

ASHLAND DAILY TIDINGS

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

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.

STILL THE BATTLE RAGES!

In Southern Oregon we have many scenic attractions. Major ones include the Oregon Caves, the Redwood highway, Crater Lake, Lithia Park, Rogue River and Klamath Lakes — six attractions which, if anywhere else, would be universally advertised. All of these are found in a comparatively small area, the majority being in Rogue River valley. And yet, there has been no real cooperative effort to advertise them collectively. We believe that, with a single exception, all of the Southern Oregon cities have been willing to work together for the common good. The attitude of one single city has prevented any such action — Ashland, Klamath Falls and Grants Pass having signified their desire to cooperate, with only Medford holding out.

In seeking to build a road from Medford to the Oregon Caves, we believe that Medford has taken the wrong attitude, for close to Medford are two attractions which certainly merit consideration. We refer to Diamond and Lake of the Woods. Wouldn't it have been wiser to work on these things at one's own door, than to attempt to take from a neighbor, something that neighbor has built up by years of effort? The only way to reach Diamond Lake, without wrecking one's car or one's religion, is from the Crater Lake or The Dalles-California highways. It is safe to estimate that the number of people at Diamond Lake last year exceeded the number visiting the Caves, yet Medford sits placidly back and observes a good road built in from the east, to permit a large part of the Rogue River valley tourist travel to leave by that route. A road from Union creek to the lake would certainly result in greatly increased travel. Even Roseburg is pushing the construction of a highway up the Umpqua to Diamond Lake. Doesn't Medford want the business?

The same conditions exist at Lake of the Woods, a beautiful body of water near Ashland. It is next to impossible to get there, the trip being anything but a pleasure. It is possible that fears are entertained that Ashland might profit by such a road?

The state highway commission has said that one good road to a scenic attraction is sufficient. Until there is at least one good road to each scenic attraction, we believe that one should be enough, if it is necessary to construct them with local funds. Let's open up Diamond Lake, Lake of the Woods and Rogue River before we begin to worry about getting more than one good road to an attraction. The easier we make it for the tourists to reach these attractions, the longer they are going to stay with us. We have a wonderfully scenic empire in Southern Oregon. There is no reason for one community to be jealous of another, and we believe that when Medford shows an inclination to play the game fairly, all of Southern Oregon can unite in one common program of advertising and publicity. — Grants Pass Courier.

FUTURE FOOD

Food scarcity is coming, says the head of the biology department of Massachusetts Institute of Technology. The world may go hungry in the next century.

First there will be a great decrease of meat production, with grazing lands given over to agriculture. More meat will be obtained from the Arctic and tropical regions. Production and consumption of fish will increase. Vegetables and fruits will become more important, also soy beans, peanuts and bananas.

All this may be true enough. But it doesn't interest many people at a time when it is so easy to produce food that our farmers can't get enough for their crops to pay expenses.

When the world does get hungry, there will be more prosperity for the farmers, anyway.

A local automobile club undoubtedly could do a good bit of work in creating sentiment favorable to sane auto and traffic laws and unfavorable sentiment against the many useless laws which now clutter up the statute books. It is a movement which should merit the support of motorists generally by reason of its proposed affiliation with the state association.

Easter Sunday Services at Ashland Churches

Lutheran Mission
H. H. Young, pastor.
Residence, 638 Blvd.
Services in the Adventist church, 4th and C Sts. Easter services Sunday evening at 7:30 o'clock. "The Comforting Easter Truth; Jesus Lives," will be the theme of the sermon. No morning services. Good Friday services will be conducted tonight (Friday) at 7:30. "Christ's Death on the Cross," is the subject. The public is invited to all our services.

The First Presbyterian Church
J. C. Merzler, Minister
Corner North Main and Helman Streets.
Easter Sunday will be observed in our Sunday school with an Easter Program at 9:45, and in the church at eleven o'clock a. m., with a special musical program and the celebration of the Holy Communion. In the evening at 7:30 the pastor will preach a special Easter sermon and we will have a song service using the old Easter Hymns. Sunday school Easter program at 9:45 a. m.

Proclamation of the Cross of Christ I Glory.
Easter Greeting.
Hymn by the school—"Christ the Lord is Risen."
Prayers and Response.
Song by the Juniors—"Beautiful Words of Jesus."
Scripture Reading—"The Story of Easter."
Response.
Hymn by the school—"Low in the Grave He Lay."
Responsive Reading.
Sons.
Reading—"The Vine and the Branches."
Response.
Duet—"Letha Mites, Lorraine Brookmiller."
Prayer.
Song—"Primary Department."
Easter Message—"The Risen Christ in the Philippines."
Reading—"Lorraine Sparr."
Easter Offering.
Hymn—"In the Garden."
Benediction.
Easter Church program at eleven o'clock.

Organ prelude.
The Doxology.
The Invocation.
The Gloria.
The Psalter, Selection No. 12.
Male quartette—"Springtime of the Soul"—Hart. Mr. McGee, Mr. Wright, Mr. McCoy, Mr. Frost.
The scripture lesson—St. John 20:1-17.
The prayer.
Hymn No. 99.
Offertory.

Reception of Members.
Solo—"Man of Sorrows"—Mills. Mr. McCoy.
The Holy Communion, Communion Theme—"Gracious Remission and Glorious Hope."
Cantata—"A New Song"—St. John 14:18; 14:22.
Male Quartette—"He Did Not Die in Vain"—Tullar.
Hymn No. 151.
Benediction.
Evening Service 7:30.
Song service using old Easter Hymns.
Sermon theme—"Behold, a Challenge to Faith."

