

This Week



By Arthur Brisbane

THINKING FOR YOURSELF AGE BEING PUSHED BACK.

An expedition of the California Academy of Science returns from the mysterious Galapagos Islands bringing giant lizards, only survivors of the Mesozoic age, and more interesting to the youth of America, "flightless" cormorants huge birds that have lost their power to fly because they have not flown for so long.

What applies to flying for yourself applies to thinking for yourself. It's easy to lose that faculty. Darwin visited those islands more than seventy-five years ago, and would like to explore the inaccessible mountain tops that no one thus far has visited.

B. C. Forbes says that great banking houses, notably Morgan & Co., biggest of the aggressively enterprising firms, admit to partnership men about forty years old. Davidson, Lamont, Morrow and other important Morgan partners were taken in at about forty, the age supposed to combine sound judgment with power to carry a heavy load.

In other days forty began the "graybeard" age. Great careers, Alexander and Napoleon, the two most spectacular, were over at that age. Age is pushed farther and farther back, and the J. P. Morgan of 200 years hence may be selecting seventy-five-year-old partners for their "combination" of mental and physical strength.

Senator Capper, of Kansas, seeks reduction in railroad freights on grain. Not all farmers realize that Uncle Sam's money has been spent to make it impossible for farmers in some parts of the United States to compete with Canadian farmers. Northwest Canadian wheat reaches our East Coast and Europe, through the Panama Canal, at low freight rates. This country built the canal, taxing its citizens, and lets the whole world use the Canal at the same rate Americans pay.

SEVERAL TO ATTEND SPECIAL DADS DAY

"Dad's Day," held at the University of Oregon on January 28 and 29, promises to be a most interesting event, well attended and with a full program, according to announcements made by the general chairman, Elmer Shirrel, Dean of Men, and Donald Beelar, president of the student body.

Visiting "Dads" will begin to arrive Saturday morning when registration will take place. Among Ashland people who are planning to attend the affair are: Mr. and Mrs. Fred Wagner, Mr. and Mrs. Henry Galley, daughter Mary, and Mr. and Mrs. Louis Dodge.

Calpet To Erect a New Service Station

The Calpet Company have secured a ten year lease on the property on North Main street, belonging to Mrs. C. W. Nims and Mrs. Frank Dean of this city, and wrecking companies will begin tearing down the building formerly known as the Ideal Grocery store with the purpose of erecting an oil station. The Calpet company is noted for their fine buildings, having received several prizes in California for their especially attractive and modern service stations, and according to report, the company expects to make this station strictly modern in every way.

Mr. G. H. McConnell who was contemplating starting the Ideal Grocery again, is now moving his store fixtures and equipment to Whittles' Transfer and Storage until he has decided on another location.

Mrs. D. A. Peterson recently returned to her home on Pine street, from Dunsuir, where she was called by the illness and of her nephew.

Richard Beswick, of Palm avenue, who has been seriously ill for the past month, is reported greatly improved at this time.

MANY ARE HERE FOR MEETING OF SHEEPMEN

Cost of Production, Feeding and Culling Points Discussed

SPECIALISTS HERE

Three Men Bring Out Matters of Interest in Welfare of Industry

The sheepmen's meeting held Friday in the city hall was well attended by local sheep raisers, and those from the various districts of Jackson county interested in sheep raising. The address given this morning was on "Sheep Management in General," by Harry Lingren, livestock field man from O. A. C. The afternoon addresses were given by Fred Herrin, representative of the Cooperative Wool Growers Association of Portland on "Wool Grades" and Dr. J. N. Shaw, veterinarian from O. A. C. on "Sheep Diseases".

Among the chief points brought out at this meeting were the cost of sheep production, feeding, culling diseases and wool production.

"The cost of production of one sheep in eastern Oregon for the past year according to statistics is on an average of \$8.40 for an ewe for one year. The return was about 40 cents more. This is not much profit but pay was received for the feed, taxes an interest on the investment, stated Mr. Herrin.

Another point brought out was that the running of goats with sheep in a pasture is a very good thing because they will keep down brush and make grazing facilities better. At the present time there are 135,000 goats in Oregon.

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Two Traffic Signals Have Glass Broken

During the past month two of the glass signs on the face of the traffic signals have been broken by some one with malicious intent according to city officials, who are indignant over the wanton destruction of valuable property.

