

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING. "All future events, where an admission charge is made or 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.

NEW STANDARDS IN ADVERTISING

New standards of advertising for department stores all over the country were adopted at the fourteenth annual convention of the National Retail Dry Goods association, which was in session week before last in New York.

"As retail advertising men, it devolves upon us to conserve and advance the reputation of retail business and of the institutions we represent," says the new code. "Recognizing that our duty to the public, as well as the best interests of retailing, call for honesty, sincerity and candor in advertising, we have formulated these standards of practice to govern the profession.

"Advertising is socially useful because it enables the consumer to buy more intelligently and with less effort. We have thought of advertising as commercially useful in performing a twofold function, to sell the merchandise advertised, and to sell the institution advertised. We should think of it as performing a third function also, selling advertising itself.

"As advertising men we should be as jealous of the reputation of our profession as the wise merchant is jealous of the reputation of his establishment. Advertising should not only be truthful, but should at all times avoid even the SEMBLANCE of untruth or the suspicion of insincerity. Understate rather than overstate."

THE INDECENT THEATER OR THE INDECENT PUBLIC; WHICH?

New York has a score or more shows that are just now under attack for their indecency, the worst of which is Mr. William A. Brady's "A Good Bad Woman," which is being withdrawn, we understand from the press dispatches.

We presume Mr. Brady's position in producing his show is the position of his competitors, and so we submit his statement: "'A Good Bad Woman' is naughty, but I have to do it."

The managers say the others do it, the public wants it, as indicated by their support, and so there you are.

At least, this is a frank admission that theatrical indecencies are no longer hooked onto the purposes of art, but likewise is it a confession that commercialized vice has its place in theatrical producing and that mere naughtiness is directed into the theater because it pays.

This has long been the charge, but we have not known of an admission by a producer of standing.

The fact is that the police should close up theatrical rottenness, as they are supposed to close up any other form of social rottenness, and the closing should not be left to the volunteer act of greedy producers. Of course, it is safe to presume that if the course of the theater continues toward the commercializing of vice the theater will attract to itself repressors who will put their heels upon vicious practices.

In this sense, at least, decency now will pay out in satisfactory dividends later.

There is still another thing we must not lose sight of. Whenever theatrical success depends directly upon theatrical sensuousness, there is a public to be indicted for its refusal to be attracted by clean and wholesome amusement.

We must not confuse "popular demands" with methods that lure the public, however. But whenever the public refuses to support clean productions that merit public support then the public must stand its responsibility. There is no record, to date, that we know of, indicating the public will not support theatrical decency. So up to now the case seems to be against the producers.

AIR FORCES VERSUS OTHERS

There is a bill before congress to establish a government department of aeronautics and create a united air service for the national defense. It is proposed by Secretary of War Weeks and Secretary of the Navy Wilbur and all of the higher officials of their departments.

Brigadier General William Mitchell, assistant chief of the army air service, declares that both the army and the navy are resisting any sort of change which might curtail or modify their authority or permit aviation to become anything more than an auxiliary to their own activities. And this, he declares, is notwithstanding that air power can destroy any battleship that has been built or that ever can be built, and that, as a defensive power along our coasts the navy's usefulness, for this reason, is gone. The United States, declares General Mitchell, is despite these facts "fifth" among nations in air power, and "is falling behind all the time."

General Mitchell is certain that wars of the future will be decided by the air forces. Demonstrations in the world war showed this, he says, and experiments by other nations than our since its close have confirmed it. England, France, Japan and Italy are building tremendous

air fleets and training men in their operation. The United States is doing little to keep pace.

The navy and army are fighting back heavily against the flying general's charges. The navy declares that experiments in bombing the battleship Washington showed that she could not be sunk by attack from above. The army declares that the airplane is by no means so important an adjunct to its operations as General Mitchell declares.

It is hard for a layman standing apart from all this to decide whose charges and claims are soundest. But it does seem plausible and likely that the air service would go further in development of usefulness if organized independently than as an adjunct to the army and navy. It is not easy to imagine the war department admitting that airplanes are more potent than the army, or the navy department admitting their superiority to fleets.

