

# ASHLAND DAILY TIDINGS

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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.

### TELL YOUR BOSS THE TRUTH

If your boss suddenly called you in for luncheon, would you think it a good time to turn loose on his product and tell the truth about it?

There was a boss who called a lot of his men in recently and gave them a dinner at which he himself presided. And he called on the "boys" for little talks.

"Say, boss," said one young man, "that darned form you sent me to fill out. It wasn't cut to fit a typewriter, and I had to waste an hour writing the answers. Can't you print the stuff the other way on the paper and fix it so it will fit a writing machine?"

There was applause all over the house. The "kid" had spoken a wish of all. The boss — he just smiled and took notes. And called for more.

"The expansion valve is rotten. It sticks and I get a lot of kicks about it. Your competitors have it all over us on expansion valves." Again applause — and again a grinning boss, with pencil in hand and a call for more.

And there was more — an hour and a half of it with the principal of less majestic rank without a trace.

Here was a gathering of Big Americans of the Big America of Tomorrow. Acres of factory space behind this meeting room manufactured a product sold all over America and Canada. Here were the "boys from the field," called in to meet the Old Man after years trying to tie his product into consumer demands. All had met difficulties. They had blocked sales. The big thing his young men wanted was a product from the Old Man that would "knock down sales resistance."

And so they dissected the Old Man, all his works as impartially as if he had been a test tube specimen in a laboratory. And the Old Man took it just so. He emerged smiling, called his staff around him, and gave orders for shifts in about every factory process there was, and office policy as well. He had learned that it took both himself and his "gang" to get his great big game across. And both he and the gang emerged with a sense of teamwork, unknown in the Older Way.

### SELFISH VIEWPOINTS

A representative body of teachers met in Washington not long ago and adopted a resolution deploring the tendency of state and municipal units of government to reduce appropriations for education.

An honest and, no doubt, an unselfish expression of belief!

And tomorrow the Association of Police Chiefs may meet and protest that states and cities are going to excess in cutting down the moneys spent for the protection of life and property.

The day after tomorrow the Highway Commissioners may go on record as regretting that counties seem less inclined to spend the money to build new roads and repair old ones.

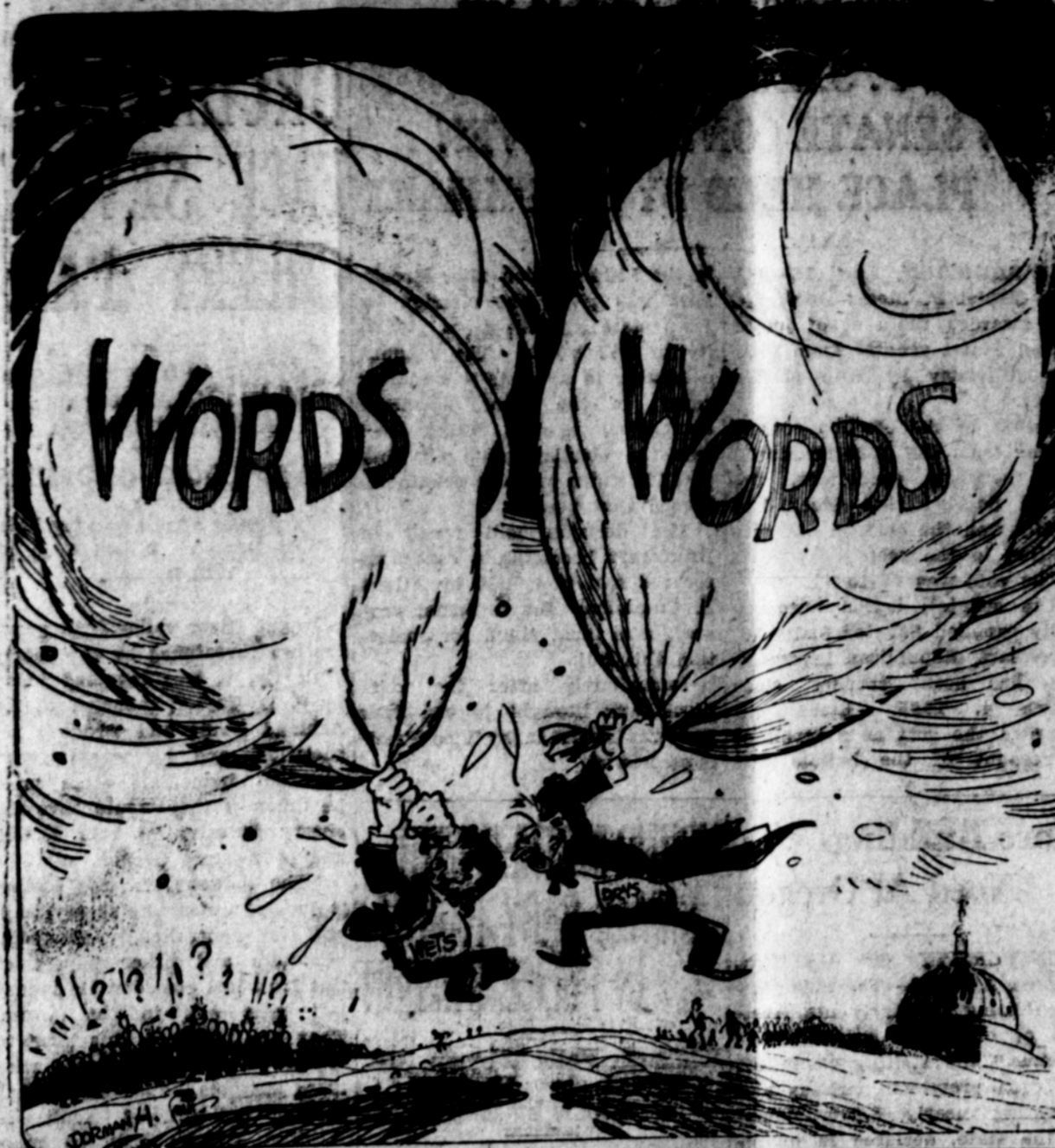
It is hard to see taxes as a whole. Nothing is easier than to arouse a public to denounce high taxes; nothing is harder than to get the same public to take an unselfish view of the whole problem.