The signals were donated to the city by the American Legion with the city electric department doing the installing and officers are keeping a careful check on all the signals in an effort to apprehend any one found tampering with them.

Mr. and Mrs. John Bergland are guests at the Ashland Hotel. Mr. Bergland is known to the public as "Jack Nickles," the clown with the pig, "Susie." Mr. Bergland has been producing clown acts for over eighteen years, having during that time appeared in the best known shows and circuses, also traveling with state fairs, on contract. Mr. and Mrs. Bergland are in Ashland in the interest of the West Coast Indoor exposition which is scheduled for February 2, 3, and 4.

R. Sparlin, of Williams, Oregon, who spent the week-end at the home of Mr. and Mrs. R. Beswick on Palm avenue, returned to his home Monday.

Mrs. F. F. Whittle is reported to be very ill at her home on B street.

Miss Anna Hargrove made a business trip to Medford Wednesday.

SECOND SEMESTER TO START MONDAY

Pupils Six Years Old or Over by March Twelfth Expected To Enter

The second semester of the Ashland schools begins Monday, January 30. School officials and teachers are anxious that all beginners of school age start on this day.

Pupils who will be six years old on or before March 12 may start school at that time. The division line for all pupils is Third and Gresham street. All beginners living north and west of these two streets will attend Washington school and all those living east and south of these streets will go to the Lincoln school. All children of parents who have moved from one district of town to another must go to the school in the district in which they are now residing.

If there are any persons in Ashland who care to take up commercial work such as typing, shorthand and bookkeeping they may enroll in the beginning classes of this work in the high school, according to superintendent of the city schools, George A. Briscoe.

MUSIC CLUB BENEFIT PROVES A SUCCESS

Local Entertainers Give a Delightful Program at the Junior High

A large and appreciative audience was in attendance at the splendid entertainment held in the high school gymnasium Thursday evening under the auspices of the Ashland Music Study Club. The sum derived from the affair is to be applied on the musical instruments for the High School orchestra and band.

Mrs. Harold Aikins, as chairman of the program committee, deserves much praise for her efforts in making the entertainment such a pronounced success. The entire program was splendidly carried out each number creating much favorable comment and considerable applause. Some of the outstanding numbers on the evening were: the two vocal numbers given by Miss Regina Johnson which excited much praise. The Longfellow Quartet, composed of Messrs. McCoy, McGehee, Frost and Wright, which was especially enjoyed, several songs by the Girls' Glee Club of the High School under the direction of Miss Laura Rague, were much appreciated. The High school orchestra under the capable direction of Mr. Ward Croft gave several extra well executed musical numbers, making a splendid appearance seated on the prettily decorated stage. The trumpet solo by Ward Croft assisted by Mrs. Aikins at the piano was received with much appreciation. "Blowing Horns and Blowing Safes" was the interesting talk by Secretary E. G. Harlan.

Mrs. George Rose of Crescent Lake is visiting her daughter Virginia her parents Mr. and Mrs. H. S. Sanford, and other relatives in this city. Mrs. Rose expects to remain here for several days.

John Burns, representative of the Queen Quality Shoe Company is a business visitor in Ashland this week.

Charles Murphy of Portland is visiting his grandparents Mr. and Mrs. C. B. Lambkin on North Main street this week.

Mr. and Mrs. John Enders moved to San Francisco several days ago on a combined business and pleasure trip. They expect to return in a short time.

Mr. and Mrs. William Ferns of Talent visited friends in Ashland Tuesday.

Mr. Horace Jenkins of Jacksonville visited friends in this city the first of the week.

Enders Wholesale Grocery Is One of Ashlands Greatest Assets

Early in the summer of 1922 marked the beginning of what has developed into one of Ashland's leading assets, "Enders Wholesale Grocery."

Although some called him a plunger, others scoffed at his idea some friends and business associates advised him to the contrary Mr. H. G. Enders the founder of the enterprise, saw a wonderful opening for a wholesale grocery house for Ashland and having implicit faith in this beautiful little valley and its future and also feeling confident of the support of the retail stores in and tributary to this valley began his active operations early in May, occupying the entire lower floor of what is now the Fairview Rooming house.

These quarters being only of a temporary nature, his attentions must now, include the securing of permanent quarters for his new enterprise. After careful consideration he decided to build and January 2nd 1923, saw him comfortably located in the new large warehouse which is the present home of the institution.

