

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 \$.65
 Three months 1.95
 Six months 3.75
 One year 7.50
 Mail and Rural Routes.
 One month \$.65
 Three months 1.95
 Six months 3.50
 One year 6.50

ADVERTISING RATES:
 Display Advertising
 Single insertion, each inch 30c
YEARLY CONTRACTS
 Display Advertising
 One time a week 27 1/2c
 Two times a week 25c
 Every other day 20c
 Local Readers.
 Each line, each time 10c
 To run every other day for one month, each line, each time 7c
 To run every issue for one month or more, each line, each time 5c
 Classified Column.
 One cent the word each time.
 To run every issue for one month or more, 1/2c the word each time.

Legal Rate:
 First Time, per 8 point line 10c
 Each subsequent time, per 8 point line 7c
 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 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.
WHY KILL OFF THE RAILROADS?
 Some shortsighted merchants jump at every opportunity to boost shipments by trucks as against railroads.
 The merchants pay heavy taxes and should oppose wearing out expensive paved highways. Also they do not like their own business ruined by transient operators.
 The traveling retail store on a large truck is the next step to cut out both railroads and local merchants. The retail store on wheels is such a novelty it does not need to advertise.
 In times of bad weather merchants are glad to use the railroads as a convenience, but as soon as summer time comes they turn to the auto-stage and truck companies. They like to use the railroads as a convenience, but the rest of the time boost the motor transportation companies.
 "The Dos Palos, Calif., Star well says: "If automobile companies want to haul our freight and passengers, let them build their own roads, or at least they should charge enough less to enable us to pay the necessary taxes and bonds for the construction and maintenance of the expensive highways."
 The railroads advertise in the newspapers and advertise our western country. They bring tourists and homeseekers from the east at excursion rates. They pay enormous taxes, employ high-priced labor and buy our products.
 Is it good policy to continue the crusade for truck shipment and wreck the railroads? The record shows a net shortage of cars in June 1920 of 103,954, and an estimated surplus of idle cars in June of this year of 394,000 cars, which tells the whole story.
 The city of Leeds utilizes sewage in making ammonia.
 A world conference of the Irish race is being planned.

When Arthur B. Thompson, Arctic traveler and writer, was engaged by Universal to act as technical director with Norman Dawn in the production of his latest photodrama, "The Evil Half," a story of the frozen north, starring Eva Novak, the producers stipulated they were to have the privilege of using the explorer's famous collection of furs, sledges, weapons and other trophies of the Alaskan country.
 It happened that among the valuable souvenirs brought back by Thompson from one of his recent visits to Alaska was a complete wardrobe formerly belonging to a princess of the Si Komax tribe. The furs are of exquisite quality and though the style does not conform to the latest dictates of Paris or Fifth Avenue they are pronounced to be the very last word in fashions along the Yukon.

MEDFORD RANCHER MAKES 6 CAPTURE OF CURIOUS SNAKE
 MEDFORD, Aug. 6.—C. W. Anders was in Medford yesterday, with a curiosity in the snake line which he discovered on his ranch in the Willow Springs district. It is a Black Ring snake, which is declared to be a rarity in the Rogue River valley.
 The reptile is four feet long and has forty-two white rings around his black body. There apparently is no fight in the reptile for when the lid was taken off the small box in which he was imprisoned, by Mr. Anderson the snake seemed to take no interest but was contented to lie at ease. It is not known here whether a snake of this species is poisonous, but it is thought not.

Adult Illiteracy in Mexico.
 Instruction for illiterates in the territories of the republic of Mexico is provided by a law promulgated recently. The law authorizes the employment of persons in every locality who will undertake the instruction of one or more illiterates. Children under fifteen years of age who live in districts provided with schools are not included in the application of the law. The American consul at Mexicali, Mexico, who reports the promulgation of the law, states that it will not only tend to uplift the poor classes, but it will also create a better feeling on our border. Under the American immigration law illiterates are not allowed to enter the United States, although their more fortunate fellow countrymen may cross and recross the border at will.

Reciprocity
 His Own "Little Wife"—"I'll put the studs in your shirt, dear, if you'll powder my back."—Los Angeles Express.

PEARL OIL (KEROSENE) is refined and re-refined by a special process, making it a clean-burning fuel for home use. Ask your dealer for PEARL OIL.
 STANDARD OIL COMPANY
 CLEVELAND, OHIO

The Latest Idea In Summer



Eva Novak, who plays the role of an Alaskan girl in "The Evil Half," is wearing these garments in the picture. They would be rather uncomfortable for wear in Southern California, even in mid-winter; so Director Dawn mercifully took the entire company on location to the Yosemite, where the snow is some three feet deep, and also to northern Canada, where several vital scenes are to be filmed.
 Miss Novak's blonde beauty is enhanced by the picturesque costume of the north and she attracted more attention during the company's stay in the Yosemite than any of the much exploited scenic wonders of the national park.
 Norman Dawn is not only directing "The Evil Half" for Universal, but he wrote the story from a personal experience while visiting Alaska some years ago to obtain scenic material for the screen.

