

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING

All future events, where an admission charge is made for a collection taken in advertising.
No discount will be allowed Religious or Benevolent Orders.

CONTRIBUTIONS

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

CODE FOR THE SMALLER COMMUNITY

I am one of the smaller communities of America. I am not Chicago and I am not New York. But people come here to exchange the goods of life. Some come here to sell produce and to buy clothing; some come to buy machinery; some come for pleasure; some come for borrowing and lending money; some come for education and some come for religion. Because I am a trade center, therefore I should look to be a service center.

I will respect myself. I will not indulge in self-pity because I am small.

I will develop and conserve my resources. I will not fail to organize as I should but I will not waste my energy in useless organization.

I will not encourage factional strife of any kind, religious, social, or economic. Other communities may be able to endure factionalism but my resources are limited and they must be conserved.

I am a thinking unit in America's great Republic which is ruled by public opinion, and I will endeavor to make my contribution to an intelligent public opinion. I will not knowingly be ruled by ignorance nor prejudice. I will resent all attempts to fill my mind with propaganda as an insult, not to be endured at the hands of those who try it.

Because I am a community the most important fact about me is that I have a purpose and a spirit. I will encourage all those individuals and those groups who try to keep their spirit and purpose free from evil and full of righteousness and good will.

I will recognize that probably the basic man in my community is a farmer, a gardener, a fisherman, or a miner. Were it not for these people who man the industries, my community would not exist. I will try to prosper with them and not off them.

I am a small community but I do not need to be isolated nor provincial; the goods of the world are mine, but the world expects me to provide as well as take. I will be worthy of the whole-hearted devotion of my people because I offer them a chance to secure the abiding satisfactions of life.—Kiwanis Magazine.

THE NEW ELEMENT IN BUSINESS

A comparatively short time ago industry was considered to be divided into two separate camps—capital and labor. This condition no longer obtains. Today industry is made up of three distinct departments—capital, labor and management. Capital represents ownership and may be one individual or thousands upon thousands of stockholders, many of whom are ordinarily considered as part of the labor or management group.

Labor represents the human element of production and may be a small gang of unskilled laborers or a huge organization of thousands of people ranging from the porter who sweeps the floors to the research engineer, who designs new processes or machines. Labor through stock ownership in the industry in which it toils, may also be considered as a part of the capital group.

Management represents the control of industry and may be a single foreman or a complex staff organization of hundreds of people. It is the function of management to coordinate the efforts of labor and capital toward greater productive efficiency per dollar invested and to employ.

Management's function is, of course, the most important of all, though it would be ineffective were it not for the cooperation of the others. Its responsibilities are threefold:

First, to the ownership, to see that an adequate return is made for the money invested.

Second, to labor, to see that the productive effort of the individual workman is compensated for by adequate wages.

Third, to the general public to see that the price of the manufactured product is kept as low as possible.

It is well to pity the blind, and it's best to watch the blind. Many of the blind drive autos.

Make trouble for others and you have it left on your

Hang Your Clothes on a Hickory Limb, But—



Stewart's WASHINGTON LETTER

BY CHARLES P. STEWART
NEA Service Writer

WASHINGTON — As a boy in Denmark, Johannes Schmitte, now Dr. Schmitte, was very fond of eels—not as pets but as food. He was so fond of them that he resolved to devote his life to a study of the eel family. In the course of his investigations he found the answer to a puzzle which scientists have been racking their brains over—since man caught his first eel, and we know they were a popular dish as far back as the days of ancient Rome.

He found the place where eels are born and where they die, if they escape being caught and eaten.

Anybody who imagines that this didn't rank as an important discovery from a scientific standpoint knows precious little about science.

Eels had been one of the mysteries of the ages to scientists.

The mystery was—

Why did there seem to be no infant eels?
— All the eels ever caught, until Dr. Schmitte went fishing for them, were pretty well grown up. It didn't stand to reason they were born that way.

Well, Dr. Schmitte fished for baby eels until he caught some. He caught a lot. He found their nursery, in fact.

It's at the bottom of the Sargasso Sea.

So Dr. Schmitte was made an



Fast-Rich

Get Quick Quaker...
Cooks in 3 to 5 minutes

HAVE hot nourishing breakfasts. Stop makeshift breakfasts simply to save time. Quick Quaker is faster than plain toast.

Hot, savory, nutritious; it's ready before the coffee.

Supplies the excellently "balanced" food ration of protein, carbohydrates and vitamins—besides the "bulk" to make laxatives less often needed—that doctors and authorities now so widely urge.

Start every day that way. Feel better, look better, be stronger and on your toes every minute. Ask your doctor.

Your grocery has Quick Quaker—also Quaker Oats as you have always known them.

Quick Quaker

honorary member of the National Academy of Science a few evenings ago and all of scientific Washington is nearly crazy about him. Hydrographic and piscatorial and oceanographic circles regard his discovery much as geographers regard the conquest of the poles.

WILL DEDICATE BIG REDWOOD TO DOCTOR

SAN FRANCISCO, June 18.—(UP)—Dedication of a giant redwood tree to the memory of the late Dr. Andrew J. Gross, "Father



These French Fried Potatoes Are the Most Delicious You Ever Tasted

WASH and pare potatoes. Cut in eighths, lengthwise. Let stand in cold water at least one hour. Dry thoroughly between towels and fry in deep, hot Mazola. Sprinkle with salt.

