

**Ashland Tidings**  
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**THE ASHLAND PRINTING CO.**  
 OFFICIAL CITY AND COUNTY PAPER  
 TELEPHONE 39

E. J. BARRETT, Editor

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 Three months ..... 1.95  
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 One year ..... 7.50

Mail and Rural Routes  
 One month ..... \$ .65  
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 Six months ..... 3.50  
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**ADVERTISING RATES**  
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 To run every issue for one month or more, each line, each time ..... 5c  
**Classified Column**  
 One cent the word each time.  
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 Each subsequent time, per 5-point line ..... 5c  
 Card of thanks ..... \$1.00  
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**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 collector taken IS NEWS.

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



**THE LURE OF GOLD**

It is by no means a remote possibility, on the contrary, it is well up among the probabilities, that in the near future, the hills about Ashland will be swarming with adventurous prospectors in search of the gold with which it is known the hills abound. Government geological experts who are familiar with these hills have gone on record that they contain as rich veins of gold quartz as is to be found anywhere in the United States, and it only requires development to create in this immediate territory, a great mining industry.

The placer diggings, many believe, have been worked out. There are old-time miners here who will tell you that the hills have been cleaned of placer gold in the years that are gone, and there are others, equally experienced, who declare that the surface has only been tickled by the prospector's pick and that the territory is still rich in placer diggings.

All agree on one point, however, and that is, that these hills are alive with rich quartz. One of the greatest drawbacks to be met with in the development of these prospects is the depth at which the ore bodies lie. In the Ashland mine, when it was shut down, a depth of 2200 feet had been reached, and they were in one of the richest bodies of ore ever developed in the United States. The public generally supposed, when operations ceased, that its output was exhausted, and this belief was generally accepted as the cause of the suspension of all mining activities in these hills. Such, however, was not the case. At the time of closing down, the mine was in a position where it bade fair to rival the output of the Comstock. The real reason for the shut-down was the fact that there was a clash of interests. In following the rich vein which had been encountered in the Ashland mine, it was found that it trended onto an adjoining property, and the operators were threatened with injunction proceedings if they trespassed any further.

So far, the differences between the owners of these adjoining properties have never been satisfactorily adjusted,

ed, although recently there have been rumors to the effect that efforts were being made in that direction, which, if successful, would result in the resumption of mining operations. The depth of the ore bodies is one of the deterrent factors in the development of the mineral resources in this section, but it should be remembered that in the history of mining the greatest values have always been developed at the greatest depths as witness the famous Comstock, from which millions were taken out after a depth of 7000 feet had been reached.

**IN THE PUBLIC EYE**

Masters of the art of publicity, from the ten thousand dollar a year man down, are agreed on one fundamental and that is, that the greatest publicity, whether it be for the purpose of exploiting an article of merchandise, floating a stock or compelling the focus of the public eye on the resources of a community, is best obtained through the medium of the newspapers. In order to accomplish this latter, it is necessary that there be "something doing" all the time, of a character which the newspapers will deem of sufficient import to classify as news of general interest and warrant publication. This is the basic note of the instructions furnished to all correspondents of great dailies. That which may be of paramount interest to the individual, would find small welcome in the columns of the great newspapers, unless it carried with it "news" calculated to be of interest to the general public.

Thus it happens that Ashland has received more advertising in the press of the state, during the last week, through its high school basketball team winning the state league championship, than it has in a long, long time. Anything that centers the general public eye on Ashland, accomplishes the purpose of publicity. The entering wedge having been driven, the exploitation, if kept up incessantly, is bound to bear fruit in arousing curiosity, the parent of investigation, and the consequent attraction of capital seeking investment. This spells expansion for the community and expansion is what we are after—expansion that must eventually in a bigger, better and greater Ashland. "Let's go!"

**THINK DROPS**

There is no walking delegate to fix the length of hours one may work in the service of humanity.

There is more money to be made by meeting a competitor with a smile and a word of cheer than in cultivating his ill-will. Competition is constructive, not destructive, of business.

The man who believes he is delivering the goods with work that just gets by, has no surprise coming when his job bids him goodbye.

The silk stocking is said to have been invented in the sixteenth century, but, shucks, what did they know about short skirts then?

It's well enough to dream about the things you'd like to do, but you've got to get busy and do some tall hustling if you want to make the dream come true.