OUR WHEAT IS SOLD

While the wheat prices are high, we must bear in mind that the farmers of the Pacific states have very little wheat on hand. The first half of February no wheat was exported from the Pacific coast, but flour was reported quite well. The Rocky Mountain states are also out of the wheat market and the millers' business is on accumulated stock.

The United States government exported 2,130,000 bushels the week ending February 7, and 1,314,000 bushels for the week ending February 14. Also the Canadian imports in transit were 1,102,000 for the week ending February 7, and 1,427,000 for the week ending February 14.

The stock of wheat on hand in the United States is lower than it has been for years, and the reason is that the world had a shortage of wheat and had to have ours. The wheat harvest in the southern hemisphere is going on while we have our winter. That country being short, there was competitive bidding for the product and the law of supply and demand brought the market up.

The bad feature of this is that many people rushed their wheat to market because of the demagogic charge that Wall Street brought up the price of wheat artificially in order to influence the election. Many farmers believed this and they thought they were putting something over on the octopus; instead they were hurting themselves and costing themselves real money. Regrettably now they see that the price of wheat did not tumble after election, and the ridiculous trumpery that fooled them ought to fool them no more.

A GOOD SELECTION

It has been a long time since any man has been appointed to office in Oregon whose selection has been met with such general favor as that of William S. Levens as prohibition director. Mr. Levens is an experienced prosecutor, a man of high character, and resolute purpose. His appointment did more to heal the breach between the executive and the legislature than anything that has happened. Everybody was so tired of the old administration, so anxious for the new that of course the new man might have been over-estimated, but those who have come in contact with him say he is all right. There is a great work to do there, and Mr. Levens will address himself to it.

"I made him what he is," usually means, "I once hired him to make money for me."

Romance. "He is rich and when we're married I won't have to work any more."

The astonishing thing about radio sets is the way they sell without a slogan.

SAYS JAZZ AGE ROBS CHILDREN OF GIRLHOOD

CLEVELAND, Feb. 24. — The heavy emotional stress of the present-day life of the younger generation, as exemplified by dancing, moving pictures, joy rides, jazz and the like, has produced a race of prematurely adult women who are over-stimulated, under-nourished, hypersensitive, and incapable of carrying on their share of the work of the world, Miss Bertha L. Swope, Supervisor of Physical Education for Girls in the East Cleveland schools, declares.

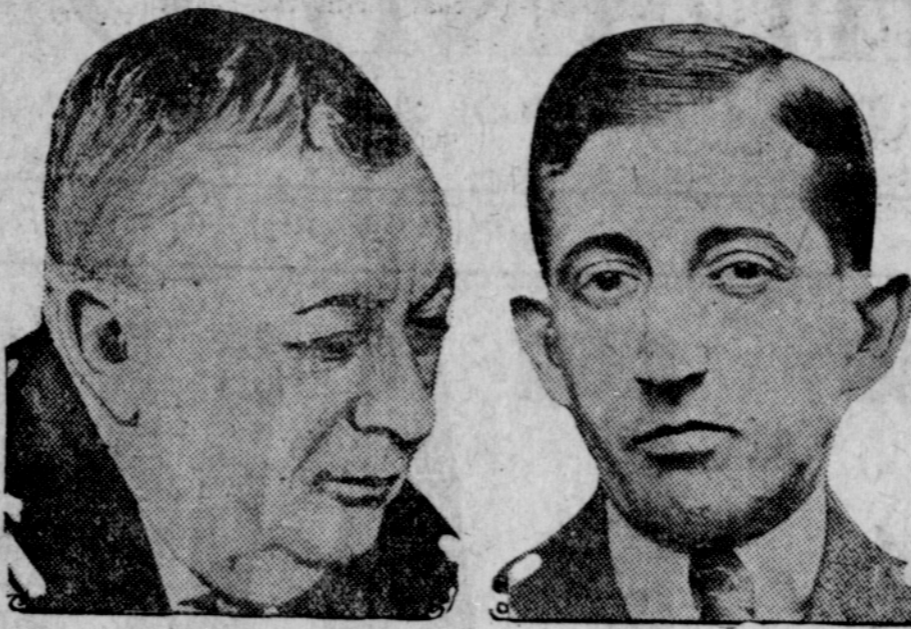
"Responsibility for present conditions is with the parents," Miss Swope declared. "Parents permit their daughters to indulge in all the frivolities of the time, and refuse to co-operate with teachers who are trying to guard their welfare."

