

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by
THE ASHLAND PRINTING CO.

Hert R. Greer Editor
George Madden Green Business Manager
OFFICIAL CITY PAPER Telephone 39
Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter

Subscription Price, Delivered in City	
One Month	\$.65
Three Months	1.95
Six Months	3.75
One Year	7.50

By Mail and Rural Routes	
One Month	\$.65
Three Months	1.95
Six Months	3.50
One Year	6.50

DISPLAY ADVERTISING RATES	
Single insertion, per inch	\$.30
Yearly Contracts	
One insertion a week	.27 1/2
Two insertions a week	.25
Daily insertion	.20

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

COMMIT THY WAY unto the Lord; trust also in him; and he shall bring it to pass.—Psalm 37:3, 5.

THREE MARKETING PROBLEMS

Co-operative marketing has made great progress in the year just passed, says C. E. Spence, state market agent, and it will make yet further advances as its leaders study the problems and look further into causes.

The failure of too many marketing organizations in the past has been that they have been based too much on contracts to tie up production and too little on what to do with the tied-up products. Farm production cannot be curtailed like the production of a furniture factory. The farm is not a factory, where the output can be controlled at will.

California thought it had solved the marketing problems of raisins and prunes when a monopoly was formed in control of these products. The minute that higher prices prevailed, then production increased; a big unsold surplus piled up and the result was the carrying-over broke the market and prices went below cost of production. Raisins were fed to stock.

And California has learned—what every successful selling agency must learn—that co-operative organizations must go much further than tying up production under sales contracts. They must co-operate and work with the buying end. No matter how high or low the selling price of a product, that is not a necessity, it will not have a normal sale unless the consuming public is able to buy it. Organizing supply and overlooking demand entirely will not solve marketing problems—they must be considered together.

The consumers' ability to buy is of more importance than the producers' ability to sell. The relation of profitable marketing to purchasing power is clear. The demand for farmers' products is largely in city consumers, and a very large majority of them are wage-earners. When they have steady work at fair wages they are dependable purchasers of the farmers' goods. The same is true of the farmers. When they have ready markets at fair prices for their products, they in turn are good customers for the factories that employ the city workmen. These conditions work together for general prosperity.

To have stable conditions it is absolutely necessary that the farmers and industrial workers (who comprise 90 per cent of our population) have a purchasing power that will enable them to buy each others products—otherwise a surplus on each side accumulates, or rather an under-consumption condition occurs. When this happens the factories and mills curtail production and lay off men, and when two or three million men are out of employment they cannot buy what they need of the farmers' products, and down go prices. And then the farmer is forced to curtail his purchases of factory goods.

Another farmers' problem is the relation of land values to cost of production. Too many farmers who buy land pay more than it is actually worth—far more than it is worth based on the returns. This boosts the cost of production and cuts down the profits. As land values rise mortgages and tenancy increase.

A third important factor that holds back prosperous conditions is both direct and indirect taxation. These are a heavy load on both farmer and consumer. Both have to pay the taxes that are put on industry. The farmer has to pay more for what he has to use and this increases his production costs. And the consumer has to pay the indirect taxes caused by the many middle profits and other costs in the way of higher prices, and is therefore compelled to cut down on his purchases.

The solution of marketing problems must take into consideration these conditions. The demand side must be studied and remedied. It must be worked out in connection with organized supply. Goods must go to the consumer from both the farm and the factory at a far less between cost, with fewer handlings and less middle profits. Herein lies a great indirect tax load, and a great field for study and investigation.

DANGERS OF HOME

Insurance payments help recompense the insured in a financial way but they cannot restore an arm, a leg or a life lost through carelessness. Nor can they replace the great economic loss which results from fire carelessness which destroys \$500,000,000 worth of property annually in this nation. Insurance companies cannot give 100 per cent protection to persons or property without the hearty cooperation of every individual citizen.

Forty-seven per cent of all claims paid by accident insurance companies are on mishaps incurred in the home and incident to recreation, exclusive of motoring.

Once upon a time when Mark Twain was about to take a railroad journey the agent tried to sell him insurance against being killed en route.

"Thank you, no," replied Mark, "I have seen sta-

tistics which prove that the vast majority of deaths occur in bed. I will be glad to take a policy insuring me against that."

The files of casualty insurance companies show that the most dangerous place in the world for accidents is in and around home and an exceptionally hazardous place next to polished floors is the family bathtub.

The baby's finger pokes lots of eyes out, one company paying 236 claims for damaged eyes.

The automobile has the highest individual score. National Safety Council says 5,300 persons killed by automobiles in 1922.

GASOLINE KEEPS PACE WITH DEMANDS

In spite of handicaps of an unknown and uncertain supply of raw material, crude oil, the production of which is only three times what it was in 1913, gasoline is being served regularly to nearly twelve times as many motor vehicles.

Six times as much gasoline is being manufactured. In other words, improved processes are getting twice as much gasoline per gallon.