### FOREST FIRE, UNIVERSAL ENEMY

Good citizenship in the Northwest will everywhere note that winter precipitation was deficient; that spring is earlier than usual; that there was no water left over from last year; and that this is in all probability the greatest fire hazard for many years. Heavy spring and summer rains may retard the evil; but absence of packed winter snows that last for weeks or months and protect forests, cannot be made up from rains.

Organization into fire districts, with everybody making it his personal business to help; cooperation with the restrictive orders that will stop the fires from starting; and determined, aggressive sympathy with the fire laws as the Northwest's best friend, will do much to make the country safe. The tourist crop is worth almost as much as the lumber cut; one year's fire disaster might cost that yield for many millions of dollars a year, for the next generation. A forest fire is no man's friend; it is the universal enemy. This is the year to outlaw it.

### My Gosh, Another War!



**STEWART'S**  
WASHINGTON TIME LETTER  
BY CHARLES P. STEWART  
NEA Service Writer

WASHINGTON — If Nicholas Longworth never attains the presidency, it won't be for lack of political good management on his wife's part.

Not that Nicholas isn't a capable politician himself. He's a first-class specimen of the ordinary, well-known, standardized political pattern. But Mrs. Longworth unquestionably is a regular 24-carat political genius.

And, considering how early in the game this is, the speaker of the House of Representatives really is beginning to be quite a bit talked about for the 1923 nomination, as head of the Republican national ticket.

Nobody seriously doubts that Mrs. Longworth surreptitiously started this gossip.

It doesn't do to say so out loud, because no good Republican is supposed to mention any candidate other than President Coolidge to succeed himself, unless and until the president says he's out of it.

The fact that she has to appear not to be doing what she certainly is doing and that she succeeds, both ways, just goes to show how smooth Mrs. Longworth's work is.

Speaker Longworth will make an ornamental president if he ever does get into the White House.

He knows how to make the most of himself. He was good raw material to begin with and he's had every imaginable opportunity to develop — money, education, social position and intimate association with worth while people.

He's thoroughly equal to look-

ing and playing the presidential part. The White House would be a great place, socially, with the Longworths in it. Small style is one thing they're strong on.