Miss Swope said that recently she sent invitations to mothers, asking them to attend a conference designed to take steps to make the girls in her schools better fitted physically, but that "not one mother" in the exclusive residential suburb accepted the invitation. "I have noticed a great change among the girls in the sixteen years that I have been doing this work," Miss Swope continued. "Then a girl of 15 was content to be a child and to play like a child. But a girl of 15 now dresses like a woman and wants to be considered a woman. Modern life has robbed them of girlhood."

POLISH JEWS HAVE SUICIDE EPIDEMIC

WARSAW, Feb. 24. — An unprecedented epidemic of suicides is raging among Jews who were ruined by the recent economic

CHIEF FIGURES IN NEWS OF THE DAY



Health Hints by the Father of Physical Culture

In our body, the muscles and organs are the live wires, while the brain and spinal column are like a storage battery, except for being far more wonderful, delicate and powerful, in proportion to their weight.

This storage battery of the body, unlike the electrical devices which we know, is not ordinarily completely exhausted. There is always sufficient vitality or electrical energy left in the body to keep up the action of the heart and lungs and such other vital processes as are necessary during sleep to rebuild the tissues and to store up further energy for the succeeding waking hours.

Before absolute exhaustion of this store of electrical power or nerve-force comes upon us we feel the necessity for sleep, thus giving the brain a rest. This rest of the brain and nervous system, as will be apparent at once, is a matter of vital and utter necessity, whereas we know from the constant beating of the heart and the uninterrupted action of the muscles involved in respiration that there need be no such complete rest for the muscular tissues. It is because the actual source of energy and power is to be found in the brain and spine that we require the unconsciousness and rest of sleep. It is true that a certain degree of nerve force is expended even in sleep, in continuing the action of the heart and respiratory muscles, but this is insignificant compared with the phenomenal outlays of energy known during the waking hours.

Now that we have shown the importance of the intricate mechanism of the brain and nervous system, the vital and dominating factor of human life, we will consider its remarkable anatomical structure.

It consists of two kinds of nerve-tissue—first, gray matter, or nerve cells, and second, white matter, composed of nerve fibres and end-organs. In the gray matter or nerve cells is the central source of nerve energy, the white nerve fibers are the wires over which this is sent, while the end-organs are specialized apparatus for the immediate transmitting or receiving of impulse for motion or sensation.

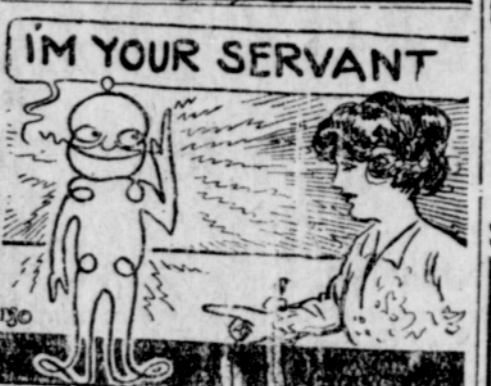
with Oakland and is said to be on his way back.

Flint Rhem, strike-out king of the Western Association last year.

Clyde Day, who pitched and won five double headers for Muskogee in 1924.

Southpaw Hallahan, of Kalamazoo; Shields, from Nova Scotia; Wigington, from New Haven, and Allyn Stout, a St. Louis semi-pro.

Holdovers on the staff are Eddie Dyer, Lee Dickerman, Bill Shordel, Jesse Haines, Johnny



No home without me is complete—Folks say I am a wonderful treat.

I am your electrical servant. I run errands for you and send messages for you over the phone wire. I light up your home at night and lighten your labor in the day time. I cook your food, heat your rooms or cool them with a breeze that you welcome when the hot days come. I am your trusted servant—command me.