Thus comfortably housed and ready for further developing, attention was now turned more directly to obtaining goods, from the different manufacturers on a jobbing basis. This was indeed a very great undertaking for securing these jobbing lists was a very difficult process.

Unlike a retail store, where ones' credit standing is the predominant factor in securing merchandise a wholesale house must buy direct from the different manufacturers through their broker. In this case, as has happened often before, the wholesale grocery companies who were most interested in protecting their business in this territory were not anxious to see more competitors and tried their utmost to keep the brokers from selling to the new enterprise. The struggle was long and hard, one by one the different manufacturers investigated for themselves and one by one they offered their jobbing lists. Until each had in turn offered

their products. Not always were the customers too loyal to the new enterprise and many unjust demands were brought against it. Steadily it grew. Each year gaining a little more of the confidence of its customers, and extending the territory served until at the present time it is serving well the territory from Grants Pass, Ore., to Gazelle, Calif. and practically the entire Klamath County.

Service being one of the big factors in present day business. Mr. Enders equipped his institution with a fleet of trucks in order that its service should rank first.

Not the least thing to be considered in his service program was the matter of being able to supply his customers with their requirements at all times. Truly anyone could heap up a great amount of merchandise from which any and all requirements could be filled promptly, but of course the great factor of successful merchandising, turnover, could not thus be accomplished. Just imagine the watchfulness required to keep just the right amount of each article at all times. With approximately six hundred items to be shipped in from various parts of the world. Take for instance Campbell soups, which you will find in every grocery store in the whole country, shipped from Camden, New Jersey, by boat through the Panama canal to Portland and then by freight to Ashland requiring an average length of time of three months from the time a letter bearing the order would leave Ashland until the merchandise would reach Ashland. Take yeast for instance a very highly perishable product. Shipped by freight from Chicago requiring an average period of three weeks for fresh supplies to arrive.

Pineapple, bought in the Hawaiian Islands, shipped by boat to Portland and from there on to Ashland. Rice bought from Louisiana and Texas rice fields. Shortening bought from New Orleans,

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Radio Entertainer On Normal Program

H. E. Hunt, dining-car inspector for the Southern Pacific company and a well known broadcasting artist of San Francisco, entertained the Normal school assembly last Wednesday, with some very interesting readings.

The first reading given was the "Shooting of Dan McGrew" which was portrayed in a very realistic manner. Mr. Hunt stated that while entertaining a troop bound for the east coast during the world war he met a man who witnessed the actual shooting of Dan McGrew. His next number entitled "Passing By" was written by a soldier who was later killed in action. "Two Old Pals" was given as the last number. The program given by Mr. Hunt was one of the most interesting that has been presented in the assembly this year.

Just preceding the readings given by Mr. Hunt, Roland Parks and Joe Mercer put on a clever skit advertising the Monmouth game. Parks representing a Normal student succeeded after a great deal of argument in selling enough tickets to Mercer, a Jew for his entire family.

Mr. and Mrs. I. R. Fridiger of South Second street are remodeling their property on the corner of Hargadine and South Second streets formerly occupied by the Sam Clawson family. The house is being made into four apartments, when the work is finished the building will be strictly modern in every way.

Mr. and Mrs. Lee Bean of Klamath Falls who came to Ashland the latter part of last week to attend the funeral of the late Mar-

Foot Badly Crushed When Horse Falls

Several days ago R. A. McAllister, cattleman in the Neil creek district, suffered a badly crushed foot when the horse he was riding slipped on the frozen ground and unable to extricate his foot from the stirrup, Mr. McAllister was carried to the ground the horse's weight falling on the entangled foot. Later an x-ray revealed that the large bone was badly shattered. Mr. McAllister will have the foot attended to as soon as the swelling subsides.

Edwin Dunn was in company with the unfortunate man when the accident occurred, and he with the help of Mr. Elliott who happened to be passing at this time, assisted Mr. McAllister to his home. This is the third time in recent years that Mr. McAllister has been injured by his horse falling on him.

Mr. and Mrs. Henry Shaffer and daughter Margaret who reside on a ranch near Medford were visiting relatives and friends in this city the first of the week.

Mrs. W. H. Sams who has been confined to her home for several weeks with a severe cold, is able to be around again.

Miss Lois Weeden of Klamath Falls is visiting at the W. H. Sams home on Third street. Mrs. Sams is an aunt of Miss Weeden.

