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

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

Mar not the things that cannot be amended.
 —Shakespeare.

If one would keep out of trouble, let one pursue the sublime art of attending to one's own affairs and not meddling with the affairs of others.

The airship will supplement the work of the automotive vehicle, but will not take its place. There is enough for both to do.

There can be no over-boosting of Ashland, so long as the truth is told in promotion publicity.

Don't be stingy with your kind words and lavish with your harsh ones.

IMPROVEMENT BONDS GIVEN NAMES OF BIRDS AND ANIMALS

SALEM, Or., August 31.—That organizers of irrigation districts in Oregon prefer to name the project for birds, animals and insects rather than for rural vicinities and points of scenic interest was indicated in a summary of the activities of these projects prepared here recently by the state engineer.

In a recent mail there came to the office of the engineer application for the certification of bonds in the sum of \$10,000 for the development of the Fat Elk drainage district in Coos county. This project includes approximately 2260 acres of land.

Among the 120 irrigation districts organized in Oregon, a large number have been named for animals, birds and insects. Some like that of Fat Elk were doubtless selected to attract favorable attention, while the minority were selected in honor of some town or other point of local prominence.

"The Horsefly," for instance, with its obnoxious buzz and blood-sucking propensities, is not such a name as to inspire the confidence of bond buyers and others. Likewise the "Dead Ox Flat" is apt to create the mental picture of the bones of some pioneer's ox team whitening on a broad alkali flat. One is agreeably surprised, however, in crossing the Dead Ox flat to encounter alfalfa fields, orchards and comfortable homes.

The "Mountain Sheep," the name

originally selected for another gently rolling district, is apt to leave the impression of a mountain sheep leaping from crag to crag in a precipitous rim rock area. Among other suggestive names are those of Eagle Point, Bear Creek, Goose Lake, Beaver Slough, and Deer Island.

While it is too much to expect that the hunters of Oregon will contend with one another in an effort to secure the bonds of the Fat Elk drainage district, it certainly leaves the proper taste in the mouth, and other districts may well consider the appropriateness of the names that are selected. With the wide variation of names given to these districts the state engineer is awaiting patiently to determine whether the title under which irrigation development is prosecuted has anything to do with the demand for bonds and other obligations authorized by the improvement organizations.

THREE DAY CAMP FOR CO. Y. M. C. A. BOYS NEXT WEEK

The Jackson county Y. M. C. A. will conduct the second three-day camp of the summer next week. Boys from the southern end of the county will be taken on this occasion. The party will leave Talent at 9 a. m. Wednesday, the boys and leaders walking and provisions going by auto. A good location in Wagner creek canyon has been chosen for the camp site. Hikes will be taken farther into the mountains. Phoenix, Talent and Ashland boys are lined up for the camp.

The camp will be free to all boys of twelve years of age and over. There is no expense, as all provisions and bedding are taken from home. Prof. Wilson and Lloyd Shiner, of Ashland, Dr. M. A. Miller, of Medford, Lester Newbery, of Talent, and Cash Wood, county secretary, are among the adult leaders.

Proper supervision by experienced leaders is given, and parents need have no anxiety about sending their boys.

Further information for prospective candidates may be had from O. F. Carson, Dr. G. W. Gregg, or Rev. Koehler.

The annual two-weeks session of the Northwest summer school for employed officers of the Y. M. C. A. held at Seabeck, Wash., was concluded last week. About 150 secretaries from three states, Alberta and British Columbia, Can., were in attendance. Cash Wood, Jackson county secretary, was this year a member of the graduating class of the school of county work.

Will Plant Bass At Lake o' Woods, Says Game Warden

In reference to a recent recommendation that Lake of the Woods be stocked with bass, Captain A. E. Burghdoff, state game warden, says: "I believe that Mr. Berrian's judgment is good when he states that he believes bass are the proper fish to introduce in this lake. I believe that if we introduce bass in the lake, we should plant both bass and croppie, as they thrive together. While the croppie are not nearly so game a fish as the bass, they are very prolific and can readily be taken by women and children. For this reason I think they are a very desirable fish to plant in a place of this kind."

"In three or four weeks we will begin taking bass and croppie fry, but of course, we never know what success we will have as these young fish are taken by seining out the ponds and sloughs adjacent to the Columbia river when the high water recedes. The receding of the water usually leaves lots of bass and croppie fry stranded in ponds that eventually go dry, and the fish we take for planting in this manner are fish that would otherwise be lost when the pools dry up."

"I will keep in touch with you in regard to taking the bass and croppie fry, and if you and the people down there feel that these are the proper fish to plant in this lake, we will send down one or two shipments, or whatever we can get."

ECHO, Or.—A 140 acre tract under dry farming near here has yielded 4500 bushels of wheat.

The high school at Lakeview is being improved by the addition of a \$11,240 gymnasium.

Building costs have been reduced 35 per cent in Portland.

