

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.

THE CHAIN LETTER HOSIERY FAKE

The pernicious chain-letter hosiery sales campaign has struck Ashland, and unless the women of this city are loyal to the home-town merchants, these unreliable fly-by-night concerns will take considerable money out of Ashland which will never return.

In the first place, the merchants of Ashland are entitled to the undivided support of the men and women of Ashland. They help to pay our taxes; they help to keep up our splendid system of schools; they help to supply the life-blood which keeps the pulse of business throbbing throughout the twelve months of the year.

These unknown and non-advertised hosiery concerns must necessarily play upon the cupidity of womenkind. Their factories turn out a class of hosiery which looks good but which does not and cannot stand up in wearing quality. If their hosiery was worth the money they charge for it they could afford to advertise it and compete with other hosiery manufacturers.

The chain-letter sales campaign, we are told, plays no favorites. The manufacturer addresses a letter to a number of women of the city, holding forth an alluring bait. They ask for the names of other women who might be interested in their hosiery. The person receiving such a letter is requested to submit a list of names of other women. If some of these other women purchase hosiery and submit the names of additional women the first woman is promised she shall receive her hosiery at a greatly reduced cost. The chain is never-ending and it catches in its net a far greater number of women than might be suspected.

It is a matter of record in other cities that these hosiery concerns never attempt to circularize the same city or town twice. They know that their merchandise cannot stand up under the scrutinizing eye of a discerning woman, so they are content with their one-time campaign.

The Tidings believes that if the women of Ashland will pass up this chain-letter hosiery hoax and compare prices and quality with their local merchants, they will keep their money in Ashland and at the same time get a dollar's worth of value for every dollar spent. You can rest assured that if this chain-letter hosiery was worth the price asked for it, the local merchants would have it on their shelves. It is only because the merchandise is not good that the manufacturers are forced to resort to some alluring bait in order to sell it.

This warning to the women of Ashland is given in good faith. This chain-letter trickery is exposed solely for the purpose of guarding those women against it who might not know of its true character. We urge that you buy your hosiery of your home-town merchant. He will be here tomorrow and a year from tomorrow as a guarantee that he stands back of what he sells. Then, too, you will keep your money in Ashland, which is the only method by which the city as a whole can continue to grow and prosper.

THE CRATER LAKE PICNIC

As might have been expected, the people of Ashland made good their promise to the normal school students on the auto picnic to Crater Lake park. Several months ago the message was broadcast throughout Oregon that Ashland would play host to all normal school students on an all-day picnic to Oregon's famed scenic spot.

The picnic this week should go down in the city's history as the first annual normal school picnic to Crater Lake, because the people of Ashland should make this an annual institution for the benefit of those who attend the summer session. It was a splendid idea ably carried out, and one which redounds to the credit of those who sponsored it.

SUMMER EVENING MUSIC

Ashland residents should turn out en masse to the band concert to be held this evening at Lillia Park, and to all of the series of summer concerts which are being planned. This beautiful natural park is an ideal setting for a program of outdoor music.

Go out to these delightful summer evening concerts. The music is well worth while, and it will refresh you both mentally and physically.

Seems to Be Permanent



Parent-Teacher Notes

(Department of the American Child Health Association)

Now is the heyday of play time. School is over. Daylight is at its longest. Fortunate children are in the country or by the sea. Play, play, play fills the busy hours. Listen to the shouts from the ball game in the park, see the crowd of writhing in swimming in the brook, wonder at the play possibilities of our city streets! Everywhere joyous activity!

The long, happy, busy day passes and bedtime comes. How absurd, on these warm light evenings, to give up play for bed, think the youngsters, and their elders cannot but have a certain sympathy. Yet to get the full benefit of the vacation, a due balance between rest and activity is essential.

Sometimes this is forgotten, and September, alas, sees the children in less fit condition than did the close of school in June. Irregular hours both for meals and bed, a general, too great relaxation of discipline, and over-strenuous enjoyment, may be the reasons. Even in play, then, dangers may lurk, and one of them, the danger of over-fatigue.

