

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING: "All future events, where an admission charge is made or a collection taken in Advertising. No discount will be allowed Religious or Benevolent orders.

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

SEPTEMBER 16: HOW EXCELLENT is thy lovingkindness, O God! therefore the children of men put their trust under the shadow of thy wings. They shall be abundantly satisfied with the fatness of thy house; and thou shalt make them drink of the river of thy pleasures.—Psalm 36:7, 8.

MODERN CHILDREN BEHAVE WELL

Much has been said derisively about the flapper and cakeeater, and possibly justifiably so, but now we have a little information that goes to their defense, proving there must be two sides to all arguments.

Grandmothers who gasp in astonishment at the flapper puffing a cigarette while sitting scantily clad in the ante-room of a dance hall, had better save just a bit of breath to withstand another gasp.

The records of the cakeeaters and flappers attending high school today compared with those of the boys and girls of years ago might make the elders a little pink about the ears, particularly the more critical ones, the Kansas City Board of Education announced recently.

Playing hooky is becoming passe, tardiness is greatly on the decline, and the behavior of the students is such that the old-fashioned hickory stick is being used for a chart pointer, the gist of the board's report says.

Back in the old days, we all can remember and confess that, only the "sissies" made a perfect attendance record and all that "mother's darling girls" refused to stay away from school occasionally. Truant officers were an absolute necessity in those days, and they were kept busy keeping the young truants in line and marching them back to the schoolrooms.

But now times and things have changed, as grandmother would say, in her argument in denouncing the wild practices of the 1924 youth and miss. The truant officer has become an "attendance officer," and his duties mainly consist of investigating homes and assisting students who would be unable to attend otherwise.

Tardiness is becoming almost nil, the report shows, and the cakeeaters and flappers who are being admonished they are setting too fast a pace might reply: "Yes, to school." The marks for punctuality are much better in the last couple of years than they were in the earlier years, according to the figures in black and white, other arguments notwithstanding.

And then, too, while the flippant miss and her pastry-consuming friend might be burning up the boulevards on the outside, teachers report that the conduct of the pupils in the class rooms today can be admired.

Such tricks as shooting paper wads and placing a tack on the teacher's otherwise soft chair are rarely indulged in, and more rare than that is the compulsory use of a stick to make a pupil behave.

All of which goes to prove both sides of the argument that times and things have changed.

SELLING OREGON FRUIT

(From the Eugene Register) Commenting on Oregon's fruit crops the other day, an experienced advertising and merchandising man said: "Oregon has the quality, but California has the selling organization."

Amplifying that statement, he pointed out that the big California cooperatives follow their products clear through to the consumer with sales methods that get the goods off the merchants shelves and the money into his cash box. They do this chiefly by advertising, but they supplement their advertising with a variety of services designed to make the goods move. For example, when the citrus association discovered that dealers did not like to push orange drinks because of the difficulty of squeezing out the juice it developed a machine to do it quickly and sold the machines to the dealers at cost. And so on through a long list of sales methods.

The big California cooperatives are among the largest food advertisers in the world. They use newspapers in every large center in America, and the magazines are full of their sales arguments. Every consumer everywhere knows all about California citrus fruits, prunes, apricots, peaches, walnuts and all the rest of the list. The result is a consumer demand that makes the name "California" mean something to the dealer. He knows that these consistently advertised products move quickly off his shelves, and so he favors them and pushes them.

Oregon fruits and nuts are the finest in the world—a fact that is proved by their steadily increasing consumption in California itself. But the consumer in the big cities of the East doesn't know it. He reads every day of the superiority of California products, but knows nothing of Oregon's finer quality. The dealer in the big cities naturally prefers the California product, because people call for it. He may know himself that Oregon quality is higher, but he retorts that his customers do not know it and have to be convinced. He hasn't the time to spare he says, to convince them.

