

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Dart R. Greer Editor
W. H. Perkins News Editor

OFFICIAL CITY PAPER Telephone 39

Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter
Subscription Price, Delivered in City

One Month	\$.65
Three Months	1.95
Six Months	3.75
One Year	7.50
By Mail and Rural Routes	
One Month	\$.65
Three Months	1.95
Six Months	3.50
One Year	6.50

DISPLAY ADVERTISING RATES	
Single insertion, per inch	\$.30
Political, Display, per inch	.42
Yearly Contracts	
One insertion a week	.27 1/2
Two insertions a week	.25
Daily insertion	.20
Rates for Legal and Miscellaneous Advertising	
First insertion, per 8 point line	\$.10
Each subsequent insertion, 8 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02 1/2

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.

A GOOD BREAKFAST ESSENTIAL TO HEALTH

If you are going to safeguard your health, do not go breakfastless to work. It induces inefficiency and, in time, is harmful. To maintain good health, it is necessary to begin the day with a more or less substantial meal. Experience has taught that regularity in eating is the only safe and satisfactory practice.

Why is it, then, that so many people slight breakfast? Lack of time in the morning is one excuse. No appetite is another. Not knowing what we should eat is a third, and a fourth is fear of being over-weight. A person who hasn't time for breakfast should change his hours of rest so as to allow plenty of time for this meal. The one who has no appetite should see that the digestive tract is kept in a clean and healthy state by drinking at least four to six glasses of water each day and by eating sufficient fruit and vegetables; laxative fruit such as prunes, figs, pears, apples etc., and coarse vegetables. Whole grain cereals also are conducive to good intestinal action. Vitamin B is said to have a favorable influence on appetite. Some of the foods rich in this vitamin are beans, raw cabbage, spinach, tomatoes and wheat bran.

The question as to what constitutes a good breakfast should be determined somewhat by the activity of the individual and the time at which he is to have his next heavy meal. Those who have ample meals and are sedentary workers may have very light breakfasts, such as fruits, some kind of breadstuff, such as toast, rolls, or muffins, and a beverage, such as coffee, cocoa or milk. If the worker takes little food at noonday, breakfast should at least include fruit, cereal, breadstuff, and a beverage.

For the usual family group, where the adults are not very active muscularly, the fruit, cereal, bread and beverage type of breakfast, excluding coffee for children, is most convenient and provides what the children need as well as what is best for grownups. For one who wishes occasional variety, an egg or a serving of bacon may be added without much trouble. As a rule the digestion is better when there is one hot dish served at each meal. Sometimes the beverage provides for this.

For those who are afraid of over-weight, light breakfasts are quite necessary. It is more than likely that the excessive sugar and starches may be the cause for the tendency to store fat or that the amount eaten makes a difference. Marked under-weight or over-weight are equally foolish and dangerous.

Absences from work are usually among those who have cultivated the habit of going without breakfast. This habit is a pernicious one and is apt to lead to very poor health. Eat up, the day out right with a good breakfast.

GOOD FAITH WITH PUBLIC ESSENTIAL

Ten basic requirements must be met, for the successful sale of its securities by a public utility to the people of the community it serves, says the National Electric Light Association.

1. The sale of securities must be direct from the company or its agent, to the customer.
2. The safety of securities offered must be amply protected by property and earnings.
3. A minimum rate of dividends must be provided for.
4. A reliable and inexpensive resale market must be maintained for the benefit of shareholders.
5. A partial payment plan must be operative, to give every customer a chance to buy.
6. There must be willingness to give information regarding "their" company.
7. Loss of capital by shareholders is hazardous, and fraudulent offerings from various sources must be guarded against by the rendering to the shareholders of authentic information and advice.
8. The number of shareholders should be increased steadily, and efforts should be made to avoid large individual accumulations of stock.
9. Employees must be carefully instructed, in order that all representations made to customers or others may be strictly accurate.
10. Managements must realize that customer ownership multiplies their obligations to the public, and intensifies the trust reposed in them. It does not replace the constant striving for higher efficiency, good service, reasonable rates, courtesy and a progressive public relations policy.

When Advertising Doesn't Pay



Stewart's WASHINGTON LETTER

BY CHARLES P. STEWART
WASHINGTON.—Senator William E. Borah behaves exactly like a man conducting a presidential campaign.

Borah didn't adjourn when Congress did. His offices on Capitol Hill are bustling, if anything, than ever. The senator is not always in them, but his official staff remains on the job. When Borah himself is away it's because he's making a speech somewhere.

If there isn't something significant in all these speeches, all political Washington is mistaken.

They're too numerous not to mean more than that Borah simply has something to say. Besides, the Idaho senator has a whole lot of them laid out in advance. Why such unprecedented activity at a time when he isn't running for anything? His senatorial term doesn't expire until 1931.

