

Asbland Tidings

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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.

OREGON CRANBERRIES

Through the efforts of Senator R. N. Stanfield, the navy has made a ruling to the effect that canned cranberries may be placed on the ration list of the navy. Previous to this time, cranberries had been listed only in fresh form, and in consequence no canned cranberries could be offered for sale for use of the navy. The action of Senator Stanfield provides a new outlet for this already famous Oregon product. This announcement will go as a welcome order to the personnel of the Pacific fleet, for at holiday time many of the officers and men may be away in distant stations or in Asiatic waters, far from that patriotic combination, turkey and cranberry sauce.

Late Pacific coast cranberries now are appearing on the markets. The local berries are readily distinguishable from their Atlantic cousins, the eastern cranberry, by the lighter color of the local fruit. This lighter color is now recognized as a distinct asset, as it gives the cooked product a much brighter hue and also creates a stiffer jelly. No cranberry should produce a sauce or jelly of finer quality than those grown in our own state.

THE PEOPLE'S FORUM.

Full Explanation of Special Election to Be Held in the City of Ashland on November 2, 1921.

The common council of the city of Ashland desires to make the following explanation of the purposes of the special election to be held in the city of Ashland on the 2nd day of November, 1921:

At said special election the people of the city of Ashland are to vote upon the following proposition, stated briefly:

Shall the charter of the city of Ashland be amended by adding thereto article XXIII, authorizing issue and sale of not to exceed \$18,000 worth of bonds of said city to fund indebtedness incurred by loans from water sinking fund, electric light depreciation fund, and other funds from time to time to defray various city expenses, and providing tax to pay principal and interest?

This \$18,000 issue of bonds to be voted upon is merely one of four different issues of bonds which must be issued by the city of Ashland this year, the other three issues which

have already been authorized by the common council and which do not require a vote of the people are, in brief:

1. Thirty-seven thousand dollars improvement refunding bonds which were issued to take care of the deficit caused by failure of some property owners to pay special benefit assessments for paving and sidewalk purposes. This sum may gradually be reduced by reason of the fact that the city is gradually selling off the properties which it has been forced to foreclose upon by reason of the said delinquent special benefit assessments.

2. Five thousand five hundred dollars' worth of bonds which are issued to defray the city's proportionate part of the cost of paving Mill street, which adjoins the city park and which was authorized by the people at an election held in May, 1920.

3. Two thousand eight hundred and eighty-seven dollars and 12 cents Bancroft improvement bonds which property owners along the paving on Mill street have pledged themselves to pay.

The \$18,000 issue which the people of the city of Ashland are to vote upon at the coming special election is made up of the following items:

(a) Cost of paving street intersections in Ashland street and Boulevard paving district, \$1,855.37
(b) Cost of extra grading in Ashland street and Boulevard paving district, \$1,680.50.
(c) Extra cost of paving Mill street (or Park Avenue) (amount over the \$5,500 voted for this purpose), \$2,088.91.
(d) Cost of taxes, upkeep and expenses of foreclosures on properties against which the city has delinquent improvement liens, \$4,410.01.
(Note—All of the above-mentioned items have been paid, but the money to pay them was borrowed from the water sinking fund of the city of Ashland, which fund will be reimbursed by the proceeds from the favorable outcome of the coming election.)
(e) Cost of widening North Main street between the Plaza and Water street, \$3,500.
(Note—This sum was borrowed from the electric light depreciation fund, which fund will be reimbursed from the proceeds of the coming election.)
(f) Loans made to the fire department fund from other funds, \$700.
(g) Loans made to the street fund from other funds, \$2,320.10.
(Note—This latest sum includes \$1,020.85 paid for tractor.)
Making a total of \$16,554.89.

There will be noted that the total of said sum only amounts to \$16,554.89, whereas the election is for \$18,000. In explanation of this, the council would state that at a recent meeting of the common council, all the bonds heretofore authorized by the city council (not requiring a vote of the people), together with the \$18,000 worth of bonds to be

voted by the people at the coming election, were conditionally sold to a bonding house of Portland, Or., at a price amounting to .9872 of the entire issue, of \$63,387.12, which would make a discount of \$811.35. In addition to this discount, which is included in the \$18,000 worth of bonds to be voted, there is also the expenses incident to the legal services of the Portland attorneys in connection with the approving opinion on all the \$63,387.12 worth of bonds to be issued; then, further, there is to be added the interest on the sums which have been borrowed from the various funds. By borrowing from the various funds we avoid paying 6 per cent interest.

It will be borne in mind that this special election and issuance of bonds does not increase the indebtedness of the city of Ashland, but instead is merely paying for benefits which the city has already contracted for and has received.

The credit of the city of Ashland is at stake and certainly no man can refuse to favor paying a bill which he has already contracted.

The sums which go to make up the issue of bonds to be voted on at the coming election were borrowed from the various funds above enumerated, simply to save the city at the particular times when such funds were so needed—the unnecessary expense of calling a special election of the people of the city to raise each of the sums necessary. The \$4,410.01 which has been expended to protect the city in the matter of delinquent improvement liens was money which it was absolutely necessary that the city expend in order to protect its interests.

Another reason that the council has borrowed from city funds to pay the items making up the \$18,000 bond issue is that by so doing it has saved the city of Ashland at least 2 per cent, inasmuch as to have issued bond heretofore would have meant

that the city would have had to take a large discount on the bonds, whereas, by the city borrowing of itself it did not have to pay such a rate of interest.

The council has it authoritatively also that the price bid (.9872) for the entire amount to be issued was the best offer which has been made for any municipal bonds of the state of Oregon during 1921.