Norman Ashcraft who was called to Ashland by the passing of his father, Perry L. Ashcraft, will leave for his home in Pendleton the latter part of the week.

Tom Merryman of the Neil creek district was an Ashland visitor Wednesday.

Mr. F. McTaggart of Portland is a visitor in Ashland this week.

MRS. M'NAIR INSTALLED DAUGHTER OF NILE HEAD

Ceremonial Is Held in Medford Thursday Afternoon, Others Take Office

The annual ceremonial of the Daughters of the Nile was held in Medford Thursday Mrs. W. H. McNair of this city was installed as Queen of Zuleima Temple, succeeding Mrs. Naomi Montgomery of Medford. The officers and the morning for practice work, the members met in special session in ceremonial starting at 2 o'clock in the afternoon, followed by the installation of officers: Queen of Zuleima Temple, Mrs. H. J. McNair, past queen, Mrs. Naomi Montgomery, Princess Royal, Sally Lundberg of Grants Pass, Princess Tizah, Mary Sweeney of Medford, Princess Badoura, Beatrice Enders of Ashland, Princess Zuleika, Eva Adair of Grants Pass, Princess Zenobia, Nellie Fick of Jacksonville, Princess Zor, Louise Lee of Medford, Princess Zuleima, Margaret Conch, Grant Pass, Princess Recorder, Minnie Wertz of Medford, Princess Banker, Amelia Britt of Jacksonville, Princess Marshal, Georgie Culy of Medford, Princess, Chaplain Sophia Baker of Medford.

The Ladies in waiting are Princess Nydia, Lulu Franco, Ashland, Lady of the Gates, Louise McNair, Ashland Lady of the (Continued on Page 2)

DIRECTORS OF ROTARY CLUB ARE ELECTED

Twenty Three Men Are Enrolled as Charter Members of Club

TO NAME OFFICERS

Board of Directors Will Meet on Friday and Elect Officers

At a meeting held Thursday evening at the Lithia Springs Hotel the following were elected as directors for the Ashland Rotary Club. They are, Chas. Haines, L. H. Hansen, E. G. Harlan, J. C. Hopper, Hal McNair, A. W. Moon and Chas. Pierce.

The names presented for initiation are: Victor Cecil Carter, Lawrence R. Coder, Roy Frazier, Gaston Fernand, Chas. D. Gaffney, Chas. A. Haines, L. H. Hansen, E. G. Harlan, J. C. Hopper, Earl R. Hosler, W. D. Jackson, Clyde A. Malone, W. Hal McNair, H. D. McNair, A. W. Moon, J. W. Murray, A. A. Madden, C. H. Pierce, W. H. Sams, H. C. Sparr, J. E. Saunders, Walter Redford and S. O. Rice.

Several members of the Medford Rotary club were in attendance and assisted in the organization work.

Ashland to Meet Mt. Shasta Saturday

The first Basket Ball Squad of the Ashland High school will leave Saturday morning on the train for Shasta City, California, where they will play the Shasta City team. The boys lost to the Shasta "huskies" last year, but are all "pepped up" this year and are confident of retrieving their lost laurels at this time. All the names of the players are not yet known, but they will be composed of the first squad. It is hoped that a number of rooters will accompany them to the California City. The boys will return on Sunday.

Mrs. W. H. Frulan of B. street is visiting friends and relatives in Weed and Dunsuir this week.

Mrs. Morris Plymate of Beach Avenue left Tuesday for Dunsuir, where she will visit her husband who is employed in that city, and with her sister and husband, Mr. and Mrs. Carl McCune.

Mrs. T. P. Franco returned the first of the week from Long Beach California where she was called by the illness of her mother.

Mr. Clarence Hale of Dunsuir was an Ashland visitor the first of the week.

LeRoy Ashcraft and wife of Klamath Falls are in this city, called here by the death of Mr. Ashcraft's father, the late F. L. Ashcraft.

Roy Anderson who recently moved to this city from Klamath Falls, is employed in the Twentieth Century Grocery store. Mr. Anderson was formerly employed at the White House Grocery store, when Amos Nininger and Charles Robertson were the proprietors several years ago.

Slade Songer, son of Dr. and Mrs. S. T. Songer of Helman street who has been employed in a jewelry store in Chiloquin for the past year, is expected to return to Ashland for an indefinite visit.