Electrically at Your Service A. LIVE WIRE

MURPHY ELECTRIC SHOP ELECTRICIANS, JOBBERS, SERVICE PHONE 62, COR. E. MAIN & OAK

Stuart and Sothoron. Of outfielders there is quantity without particular quality. The list includes Ray Blades, Heinie Mueller, Jack Smith, Roscoe Holm, Chick Hafey, a slugger from Houston; Taylor Douthit, from St. Joe; Ralph Shinnars, ex-Giant from Toledo, and Charley Hughes, a callow young man from the University of Kentucky.

Mike Gonzales remains as dean of the catching corps, which shows not a new face. Charley Niebergall, Erne Vick and Al Beel make up the rest of the staff.

TRAINS CRASH

HARRISON, N. J., Feb. 24.—Three persons were killed and between twenty and thirty badly injured when the Philadelphia express crashed into the rear end of the Havana Limited at Manhattan transfer near here today. Both trains are from New York.

CUT THIS OUT — IT IS WORTH MONEY

Send this ad and ten cents to Foley & Co., 2835 Sheffield Ave., Chicago, Ill., writing your name and address clearly. You will receive a sample bottle of FOLEY'S HONEY AND TAR COMPOUND for coughs, colds and hoarseness, also sample packages of FOLEY PILLS, a diuretic stimulant for the kidney's and FOLEY CATHARTIC TABLETS for constipation and biliousness. These dependable remedies are free from opiates and have helped millions. Try them! Sold everywhere.

PHONE US FOR MEAT Suggestions The best the market affords at all times at Eagle Market

Don't be a slave! WASH DAY. Wash day has done more to enslave American women than anything else in their lives. Our wet wash system that adds very little expense to the cost of keeping house has brought sunshine to the homes of many women in this community. The Ashland Laundry



Below: A. E. SARTAIN & WILL H. HAYS. Below: CAPT HERBERT HARTLEY & W. E. FARRINGTON

Captain Herbert Hartley, master of the Leviathan, largest merchant ship flying the American flag, has been married in Opelika, Ala., to Miss Mary Weir Wilson, daughter of a former newspaper editor. Captain Hartley was a widower. A. E. Sartain, deposed Warden of the Federal Prison in Atlanta, Ga., has been indicted there on the charge of conspiracy to accept bribes from prisoners. President Coolidge has reappointed Wallace R. Farrington as Governor of the Hawaiian Islands. The Vitagraph Motion Picture Company has withdrawn from the Motion Picture Producers and Distributors of America, of which Will Hays, former Postmaster General, is managing director, declaring it "will do its own fighting in the open." This is the first break in the ranks of the Hays organization.

crisis in Poland. The Jewish press asserts that at no period of Jewish history have so many cases of suicide among the Jews been recorded as during recent months in the big cities of Poland.

Most of the suicides are among people who lost their fortunes in speculation. But there were many cases of suicides among owners of old firms who were unable to stand the nervous strain of the critical time.

It is said to be significant that suicides have occurred not only among unorthodox Jews, but also among the orthodox ones.

To combat the spirit of despondency among the religious Jews, the Council of Warsaw Rabbis issued a manifesto exhorting the congregations to help their members in distress and prevent them from committing desperate acts which are contrary to the Jewish religion and traditions. A similar condemnation of suicides was announced in a resolution of a Jewish Merchant Congress held recently in Warsaw.

CARDINALS NEED GOOD INFIELDER, RICKY ADMITS. NEW YORK, Feb. 23.—Show Branch Rickey the left side of an infield as a pitcher or so who can win more than ten games and he will show you a ball club. At least, that is how Branch himself views the matter. "That's all I need," he said, with the manner of one who mentions a scarcity of sleeve garters. "With Bottomly on first base and Hornsby at second, it is hardly necessary to comment on the right side of the infield. They are the first two-man combination in baseball. "My pitchers will have to do better. Allan Sothoron was the

best last year and he won only ten games. I can't go anywhere with a staff like that."

