FASHION VARIES BLOUSES AND SKIRTS

The simple lines of the latest separate blouses and skirts make them blend beautifully into the effect of one costume. To the left is a blouse of golden brown crepe de Chine, worn with a skirt of dark brown broadcloth. The blouse is of the slip-over type, with kimono sleeves that are slashed at the shoulders and bound with fancy braid. The same trimming outlines the square neck and opening down the left side of the front. The skirt is a one-piece wrap-around model, requiring 1 1/2 yards 30-inch material. The blouse requires 1 1/2 yards 36-inch crepe.

Rather tailor-made in effect is the second blouse, also developed in crepe de Chine. The deep collar turns back over narrow hand-run tucks that are joined to the back of the blouse as it extends over the shoulders. The lower edges are gathered into a straight belt that buttons at the front. Cuffs finish the short sleeves, although a choice of long sleeve is provided. The skirt is a two-piece model plaited at the sides and attached to a camisole body. Medium size requires, for the blouse, 2 1/2 yards 36-inch crepe; for the skirt, 2 1/2 yards 34-inch material, and 1/4 yard lining for the camisole.

First Model: Blouse No. 1784. Sizes, 34 to 48 inches bust. Price, 35 cents. Skirt No. 1769. Sizes, 24 to 36 inches waist. Price, 35 cents.

Second Model: Blouse No. 1751. Sizes, 34 to 48 inches bust. Price, 30 cents. Skirt No. 1749. Sizes, 37 to 51 inches hip. Price, 35 cents. Motif No. 12820. Transfer, blue or yellow, 25 cents.

Medford—Two theatres planned.

Cliff Payne makes crates.

Notice to Wood Contractors

Sealed bids will be received by School District No. 5, Jackson County, Oregon, until 3 o'clock P. M. February 29, 1924, for 160 cords of good body fir wood cut from green trees.

Wood must be in four-foot lengths of not more than ten inches nor less than four inches in diameter.

Wood to be delivered and piled at the Junior High School building, Hawthorne building, and a small portion at the High School building, in Ashland, Oregon, and at a time not later than September 15, 1924.

Measurements of the wood to be made by the school board, or by the scaler of weights and measures for Jackson county, Oregon.

Each bid must be accompanied by a certified check for \$25, payable to School District No. 5, Jackson county, Oregon, which check will be forfeited to the said school district as liquidated damages in case the successful bidder shall fail to execute a contract and furnish an approved bond for a faithful performance thereof, within five days after notification of acceptance of bid.

The successful bidder is required to furnish said school district approved bond for a faithful performance of the contract of bid so accepted in an amount of not less than \$500.

All bids should be addressed to the clerk of school district No. 5, Jackson county, Oregon, and marked "Bid to Furnish Wood." The board reserves the right to reject any or all bids.

By order of the board of directors.

F. S. ENGLE,

Clerk of School District No. 5, Jackson County, Oregon.

Dated Feb. 6, 1924. 132-2 Wed

COLDS GRIP

Fortify the system against Colds, Grip and Influenza by taking



which destroy germs, act as a tonic laxative, and keep the system in condition to throw off all attacks of Colds, Grip and Influenza.

The box bears this signature E. W. Brown

Price 30c.

Factory Blox

The Ideal Fuel for Spring Weather Blox are fairly plentiful now.

We Handle

THE LARGE BLOX

From Hilt

Phone Us

Carson-Fowler Lbr. Co.

"In the Heart of Town"

Letterheads, statements, to your order at the Tidings Office. We have a good job printing department.

Have letterheads for your business that represent your business. The Tidings has a good job printing department.

Have Paulseruds fix up that old spring suit. 136tf

A limited amount of manzanita wood \$4.25. Phone 170. 136-3

Hot, snappy, delicious merchants lunch, 35c, every day, Nelda Cafe. 132-1f

Let us fill your pail with Swifts Silver Leaf ard. Costs less than shortening. Goes farther and is more nutritious. Detricks. 94-1f

Classified ads bring results.

Laugh at the Hills!

Shoot the hills in an Overland! With a surge of robust power, Overland whips into action—off like a streak—carrying you up and over the top of the steepest, meanest hills. Try it out. Overland will prove on the road its reputation as the most car in the world for the money. Champion \$695; Sedan \$795, f. o. b. Toledo.



OVERLAND GARAGE Dix & Son, Prop.



GET READY FOR TOMORROW - Everyone

Within the next ten years, we see more industries, better development of the resources of this region, better business for everyone; and now is the time to get ready.

Our New Industries Department is with you—new capital and new people are needed to make the most of your wealth of natural resources.

The New Industries Department is disclosing to investing capital the great raw material wealth of our Agriculture, Timber and Minerals. It is working for the legitimate expansion of every industrial possibility for the region, and supplying a consolidated, supplementary Chamber of Commerce type of service for the five Oregon counties and the one California county within our territory.

We have every confidence in what the future holds in store, and hydro-electric power's participation in it. At present the industries of this region are counting more on electricity than ever before; and we are proud to be able to say that the communities we serve have advanced further in the use of labor-saving household equipment than many of the largest cities on this coast or anywhere else. If you are ready to have your household work done electrically—a member of this company will be glad to tell you how little it costs.

The CALIFORNIA OREGON POWER COMPANY

Medford, Grants Pass, Klamath Falls, Roseburg, Oregon. Yreka, Dunsmuir, California.