Without improved methods of drilling, invention and perfection of drilling equipment, new processes for greater extraction of refined products from the crude and improvements in all departments of producing, refining and marketing of petroleum, the manufacture and use of motor vehicles would before now have been checked by lack of fuel.

The achievement of keeping up with this enormous growth in demand and yet selling highly refined gasoline at around 3 1/2 cents a pound today as against 8 cents for bread or 10 cents for sugar is one on which the oil industry is to be congratulated every time you drive to a handy filling station.

THEFT OF ENEMY'S THUNDER WINS FOR "REICHSBANNER"

BERLIN, Jan. 21. — "Beat militarists by militarism, and nationalists by nationalism. Beat them on their own ground by doing better!" This is the secret of the tremendous growth of the Republican League called "Reichsbanner Black-Red-Gold," as revealed by one of its most prominent leaders. Colonel Dr. Schuetzinger, ex-commander of the Dresden police, in a "Tactical Guide," parts of which were published by the papers.

"There is one thing especially," says Schuetzinger, "which the Republicans still must learn to impress the masses: Celebrating! The Germany of the past generation could not think of a national day except as the commemoration of a famous battle or a sovereign's birthday, with goose-stepping and a gala dinner as its program.

"Our people, drilled to admire shows, still need some of that old food. The Republic owns political power. Why not let the President wear a black-red-gold scarf during a celebration? Why not have his carriage escorted by cuirassiers?"

"The Republican Reichsbanner must be the promoter and manager of such celebrations. It must entertain the German youth on such days by marching them out to the parade ground behind pipes and drums. Let us learn a lesson from reactionaries and monarchists. Perhaps we will terrify them by our unarmed battalions parading outside our city gates!"

It is undoubtedly true that the Republicans, by copying the propaganda methods of their nationalist adversaries, performed one of the most successful tricks ever applied in political controversies.

The overwhelming victory of the Social-Democrats at the recent Reichstag elections is to a large extent due to propaganda shows of the Reichsbanner.

Flags were unfolded on every possible occasion; ex-imperial generals who had turned Republicans inspected Reichsbanner units lined up for parade on public squares of the smallest provincial towns. Thus the Reichsbanner demonstrations made every loyal Republican feel that this organization represented some power in the new German Reich.

It has been admitted by prominent leaders of the Reichsbanner that thousands of war veterans who had entered the nationalist steel-helmeted organizations just because they liked military shows, deserted the nationalist flag for

An Oil Heater
in the Cold Spot about
The House will add a lot
of comfort to living.

THE ASHLAND FURNITURE COMPANY
83 N. Main

BELGRADE, Jan. 21. — The last of the Serbian prisoners of war has just succeeded in reaching his native village, after seven years of wandering.

He is Ivan Grguritch, from one of the former Austro-Serbian provinces. While serving on the Russian front in 1916 he was taken prisoner and interned in Siberia.

VICKS VAPORUB
Over 17 Million Jars Used Yearly
For All Cold Troubles

Money Troubles

MONEY may be a source of great joy or of great sorrow. The best way to escape money troubles is to have your money intelligently and honestly taken care of. This bank is here for that purpose.

The Citizens Bank of Ashland
Ashland, Oregon

Over-night to Portland
and return next night if you choose. Take advantage of this convenient, comfortable service to Portland; have the whole day between for business or pleasure.

Leave 5:30 p.m. Oregonian. Portland 7:15 a.m.
Returning Portland 9:00 p.m. 11:10 a.m. (San Francisco Express)
Three other trains daily.

For low round-trip fares, reservations and full information, ask

Southern Pacific
G. N. Kramer, Local Agent. Phone 14 or 43



Tomorrow, Thursday, January 22

"BUDGET DAY"

Keeping a Budget helps you to get more out of life—
TRY IT!

The object in keeping a budget is to get full value out of your money. Plan in advance to spend your money so that it will bring the greatest satisfaction and the fullest return.

Plan what your expenses for each general item should be each week—rent, food, clothing, amusements, doctors' bills, charities, life insurance and savings. With your expenses fixed there is little chance of wasteful spending—and every possible prospect of increasing your savings.

KEEPING A BUDGET WILL MAKE FOR SURE AND SYSTEMATIC SAVINGS

BUDGET DAY is a good day to plan your 1925 BUDGET!

START RIGHT IN NOW

THRIFT WEEK

THE ENDERS CO. **E. R. ISAAC and CO.**
McGEE'S

(THIS IS THE SIXTH OF A SERIES OF THRIFT WEEK TALKS)

"Let's Have a Party"

If you are planning a party or entertainment, why worry with the preparation of cakes, pastry and bread, when you can get

FRANKLIN'S SUPERIOR BAKERY PRODUCTS

The Franklin Bakery
Phone 199

Axes
Mauls
Wedges
Sledges
for
Wood Cutting
at
Simpson's Hardware
Winchester Store