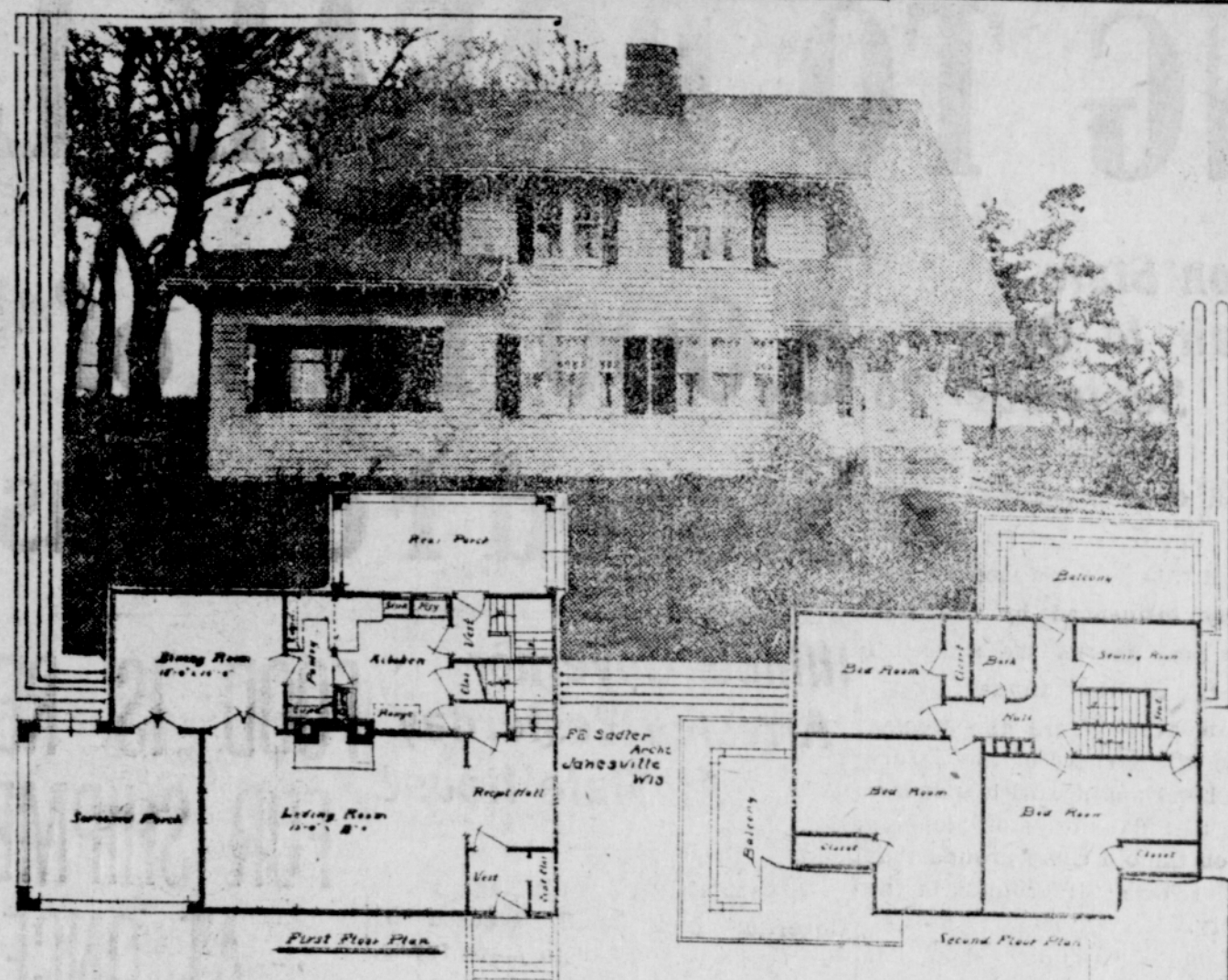
Beards and Politics.
 It is surely more than a coincidence that whiskered statesmen hold high positions in many lands, writes a correspondent. Simultaneously with the appointment of Charles Evans Hughes as secretary of state in the U. S. A. comes the news of the appointment of Sir Joseph Cook as high commissioner for Australia, in London. Sir Joseph's beard is the pride of the antipodes. Again in South Africa, the electorate rejected General Hertzog who has nothing but a mustache, for the bearded Smutz. And Lenin imperturbably holds his own, with a beard, while the smooth-shaven Keren-sky is not merely out, but outside. Venizelos, they say, was never so popular as since his withdrawal, and the Italian press insists that when he makes a move Constantine is doomed. His is the finest beard in Europe, as Mr. Shaw will admit.—Montreal Herald.

