

Ashland Tidings
 Established 1876
 Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39

Subscription Price Delivered in City
 One month \$1.95
 Three months 5.75
 Six months 10.50
 One year 20.00
 Mail and Rural Routes.
 One month \$2.50
 Three months 7.50
 Six months 13.50
 One year 25.00

ADVERTISING RATES:
 Display Advertising
 Single insertion, each inch30c
YEARLY CONTRACTS
 Display Advertising
 One time a week27 1/2c
 Two times a week25c
 Every other day20c

Local Readers.
 Each line, each time10c
 To run every other day for one month, each line, each time7c
 To run every issue for one month or more, each line, each time5c

Classified Column.
 One cent the word each time.
 To run every issue for one month or more, 1/2 cent the word each time.

Legal Rate:
 First Time, per 8 point line10c
 Each subsequent time, per 8 point line5c

Card of Thanks, \$1.00.
 Obituaries, 2 1/2 cents the line.
Fraternal Orders and Societies.
 Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising!
 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken, is ADVERTISING." This applies to organizations and societies of every kind as well as to individuals.

All reports of such activities after they have occurred is news.
 All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken is NEWS.

We make quotations on **JOB WORK** from **THE FRANKLIN PRICE LIST.** Same prices—Reasonable Price—to all.

Entered at the Ashland, Oregon, Postoffice as Second Class Matter.

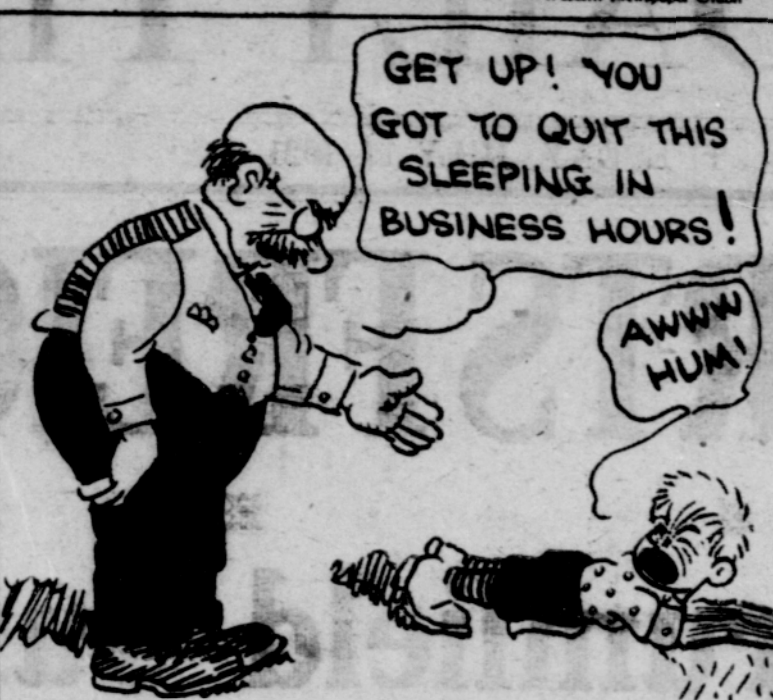
Patience and resignation are pillars of human peace on earth.—Young.

The glory and grandeur of this nation do not lie in formidable armadas or invincible armies; but in the integrity of its people, and in its standards of righteousness and justice, in domestic affairs and in foreign relations.

Every patriot should aid in efforts to eradicate illiteracy. The fight against ignorance should proceed until the last illiterate has been turned into a literate.

EXPERT SKILL IN ADVERTISING. Advertising is a game. Business is its stake. No other game has greater zest or importance. Too many business men play it carelessly.

MICKIE, THE PRINTER'S DEVIL



Competition is the great instructor. Run your eyes over the advertisements of today and you will find them showing a skill and ingenuity well deserving the name of art. The titles read like news heads and have the appeal of news. The copy is terse and readable. It tells people unmistakably how they can economize; where they can buy the best goods for the least money and with the least inconvenience to themselves. Everyone wants to economize now. The advertisement which does not promise economy might as well not be written.

We see a judicious use of space and appropriateness of display that makes each modern good advertisement a classic. If one should compare them with those that were set a few years ago he would be surprised at the improvement.

