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NEWSPAPERS MADE FORD RICHEST MAN

Newspaper advertising made Henry Ford—who was almost penniless 20 years ago—the richest man in the world today.

Ford made the minimum pay of his workers \$5 a day when other industries were paying \$2. It didn't cost Ford a dollar, because the higher wages attracted the best labor in the country, and the output of his factories was trebled. But the space the newspapers gave him was worth millions.

Ford spent a million dollars sending a "peace ship" to Europe when peace appeared farthest off. Some people said he was "crazy," but the space that newspapers gave the stunt was worth ten times what it cost.

Ford bought a little country weekly, started an anti-Jew crusade and got everybody talking about the Dearborn Independent—especially the Jews. If he lost a million dollars in the venture, the advertisement was worth many times that amount.

Ford makes an offer to the government for the Muscle Shoals project, and the newspapers of the country give him thousands of columns of space. If he were to lose every dollar he sinks into Muscle

Shoals, the publicity he has already received through it would be more than worth it.

It does not "just happen" that Henry Ford sells as many automobiles as several hundred other automobile makers combined. He is able to sell 100,000 cars a month when other automobile factories are closed or running 25 per cent of capacity, because he is the best-advertised man in the world. Should we say the newspapers that gave him this advertising for which they received no pay, are gullible?

For the latest news about Ford, see our news columns.

Carnegie Heroes

38 Hemenway Street, Boston, Mass.

Bronze medal—Miss England, aged 14, schoolgirl, saved Charlotte M. Rose, aged 35, from drowning, Bryant Park, Me., August 24, 1918. Miss Rose became frightened while swimming in deep water in Bryant's Pond 60 feet from the bank, lost self-control and sank. Miss England, who was on a wharf ten feet from Miss Rose, took hold of her arm and started to swim with her. Miss Rose flung her arm around Miss England's neck, and Miss England was submerged once or twice. Another girl, who swam to Miss Rose to aid her, was grasped and submerged by Miss Rose; and Miss England swam with both girls about 20 feet to wadable water.

EX-AMATEUR BOXING CHAMPION IS KILLED

BOSTON, Mass., Jan. 25.—Ambrose J. Melanson, former national amateur boxing champion at 135 pounds, whose skull was fractured Monday night in a professional bout with Joseph S. Hilaire of Somersworth, N. H., died in a hospital here without regaining consciousness. St. Hilaire was detained by the police pending investigation. Melanson was felled in the fourth round of a scheduled eight-round preliminary bout. Regaining his feet, he was knocked down again with a right hand blow to the jaw, his head striking the canvas.

SURVEY VOYAGE COMES TO END

Yacht Carnegie Covers 65,000 Miles in Research Work.

LEFT WASHINGTON IN 1919

Makes Magnetic Survey of the Earth for Carnegie Institution of Washington—Fills in Observations on Areas That Had Not Been Sufficiently Covered Before and Determines Changes in Magnetic Conditions—Encircles Globe.

The yacht Carnegie, making a magnetic survey of the earth for the Carnegie Institution of Washington, arrived completing a 65,000-mile voyage in which it filled in observations on areas that had not been sufficiently covered before and determining changes in magnetic conditions. The yacht is in command of Captain J. P. Ault, master of the vessel and director of the scientific work.

Homeward bound the Carnegie made its third passage of the Panama Canal. She first made the trip in April, 1915, and, again, in May, 1918. The magnetic survey on which she is engaged was begun in 1904 by the Gallie; the Carnegie went into service in 1909. The present voyage of the Carnegie began in October, 1919, in Washington. Taking observations at intervals the vessel proceeded across the Atlantic to Dakar, thence to Buenos Aires, St. Helena, Cape Town, across the Indian ocean to Colombo, thence to Fremantle and Lyttelton, and the Society Islands, San Francisco, Honolulu, Samoa, Rarotonga and Balboa.

Made Valuable Observations.

In addition to the magnetic survey for practical purposes the staff of the Carnegie makes observations which are of abstract value. One is the measurement of the amount of electricity in the air, another the amount of radium in the air and in the sea water. The whole study, however, is in the field of terrestrial magnetism and the chief object of the surveys is to determine as closely as possible the nature of magnetism and how its effects and changes can be measured and predicted; in other words, to obtain a measure of exactness in terrestrial magnetism which might be comparable with knowledge of industrial electricity or branches of chemistry.

"During this latest voyage," says a bulletin of the Panama Canal, telling of the visit of the non-magnetic yacht, "the observers on the Carnegie encountered an interesting demonstration of the practical value of determining the magnetic declination. In Colombo they were called upon to testify in a land suit which hinged on the determination of a line run by the compass. The line was surveyed some years ago, and recently the owner of one of the tracts divided by the line had it resurveyed, as a result of which it appeared that the line should have run considerably to one side of the accepted boundary. The man who had caused the new survey claimed additional territory.

"The owner contended that what had happened was that the declination of the compass had changed since the original line was run; that the old line was correct at the time it was made and had been acceptable to both parties to the contract, and accordingly should stand. Their observations showed that it had, and the court decided that the original line should stand.

