

Ashland Tidings

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E. J. BARRETT, Editor

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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.

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



SOLOMONITES
Develop pluck; let the other fellow trust to luck.
Idleness moves so slowly that poverty has a cinch overtaking it.
Sometimes it is better to stay put than it is to jump at conclusions.
Enthusiasm breakfasts on obstacles, lunches on objections and dines on competition.
Charlie Chaplin says that trying to be funny is the hardest job in the world. But Charlie doesn't try. He is.
Funny that the woman who never had a husband can always tell just how such an animal should be managed.
If the average editor was asked to name the most difficult problem in mathematics he would probably say, "trying to make both ends meet."
Scientists tell us that the length of time you can hold your breath is a test of vitality. Gee Whiz! Wonder what a dead man thinks of that theory?
Lloyd George started out as a peace-maker in the Genoa conference, but up to the present writing his activities have all been along the line of peace-making.
Read in the paper the other day: "Styles of hats now being worn by women are much similar to that prevailing 4000 years B. C." Wonder where they get their data?
A Seattle criminal is said to have served six months as a member of the uniformed police of that city, while the rest of the force were hunting for him. Talk about nerve! And speaking of the police, a news item tells of a New York policeman making his first arrest after having been one of "the finest" for 35 years.
Forest fires destroy your inheritance. Help prevent them.

MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe
Western Newspaper Union



THE ASHLAND OF TOMORROW

Have you ever noticed, how day in and day out, a man will come to an obstruction in the road; walk clear around; perhaps curse it; and then a stranger comes along and kicks it out of the way. It's no longer an obstruction, and the man wonders why in the name of "sam-hill" he had not done that himself long ago.
The things that are under our very noses, are generally the things that receive the least attention. As an example, how much does the average resident of this vicinity know about the assets of the community in which he lives, and of which he has tangible reminders, of one kind or another, pretty nearly every hour of the day? How many of you, for instance, have climbed to the top of Mount Ashland and looked down on the glories of the most entrancingly beautiful valley in the world? How many have taken a similar view from historical Table Rock? Have you explored the Oregon caves? Have you visited the "city of the gods"? or have you trekked over the lava beds or the "bad lands," in that wondrous country between here and Crater Lake? It's safe to say, that not one in a hundred residents of Ashland and its vicinity are familiar enough with any, or all of these wonderful assets of southern Oregon, to be able to tell an inquiring tourist-much, if anything, about them.
And yet, they are as much an integral part of the Ashland of the future, as Main street. There is probably no place on the face of the earth; not California, with all its widely exploited attractiveness; certainly nowhere else on the Pacific coast, from Vancouver to San Diego, where can be found as grippingly glorious rugged scenery as is to be found on the trails leading out of and into Ashland; and most of them within an easy day's travel, to go and come.
In order that these great assets may be utilized to the best advantage we have got to develop a community spirit that reaches out beyond the confines of the city limits and takes in the whole of southern Oregon from Grants Pass to the California line. The day is coming when the mention of Ashland will, in the mind's eye of the stranger, be synonymous with all the beauties with which nature has endowed this section. That's the boundary of community interest—southern Oregon—which, one day, and that not far distant—will be the Mecca to which tourists will turn from every part of the world. But the development of this community interest and the exploitation of these wonderful resources can never go very far, so long as we cling to the small-town methods of the past. We have got to get out of the narrow, mincing strut of yesterday, and get into the long, far-reaching, up-building stride of today. Get out of the rut! Throw the "small-town stuff" into the discard! We are not living in the past nor on the glory of the achievements of a day that is dead and gone. Let roseate memory thrive in that mellowed vista. We are in and of the present, and of the present we must make the future. Whether that future is to have the horizon as its border, or to be encompassed within the focus of a two-by-four vision, is up to us of today.
These assets, of which we have scarce been conscious, so much have they become a part of our everyday lives, have attracted outside attention to Ashland and its possibilities, not because of, but in spite of our self-imposed isolation. Big men with big capital, are here now for the purpose of seeing just what possibilities, in a financial way, there are in these undeveloped resources at our doors. They have seen, if we have not, the possibility of making Ashland the gateway to southern Oregon, the hub of and the central point of what may develop into the greatest tourist traffic in the United States. It is among the possibilities, no matter how visionary it may new seem. Remember, that it is the visionaries who have made possible the greatest realities of life.
Commercially, Ashland is, and un-

doubtedly always will be, at a disadvantage with other cities—Medford particularly. That city has a background of smaller towns on which to draw and has the unique advantage that they are towns off the line of and never likely to be reached by the railroad. Their traffic then must come through Medford assuring that city of a commercial supremacy for many a day to come. Ashland has no back-country to draw upon; neither agricultural or commercial, but it has its wonderful, health-giving lithia, sulphur and soda springs, its beautiful park, and is nestled in a cluster of mountains, in all the grandeur of ruggedness and the lure of unscathed nature. A veritable show place of the gods, where the cup of scenic beauty may be drained to the depths. It is inevitable that sooner or later, these great advantages, which today set us apart from the commercial advancement of our neighbors to the north, will in themselves be commercialized, to the extent that they will be made to serve as the magnet to draw hither a vast concourse of travelers, bent on health or recreation.

THE VALUE OF SERVICE

The doctor who answers a hurry call with the greatest speed is more valuable than a physician of equal skill who drives up to the patient's door at his own convenience. Service counts. It is worth money. Who is there who doesn't agree with this general principle? And doesn't it apply also in the buying of merchandise?

The progressive merchant in your own trading center gives service along with the goods. He has a selection of merchandise continually in stock. You don't have to wait. When you enter the store you are able to see the article itself in which you are interested. You see it with your eyes, feel it with your fingers; note its actual size, shape and color; compare it with other goods at different prices, and, if it is what you want, take it away with you.