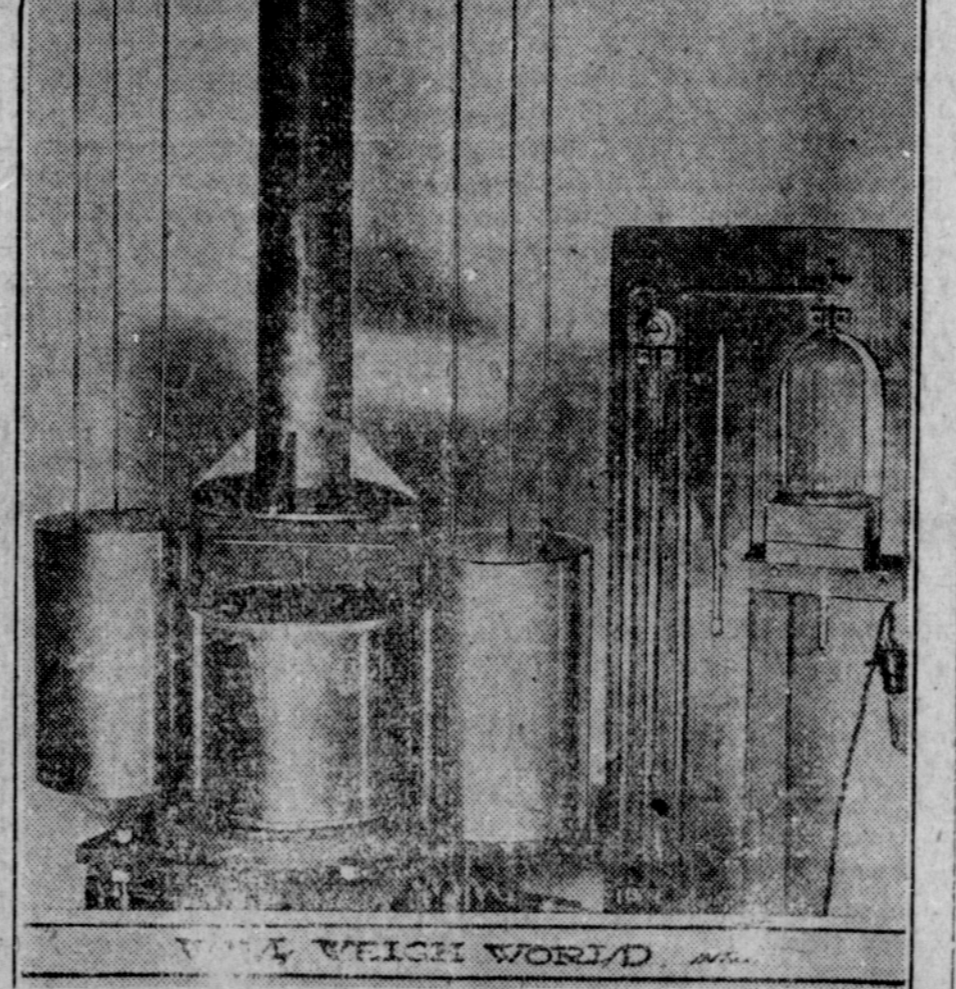
In brief, Rickey will do more experimenting than the bright young man who is taking a post-graduate course in a barber school. For third base, he has Lester Bell, who hit .365 in the American Association last year. But Lester seems to have only a vague idea of the location of first base when making a throw and may have to be shifted to shortstop.

In that event he must do battle with one Cooney. And as Rickey says: "May the best man win."

Howard Freigan, ex-water boy, and George Toporec, the man behind the spectacles, are candidates for third base. Toporec is a fine utility man, but seems to be a trifle short of making the grade at steady employment. Freigan, like Bell, is inclined to throw them far away. Tommy Thevenow, ex-Syracuse shortstop, probably will not linger long. He can't hit the size of his neckband.

Outside of Sothoron, the Cards have prospective winners in the pitching averages, but their actual performance is open to doubt. Rated in the order of their importance, they are:

Walter "Dusty" Mills, who left-handed the Indians into a pennant with seven straight victories in 1920. He had a big year



At the Vining Today, Tomorrow and Thursday

It's About Time To Build That New Home or Remodel the Old One OUR LARGE STOCK Combined with our facilities for doing business, Enables us to care for your Building Needs. Just hand us your list of Lumber, Shingles, Doors, Windows, Lath, Plaster, Wall-Board, etc. We Will Save You Money ASHLAND LUMBER COMPANY Phone 20 North Oak St., across Ry. track