"In navigating the seas, if the course is determined by compass and the declination appearing on the chart should be as much as three degrees off, which it frequently is, this could make a difference of about 30 miles a day, and in three or four days a vessel might steer 90 or 100 miles off the course. It is said that if a vessel were to steer from the north Atlantic for Falmouth by the charts of a century ago her course would bring her, without the intervention of any other means of determining the situation, to the Orkney Islands in north Scotland."

Dr. Louis A. Bauer, director of the department of terrestrial magnetism of the Carnegie Institution, joined the Carnegie on the Isthmus and will finish the voyage to Washington. The Carnegie is a non-magnetic vessel, constructed and equipped with virtually no iron, or steel or other magnetic substance aboard her. She is a sailing vessel, having a small auxiliary engine, capable of making four knots. The engine and the stove in the galley are of brass, the anchors are bronze. In the building of the hull locust spikes were used. There are 23 in the crew, including six scientists.

RAILWAY WORKERS HAVE PAY SLASHED

CHICAGO, Jan. 25.—Millions of dollars have been slashed from the pay of 300,000 railroad clerks, freight handlers and station employees by the United States railroad labor board.

The board announces sweeping changes in war-time working agreements.

No overtime will be paid the above classes of employees until after nine hours work. Eight hours remains as the working day, but time

and a half will not be paid until after the ninth hour.

The railroads were also authorized to employ men on "split tricks." Thus, in small towns, workers can be employed intermittently during any eight or twelve hours instead of working eight consecutive hours.

The three members of the board representing the carriers, dissented because it was not decided to pay overtime after ten hours instead of nine. Union officials refused comment pending study of the decision.

In normal times it was estimated the ruling will save the roads \$50,000,000 a year.

Mining activity is increasing, logging camps are opening, wool clips are moving, railroads are placing equipment orders, building continues to increase while prices of commodities and wages are slowly but surely returning to normal levels. With indications for tax reductions, 1922 promises better things for industries.

Ashland—1921 building activity shows growth of 50 per cent over 1920.

Tax reduction convention called at Portland March 20.



The DeWillo Concert company will appear at the Presbyterian church tomorrow night, Thursday, Jan. 26th. Under the auspices of Ashland Post No. 14, American Legion. This is the final number of the winter lyceum course presented by the legion. This concert is something out of the ordinary for Ashland. It features Mr. DeWillo and his Concertina Grand, a muscled instrument of unusual merit and extraordinary as a concert instrument.

This entertainment will be a pleasing rest from the usual form of entertainment appearing here.

THURSDAY NIGHT, 8 P. M. AT THE PRESBYTERIAN CHURCH

EXTRA DANCE - - - ARMORY
FRIDAY EVENING, JANUARY 27TH
 given by
OHIO FIVE
NOVELTY ORCHESTRA Direct from Honolulu
 Admission—\$1.10. Ladies Free Dancing—9 to 12

Victor Records Reduced

—The ten and twelve inch Victor double face records are reduced to pre war prices of

75c AND \$1.25

—Buy your Victrola now and enjoy the famous Victor records at the old price.

ROSE BROS.

Nitrate of Soda

Must be used this month on your orchards to get the full benefit. So Professors Cate and Reimer say.

PLENTY ON HAND

—Also—

Agricultural Sulphur

Ashland Fruit Association

NOTICE

The Square Deal Grocery

Will Go On A Cash Basis Commencing February 1


A Stock Reducing Sale Will Be Held During the Month of February and Commencing the First of March We Will Run Our Own Delivery

By Which You May Get Your Orders Any Time Of Day You Wish, Thereby Gaining The Snappiest Service, And Prices In Ashland

Watch Our Sale Ads

God's Kingdom Imminent

"Millions Now Living Will Never Die"



Six thousand years of human history is in the past and despite the boasts of modern civilization that we are slowly evolving to a better state, mankind has just emerged from the most diabolical war of all time. The natural consequence is a lowering of moral and physical standards the world over. Instead of the prophesied "spiritual uplift" and prosperity, the aftermath of the war is a world-wide crime wave, famine, pestilence, social and political disorder and unrest. What is the remedy? What hope is there for a better day? Are the dark clouds of trouble surrounding the world the harbingers of a colossal universal disaster, or will Divine intervention save the race?

In this thrilling and comforting lecture, the speaker will produce evidence that the Kingdom of God is already in process of establishment and that there are millions of people who will never go into the tomb. This Kingdom is not a far-off, mysterious something which has nothing to do with practical human affairs, but is a literal government in the earth which will solve every problem which confronts the world and satisfy the desire of every living creature.

YOU ARE INVITED TO HEAR
A. H. MacMILLAN
 of New York City
Lyric Theatre
Wednesday, Jan. 25
 at 7:30 P. M.

Mr. MacMillan has just returned from an eight months' tour of Great Britain, France, Belgium, Germany and Scandinavia. He is a very close observer and student and has a fund of intensely interesting information concerning conditions in Europe, Canada, and the United States, which greatly strengthens his contention that the old "world" (the old order of things) has ended and that the new "world" is being ushered in.

This lecture has comforted multitudes bereaved by the world war, epidemics and attending sorrows. So great has been the demand that it has been amplified and published in book form, including 500 Scriptural proof texts. Those unable to hear the lecture may have a copy by sending 25 cents to 475 Iowa Street, Ashland.

No Collection Auspices International Bible Students Association. Organized by the late Pastor Russell. Judge Rutherford, New York City Bar, Pres. **Seats Free**