

Ashland Tidings
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 E. J. BARRETT, Editor

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ADVERTISING RATES
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 Display Advertising
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 Two times a week 25 c
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 First time, per 8-point line 10c
 Each subsequent time, per 8-point line 5c
 Card of thanks \$1.00
 Obituaries, the line 2 1/2c

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 societies 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

 ♦ If you know that a man's on the brink of a crash,
 ♦ And a word from you would hasten the smash;
 ♦ A whisper here and a whisper there,
 ♦ Fraught with injury past repair;
 ♦ It's a pretty good plan to forget it.

This is Mayday. Get a move on.

The man who tries to beat another man's game ought to qualify that he is able to "smile when everything goes dead wrong."

See where bandits got \$4400 when they held up the Tacoma Star the other day. Times do change. We can easily recall when a burglar would as soon pick out the county farm for the scene of his operations as he would a newspaper shop.

Agent Kramer of the Espee has a prospecting chicken—leastwise, he did have, for the animal is non est now—in the craw of which was found a pretty good-sized gold nugget. Nothing new in that. All present-day chickens have a penchant for gold. The sweller the chicken, the bigger the nugget.

There is but one argument in favor of tax exemption of city, county, state and federal securities: The exemption makes it easy to secure money for public work. When we remember how recklessly and wastefully this money is spent by the politicians who handle it, the argument seems to lose a deal of its force.—Hood River News.

Jack Dempsey let himself in for an avalanche of marriage proposals, when he gave that interview to French reporters and turned loose his specifications of the kind of a French girl he would marry. Here they are: "A nice girl, refined and elegant, a good housekeeper, adept

MICKIE, THE PRINTER'S DEVIL

By Charles Saghoe
 Western Newspaper Union



And Mickie Can't Answer Them

In French cooking; one who can raise good French babies."

Nothing new under the sun. Even the grafters are still working the short change game on merchants, and the methods haven't changed. Thirty years ago the same old practice prevailed. A day or two before the circus came to town, the short-change artist appeared and left in his wake sadder, but apparently no wiser merchants, for if report speaks truly, two of our local merchants fell for the game last Saturday.

ASHLAND'S FUTURE
 The current issue of the Saturday Evening Post has an article by Kenneth Roberts, entitled "Tropical Growth," which should be read by every man and woman in Ashland. It shows what can be done by pioneers in the way of developing resorts. It takes money and it takes courage to build a big hotel in the desert or in the jungle. It is only a far-seeing man that can realize the possibilities. Richmond saw the opportunities in the Imperial valley; Carl Fisher saw it in Miami, Florida, and now Richmond sees it again in Ashland. We quote a few passages from the article, but it should be read in its entirety in order to in a measure sense the possibilities in store for Ashland in the founding here of a great tourist resort.

"In 1910, Miami, Florida, had a population of 5471. In 1920 there were about 30,000 people living there. In 1922 there were 40,000. And in addition to the 40,000 regular residents there were 40,000 temporary or winter residents. That's the way things go in Florida.

"The population of Miami has increased 440 per cent in the last ten years. Therefore, the Miami people figure that it will easily increase another 440 per cent in the next ten years. They claim that the city's population in 1925 will be 100,000." And that these estimates are not born in the brains of real estate speculators is evidenced by the fact that the telephone company sent an estimator down there to figure on what switchboard equipment it might be necessary to install in the next ten years. The estimator, reported that provision would have to be made for a population of 100,000 in ten years. He was laughed at and would have lost his job with the company, if another estimator sent down there, had not reported that the equipment should be such as would take care of a population of 120,000.

HIGHWAY SIGNS
 At the council meeting tomorrow night, the mayor or the chief of police will probably ask that provision be made for large signs to reach across the highway, announcing to tourists the speed regulations within the city limits. It is an imperative necessity that such signs be erected, if the practice of making Ashland a target for adverse criticism is to be checked. The signs in use now are practically worthless. They are altogether too small and so placed that the average motorist is on top of them before they can be seen, and consequently they fail to convey the warning intended. The painted signs across the highway are jokes. They are not legible to any but pedestrians, and for any real purpose they serve, might just as well be obliterated.

And while the council has this matter under consideration, it might not be a bad idea, if it could figure out some way to replace the present traffic guardians with uniformed police officers. The sight of brass buttons would do more in a minute to check speed maniacs than all the rural sherlocks that ever tumbled off a hay wagon. The bamboo pole is all right on the banks of a stream, but it is a mighty poor substitute for a patrolman's baton.