First Church of Christ, Scientist
Pioneer Ave., South.
Sunday morning service at 11 o'clock, subject: "Unreality."
Sunday school at 10 o'clock.
Wednesday evening service at 8 o'clock. Reading Room open daily from 2 to 5, except Sundays and holidays. The public is cordially welcomed.

Church of the Nazarene
"The Home-Like Church"
Roland E. Griffith, Pastor
Easter program by the children, 9:45 a. m.
Easter service, 11 a. m.
Program:
"My Abiding Place,"—by The Chariot Trio.
Scripture Reading.
"Easter Solo"—Lorena Koenig.
Sermon theme—"After the Resurrection."
Young Peoples Meeting, 6:15 p. m. Evangelistic service, 7:30 p. m. Evangelistic singing.
Sermon by the Pastor. Come with us, we will do these good.

Baptist Church
Myron S. Woodworth, Pastor
Morning service will consist of a special Easter Program combining the Sabbath school and preaching hour. The B. Y. P. U. will hold a Sunrise Prayer Meeting at 6:30, meeting at the home of Mr. and Mrs. Floyd Travis. Regular preaching service at 7:30 in the evening. Baptism at evening services.

Methodist Episcopal Church
H. E. Fehbert, Pastor
North Main and Laurel Sts.
Morning service at 11 o'clock. Sermon subject: "The Resurrection Body," an Easter message. There will be baptism of children and adults followed by the reception of members. Special music. The Sunday school will meet at 9:45. Decision Day program will be part of the exercises. Junior League at 4:00 o'clock. Epworth League at 6:45 for all young people. In the evening at 8 o'clock the choir will present the following Easter Cantata:
The Epworth League will conduct an Easter Morning Praise meeting on Carter Heights at 5:30. Cars will leave the church at 5 a. m. Everyone is invited to come.

"GOSANNA" by Nolle
Geo. H. Yeo, Director.
Mrs. Anabel Davis, accompanist.
Opening Voluntary—"Andante & Variations"—Beethoven. Mrs. Davis.
Opening Chorus—"Blessed is He"—Choir.
"And They Took Jesus"—Bass Solo and Choir. A. C. Crews, soloist.
"Alleluia Sing Ye"—Soprano Solo and Choir. Mrs. Wolcott, soloist.
"Risen to Reign"—Mixed quartet. Mrs. Smith, Miss Anderson, Mr. Crews and Mr. Yeo.
"Upon the First Day"—Trio. Mrs. Wolcott, Miss Pemberton, Mrs. Harrell.
"The Lord is Risen Indeed"—Choir.
"The Dawn Divine"—Alto Solo and Choir. Mrs. Reed, soloist.
"Morning of Life"—Soprano and Bass Duet. Mrs. Wolcott and Mr. Crews.
"Easter Song" by Dennee—Soprano Solo. Mrs. J. E. Angwin.
"Offertory" by Paul Devred—Mrs. Davis.
"A New Song"—Choir.
"We Hail a Risen Lord"—Women's Chorus.
"Serve Him Forever"—Soprano and Alto Duet and Choir. Mrs. Smith, Miss Anderson.
"There Stood Three Crosses on a Hill"—Contralto Solo. Miss Jean Anderson.
"Bells of Easter, Ring"

Soprano Solo and Choir. Miss Hussey, soloist.
"Oh, Sing the Word"—Choir of Men's Voices.
"My Redeemer and My Lord" by Dudley Buck—Soprano Solo. Mrs. E. O. Smith.
"Christ Arose"—Final Chorus. Choir.
Postlude—Mrs. Davis.
We cordially invite you to attend all these meetings. Strangers and visitors especially welcome. Spend Easter in church worshipping and praising God.

Church of Christ
There were \$44 in Bible school last Sunday morning. L. D. Payne won the two piece silver set offered the one who would bring the largest number to Sunday school on that Sunday. He brought 31 on a hay wagon. There were 31 men in the men's class. The church and Bible school will observe Easter with special programs. Each class in Bible school will contribute one member of the program.

When You Think Of FISHING Think of The ARMY GOODS STORE
Biggest Little Store in Town
Opposite New Hotel — Open Evenings

Easter Specials!
HOT CROSS BUNS
EASTER CAKES
Franklin Bakery

Bill Endicott's Other Reason
Bill says he wants his home and garage to have a kept-up look because they're his. But the more vital reason he gives for keeping them up—painted—is one that involves property value. Acme Quality Paint serves both interests—and more! It prevents deterioration, reduces repair needs, beautifies, and enhances value.

ACME QUALITY Paint-Varnish
A special Acme Quality Product for every indoor and outdoor painting and varnishing job—at this Acme Quality Paint and Varnish Service Station. See us.

Swenson & Peebler
J. P. DODGE & SONS

Pre-Easter Sale of Coats
ALL OF OUR DRESSY MODELS ON SALE SATURDAY AT AFTER EASTER PRICES

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McGee's
We have just received a number of different styles in the new spring shades, with both high and medium heels. Also patent leather and satin pumps for street and evening wear. These shoes are late in getting here for Easter and are priced very moderate so as to clean them up in a few days. Pick your style from our windows and get the style before they are gone.

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