

# THE DAILY TIDINGS EDITORIAL and FEATURE PAGE

ESTABLISHED IN 1876

GEORGE MADDEN GREEN, *Managing Editor*

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## ASHLAND DAILY TIDINGS

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 A Copy Will Be Forwarded Immediately

December 6, 1927

A LIMITLESS PORTION.—Thou art my portion, O Lord: I have said that I would keep thy words. Psalm 119:57  
 PRAYER: Lord, my heart shall ever and delight in praise.

### The Farm Survey

The chamber of commerce survey of the agricultural area surrounding Ashland will provide data which will give this city a basis upon which to plan one of the most constructive campaigns ever conducted here.

As in every other area in the world, there naturally are tracts in this section which are either not being cultivated or which are being cultivated to a disadvantage. To get these vacant tracts under cultivation or to work out the proper placing of crops would add material wealth to our community.

It is useless for any campaign of land settlement, or industrial development, to be started until conditions affecting the property in question are thoroughly understood.

Too many times development is attempted without a proper survey of conditions being made. This usually results in production without market or production of materials or products which are not needed. In other words, such campaigns usually result in failures and waste.

However, to thoroughly understand the situation and conditions, such as the chamber of commerce survey will result in, will give them valuable data upon which to build and to offer real aid to the farmers of this region.

### Farmers Weary of Oratory

Mere outsiders cannot be expected to know all that is in the heads and the purses of Iowa's farmers. But it is mighty hard to adjust reports of the record-breaking state fair crowds to any notion that the state's farm population is headed toward the posthouse. During the ten days of the fair, the total attendance was 429,061—30,688 above the best previous record.

Those farm people were out for a good time. That they had the ready cash to satisfy their interest in the various concessions and exhibits is borne out by reports of their generous patronage. When an address on farm relief can attract only 500 persons, and horse races and a band concert on the same day can draw 15,000 at 50 cents each, there is considerable reason for believing that the farmers and their families are weary of hearing that they are hopelessly insolvent.

No, the solution of the problems that vex Iowa's agriculture is not in declamation. Nor is it so likely to be found in legislation as in business organization. Good management can be as soundly commended to the benefit of agriculture as it can to the profit of industry. Consider the Iowa farm warehouse law, for instance. This legislation two years ago was acclaimed as agricultural salvation. It has made little progress at getting out of the statute books and into use because of its cumbersome finance provisions. Surely the methods now operative could be simplified purpose. But that, of course, is a question that will require something more matter-of-fact than oratory.

The new Fords are certainly getting attention from every quarter—even the ministers are mentioning them from the pulpit in radio sermons.

Boulevard stops promote democracy—they allow the motorists to line up so that each gets a fair chance at the pedestrian.—Beaverton Review.

The "sticks" is a region where a thief is just a thief and not a master criminal.

"Bad" people frequently do openly what "good" people do secretly.

The California town with 9000 pounds of dead elephant on its hands certainly has a weighty problem.

The sooner merchants learn to advertise when business is dull the sooner business will no longer be dull.

The best way to preserve faith in your fellow men is to insist that they sign on the dotted line.

## OUT OUR WAY

By Williams



### Scissored Sentiment

A fellow back east raises a question as to the proper way to greet a queen. If she's the third one that makes a full house, she should be greeted with prayerful enthusiasm. — Eugene Register.

Women of a town in New York state held a cigarette smoking contest. If it had been pipes that would have been news. — Crane American.

A 100 per cent optimist is the man who believes the thinning out of his hair is only a temporary master. — St. Helens Sentinel.

This is some age that we are living in, we are always wondering what the next labor-saving, pleasure-producing device will be, and the last but not least, where we will get the money to pay for it. — Amity Standard.

A farmer's still in Germany leaked into the cow's mash and made them shifty. Apparently this country was no monopoly on moonshine. — Hillsboro Argus.

You have one chance in 200,000 of being struck by lightning, but this information comes too late because the fellow that used to sell lightning rods is now selling lithographed stocks. — Eugene Guard.



The sign that falls least is \$.

Some men and women who are considered good are only careful.

What is a stumbling block to some men is a stepping stone to others.

Anyhow, the girls of today are good in at least one respect—to look at.

Interest shown in your job of ten results in securing an interest in the business.

A man's opinion of himself is greatly magnified when a girl flirts with him.

Hez Heck says: "When a gal sits down, she wonders if she is showin' a little too much or not quite enough."

## TURNING THE PAGES BACK

### ASHLAND 12 Years Ago

Prof. Irving Vining delivered the memorial address at the memorial services of the Medford Elks lodge Sunday. Mr. Vining's address was accorded a warm welcome and was highly complimented in the Medford papers.

Charles Doane of Roseburg was a visitor in Ashland the latter part of the week. Mr. Doane has relatives in the city and may decide to locate in the Rogue River valley.

Mr. and Mrs. J. A. Kells of the Bellview district are the happy parents of a baby girl, which arrived early the morning of December 3.

