ASHLAND DAIL'Y TIDINGS

## 



## THE HARD-SHELL HABIT

"Too frequently," said the president of a large in-
nessed business men making wrong deecisions that ware
nased on antionated facte," He tollowed
bit his statement based on antiquated facts." He followed un his statement
by asserting that the increase in sales made by any busiby asserting that the increase in sales made by any busi-
ness corporation was usually due to some deviation from normal custom, or to some department from habit based on facts accepted, in all
had become out-of-date.
The habit does not confine itself to business firms. and held long after the basis for their existence has be come obsolete. These hard-shelled conservatives hander
why suceess always passes them by, why suceess always passes them by, when those whom
they consider rash and even unbalanced grow increasingthey consider r
ly prosperous.
The company president's remedy for this weak
ness is simple. It consists merely in getting into touch ness is simple. It consists merely in getting into touch
with people. Once a month it is his eusto in his roadster for som some nearby destination, to sith out
ostensible purpose of getting into chance people along the way. He finds out what a hotel about the surrounding market for farm equipment. He falls into converse with two druggists who can tell him
of demand in retail materials Fven the station can tell him much of the automobile at the $g$ a his county.
with live men and keep out of the rut is to $k$ in touch to keep green the growing point of opinion.

\section*{LONGEVITY

## LONGEVITY <br> Ligures issued by the census bureau as to the average

 length of life in the United States offers some interesting material for speculation. Women live longer than men.The average life of an American man is given as 5523 ears, that of a woman as 57.41 years. Why is this? osed that women were the shorter lived of the two sup They are traditionally the "weaker sex ", Their sexes organization is more delicately balanced than that of and is more easily thrown out of "kelter." They men risks of death or disibility which the other sex is not re more shelered lives than men which fives that they lead vantage so great that it more than counterbalances the physical disadvantages of their sex.
Color is given to this view by the disparity between the increases in the average lengths of life of men and added 3.75 years wiile the gain of the latter was only 271 years. But durin $z_{\text {: }}$ that decade there was an exodus of women from the suelter of the home. More are engaged
in business, in office work or factory work than ever bein business, in office work or factory work than ever be
fore. Perhaps if this ehange had not oecurred woman' fore. Perlaps if this change had not oceurred woman's
average length of life would have increased as much as mann's. longer in Kansas than in any other state, and why the average expectation of life for a man living in Washing.
ton is greater than that of Pittsburgher. If the answers ton is greater than that of Pittsburgher. If the answers to these questions are determinable, they should be ascer-
ained, so that the ained, so that the people in states and cities low in the
list may if possible, remedy the conditions respow their disadvantageous position.

## STIFF COMPETITION

Nearly every morning after the completing my daily dozen exercises, writes Fred Kelly in The Nation's Businot in bute a rew minutes to being thankful that I am greatly dislike to have to depend for my living on guess ing what Henry is likely to do. Several manufacturers they were unable to cope with the a problem of anticipa-
tion of tion of henry's canny
here is what happened
Henry determined that a clever way to introduce his ractor during one year would be to sell it at a big loss and checked this loss against his income tax. In that way he would be no worse oft than if he made a profit on the
tractors and turned part of the profits over to ractors and turned part of the profits over to the govern-
ment to be wasted by an incampetent Congress worked nicely for Henry, but it was rough on his pom petitors, not financially able to operate at a hig loss But here was the surprising thing: By selling his ractors at a loss Henry was able to achieve quantity production on a seale that would have taken several years of ordinary selling methods. In consequence, he
was soon able to establish economies by which he conld still maintain about the same price but no longer at a loss. spirited cortpetition with a fellow like that

## today



Man chores wildeat


Selling Huckleberries-
E. Shay, resident of Klamath
Fails, was in Ashland yeaterda
disposing
 refion
eed of
ed

 Mrs. Louis Schwein and daugh-
or, Miss Romona Wise, went to Klamath Falls Sundae, went to to
Mr. and Mrs. A. L. Barker. Mr
Mrer Mr. and Mrs. A. L. Barker. Mr.
Barker is Mrs. Schweln's brother.
Rosailind Wise and. W. Rosalind Wise and Wanda Sch
wein, who have been visiting the
Barkers for the past Barkers for the past three weeks,
roturned with Mrs. Schwefn
vhile Miss Ramons remsin while Miss Ramons remal
a visit of two weeks.
Isited At Kerby
Mr. and Mrs.