FUEL CONSERVED BY OPERATION OF ELECTRIC RAILROADS

NEW YORK.—Electrification of the railroads is today one of the big questions bearing upon industrial progress. If electrification is feasible, as every one of the installations made to date indicates, it offers a means of realizing the economies necessary to overcome the oppressive and burdensome transportation situation which through excessive cost of service and inadequacy hinders industrial readjustment and trade expansion.

The use of electric locomotives will conserve the fuel supply, increase the practical speed of both freight and passenger trains, permit the handling of longer trains with correspondingly greater capacity and, obviously, bring about certain car-mile economies and in general expediate the operation of trains. These advantages are quite generally recognized and the use of electric locomotives has been gaining steadily in the favor of American railroad men and in the favor of the public, as well.

Vast Sums Necessary.
 To electrify the railroads will involve the investment of vast sums of the resources of the railroads are already taxed to the breaking point, so no extensive movement toward electrification of railroads can be justified without the most careful investigation into all economic aspects of the problem.

Admittedly, the present cost of electric locomotives is somewhat in excess of steam or oil engines but also fewer electric locomotives are needed to do the work of the fuel-consuming engines. The operating cost of the electric locomotives is generally conceded to be less, so the relative economy of the two types of locomotives, the electric and the fuel-burning, can be measured to a considerable extent by the respective repair expenses, life of equipment and the time involved in making repairs.

Data Believed Trustworthy.
 Probably the most trustworthy data in respect to these highly important questions are to be found not so much in the records kept by the comparatively few miles of electrified roadbeds operated at the present time, as in those maintained during somewhat earlier years when the progress made in the development of the steam locomotive had been far greater than in the then almost unknown electric locomotive—say from 1905 through 1908. During these years steam and electric locomotives were employed for heavy haulage in a large manufacturing plant, over a hundred miles of track, where the economical and dependable operation of the plant switching and hauling locomotives was a very important consideration in the economical operation of the plant.

During the year 1905 the repair costs of the steam locomotives exceeded those for the electric engines by over 46 per cent; in 1906 the steam locomotive repair costs were more than four and a half times as heavy as those contracted for the electric equipment; in 1907 the ex-

cess in the case of steam locomotives was some 28 per cent, and in 1908 the repair costs on steam locomotives were nearly four times as great as electric locomotives engaged in the same class of work.

Repair Costs Cut in Half.
 The result of the much better showing made by the electric locomotives—cutting the repair costs in half, as an average, led to the exclusive use of electric locomotives in the plant in question since 1908.

Some of the first electric locomotives installed in this plant are still in operation and one was recently overhauled and given its first extensive repairing. It was a typical wide-gauge locomotive weighing 25 tons, with a traction power of 18,500 pounds. The repairs were made in two weeks at a total cost of some \$400. A steam locomotive of the same power subjected to the same service would not only have shown much greater deterioration and been out of commission a far longer period, but in sixteen years would have had to be practically rebuilt, entailing a heavy expense.

RELEASE 45,000 TROUT IN JACKSON CO. STREAMS

Forty-five thousand blackspotted or cutthroat fry have been liberated during the past week in the following streams from the Butte Falls hatchery, by Superintendent J. W. Berrian.

North Fork of Rogue river about three miles above Prospect. Mill creek about six miles above Prospect. Big Butte creek near its headwaters, and Little Butte creek at the Hanley ranch on the North Fork of same.

It was necessary to liberate these

We sell
Brick Ice Cream
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Ashland Creamery

fish to give additional room for the fry resulting from a shipment of rainbow trout eggs received from Diamond lake on July 2.

GRESHAM, Or.—A new wood factory will be ready for operation here within the next few weeks.
 A new school building will be put up in Albany in the near future.

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WHAT THE GOVERNMENT IS DOING FOR YOU

We have cause in every way to feel proud of our country, but we are as a nation too little informed as to the activities and actual benefits of our Government. To remedy this situation locally, we have secured the exclusive right to distribute a series of attractively illustrated folders and booklets in which are given new and interesting facts about Our Government and how we all share its beneficent influence.

We will gladly send one of this set each month to those who will request it, and as a permanent container for this valuable information, we will present a substantial brown and gold portfolio upon personal call at this institution. No obligation.

Citizens Bank of Ashland
 Ashland, Oregon

A LITTLE WATER SPRAYED
 on flowers will keep them fresh and lovely for a long time. Get a reel of our first quality garden hose and keep your flowers, fruits, vegetables and lawn healthy and thriving. And we help in the effort to make gardening pay by charging the least we can for garden accessories.

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Particularly Pleasing to Children—Unusually Interesting to Grown-Ups
 Wonderful Trained DOGS, PONIES, GOATS AND MONKEYS
 DARING AND NOVEL ACTS
 Funny Clowns Who Destroy Sorrow

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 REMEMBER THE DATE BRING THE CHILDREN
 WILL SHOW — RAIN OR SHINE

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Every Wednesday Night
 Beginning Wednesday, July 27
Snyder's Royal Jazz Orchestra
 The Coolest Place in the Valley
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