Reciprocity
 His Own "Little Wife"—"I'll put the studs in your shirt, dear, if you'll powder my back."—Los Angeles Express.

PEARL OIL (KEROSENE) is refined and re-refined by a special process, making it a clean-burning fuel for home use. Ask your dealer for PEARL OIL.
 STANDARD OIL COMPANY
 CLEVELAND, OHIO

WE HAVE HANDLED
Paints and Oils
 FOR
EIGHTEEN YEARS
 Our present line is giving the best satisfaction of any line handled. We carry a complete stock.
Sherwin-Williams Line
 — SEE US —
Carson-Fowler Lumber Co.
 "In the Heart of Town"

Modernly Planned "Homey" Houses For Ashland Is Urged By Local Architect



Should Plan Homes Well Before Building Starts

By W. T. S. HOYT
 "East and west, home is best."
 The Scotch poet had an understanding heart when he gave expression to that more than soulful sentiment. In the true home are enveloped the standards of culture, education and all that goes to make right living—real, cheerful, soulful existence.
 The house envelops the home as there can be no home materialized without first building a house of one kind or another, a tepee, hut or shack maybe in a crude sense or beginning, and then developing from primitive to cultural conditions. "House" is synonymous of "home," but "home" is not a synonym for "house." Today many persons are filled with an earnest desire for a home and, in endeavoring to materialize this great desire, they, by one means or another, get possession of a house. Too often a house is imposed upon them by some real estate agent, or by some crude builder of shacks, who has no other aim in view than to make a sale and a good profit out of the purchaser's undeveloped standard in household tastes and ignorance of first class construction.

To become possessed of a "house" and to have a "home" are two entirely different conditions. A real, honest-to-goodness home must have its first inception in the intense desire to own an abode the in-of-which and the out-of-which are an expression of individual and cultured taste.
 Over this great country today herculean efforts are being made to remedy a shortage of houses resulting from war conditions. Mark you! The word "houses" is used. No report or writing refers to a shortage of "homes." How few of those clap-trip, shoddily built structures can ever be made into a real soulful, tasteful home of personality. Too many people buy or build, first and then plan afterwards. Consequently there is great dissatisfaction soon after moving into a planless, design-after moving into a planless, design-

less house. Many items of comfort and convenience in layout and construction are found omitted entirely while other items are not intelligently arranged to suit the desires and tastes of the individual owner. When one comes to the peak of ambition to build and own a home and spend thousands of hard-earned dollars in this endeavor, why not have the house properly and intelligently planned and architecturally designed before hand? A person preparing for a vacation or a journey abroad spends time on preliminaries. Why not do the same in planning for a "homey" house?
 Ashland has, in its scenic and topographical attributes, comparable to none, a most beautiful setting for the expression of individual cultivated tastes in architecturally designed homes. Alas! How many carpenter-planned, designed and jerky-built houses insult the eye and desecrate the landscape!
 "Of all the words of tongue or pen, The saddest are these, 'It might have been.'"
 There are many house owners who think that Whittier, the poet, was altogether right.

ATTRACTION
Fall Woolens
 FALL STYLES and FALL PRICES have arrived at **ORRES** Tailors for Men and Women
 You are invited for a look

LUCKY STRIKE
Cigarette
 To seal in the delicious Burley tobacco flavor.
It's Toasted

First Showing of Fall Garments
 First arrivals in Suits Coats and Dresses
A CLEARAWAY SALE
 In which apparel is offered at decided reductions to effect immediate disposal and prepare for the new season. Values of unusual importance are offered throughout our store. Below are listed a few—many other equally important items not advertised.

One lot 2-piece house dresses, at	\$.98
One lot apron dresses	\$1.25
One lot house dresses	\$2.49
One lot Voile dresses	\$4.98
Voiles and Linen dresses	\$8.75

GLOVE SPECIALS
CHAMOISETTE GLOVES
 In slip-on and 2-button styles, in cream, grey, chamois and brown. Values up to \$2.00, now \$1.19 to \$1.39
SILK GLOVES
 One lot at 89c to \$1.19
 Two-button style of excellent quality with embroidered wrist—in white and grey \$1.79

REMNANTS
 It will be worth your while to look over our stock of cotton and wool remnants—
 They are priced right for a quick sale

OUR JULY CLEARANCE SALE PRICES WILL CONTINUE THROUGHOUT THE MONTH

COTTON BATHING SUITS	GEORGETTE WAIST Specials
Ladies' and Children's	\$4.25 \$5.25
\$1.40 \$1.98	

McGee's DRY GOODS

We sell
Brick Ice Cream
 CHOCOLATE
 VANILLA
 STRAWBERRY
 MAPLE NUT
Ashland Creamery