Remember, that in voting "yes" at this election you are simply voting to pay for a bill which has already been contracted and is to pay for benefits which the city has already received.

Respectfully submitted,
C. B. LAMKIN,
Mayor.
FRANK J. SHINN,
ALBERT C. JOY,
C. H. PIERCE,
G. M. FROST,
W. E. BLAKE,
J. L. HARNER,
Councilmen.

MAKING OF BREAD SUPPLANTS BREW IN OLD SCHOOL

CHICAGO, Oct. 25. — Another stronghold has changed hands. The school which for a generation has led American schools in the training of master brewers is soon to become a school for master bakers.

Some thirty years ago a school of fermentology was founded here. It grew slowly but steadily, and after a time found larger quarters. In 1905 an imposing institute was built providing laboratories for the study of yeasts and the development of

new varieties, for chemistry and the other studies important to brewers. Then there was a mixture brewery complete in all details. The graduates of this institute had a wide geographical distribution.

Two years ago the progressives in the American Association of the Baking Industry organized the American Baking, having for its purpose the application of known science to the making of breads, the research necessary to establish new facts and principles and the education of men in or about to enter the baking industry. The accomplishments in the two years have had to do particularly with educating the members to the need and value of science in their industry, one of the very oldest on this earth. But enough has been done to show the wonderful possibilities and just now a forward step of importance is being taken.

The association changed its name to the American Bakers' association, committed itself to a national campaign of cleanliness and education and provided ways for adequately supporting this work as well as research. In casting about for a central location and for facilities the brewing school, now hard pressed for students, came into view and has been purchased.

The study of yeasts will continue but their mission in life will be to raise breads and not that which goes with the steam. The study of chemistry, of physics, of grains, is to go out with a different direction to the work. The miniature brewery will give way to a model bakery, and maybe some day advertisements will have for their theme the biggest loaf for a nickel in place of the biggest schooner for that convenient coin.

The master brewer is to give place to the master baker, who is to do out equipped with technical training to apply the laws of hygiene to his

workshop, intent upon national nutrition problems and leaning upon the research being steadily pursued back at the institute.

KLAMATH RANCHER SHOT FOR DEER
KLAMATH FALLS, Or., Oct. 26 (Ap.)

—Twenty-five automobile loads of searchers left here today for Burton's Cabin, thirty miles northwest of here, to find Prentiss Puvkett, senior member of the logging firm of Puvkett Bros., who is believed either to have been accidentally shot or wounded while deer hunting Sun-

The reason for the continued good health of some children is simple enough

Especially when you know the facts, some of which are given here

EVERY mother is proud of a healthy, strong youngster that radiates buoyant life and energy. She has reason to be proud, because the child's good health proves her wisdom in the selection of the food she gives her boy or girl.

All mothers should know that growing children require a balanced diet, a diet containing the food elements needed for building and energizing the little body.

Grape-Nuts, the rich, nourishing food made from whole wheat flour and malted barley, served with milk or cream, contains the materials the child needs for its best growth and development.

Grape-Nuts helps make sound teeth, strong nerves and pure red blood, and for the palate there is nothing more wholesome or delicious.

Go to your grocer today and get a package of strength-giving Grape-Nuts. Let the children have all they want, with milk, cream or stewed fruit, or made into an appetizing pudding. Grape-Nuts is a food that will be relished by every member of the family.

Grape-Nuts—the Body Builder
"There's a Reason"

NO ONE....

can afford not to set aside something for the unforeseen emergency and the days ahead.

In our savings department you will find courteous treatment and prompt attention.

4 per cent interest on savings.

The Citizens Bank
Ashland, Oregon

Power to Develop Industries Largely In Hands of Women

By **IDA B. CALLAHAN**,
President, Oregon Federation of Women's Clubs

EIGHTY to ninety per cent of the household articles and clothing for the family is bought by the women of the state.

If the women of Oregon should decide to buy Oregon Products a tremendous industrial growth would surely result. Many people who are now idle would have jobs. The factories would be increased in size. Payrolls would be larger.

Women of Oregon, let us try the plan of asking for home products. This plan, if properly supported, would mean a more prosperous Oregon and many more happy homes "out where the handclasp's a little stronger."

Ask for Oregon brands!

Ida B. Callahan

OREGON QUALITY

ASSOCIATED INDUSTRIES OF OREGON 702 OREGON BUILDING PORTLAND

Maintaining Reserve Power in the Engine

Reduced hill climbing ability is a warning to use greater care in buying lubricating oil.

When the oil film between piston and cylinder walls breaks down under engine heat the loss of compression neutralizes engine reserve power.

Frequent gear shifting is necessary—the engine labors unduly—gases leak into the crank case, contaminating the oil and reducing its lubricating value—scored pistons and cylinders may result.

Cycol Motor Oil is made in a new and different way—by the new Hexeon Process, used only by us. This process removes the destructive "sulpho" compounds found in lubricating oils. Oils containing "sulpho" compounds break down rapidly under engine heat ranging from 100 to 3000 degrees Fahrenheit.

The service value of Cycol is conclusively proved in our special motor laboratory—the only one of its kind on the Pacific Coast—and in thousands of motors. The Cycol Recommendation Chart is based on scientific tests—it shows the correct grade of Cycol for each internal combustion engine.

Cycolize your motor today. Have your crank case thoroughly flushed—not with kerosene—and refilled with the correct grade of Cycol.

ASSOCIATED OIL COMPANY
San Francisco

The MOTOR OIL FREE FROM DESTRUCTIVE "SULPHO" COMPOUNDS

Produced under the new HEXEON process.

CYCOL MOTOR OIL

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