**BRITISH MOVIES MAY CLOSE TO AVOID TAX**

(International News Service)  
 LONDON, March 21.—English cinema exhibitors are threatening to close down in the summer unless the existing high entertainment tax imposed by the British government is abolished.

"Each day brings the film industry nearer to ruin," declared E. A. Newbould, M. P., the chief spokesman of the English film industry, at a mass meeting of exhibitors held in London.

The meeting, called to denounce the continuation of the tax, which at present raises a dollar seat to a dollar and a half, passed a unanimous resolution stating that ruin faced the industry if the impost was not abolished.

One proposal to be submitted to the government as a result of the meeting is that the tax should be removed during the summer months, failing which it is suggested that the

theaters should close down altogether, thus throwing thousands of people out of employment.

**U. S. GOVERNMENT MAKES URGENT CALL FOR AUDITORS**

The recent examination for this position failed to provide a sufficient number of eligibles, and it is necessary to hold the examination again on May 3 to fill vacancies in the position of auditor in the income tax unit, bureau of internal revenue, throughout the United States, at entrance salaries ranging from \$1800 to \$3000 a year, inclusive.

Qualified persons are urgently requested to take this examination. For further information and application blank apply to the local secretary, board of civil service examiners, at any first or second class post-office, or to the secretary, 11th United States civil service district, 303 Postoffice building, Seattle, Washington, in time to arrange for the examination of the applicant.

**ONE MAN AND THIRTY HOGS KILLED IN TRAIN WRECK**

BAKERSFIELD, Calif., March 22.—Walter Houtz, 30, was killed, and livestock and fruit valued at several thousand dollars was destroyed or lost when a north-bound Southern Pacific freight train was wrecked by collapse of a wheel at Marcel, six miles west of Tehachapi, Monday. Nine cars were piled up.

Thirty hogs of a consignment of 300 belonging to S. Swanson & Son, of Los Angeles, were killed. The remainder of the hogs were turned loose. Thirteen men riding in a box car escaped from the wreck uninjured. The wreck occurred on the Marcel siding and did not block the line through Tehachapi pass.

Clearing of the wreckage required all of yesterday. Relief crews were sent out from Mojave and Bakers-

field.

The train was piloted by Engineer Ben Wols and Fireman Harry Doverspike.

A grandfather of Houtz lives in Santa Cruz.

Two carloads of oranges and lemons were destroyed in the wreck.

**FRANKIE MURPHY MEET JOHNNY WILSON**

(International News Service)  
 DENVER, Colo., March 21.—Frankie Murphy, local welterweight, who has been boxing with great success for several months, may go out of his class and accept a match with Johnny Wilson, middleweight champion, according to announcement here by his manager, Jack Kanner. A Canadian boxing promoter is negotiating for the match between Murphy and Wilson, to be staged soon.

It would not be the first time Murphy has shown against boxers in the middleweight division. The Denver boy met Bryan Downey twice and recently defeated Battling Ortega, the Mexican brawler, in Portland, Oregon.

Whipping cream, sweet milk, cottage cheese, Young America Tillamook cheese and honey. Detrick Sells for Less. 155ft