Signs For Laughter

Sign writers are alert individuals who ply their trade, or shall we say art, in routine manner usually with the desired results. But, now and then, amateurs trespass upon the province of the professional sign painter with varying degrees of success. An extra letter here, a comma omitted there, and the words on the sign often present a message quite different from the intended idea. Many of the signs painted by "green" brush wielders are very funny in their word combinations. Such signs have been shown on the screen in "Topics of the Day" films with sign-plenty of audience laughter. We present some signs clipped from the press, which will make you laugh, or we miss our guess:

ICE-BOUND FOUR YEARS. SCIENTIST STUDIES LIFE IN THE ARCTIC REGIONS

SEATTLE, Wash., July 13.—Captain Joseph F. Bernard, scientist-explorer, was for four years ice-bound in the frigid wastes of the Arctic. Bent on out-Vilhjamingur Stefansson, he is going back for more. He is now on the way to Nome, Alaska, to equip another expedition to study the anthropology of the frozen regions.

Commanding the schooner Teddy Bear, Capt. Bernard set out from Nome in 1916, proceeding to Coronation Gulf, 1400 miles to the north. Here the heavy ice hemmed in the vessel which was turned eastward along the Arctic islands. On August 19, 1917, off Taylor island, the Teddy Bear was frozen fast in the ice, and there it remained, according to Capt. Bernard, until September, 1919.

So Capt. Bernard had plenty of time to make observations. Here are some that he made:

That the Arctic peoples are being exterminated by disease and contact with civilization.

That food and clothing producing tribou are becoming extinct—and that within ten years the Canadian government will be forced to provide for their subsistence.

That wars between various tribes and the custom of retaining women captives gave all the Arctic regions a common language base and similar customs.

TAUGHT LESSON BY HUNGER

Good Story of How Franklin Was Converted to the Idea of Fish as Human Food.

One day Benjamin Franklin—James Parton tells us in his "Life of Benjamin Franklin"—was on a sloop which was becalmed on a certain island. The sailors, as is still the custom when a ship is becalmed, amused themselves by fishing. Franklin witnessed the catching of the fish with regret. But soon there came to tantalize his nostrils a most alluring odor from the frying pan. So, as Franklin used to tell the story, he went over his reasoning again to see if there was not a flaw in it.

It occurred to him that when the fish were opened he had seen smaller fish in their stomachs.

"Ah!" said Franklin. "If you eat one another I don't see why we may not eat you!"

So Franklin dined upon the fish very heartily, and thereafter ate what others ate. When telling this story Franklin ended with an observation which is often attributed to Talleyrand, but which we are assured was a familiar joke with Franklin. This was:

"So convenient a thing it is to be a reasonable creature, since it enables one to find or make a reason for everything one has a mind to do!"

Persian Bread Has Many Uses. At Kasvin, Persia, a British patrol base, we were lodged in empty wards of the military hospital, writes Mary E. Griscom in Asia Magazine. Our provisions had almost given out by this time, and we were reduced to Persian stone bread. So far as I know, only the coconut and the bamboo serve more purposes than the fans of Persian bread, which are about two feet long, one foot wide and a quarter of an inch thick. If it is raining, the Persians use them on their heads as umbrellas; and if it is sunny, as parasols; in winter, they wrap the fans around their shoulders. If they do not need them for protection they roll them up and carry them under their arms. In the hospitals they spread them out on empty beds to dry.

Up the Flowery Mountain. Every year thousands of Chinese pilgrims risk their lives in climbing up the side of Hwa-Shan, the Flowery mountain, which is sacred to the Taoist religion. Any one reaching the temple far above is supposed to have a request granted as a reward for valor and endurance. The Hwa-Shan mountain is over 6,000 feet high, and the ascent in many places must be made along a narrow ledge of branches laid on posts driven horizontally into the face of the precipice. There are no handrails, but a chain held on a rock face offers some security to the ascending or descending pilgrim.

"You Save Money"

says the Good Judge

And get more genuine chewing satisfaction, when you use this class of tobacco.

This is because the full, rich, real tobacco taste lasts so long, you don't need a fresh chew nearly as often.

And a small chew gives more real satisfaction than a big chew of the ordinary kind ever did.

Any man who uses the Real Tobacco Chew will tell you that.

Put up in two styles
W-B CUT is a long fine-cut tobacco
RIGHT CUT is a short-cut tobacco

Weyman-Bruton Company, 1107 Broadway, New York City



A CAREFUL YOUNG MAN.
 "You want to marry my daughter?"
 "I'm not certain, but I'd like an option on her hand, sir."