All of which leads up to the conclusion that cooperative marketing is not complete when it signs up the grower's acreage and says to the buyer: "Here is the fruit, and

we are ready to do business." It must go a great deal farther than that. It must create a demand for the fruit, or other products it handles, so that they will move readily from the dealer's shelves in competition with the fruit from other districts. It cannot do that merely by signing up the acreage.

But signing up the acreage is the necessary first step, for it is clearly apparent that an Oregon cooperative handling, say prunes, cannot go ahead with costly merchandising plans if it controls only a small part of the output. That would mean that it would be spending the good money of its members to create a demand for the products of nonmembers who would be contributing nothing to the cost of sales promotion. Enough of the total crop must be controlled to insure not only a sufficient fund but a fair distribution of the cost.

The point to keep in mind is that cooperative marketing does not end with signing up the acreage. It is only beginning when it reaches that point. It must then go on and advertise its products so that buyers will know them and demand them. It must persistently follow them through to the consumer, insuring satisfaction all along the line and keeping the dealer in a buying frame of mind.

That is a big task and can be accomplished only by a big and well-financed organization. But it is a highly essential task. It must be accomplished if Oregon fruit is to sell on the markets of the world in competition with the fruit of other regions and at a price justified by its high quality.

"Pet schemes," which require larger tax levies are far more popular than plans for reduction of levies, according to the state tax supervisor. The first are usually individual benefits, while the latter usually concern the general population. Thus, the latter are neglected.

The state corporation commissioner says that since the commission has 12,000 corporations under its supervision, it is folly to expect it to take cognizance of the internal affairs of any of the said 12,000 organizations. What is the commission paid for?

THE FORUM

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

Editor Tidings:—I am wondering why the suggestion of C. B. Watson to put water pipes and sprinklers on the upper slopes of Mt. Ashland and create a shortage of ice for our water supply has awakened no comment either from the Forum or Editorial column of The Tidings. The situation is one that calls for quick action. For several years past the seasons on the Pacific Coast have grown steadily dryer until the last has been the driest on record, I believe. There are no signs yet of a change and if the next year gives as little precipitation as the last, Ashland will be far shorter of water next summer than she was this. The continual leaking of the mountain and hillsides that supplied the summers runoff will not be replaced this winter unless the rainfall is heavier than it was last and we will begin the dry season next summer with far less water stored up in the mountain soil than ever before. In case of another such season it is also questionable how much water the Talent District will be able to spare for Ashland, especially the latter part of the season. Reservoirs cannot now be put in in time to help the situation next year so it is plain that we must look to something besides more reservoirs if we are to have any assurance of not suffering still heavier

PAROLE GIVEN TO HELP HIS CHILDREN ATTEND SCHOOL. EUGENE, Sept. 16.—J. L. Spry, rancher of the Nelson creek country in the western part of Lane county, who has served a few

BEAUTIFYING the house, inside or out? We can assist whether you are papering or painting. Phone us. J. O. RIGG

W. L. DOUGLAS made wonderful shoes when working at the bench. Today his factory makes equally wonderful shoes. OVERLAND Shoe Shop

Did your furniture cost money? And have you protected it with insurance so that a fire can not sweep away all the time and labor it represents? Adequate insurance means taking care to safeguard the possessions for which you originally spent large sums of money. It makes your home a permanent investment, because disaster can not sweep away the money you have put into it. The advice of this agency has saved many a property owner from loss. Why not let us help you, too? Billings Agency Estab. 1883 Real Estate & Real Insurance 41 E. Main St. Phone 211

Fairbanks-Morse Automatic-Electric Pressure Home Water System All Sizes Offer the cheapest and most satisfactory solution of the home water system need. We will be glad to demonstrate THE Ashland Electric Supply 240 East Main St.

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

ASTHMA CONQUERED IN 24 HOURS BY NEW METHOD

Specialist Guarantees Complete Relief from Every Form of Asthma Within 24 Hours—Or No Cost

All that agonizing coughing, gasping and wheezing goes within 24 hours, and you sleep the night through at once without a break—through a remarkable new internal prescription developed by a Cleveland specialist. It doesn't matter how long you have had asthma or what your age, this new treatment allays the severest spasms in 30 minutes or less, and is positively guaranteed to bring complete relief within 24 hours—or it costs you nothing.