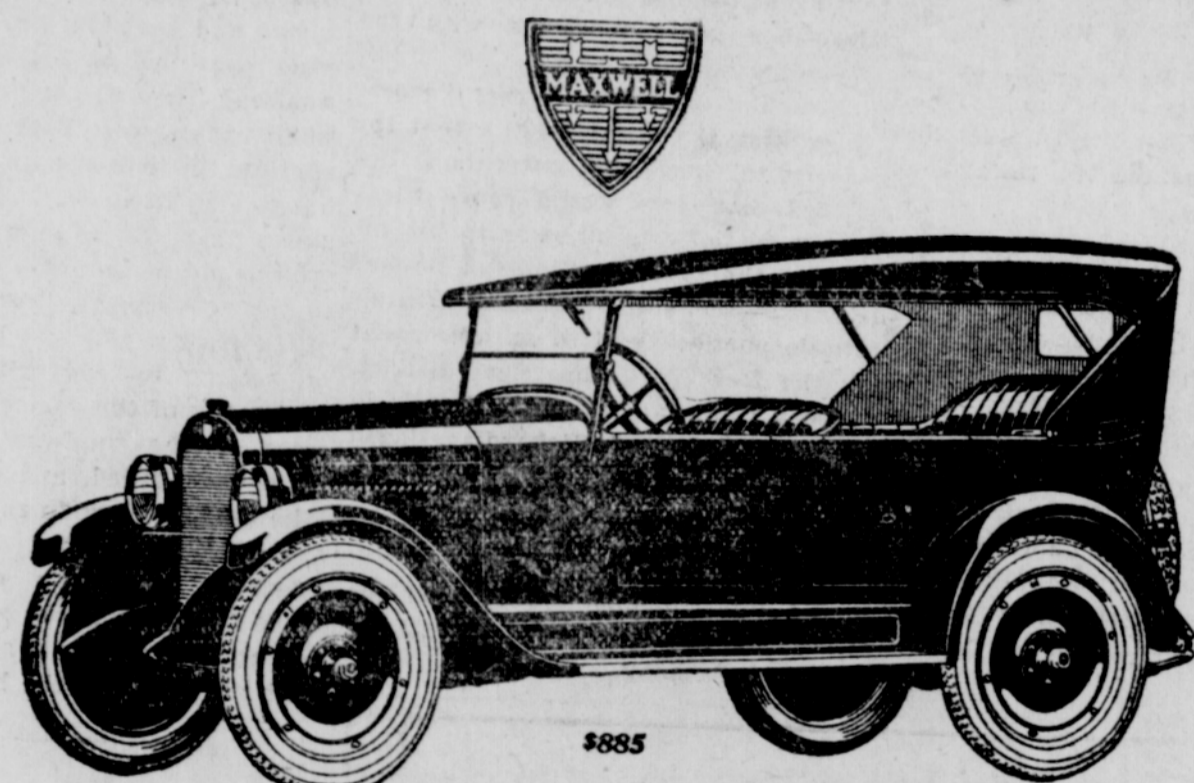
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with the right tools, etc., and it will be much easier, pleasanter and probably more successful. We have everything for the garden. Rakes, hoes, weedeaters, path edgers, garden hose, lawn mowers. If you have been working with poor tools, get some of ours and enjoy the difference. They cost no more, so why not have them?

**SIMPSON'S HARDWARE**  
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**How To Really Save On Cost of Painting**

**FIRST**, find out what good paint is, for that is where you start to save on paint. We spend more to make paint for your economy as follows:

We use only the best materials in Fuller's Specification House Paints — PIONEER WHITE LEAD, pure linseed oil, zinc and finest colors.

We super-purify the lead in a special purifier. Then we make the lead so fine that it will pass through a silk screen with 40,000 meshes to the square inch.

The "whiter" lead means clearer-toned colors. The extreme fineness means better mixing quality, greater covering capacity, more ease in spreading—a paint that's always uniform and smooth.

Such paints when applied form a beautiful elastic, tough, protective coat that stays. They are known as "Fuller's Specification House Paints."

**Where "Cheap" Paints Fail**  
 Don't Figure Paint Economy as "Cost per Gallon."  
 "Cheap" paints can't compete with good paints in economy. "Cheap" paint covers less—you buy more gallons. It is harder to spread, requires more work—so you pay more labor cost. Your "saving" in less cost per gallon is very quickly eaten up.

Cheap paint starts to crack in twelve months. Good paint remains good five or more years. It is really the cheap paint that is expensive. Don't allow surfaces to rot—it costs less to paint them.

There is no real cost in painting with the best paint. Depreciation of an unpainted building far exceeds the cost of paint.

**Free Advice on Painting**

ASK our agent for our free advice. He will show you a color card which shows 32 shades of this desirable paint.

We have a Fuller Specification Department which will tell you all about the most desirable color schemes, color harmony and those other details you want to know.

Take advantage of Fuller House Paints. Take steps to paint now. Don't let weather depreciate your investment.

**Fuller's SPECIFICATION House Paints**  
 Phoenix Pure Paint  
 Pure Prepared Paint

M'fd. by W. P. Fuller & Co.

"Pure Prepared" and "Phoenix" are Fuller's Specifications for house painting. Get either and you have the best that anyone can make—long service paints.

**WHERE TO BUY THEM:** These paints are important to you, so it's important to go to the right store to get them. Agents' names and addresses are printed in the memo coupon to the right. Cut it out and put it in your pocket.

**W. P. Fuller & Co.**  
 Dept. 22, San Francisco.  
 Pioneer Manufacturers of Paints, Varnishes, Enamels, Stains and PIONEER WHITE LEAD for 72 Years.  
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SAVE THIS  
 (Cut this out and paste it in your note book as a memo)  
 My house needs painting. Fuller's Specification House Paints are sold by the following merchants: