

ASHLAND DAILY TIDINGS

(Established in 1876)

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Hett R. Groer Editor, George Madden Green Business Manager

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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.

OCTOBER 20

THE FIRST AND THE LAST—I am the first, and I am the last; and besides me there is no God. Is there a God besides me? yea, there is no God; I know not any.—Isaiah 44:6,8.

PRAYER:—Lord, we believe that Thou hast created all things, and that in Thee all things exist, and we worship and adore Thee as the One True and Living God, beside Whom there is none else.

OUR OPPORTUNITY

Almost a hundred of the leading business men of Portland, members of the Portland Chamber of Commerce visited our city today in the first step in their tour of the state.

These business men, living hundreds of miles distant from our city are as interested in our welfare and prosperity as many of the residents of Ashland. For realizing a known economic fact, that a city prospers only in proportion as the back country prospers, they have determined to aid their back country, the country which supports Portland, and makes it the really great city it is.

The question is, will we co-operate with these helpers, these volunteers who are attempting to force greater prosperity upon us. For it is a certainty, that if we lend our aid, with all the natural advantages we have, that with the help and co-operation of these business men of the Portland Chamber of Commerce, Ashland will become even more prosperous and flourishing than ever, within a very short time.

A STEP FORWARD

Another big stride in civic improvement was taken here Friday night, when the contracts for the construction of our new Lithian hotel were awarded.

Soon materials and men will be moving into Ashland. The effect of the work will then be felt in the added prosperity of the city. More money will be placed in circulation. More families will settle here, some of the temporarily perhaps, but many permanently.

That the contractors who are to build the hotel are showing the right spirit was proven when Mr. McNeil, one of the members of the firm who will do the general construction work announced that practically all the materials will be purchased in Ashland, and Ashland labor will be used as much as possible in the construction work.

MAKE YOUR BUSINESS SUCCEED

Small retail dealers should advertise consistently, if they advertise at all. They should plan a campaign as a whole. These are the recommendations in a pamphlet, "Small Store Advertising," issued by the Domestic Distribution Department of the Chamber of Commerce of the United States.

"Every merchant," the Department says in its foreword, "must make himself known in order to conduct a profitable business. This is done in various ways, the greater part of which is described as 'publicity,' and of all these ways, advertising is the most effective."

"Although every repetition of an advertisement, a circular or a letter costs money," says the Department, "Occasional, hit-or-miss advertising is usually a loss; whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week."

"This principle applies to all forms of publicity. If form letters are sent out, it is best to send them regularly; if handbills are broadcast, it is best to broadcast them regularly; if window advertising is used, the displays

should be constant and changed frequently. Never let the public forget you. Never give even your old established customers a chance to forget you, your store, your goods.

"There are two points to remember in this connection: Your advertising campaign, whatever it consists of, should be planned as a whole; do not get out several booklets, letters or circulars and then discover you are not presenting your arguments in proper order that you have neglected the seasonal influences or something else.

"Also, if you are advertising in a publication, call attention to that advertising in any circulars you get out, so as to tie the two together. Use some such phrase as 'Watch our weekly price lists in the Courier.'"

"The other point is to identify your store through a border, a trade mark, an illustration or a signature, so that every advertisement, every letter, every handbill, every delivery wagon and every piece of wrapping paper will have some easily recognized mark which will remind the observer of all other ads of your store. Tie your ads together. Note how the large advertisers use a trade-mark, a phrase or a picture.

"At certain seasons and for certain offerings of merchandise, advertising announcements should appear more frequently than usual. A grocer has only a few weeks to sell strawberries, so he should advertise them more frequently than potatoes which he can sell always.

"Druggists should press their advantage in selling remedies for colds during the winter months. During an especially rainy April, shoe dealers should make frequent announcements on rubbers.

"But whatever the season, the goods or the medium used, be consistent—do not have spasms of advertising."

"Doc" Shultz is the fellow who claims he is better than George Washington. He backs his claim with the statement that George couldn't tell a lie, while he (Shultz) can tell a lie, but won't.

Now is about the time to start letting your whiskers grow in preparedness for Christmas neckties.

A man who has no connection with the great open spaces has no idea of the beauty of nature, or how many different varieties of insects there are.

The slang expression "I'll tell the world," which is so commonly used today is not new, but had its origin in one of Shakespeare's plays. It was first uttered by Isabella in "Measure for Measure." She says, "With outstretched throat, I'll tell the world aloud what kind of man thou art."

SAYS FOOT CAN BE CHARACTER INDEX

MILWAUKIE, Wis., Oct. 18.—Who'd ever have thought that plain, ordinary feet would ever enter the limelight?

Curious things. Useful, but homely. As Daniel Webster put it, the foot is "that part of an animal upon which it rests when standing or upon which it moves."

But "every dog has its day," and it seems that today is the day belonging to "feet." Not only are they beautiful, but they are full of character, scientists say.

Due Credit Dr. William M. Scholl, noted orthopedist, is among the first to give due credit to the feet.

"Physical as well as mental qualities and hereditary characteristics are shown in the foot," declares Dr. Scholl. "Modern science has gone to the foot to study character, for it is here clearly and infallibly shown."

In Milwaukee Dr. William H. Erfert, orthopedist and chiropodist, who has worked with feet for more than sixteen years, agrees fully with Dr. Scholl.

"Take the long, narrow foot, for instance, with long toes and well-shaped nails — the possessor of such a foot is almost always one of artistic temperament. Such persons love luxury; they are improvident, as a rule, and emotional — and very lovable. Such a foot usually has soft skin and is deliberately moulded. Artists, musicians and actors often have such feet."

Practical Foot "Then there is the foot of the opposite extreme — the short, broad foot. The professor of this foot is practical and very often apt to be a success in business. The concrete things of every-day existence are of chief importance to possessors of this type of foot, while the arts get but little attention from them."

EPINARD DEFEATED IN RACE AT LAUREL TRACK

LAUREL, Md., Oct. 20.—Epinard, the French wonder horse failed for the fourth successive time to win an American turf classic Saturday, being defeated by Wise Counselor in the running of the feature Laurel stakes at one mile. Epinard failed to finish in the money. Big Blaze was second and Sunflag third.

Molalla — Commercial Club takes up job of contracting acreage for pickle plant. About 150 acres required to support factory.

YOUNGEST MEMBER OF LEGION IS GREATLY DECORATED SERBIAN

Springfield, O., Oct. 18.—Nicholas Stankovitch, highest decorated man in the Serbian army, recently added a new distinction to his list when he joined the American Legion post here, making him the youngest Legionnaire in the world as he is not yet twenty one years old.

Stankovitch left Chicago in 1914 with his father and both enlisted in the Serbian army, he being only twelve years old at the time. The same shell which mortally wounded his father wounded him. He was one of the 795 survivors of 30,000 Serbians who resisted the Austrian drive. The young lieutenant can speak and read in five languages. Most foreign newspapers arouse his indignation, declared Lt. Stankovitch, because of their generally antagonistic attitude towards the United States.

The young veteran has been searching among Serbian people for his mother from whom he has been separated by the events of the war.

WHIPPLE, Ariz., Oct. 18.—Two hundred patients at the United States Veterans' Bureau Hospital here, who were threatened with the loss of the franchise, will be allowed to vote as the result of court action taken in their behalf by American Legion officials.

The challenge to the veterans' right to vote here was raised by John E. Russell and Judge Daniel E. Parks, local attorneys, who demanded that the names of nearly two hundred patients at the Veterans Bureau Hospital be stricken from the great register on the grounds, first, that the men were residents of a military reservation and so had no right of suffrage, and second, that they were inmates of an asylum kept at public expense and had no right to vote.

Demurrers, which were filed in behalf of the patients by George W. Nilsson, a member of the American Legion Americanism Commission, were sustained in all points by Judge Richard Lamson.

Klamath Falls — Building permits totaling \$110,565 issued by city council for first week in October.

VETERANS, INMATES OF HOSPITALS, WILL NOT LOSE FRANCHISE

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CHURCH BODY ELECTS ASSEMBLY DELEGATES

MEDFORD, Oct. 18.—At the fall meeting of the Southern Oregon Presbytery, which closed at Jacksonville Wednesday night, the following were named as delegates to the 1925 meeting of the general assembly at Columbus, Ohio:

Rev. E. H. Edgar, of Jacksonville and Elder John S. Bonar of Phoenix; alternates, Rev. J. W. Angell and Elder James Martin of Rogue River.

Rev. W. S. McCullough, the new Presbyterian pastor at Roseburg, was received from the presbytery of Portland, and will be installed as pastor at Roseburg next week. Rev. E. P. Lawrence of Medford, J. R. Lamb of Sutherlin and J. K. Howard of Oakland will preach the sermon and deliver the charges to the pastors and the people.

Speakers before the presbytery include Dr. Harold L. Bowman of Portland, moderator of the synod of Oregon; Rev. D. A. Thompson, state executive for Oregon of the board of national missions; Rev. John C. Templeton, coast secretary of the board of ministerial relief, and Rev. J. Lincoln Ellis, field representative for Albany college.

BANK EMPLOYEES ARE GIVEN MUCH STOCK

SAN FRANCISCO, Oct. 18.—A plan whereby the 2200 employees of the Bank of Italy, a \$350,000,000 institution, are to take over control of the bank, has been approved by the board of directors, it was announced by A. P. Giannini, president. The plan will go into effect on January 1.

As a preliminary move Mr. Giannini will retire as president and James A. Bacigalupi, the present senior vice-president, will succeed him as head of the institution.

The Bank of Italy is among the seven biggest banking corporations in the United States. It has approximately 600,000 depositors and 86 branches in all parts of the state and is closely affiliated with 20 of the leading financial institutions of Europe and the far east.

Mr. Giannini, who founded the bank 20 years ago and who first proposed the plan, will continue as chairman of the bank's executive committee and finance committee. L. Scatena will remain as chairman of the board of directors.

FAVORITE RECIPES

Irma Salad PARIS, Oct. 17.—"Irma salad" is one of the best French salads and a lovely one to look at.

It is composed of cucumbers, cut into thin slices and soaked in salt water; asparagus, cut into short lengths, and extra fine green beans, cooked in salt water. The vegetables should be thoroughly washed in cold water and then plunged immediately into boiling water. When cooked, drain and then plunge again into the cold water in order to preserve their green color.

Besides these vegetables, pre-

Keep Glands In Balance Says Physician

In an interesting interview, Dr. Samuel J. Staub, according to a recent dispatch, said that people suffering from that "below par" feeling, accompanied by loss of appetite, sleeplessness, loss of weight and so forth, can be set right by having the balance of their glandular secretions restored.

Glandogen, the new scientific gland tonic, prepared in tablet form, provides a simple method of taking glandular treatment. Glandogen, for men and women. East Side Pharmacy will supply you. Mail orders accepted.

pare little bouquets of cauliflower, blanch and cook in boiling water. Arrange in little bunches and drain with the others in a clean linen cloth. Drain the cucumbers that have been soaking, as well, and mix all together.

Bind with a good mayonnaise dressing, add a cup of thick cream and a little lemon-juice. Season with salt and pepper and add chopped sorrel and estragon.

Arrange the salad in a dome on a large crystal bowl. Nap with mayonnaise and scatter over chopped lettuce and watercress. Here and there stick in a nasturtium flower, and at the base arrange small radishes in a wreath.

Fried Eggs Stuffed with Anchovies PARIS, Oct. 17.—Boil three eggs hard and cut lengthwise. Soak a few bread-crumbs in three-fourths glass of milk. When the bread has absorbed all the liquid reduce to a paste. Add the yolks of the eggs and the filets of three anchovies, well washed and mashed, with a little shallot and fine herbs.

Pass the stuffing through a fine sieve and fill the halves of the eggs. Dip into the beaten yolk of an egg, with a little oil, and then roll in bread crumbs. Fry in hot butter.

When nicely browned drain and arrange upon a serving dish. Put a bunch of fried parsley in the center and serve hot.

SAGE TEA BEAUTIFIES AND DARKENS HAIR

Don't Stay Gray! It Darkens So Naturally that No-body can Tell.

You can turn gray, faded hair beautifully dark and lustrous almost overnight if you'll get a bottle of "Wyeth's Sage and Sulphur Compound" at any drug store. Millions of bottles of this old famous Sage Tea Recipe, improved by the addition of other ingredients, are sold annually, say well-known druggists here, because it darkens the hair so naturally and evenly that no one can tell it has been applied.

Those whose hair is turning grey or becoming faded have a surprise awaiting them, because after one or two applications the gray hair vanishes and your locks become luxuriantly dark and beautiful.

This is the age of youth. Gray-haired, unattractive folks aren't wanted around, so get busy with Wyeth's Sage and Sulphur Compound tonight and you'll be deluged with your dark, handsome hair and your youthful appearance within a few days.

CATHOLIC Fair-minded non-Catholics are invited to learn what the Catholic Church really is and is not by sending for Free Literature Specify the general topic on which facts are desired.

FRAZIER & SON Seed Rye, per cwt. \$9.50 Seed Oats, per cwt. 8.25 Alfalfa Seed, per cwt. 27.00 Red Clover Seed, per cwt. 27.00 Alfalfa hay, last year cutting, per ton 20.00 Mill run, 80 lb. sack 1.65 Cherro Egg Mash, per cwt. 3.15 Oyster Shell, per cwt. 1.50

CHRISTMAS CARDS Many Beautiful Designs from which to select. Order now to avoid delay. THE ASHLAND TIDINGS We have a good job printing department.

HEALING CREAM IS A QUICK RELIEF FOR NASTY HEAD COLDS

Colds and catarrh yield like magic to soothing, healing antiseptic cream that penetrates through every air passage and relieves swollen, inflamed membranes of nose and throat. Your clogged nostrils open right up and you can breathe freely. Hawking and snuffling stop. Don't stay stuffed up and miserable. Get a small bottle of Ely's Cream Balm from your druggist. Apply a little in the nostrils and get instant relief. Millions endorse this remedy known for more than fifty years.

PEEL'S CORNER I brought a truck load of bargain counter goods from Portland last week, all of which will be sold accordingly. Auto Robes, Wade Dragsaw, Hatters, and lots of army goods. Come in early while they last.

Relief Is Found

That worn-out, all-in feeling is cleared up by a bath a day. A hot bath soothes nerves and causes complete muscular relaxation. A daily bath in cool or tepid water forestalls fatigue.

Bath-a-day equipment information will be gladly explained to you.

Jerry O'Neal Plumbing Heating Phone 138 207 E. Main

Foreign Exchange FOREIGN exchanges are often very complicated and yet people sometimes must use them. This bank is prepared to transact all business with foreign countries and to give you accurate advice. The Citizens Bank of Ashland Ashland, Oregon

GIVE THE KIDDIES a Chance to Play Nothing would delight the youngsters more than a Kiddie Kar, Tricycle or other childish vehicle which will permit them to enjoy the outdoors and get the exercise they need. SWENSON-PEEBLER Furniture Company Wall Paper and Paint. Bring your Window Sash in—Glazing done free.

Let your children eat more cake; it has more nutriment than a sandwich if made with CALUMET THE WORLD'S GREATEST BAKING POWDER Contains only such ingredients as have been officially approved by U. S. Food Authorities SALES 2 1/2 TIMES THOSE OF ANY OTHER BRAND

CHARLES S. MITCHELL Graduate Bookkeeper and Stenographer desires work with business firm.

Ask Your Grocer FOR SUPERIOR BREAD Franklin Bakery Phone 199

VEGETABLES Peppers Cabbage Spinach Lettuce Squash Sweet Potatoes Onions Beets Turnips Potatoes Quinces Plaza Market H. A. Stearns 61 N. Main