Mazola is a pure vegetable oil—when frying it does not soak into foods but covers them quickly with a crisp golden brown—your Mazola-fried-foods are absolutely greaseless and easily digested. Never throw Mazola away after frying—merely strain it—use it again and again—as it never carries odors or flavors—this is another Mazola economy feature.

FREE: Send for new, beautifully illustrated Cook Book. It contains over 100 recipes for preparing delicious foods. Write Corn Products Refining Co., Dept. A, Argo, Ill.

of Optometry." In their words, Saturday, July 3, will impressively close the program for the 25th annual national convention of the American Optometric Association, to be held in San Francisco, June 3 to July 3. The dedicatory program will follow an all-day exposition at Mount Tamalpais and Muir Woods.

The convention is expected to attract 3,000 optometrists to San Francisco and California from all parts of the United States. Several special trains have been chartered, the first of which will reach here June 16.

WHEAT AND FLOUR SHIPMENTS TO BE LARGE THIS YEAR

PORTLAND, Ore., June 18.—Wheat and flour shipments for the year 1925-26 will exceed the previous year by approximately five million bushels—flour also figured in wheat measurement—larger than the average for the last 18 years.

These facts were shown in a summary of Northwest wheat and flour shipments issued by the merchant's Exchange. The shipments for the present year will total approximately forty million bushels.

The Columbia river district held its lead position as the cereal shipping center of the Pacific coast with approximately seventeen million bushels shipped this year.

Advertise in The Tidings.

MEET THE MEAT MAN



I am the "MEAT MAN." You will meet me right here in this column of this newspaper every week. I will have an interesting story to tell you about MEAT. Watch for me. You will be pleased to "meet the meat man."

Eagle Meat Market
Phone 107



Women Rave Over New French Powder

A new kind of face powder is here. Made by a new French process—stays on until you take it off. Pores and lines do not show. Not affected by perspiration. Gives life and beauty to your complexion almost unbelievable. It is called MELLO-GLO. You will love it.

Lithia Pharmacy

TOM SIMS SAYS

Why is it a man can't try to wax the floor himself without his wife waxing sarcastic?

Too few parents are on spanking terms with their children.
Perhaps the people who sell phonographs are back of this plot to broadcast bridge lessons.
They are discovering ways of doing everything fast except sleep.

Store Open 7 A. M. Closes 5:30 P. M.
Saturday Until 8:30 P. M.

STATION IDEAL

Broadcasting from the oldest grocery corner in Ashland. Announcing for **Saturday's Specials**

Try a can of our Ideal Coffee
packed especially for us, none better, Pound **55c**

Get 16 lbs. of pure cane sugar for one dollar.

COFFEE ---- FRESH FROM OUR ROASTER



IDEAL BLEND --- 50c POUND
SPECIAL BLENDS 40c AND 45c POUND
FRESH ROASTED PEANUTS 20c lb.

Tea ---- Tea
Make Iced Tea With Cold Water—The Tao Tea Ball Way.
30c AND 50c TINS

3 Lb. Bulk Cocoa, 25c

FRUITS AND VEGETABLES
ALL KINDS — ALL FRESH

Luncheon and Picnic Goods

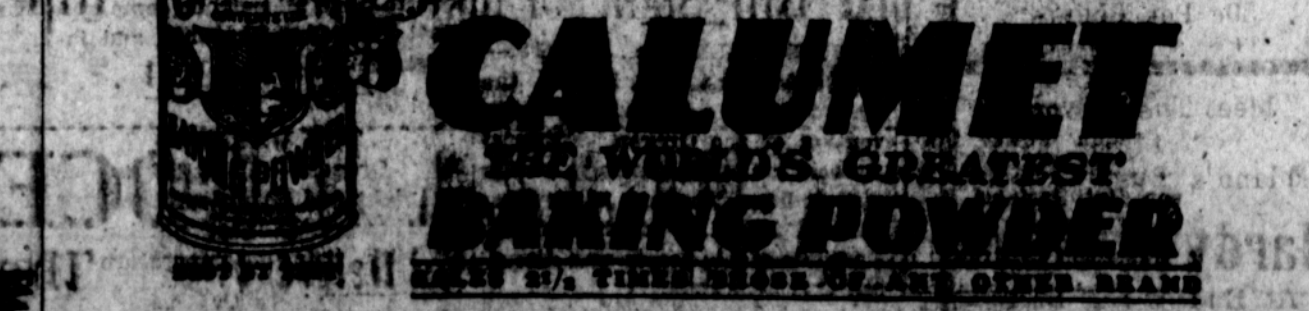
What Fools We Mortals Be!
On With The Dance - - - Play Ball

IDEAL GROCERY

108 North Main Street
Two Phones 9 and 10—No waiting — Call Central
Signing Off Until Next Friday

PURE IN THE CAN -- PURE IN THE BAKING

Avoid low grade leaveners. Don't take chances. For sure and satisfactory results use



CALUMET
THE WORLD'S GREATEST BAKING POWDER