Science now proves that Asthma is not a mere external disease but is due to fundamental internal condition—protein sensitivity of the system. Most remedies—burning powders and the like—are merely temporary, and do not at all prevent the trouble from growing worse. But this new treatment, known as Rinex, and taken in simple capsule form, goes direct to the internal cause and neutralizes it completely—without harmful drugs or bad after-effects. So

his connection with the supreme court here. Reaching The Spot It Has Been Done, So Scores of Ashland Citizens Say. To get rid of an aching back, The sharp twinges, The tired-out feelings, You must reach the spot—get at the cause. In many cases 'tis the kidneys. Doan's Pills are for weak kidneys. Ashland citizens testify. Ask your neighbor! Mrs. Shell Hayes, 195 Laurel St., Ashland, says: "I have all ways found Doan's Pills a good kidney remedy. I had attacks of kidney complaint and my back ached and pained dreadfully. I felt dull and tired, especially mornings. The action of my kidneys was irregular. I used Doan's Pills and it was not long before they gave me relief. They strengthened my back and kidneys."

Price 60c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Pills—the same that Mrs. Hayes had. Folsom-Milburn Co., Mfrs., Buffalo, N. Y. No. 42

BOURBONS BACK SLATER TO SUCCEED LATE JUSTICE

SALEM, Sept. 16.—It was reported here that a large number of Portland and Salem democrats had joined in an effort to induce Governor Pierce to appoint Judge Woodson T. Slater as a member of the state supreme court to succeed the late justice John McCourt. Judge Slater is a democrat. He served on the bench at one time as one of two commissioners created by the legislature when the supreme court was made up of three members under the constitution. Judge Slater lives in Portland, where he located after severing

days more than a month of a long sentence in the Lane county jail for having a moonshine still on his place, has been paroled for a few weeks by Governor Pierce to build a trail and a bridge that his children may attend school this fall and winter. The Spry family lives only about 1 1/2 miles from the Greenleaf school, but on the opposite side of Lake creek. The distance by road and the present bridge across the creek is too great for the children.

SWEET No germ within this tin. Only purity It's Nestlé's ALPINE MILK. The EVERY DAY MILK. Hatcher & Benson, Floral & Seed Co., temporary location 399 Mountain Ave. Cut flowers and floral designing. Phone 118, 9-10

Notice To Water Users You are hereby notified that the use of water for all irrigation shall be stopped on and after Monday, Sept. 15, 1924, in all the sections as set forth July 2, 1924. This will be necessary to protect the city and fill the reservoirs for domestic use, and Fire protection until further notice. You will be obliged to cooperate to help this situation. By Order of Council E. R. HOSLER Supt. Water Wks.

PROFESSIONAL PHYSICIANS

DR. HAWLEY—Above Tidings office. Phone 91. DR. C. W. HANSON Dentist

Special attention given to pyorrhea. Office upstairs in Beaver Block. Phone 178-J. 233-1f. DR. ERNEST A. WOODS—Practice limited to eye, ear, nose and throat—X-ray including teeth. Office hours, 10 to 12 and 2 to 5. Swedenburg Bldg., Ashland, Ore.

DR. MATTIE B. SHAW—Residence and office, 108 Pioneer avenue. Telephone 28. Office hours, 10 to 12 a. m.; 2 to 5 p. m. only. DR. E. B. ANGELL—Chiropractic and Electro-Therapy. Office phone 48; residence 142. First National Bank building.

MONUMENTS ASHLAND GRANITE MONUMENTS Blair Granite Co. S. PENNINGTON, Manager Office 175 E. Main Res. Phone 444-Y

ANY GIRL IN TROUBLE—May communicate with Ensign Lige of the Salvation Army at the Whitefield Home, 565 Mayfair Ave., Portland, Oregon.