D. F. Lincoln was a business visitor from here to Medford Monday afternoon.

### ASHLAND 20 Years Ago

Marriage licenses issued to Frank E. Trotter and Maud Richards; E. H. Bush and Elizabeth Brown.

The case of Parker vs. Hooper, involving a deal in a cow, appealing from the justice court of Ashland district, to the circuit court, resulted in a verdict for the defendant when the case came to trial last Thursday, at Jacksonville. The plaintiff won in the justice court.

I. A. Jones of Portland is visiting his father, George Jones, of the Ashland Iron Works.

Ernest Hogue, whose parents reside on Wagner creek, is paying a holiday visit to the old home.

### ASHLAND 30 Years Ago

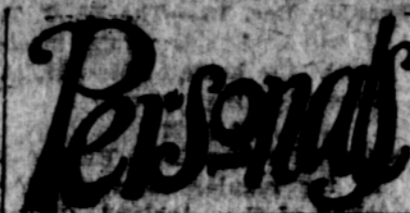
Mr. and Mrs. Briggs of Winnetka, Calif., are visiting Ashland friends.

Mrs. Jane White of this city is visiting relatives in Central Point.

Prof. Day Parker is spending the holidays with his parents in Medford.

L. E. Tucker and his son Boyd Tucker of Sam's Valley were in the city Friday.

Mr. and Mrs. C. F. Shepherd started Sunday for California, where they will visit for a few weeks.



At The Ashland Hotel—  
 Among those who stopped last evening, Monday, December 5, at the Ashland hotel were the following named: Mr. and Mrs. F. W. Winters and Mr. and Mrs. A. M. Hoffman of Los Angeles, California; Edwin G. Curtis of Portland; Mrs. H. Botton of Oakland, Calif.; Mr. and Mrs. J. J. Kenny of Leona, Ore.; F. A. Johnson and Don Civitello of Sacramento, Calif.; and F. C. McMahon and wife of Boise, Idaho.

Engraved or printed cards, with real yuletide sentiment on display and sale at The Tidings office. Order yours now. 80-1f

Fuller brushes, phone 290-Y. 76-1f

Steaming hot chicken Tamales at The Plaza. 35-1f

Motored to Klamath Falls—  
 Mrs. Myrtle Harrington of this city motored to Klamath Falls Friday where she spent the week end visiting with friends. Mrs. Harrington is employed at the Lethia Springs Pharmacy in this city.

White Rotary sewing machines as good as new for less than half regular price at Pell's Corner. 77-1f

Good sewing machines for rent by the month at Pell's Corner. 77-1f

College Women's Club Meets—  
 The Rogue River College Women's club will meet Saturday, December 10, at the home of Mrs. M. Root, 15 Summit Ave., Medford. The occasion of this meeting is the fifteenth birthday of the club.

Fresh P-Nut Brittle. Full Pound. 35c. The Plaza. 33-1f

Everything that farmers need in tools, implements and machinery at Pell's Corner. 77-1f

### SOCIETY NOTES

(Continued from Page Three)

sent with a beautiful silver cake plate in appreciation of her work and cooperation during her term as worthy matron of the local O. E. S.

Those present were the following named: Mesdames A. J. McCullen, D. A. Peterson, Dewey Sackett, H. J. Carter, P. R. Hardy, J. H. Hardy, P. K. Hammond, S. A. Peters, Jr., V. D. Miller, W. E. Blake, J. D. McRae, and N. G. Bates, Mrs. Leah M. Caldwell and Miss Lydia McCall.



Many a careful plan is laid, many a program worked out by business men, and then the Fire Demon spills the beans. There is just one way to protect yourself and that is to carry plenty of insurance.

THIS IS YOUR AGENCY OF THE HARTFORD FIRE INSURANCE COMPANY

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## WINING

THE THEATER BEAUTIFUL

TODAY AND TOMORROW

### James Oliver Curwood's "The Flaming Forest"

with ANTONIO MORENO—RENEE ADOREE

The last desperate resistance inside the stockade—A story of the Canadian Mounted police—whose motto is "Get Your Man."

ALSO A COMEDY AND "KRAZY KAT"



## Economies of Operation

FOR fifty years Swift & Company has been handling perishable meat products. During that time an efficient money-saving system of marketing has been developed.

Science has been utilized to find new uses for many products that once were waste and better uses for old products. Multiplied uses have increased volume. Increased volume has resulted in decreased manufacturing and marketing expense. Experience, science and skill have reduced waste to a minimum.

Swift's marketing system means only one profit—and that is low. For the entire operation of converting live animals into Premium Ham and Bacon, Brookfield Sausage and other finished meat products and distributing them to the retailer, Swift & Company receives a profit from all sources averaging only a fraction of a cent per pound.

The National Distribution Conference in 1925 found the wholesale expenses of the packers' branch houses to be the lowest of the seventeen trades studied.

These economies of operation make possible full market value for live stock and lowest possible prices for meat. Swift & Company serves both producer and consumer efficiently and well.

Swift & Company