Just wishing things would change is about like striking a match to the thermometer to make the room warmer.

To keep from being annoyed by gray hair consider it dignified.

Now is the time to start talking about how poor you are. The family may want a new car this spring.

There's no incentive to work now. Income tax returns will be kept secret this year.

**50¢**  
for a real  
**O-Cedar**  
Polish  
**Mop**

See it at your dealer's, this great polish mop. All the O-Cedar features the light weight screw-in handle. The long cotton lintless swab, triangle shaped to get into hard corners. Padded so woodwork won't suffer.

Reductions in other mops in varying sizes, each \$1.00, \$1.25, \$1.50 and \$1.75.

DUSTS - CLEANS - POLISHES

We could offer lower prices, but we would have to reduce quality.

THE BEST AT REASONABLE PRICES

**The GEM GROCERY**  
WIMER BLDG.



No man who overloads ever over-thinks.

Something is fine up to the point where it blisters.

Truth doesn't hurt very often because it isn't very often told.

Now and then we find a wife who gets her own way by giving her husband his.

How unfortunate it is that so many people manage to be "good" without being companionable!

Many recover from operations; but none recovers from the itch to overlastingly talk about them.

Her Heck says: "Perhaps they would be more gentlemen if the wimmin folks cared anything for 'em."

HELP THEM TODAY

F. M. Flato, Secy. Switzer-men's Union, Peoria, Ill., talks: "Two bottles of Foley Pills removed all symptoms of my kidney trouble, stopping backache and pains, diffidence and floating specks, correcting irregular kidney action, clearing secretions. Foley Pills have my heartfelt recommendation." Months of cold and damp weather put a heavy strain on the kidneys. Help them today with Foley Pills. No more backaches, still!

### SIBERIAN MAIL CARRIED BY SWEDISH AUTO TRUCKS

STOCKHOLM (U.P.) — The isolation of the frozen wastes of northern Siberia is to be relieved by Swedish made mail trucks, using skis in winter instead of front wheels.

The Swedish post office department now operates 34 such buses in the extreme northern part of the country and on the basis of their success the Russian Government has ordered a series of six. A representative of the Soviet authorities is now in Sweden supervising the construction work.

McMinnville — New \$50,000 Eggleston store block completed.

### The Beauty Of Spring

No better or more seasonable remembrance could be imagined for any occasion than some of our gorgeous flowers, which include practically everything in cut flowers or potted plants.

**ASHLAND FLOWER SHOP**  
Phone 148 or 120

### Jim Edwards couldn't see such Extravagance



Instead of letting rust and decay "get" them, Jim safeguards all his belongings, also his tools and implements, with Acme Quality Paint. He says neglect is an extravagance he won't stand for, and that the paint not only protects, but beautifies his property, and makes it worth more. So buy your, too, use

### ACME QUALITY Paint-Varnish

This Acme Quality Paint and Varnish Station is being equipped for your benefit. Take every possible advantage of it. Come in today.

Swenson & Peobler

### CARD PARTY PRIZES And Gifts For All Occasions

POTTERY — VASES — SATINWARE — FULLER POTTERY — MOTTOS — NOVELTIES — AND NOVEL GIFTS.

**BLHART'S** Total Goods — Dry Sundries

**we named them**

**Frye's Delicious BRAND BECAUSE**

there IS something in a name. You'll realize this once you've tried Frye's "Delicious" Brand Ham and Bacon. The delightfully mild and delicate flavor will prove a revelation. Ham as sweet, tender and juicy as fresh young ham roast. Bacon — crisp slices of wholesome deliciousness that almost melt in the mouth. One trial will convince you that Frye's "Delicious" Brand is

### Everything the Name Implies

Our better battery and general automotive service will probably save you about ten percent — some of it in money and some of it in the better service you'll get out of the work we do.

**YOUR BATTERY**  
plays a very important part in the running of your car. Let us look after it and do your electrical work. We will save you money.

### BUY That New Ford NOW

Enjoy these fine days in the open while the trees are all in bloom. You will get a real kick out of driving the

**NEW IMPROVED FORD**  
**Glacycomb Motor Co.**

Lincoln **Ford** Fordson

**It DOES Make a Difference Where You Buy Your Ford**