Two Methods.
 "Now that you are earning a bigger salary," said the wife with social ambitions, "surely we can afford a bigger flat?"
 But the husband was a man of simple tastes.
 "We're very comfortable here," he said. "But if you like we'll ask the landlord to raise the rent."
 —TIT-BITS.

A Free Tube
 with every
Pennsylvania Vacuum Cup Tire
 PRICED RIGHT, TOO.
 —THE—
Busy Corner Motor Co.
 Corner Highway and Main Streets
 MEDFORD, OREGON

Women Made Young
 Bright eyes, a clear skin and a body full of youth and health may be yours if you will keep your system in order by regularly taking
GOLD MEDAL HAARLEM OIL CAPSULES
 The world's standard remedy for kidney liver, bladder and uric acid troubles, the enemies of life and looks. In use since 696. All druggists, three sizes. Ask for the name Gold Medal on every box and accept no imitation.

White Teeth Healthy Gums and a Clean Mouth
 25c.
 TRY IT!
TOOTH BRUSHES
 Warranted PURE BRISTLE HAND MADE 25c.
McNAIR BROS.
 The Rexall Store

Here's why CAMELS are the quality cigarette
BECAUSE we put the utmost quality into this one brand. Camels are as good as it's possible for skill, money and lifelong knowledge of fine tobaccos to make a cigarette.
 Nothing is too good for Camels. And bear this in mind! Everything is done to make Camels the best cigarette it's possible to buy. Nothing is done simply for show.
 Take the Camel package for instance. It's the most perfect packing science can devise to protect cigarettes and keep them fresh. Heavy paper—secure foil wrapping—revenue stamp to seal the fold and make the package air-tight. But there's nothing flashy about it. You'll find no extra wrappers. No frills or furbelows.
 Such things do not improve the smoke any more than premiums or coupons. And remember—you must pay their extra cost or get lowered quality.
 If you want the smoothest, mellowest, mildest cigarette you can imagine—and one entirely free from cigarettey aftertaste,
 It's Camels for you.

Use Red Crown Gasoline for Power and Mileage

That your engine shall deliver—
 —the maximum power and the maximum speed it was designed to develop.

The refining of Red Crown gasoline to make a high-quality motor fuel is based on a thorough scientific knowledge of the fuel requirements of the automobile engine.

These requirements have been met by the Standard Oil Company out of its years of experience and in accord with a policy of true service in its field.

Look for Standard Oil Service Stations and for the Red Crown sign at service stations and other dealers. There you will be able to get good service with Red Crown gasoline.

The gasoline of Quality
RED CROWN GASOLINE
 STANDARD OIL COMPANY (CALIFORNIA)

CAREERS FOR YOUNG BRITONS

Compared With Opportunities in America They May Be Said to Be Decidedly Limited.

Here in America we are quite likely to take for granted that if a man has a good education, then his finding of an opportunity to apply it profitably is a comparatively simple matter. Certainly our whole educational program, and especially our whole line of educational appeal and propaganda, will have to be changed the moment that assumption is no longer to be made. Whiting Williams writes in Scribner's. "Equip yourself, Young America, and the country's yours!" we say in effect to our youth whether in school or at work.

In Britain there is much testimony to the effect that that assumption is not thus to be made.

Unless they spend additional years training for medicine, the law, or other of the professions, graduates of the universities must pretty much expect to find berths in the civil service. The exams for that are extremely difficult.

Those who come out of them with marks at the top of the list get the best of the positions in the most important departments at home. They next go out to India or other provinces, while those below them take the second grade of the places here—and so on.

The pay starts at about £300 (nominally \$1,500, and considerably more in buying power), with gradual yearly increases up to a certain maximum and a pension.

WOOD SPECIAL

We can furnish good slab wood at \$6.75 per cord; order now while we can deliver from cars and can save you extra hauling expense.

Also mill trimming at \$7.00 per load and mill blocks at \$7.50 per load.

Ashland Lumber Co.
 PHONE 20.

KLENZO DENTAL CREME
White Teeth Healthy Gums and a Clean Mouth
 25c.
 TRY IT!
TOOTH BRUSHES
 Warranted PURE BRISTLE HAND MADE 25c.
McNAIR BROS.
 The Rexall Store

Here's why CAMELS are the quality cigarette
BECAUSE we put the utmost quality into this one brand. Camels are as good as it's possible for skill, money and lifelong knowledge of fine tobaccos to make a cigarette.
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Camel
 R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.