If you have questions to ask you are given an explanation on the spot. The answer given your first question may suggest another query. It is answered within half a minute of the first interrogation. No time is lost. You benefit from the dealer's practical knowledge, from the fact that he is on the ground and ready at all times to see to it personally that the article he has sold you gives satisfaction.

The wise buyer will not forget that such matters have a dollars and cents value and should enter into the reckoning whenever a price comparison is being made.—(From the Oregon Farmer.)

JACKSON COUNTY WINNERS IN DENTAL ESSAY CONTEST

Essays written by Frances M. Abbott of Wagner Creek, Helen Simmerville of Central Point, and Emily Frazer Brown and Helen Laura Leach of the Medford schools, have been forwarded to State Superintendent Churchill's office.
The school children of Jackson county have been preparing for this contest for some weeks, and all essays were completed by April 10. Since then a committee has been at work making selection of the best one from grades five and six, and from grades seven and eight, throughout second and third class schools of the county, and also from districts of the first class.
The writers of essays are in line for the \$10 prize as winner of first place in the county, and they also have a chance for the state prize of \$25 to the winner in each class.
Pupils in first class district—Medford:
Seventh and eighth grades: First grade, Emily Frazer Brown, 8-A grade.
Fifth and sixth grades: First place, Helen Laura Leach, 6-A grade.
Pupils of seventh and eighth grades in second and third class schools of the county are ranked as follows:
First place, Frances M. Abbott,

7th grade, Wagner Creek school, district 56. Second place, Alice E. Armstrong, 8th grade, Lost Creek school, district 42. Third place, Eva L. Kerby, 7th grade, Wagner Creek school, district 56. Fifth place, Helen Scheldereiter, 7th grade, Bellevue school, district 73.
Pupils of fifth and sixth grades in schools of second and third class:
First place, Helen Simmerville, 6th grade, Central Point school, district 6. Second place, Alfred Peil, 6th

Bon Ton Cafe
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FIRST FROM AND LAST TO DEPOT
QUICK LUNCH AND SERVICE
PRICES REASONABLE

Ashland Realty Co.
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grade, Central Point school, Eagle Point route, district 89. Third place, Rose Stancliff, 6th grade, Central Point school, district 6. Fourth place, Frances E. Wilson, 6th grade, Sams Valley school, district 20. Fifth place, Lester Scott, 6th grade, Central Point school, district 6.

Iron Foundry Now Open
All Kinds of Grey Iron Work
Casting and Welding
BRASS WORK
Ashland Iron Works
Phone 236

Beautiful Ashland
Make Ashland the "City Beautiful." Plant your gardens, flowers and shrubs now. We have all tools you need; the kind that makes your work a pleasure. Call in now and supply your needs.
SIMPSON'S HARDWARE
37-39 No. Main Phone 203

Dollar Courage
Money in the bank gives the sort of courage that enables men to get on in the world.
We suggest that you open a savings account with us and begin now to build up a cash reserve.
Your account is welcome here regardless of size.
The Citizens Bank
Ashland, Oregon

THE X RAY

THE general public has little idea of the progress made in medical and surgical science during the past five or ten years. There is still a long way to go; but the advances made have placed the diagnosis and organic location of disease beyond the stage of experiment.

The science and art of X-ray diagnosis and treatment is now only 25 years old; during which time it has been developed by physicists, electric engineers, photographic chemists, and physicians.

During the first 15 years progress was slow and the knowledge gained was limited, by reason of imperfect equipment. During these 15 years the application of X-rays was restricted to the location of bullets, or the diagnosis of fractures or other diseases of bones. The interpretation of such pictures was relatively easy, and a physician with a small X-ray machine in his office was the only specialist.

The American invention of X-ray machines, such as the "interrupterless transformers" and "thermionic tubes" prepared the way for great advances. The medical use of X-rays has been, during the past ten years, expanded to the diagnosis of all diseases which produce deformity in either the bones or the organs of the body.

Today, a roentgenologist can examine the lungs, the bowels, the kidneys, and even the brain; so that diagnosis and treatment are now placed beyond the stage of guess-work, and are based upon exact knowledge.

It will be readily seen that a physician or a surgeon cannot devote time enough to the medical and surgical application of X-ray science to become proficient in it, and also in his own work. To fill this need a new specialist has arisen in this new branch of medicine, which is so intricate as to demand the entire time and study of the one engaged in it—the "roentgenologist"—the X-ray specialist. The X-ray specialist has a ground work of medical science elaborated by years of training in his special line of work.

The public is not benefited by X-ray pictures. Their health problems are concerned only with the interpretation of the results of an X-ray examination by a specialist in that work. The work of the roentgenologist forms only a part (though an important part) of the whole examination and diagnosis.

X-ray equipment may be purchased by anyone with the means to buy it; but possession of such equipment does not imply ability as a roentgen specialist, or the knowledge needed to make X-ray examinations which are of value to the patient, any more than the possession of a high-powered racing car would make a man a successful racing driver; even though he were expert in the mechanical knowledge of automobiles.

Grave danger attaches to X-ray work done by the unskilled. Inadequate machinery may be purchased, and the representation made that it is adequate and that the possessor has the skill to use it to advantage.

There are many so-called X-ray laboratories elsewhere in this region; but they cannot and should not be expected to furnish material aid to the patients.

Between Portland, Oregon, and Sacramento, California, there are only two places where competent X-ray service, furnished by an X-ray specialist skilled by years of training and with adequate equipment, can be had. These are at the Sanitarium in Ashland and at the Sacred Heart Hospital in Medford. Dr. Lincoln Kallan is the roentgenologist in both places.

Dr. Jarvis' Sanitarium
ASHLAND, OREGON