"Overfatigue" — not what is often called "healthy tiredness." There is a difference between this healthy tiredness, this natural fatigue which is made up for in the night's rest and that permanent overfatigue which leads to and is, in itself, ill health. It is not always easy to distinguish between the two, for one type of overtired child responds easily to stimulus, and keeps going long after the natural stopping point. This is the child to watch in vacation time; he is as likely to wear himself out in play as he may have been in school tasks. Because his spirit carries him on, he will not realize, himself, that he is tired, and the fact will not be self-evident to his elders. How then is the mother to know? There is no single test that will serve as a measure of fatigue, and she must depend on her observation. Dr. Emerson, after speaking of the difficulties attendant on the problem of over-fatigue, says:

"The weight curve is the most valuable test available to show the effect of fatigue. If the child fails to gain after other known causes for his loss of weight have been removed, overfatigue must always be suspected as the cause of his poor condition. Usually, a modification of the mental or physical program, with increased

rest periods, will bring about a prompt gain and demonstrate that overfatigue has been the obstacle to progress. "No one experienced in the care of animals allows them to be over-exercised during the growing period. A valuable colt is never entered in long races until maturity, and it is recognized that a horse can be killed by over-driving or by being fed immediately after severe exercise. There is need for similar caution in the care of the growing child. For it must always be remembered that children have a task from which their elders are exempt—they have to grow. And this has to be done in addition to the making up of wear and tear from the day's expenditure of energy. It is only after the repairs have been taken care of that growth begins.

One of the great benefits there fore of sleep is that it calls a halt in the child's activities and gives nature a chance to attend to the "growing" business. To quote Dr. Emerson again, "Adults seldom appreciate how much energy and strength are required in simply growing. They do not take into account how often the child is overtaxed in trying to keep up with elder people, not only in walking, for example, but in adapting himself to the various

OUT OUR WAY

By Williams



tools and equipment of a world that is designed for grown-ups. "A written record of the child's activities for 48 hours will surprise almost any parent in its revelation of unnoticed occasions of fatigue. This is especially true during the earlier years. From the age of two to six the child is apt to be made the pet of the family, each member in turn entertaining him, seldom leaving him alone, and often interrupting his proper routine to gratify the wish to be with him. Spurred on by one stimulus after another, the child is tired out at the end of the day, but may have his bedtime delayed for the father's return, and his sleep disturbed again in the morning so that the father may see him before leaving home." (To be continued next Thursday.)

purvise. A complete survey of all counties was taken, it would doubtless be found that the number of actual settlers is nearer the 1929 mark than the records show. In the work of encouraging real farmers to come to Oregon to develop the farming area of the state and increase the upstate population, response comes to the department from widely separated geographical points, according to W. G. Ide, who supervises the activities of this department of the development work. From Java, in Dutch East India is coming a young Hollander to devote his sturdy efforts to irrigated lands in Oregon. At present manager of the sugar factory, Mr. Von Stietz will bring to his new farm home technical training in agriculture acquired in Holland, as well as practical experience which he will direct toward

general farming with poultry as a specialty. Inspired also with a desire to come to Oregon in the near future is German Bagger, who now dwells in Chile. Accompanied by his family which includes 11 persons Mr. Bannert hopes to select lands in which he can make a substantial investment for farming purposes. The success of the land settlement organization continues to justify its establishment. The committee has been in existence about two and one-half years, during which time between 1800 and 1900 families have been brought into the state and placed on farms, the capital investment being in excess of \$5,000,000. During this time no complaints have been made by any of the settlers about being disappointed in what was offered through the land listing and appraisal system.

TOM SIMS SAYS

Ambition is fine stuff. But be careful. Salmon are goldfish that grew big enough to be eaten.

They are recovering the bodies of good swimmers who wouldn't believe the current was too swift.

A glacier would make a fine pet for the warm spell.

Every mother's son has a chance to become president of the United States, if he can keep quiet.

"Oh, How I Hate to Get Up—"

Citizen soldiers at the Plattsburg (N. Y.) military training camp this summer have a fat chance of sleeping through reveille. This big tin amplifier has been fitted up for the bugler and the yawning gent below will have to snap out of it in spite of himself.

NUMEROUS FAMILIES LOCATE IN OREGON

During the first six months of the present year 214 families settled on farms in Oregon and invested \$650,774. That is the official record of the Land Settlement Department of the Portland Chamber of Commerce whose work is co-ordinated with that of the State Chamber in serving those who wish to come to the state to engage in agricultural

She Doesn't Know how you do it!

You feel a little embarrassed and sorry for her. She looks so admiring and helpless, so envious, and so—so—ineffective!

Her clothes are always so bad, poor little thing. And she pays too much for them. Her home is furnished with all the wrong things. She seems to have a genius for wasting money. When she goes out to buy anything, soap or silverware, she's sure to turn up with something nobody ever heard of before and doesn't want to hear of again.

She is that eager, but not very bright, little woman who, "my dear, doesn't ever read advertisements." Who doesn't know what to buy, or where to find it, or what to pay for it. Who doesn't know values and can't compare them. Who doesn't know that when a new style, or a new convenience, or a new anything arrives, one sees it first in the advertisements.

One really gets a little vexed with her—

But let's not waste too much time on her. It's about time for you, dear lady, to have your daily look through the advertisements.

Tell Your Friends Not to Overlook The Advertisements