or Portland, where they will visit
riends bpfore returning soit
again.
At The Lake -
A party consisting of Mr and Mrs. Ross, of Granite street, thentr
daughter. Juanita, and Miss Con stance MacWiliams, drove oun
to the Lake of the Woods on Saturday. They will rotorn to Ash-
und next Sunday. rom Grants Pass


Mrs. Marie Wood motored up
romo Crants Pass S Saturday after-
poon to visit with Mra
. noon to vist with Mrsay W. $\begin{aligned} & \text { Hith } \\ & \text { Pauil or 4th street, for a time. }\end{aligned}$ One of Them-
Although a Fous Although a Ford car Been o
the Ashland streets recently can
not boast of being "N not boast of beeng "Nocently can 10,000,
$000, "$ which tis expected here to 00," which is expected here toway to share in the glory. On the
back of the machine, In gold letters, is painted, "One of the Ter
Million". Has Recovered Mrs. W. L. Moore, of the Bell
view district, who has he Back in Hं $\begin{gathered}\text { Rspital- } \\ \text { Roy }\end{gathered}$ Roy Parr Yesterday returned
to the Community Hospltal to rest for a few days. Since July 3 ,
he has undergone two amputa-
, tions of the elete two amputa
stump is not healing properily. the Many Registergranted motorists yesterday at the local bureau. Thisterday at the
above the average.
$\qquad$

From Shale city
Mr. and Mrs. Wright Fairfow1
vere Ashland visitors yesterda
In -
Miss Loraine Brookmiller has
been till the past few days

## rovithg.

On Vacation-
The Rev,
he Rev. and Mrs. J. C. Mergle ow on a three week's on a trip throe the
coast.

ughter, Edn. L. J. Orres, and
iifornia, to visit friends over oads the entire distnace.
$\qquad$
Derator, makes definite min ouncement that he with some
ther interested partles, has her interested parties, has fur
nished the funds for taking of option on mach
$\mathrm{m} l l l$
in Salem.

# A Wondefini Struturive 



Ashland datly wmevas

An Egyptian Mausoleum, Reminding us of the Fyrramids The Mausoleum combines the following special features The struature popesesel elegal land ingits and camot be movere, inaruring the greatest sanitary protection.
Appeals to people of tender, loving thoughts who wish to make a perma
nent record for themselves and loved ones that they had once bee active among their brothers and friends.

The co-operative plan of financing and management makes it the most The erection of the building is progressing rapidly.

struction of the biggest, little buidling in Southern Oregon shoul are practiced in Europe and all larger cities of t here being more than 2,000 of these


to Portland-low roundtrip fares $\$ 13,75$ to Porti. Tuc uurn, sold on Fridays, \$16.50 to Portlardays return, sold any day
 October , 19-4. Stop over anywhere portation thann any other for cost trans portation than any other form which is

## Southern Pacific <br> G. N. Kramer, Local Agent. <br> one 14 or 4

## Along The Road

$W^{\mathrm{E}}$ are all travelers along life's rides you. The savings account is something for you to ride on.

The Citizens Benk of Ashland Ashland, Oregon

## (

Whether you plan to buy a whole Ham-a few slices for frying or broiling - a butt for baking or a shank for boiling you will always get the greatest satisfaction by always asking for Frye's "Deiicious" Brand. Frye's "Delicious" Ham is tender and juicy because it is prepared exclusively from the choicest young grain-fed porkers and the exclusive Frye curing process preserves and enhances all the original flavor and delicate texture.
All Frye's "Delicious" Hams are prepared under the most scrupulously sanitary conditions and the Brand Name "Delicious" burnt right into the rind and appearing on the parchment wrapper is your safe-guard of quality and purity.
and piation: ood as the Ham. It bears
the same name because it is
selected nand prepared with the same exacting care with
the high quality in these
Hams and Bacons NEVER
VARIES. Frye's Meat Guide will be
found invaluable in any kitchen. A collection of riginal recipes and a p prac-
tical guide for the cutting
and prepering of all meats.
Send 2 c for postage to Frye