A Senator's speech making generally is confined mainly to the Senate chamber and his home state.

Occasionally he may get an invitation, as a big man, to address some dinner or public gathering, but ordinarily he doesn't make a political event of it. Neither does he keep hammering away at it, day in and day out, as Borah is doing.

During a campaign in which no candidacy of his own keeps him at home, looking after his own fences, he may also be drafted for a little party oratory, but he seldom wanders far outside the general section of the country where he lives, for there's where it's assumed he knows issues and local likings and dislikes best.

Borah's speeches aren't party speeches. They're strictly Borah speeches, and many of the views he expresses are not his party views at all.

Moreover, his tour is taking him all over the United States.

The name contest for the new General 7 Gasoline closes on August 31. Get the contest blanks from authorized independent General dealers.

General 7 Gasoline was developed for hydroplanes and on May 30 the hydroplane "General" broke the world's record making an average of 42.65 miles per hour. On August 3 this hydroplane at the races at Newport Beach bettered its previous world's record by making an average of 43.04 miles per hour with General 7 Gasoline purchased from an independent dealer at Balboa. This same gasoline is now being sold by all authorized independent General dealers here in Southern Oregon. 303-5

Never wait for the applause unless you can give an encore.

READ TIDINGS CLASS ADS

BAVARIANS CONSUME HUGE FOOD SUPPLY

BY LUDWIG R. FOMBERG
MUNICH. (SP)—The contest with regard to again the famed Bavarian program for long-stance beer drinking, an amazing Bavarian community has now established what it claims to be the world's record for rapid-fee food consumption.

In the little village of Zolling, embracing about 400 souls, the merry peasants decided to celebrate the ordaining of a young priest. Before the party got under way, more than a thousand gallons of beer had vanished down the parched throats of the local merrymakers. But that was just a beginning.

Aware that mass-consumption of beer is a commonplace in these parts, the Zolling citizenry set out to carve a niche for itself by putting away a record-breaking quantity of food.

The amount of tangible nourishment consumed on this occasion is worthy of being chronicled by a new Homer as it bears all the earmarks of the heroic age.

The village, it must be understood boasted two inns. The Hoorhammer Inn slaughtered one cow, one bull weighing more than 19cwt., seven calves, two pigs, weighing 200 lbs., each and one hog weighing 600 lbs. Ten thousand sausages were created and disappeared as quickly as they had been produced.

At the other inn, a still larger number of animals met their doom. This inn also sold more than 10,000 sausages and 200 lbs. of various preserved meats.

Throughout the brief festival, 27,000 loaves of bread were baked. No casualties were reported.



Creus and vauville fans all over this great North American continent know "Poodles" Hannaford, comedian-riders whose antics in the sawdust ring have made a dian-riders whose antics in the sawdust ring have made so many thousands gasp and then shake with laughter at his darink stunts and original comedy.

Hannaford and his troupes of ring riders are again with the Sells-Floto circus, coming to Medford Saturday, August 28. Hannaford is an originator with many "copyists." Practically every rider comedian in the country uses "Poodles" stuff, but the only genuine Poodles who prefers to ride on the tail or head of his steed is the one with Sells-Floto. Three rings of daring equestrians are seen in all performances.

Matrimony is like two people playing poker with each other of the same pile of chips. If you can keep smiling long enough before long you'll have enough to keep smiling about.

now watch my smoke!



I'M STARTING the day right—with my jimmy-pipe and a load of Prince Albert. Bring on your work. Heap it up. We three are going to wade through it like a trick dog going through a paper hoop. Me and the pipe and Prince Albert—we can lick any job . . . like that!

No fooling, Men, P. A. is a grand little pal. It knocks trouble out in the very first round. It smooths out the wrinkles and paints a beautiful sunburst on the darkest cloud. No wonder they call P. A. the National Joy Smoke! It sure is great tobacco.

Prince Albert is as cool and refreshing as the morning plunge. Sweet as a peach, sun-cooked on the sun. Fragrant as a bridal bouquet. I like the way it treats my tongue and throat too. Never a regret, never a protest, no matter how hard I hit it up, morning to midnight.

You may think you're all set on the matter of smokes. I want to say right here and now that unless you have signed on with Prince Albert, you've been missing the treat of your young life. Get yourself a tidy red tin of this wonderful tobacco and see. That's a tip!

P. A. is sold everywhere in tidy red tins, 10-cent and half-pound tin tins, and pound tins. Get the spongy moisture out, and always with every bit of bite and punch removed by the Prince Albert process.



PRINCE ALBERT

—no other tobacco is like it!

© 1926, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.