PLANNING MILL FORDON'S SASH AND CABINET WORKS, Cor. Helman and Van Ness. 1941f

TRANSFER AND EXPRESS Whittle Transfer & Storage Co. for SERVICE. Experienced movers and packers of household goods. Dealers in coal and wood. Phone 117. Office 89 Oak St. near Hotel Ashland

T. L. POWELL—General Transfer—Good team and motor trucks. Good service at a reasonable price. Phone 83.

FERIDGE-ROACH Transfer—Express—Storage Hauling—Dry work of all kinds. Quick motor service. Dry wood of all kinds. Phone 410-R 375 B. St. 112-1f

FLORIST SAY IT WITH FLOWERS From Hatcher & Benson, Floral & Seed Co., temporary location 399 Mountain Ave. Cut flowers and floral designing. Phone 118, 9-10

For a smooth shave and quick service go to the Shell Barber Shop. Ladies and children get your hair bobbed and marcelled. W. A. SHELL, Prop. 132 A. St. Ashland, Ore.

FOR SALE—160 acre ranch, Missouri River bottom land, within 8 miles Minot, North Dakota. If interested call or write G. S. Butler. 300-1mo

FOR SALE—R. I. Red fryers milk fed, crate fattened, Maxedons, 977 B St. 271-2mo\*

MUIR PEACHES for slicing or canning, 40 cents per box. Salsuma Plums, Phone 921. Albert C. Joy, near Normal. 12-2\*

FOR SALE—"One Minute" Electric Washing Machine, \$35; large wood heating stove, \$20; Copper bottom wash boiler, \$1.50. all good as new. Phone 264J. 12-6\*

FOR SALE—One library table, chiffonier, inoleum rug, couch bed, 2 rockers, wheel chair, dresser, heating stove, dining room chairs. Call after 3 p. m. 117 8th St. 12-2\*

FOR SALE—Ford delivery bed. Franklin Bakery. 12-3

FOR SALE—1923 Ford runabout. Also 1924 4-door sedan, like new. Phone 314J. 12-2

MISCELLANEOUS GET YOU STOVE repaired at Eagle Foundry. Boch Magnito Radiator and Stoves for sale. 140 Oberlin St. 306-1 mo.\*

WANTED:—Used flat top office desk and swivel chair. See Greer at the Tidings office. 1-4

PIANO instruction, by experienced teacher. Beginners preferred. Mrs. H. S. Atkins. Phone 441J. 3-1mo

TRADE—Will trade 50x145 foot lot on Main artery (226 Chester Ave.) Bakersfield, California, for equal value or small house. R. Spehr, Rt. 2, Bakersfield, California. 8-8

WANTED—Waitress at the Nelda Cafe. 12-3

WANTED—A reliable woman to share home in a small family in exchange for light housekeeping. No children. Phone 469R. 12-1f

POLITICAL ANNOUNCEMENTS G. W. Milan Independent Candidate for County School Superintendent of Jackson County, Oregon.

Hood River—Apple picking will be two weeks early, due to dry weather. Prospect of good crop and higher prices.

A Good Thing—DON'T MISS IT. Send your name and address plainly written together with 5 cents (and this dip) to Chamberlain's 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.

FOR SALE AT A BARGAIN 10 ACRES, 7 miles out, free water right, comfortable house, good barn, family fruit, and a little to sell, fine shade trees, and really a lovely home, half mile from school. Owner needs cash and will take \$3500. A VERY pretty, well built, and modern home on Fairview St., good lot, some fruit and garage, \$3,000 easy terms. A SPLENDID 10 acre tract, first class land, scenic location, in edge of city, paying orchard with variety of fruits and nuts, comfortable building. Will trade for good farm land down the valley. Want about 30 or 40 acres with small house. STAPLES' AGENCY Office, Hotel Ashland Bldg. Phone 26