Miami's Automatic City Directory



The first automatic city directory in the United States, shown here, has been erected by the chamber of commerce of Miami, Fla., for the benefit of the thousands of visitors. Just press a button opposite the name of the street desired, and a green light flashes at the location on the map.

mortal by reproduction on the silver screen. And that will be splendid advertising for Ashland—"we don't think."

SENATOR PATTERSON
 The Graphic, as previously stated, does not intend to take any very prominent part in politics this year, but after the meeting of last Saturday, we cannot refrain from stating our beliefs on the governor race. We listened to the speeches of the various candidates and heard their platforms and their pledges of tax reductions and were greatly pleased to note that all believed that taxes should be lower. Even Governor Olcott, under whose rule taxes have reached the highest stage ever known in the state's history, was represented by a letter, in which he thought that some reduction of taxes might be wrought.

However, to our minds, the outstanding figure in the republican gubernatorial race is Senator Patterson of Polk county. Mr. Patterson has the appearance of a governor. He has the bearing, the dignity, the poise. But better than these, he has the experience and the other qualifications needed. His speech was to the point, and yet comprehensive, and judging by the applause which punctuated his remarks, the audience was completely won over by his outspoken manner, and his directness of attack upon the issues of the campaign.

Mr. Patterson's friends, and he has numerous friends in this locality, speak very highly of him. Moreover, his opponents in the race for governor cannot find any flaws with the senator. Moreover, his views coincide thoroughly with our own. He believes that taxes should be reduced by measures of economy and proposes, if elected governor, to abolish needless commissions and agencies and enforce practical economy in government. However, he does not believe in the destruction of our state's necessary institutions, and his past record of achievement is a guarantee that he will carry out his statements.

One thing which should appeal to the people of this locality is the fact that Mr. Patterson is a dirt farmer.

Ashland Realty Co.
 HOUSES
 RANCHES
 CHEAP!
 Opposite City Hall Ashland, Oregon

address. Spell out name of state, don't abbreviate. Put your return address in the upper left hand corner of envelope (not on the back) and always look at your letter before dropping in the mail to see if it is properly addressed. The care in the use of the mails is for your benefit and speeds up the dispatch and delivery of mail matter.

If you have any complaints of poor service make them to your postmaster. He has instructions to investigate them and report to the department.

FOREST FABLES

Cornelius Carter and What He Saw in the Northwest

Cornelius Carter was wealthy. He lived on a large estate near New York City, and when he was at work engaged himself in managing a nail factory. When he was not working he was traveling.

Cornelius had been to Europe 17 times. He could talk French with the Frenchmen and Swiss with the Swiss, and he knew England like a book. The people over there liked to see him coming, because he journeyed in style, spending money every where he went, leaving a trail of prosperity behind.

But one morning Mr. Carter woke up with a new idea. He would "See America Last." He couldn't "see it first," because he had already been in Europe, but he determined to "see it anyhow." Consequently, when vacation time came around he pointed the nose of his eight cylinder touring car westward instead of sending it to the dock for shipment overseas.

Cornelius was a plunger. He always went the limit. West for him did not stop at the Mississippi. He set his compass for Puget Sound and turned on the gas. His pockets were bulging with enticing pamphlets issued by tourist associations and chambers of commerce. He reeled off the miles so fast that he was arrested every other day for exceeding the speed limit.

But when at last he reached the northwest and rambled leisurely along the Pacific highway looking for scenery, he did not see any. A careless camper had set a fire to the right of him, a lawless logger had started another at the left of him, a foolish rancher had burned up his own house and lighted a third in front of him, a heedless hunter had left a fourth behind him. He lost his bearings in the haze and lost his front wheels in a collision. He didn't even see Mount Baker.

So Cornelius didn't spend any time looking for scenery in the northwest. He didn't spend any money

there either. He went to southern California.

THIS TIME LAST YEAR

Gus Desch, Notre Dame, made a new world's record of 53 4-5 seconds for the 440-yard hurdles at the Penn relays. The French team finished fourth behind Penn, Lafayette and Princeton in the sprint medley relay.

George Dandrow, Massachusetts Tech., made a new intercollegiate record of 32 feet 3 1/2 inches for the 56-pound weight throw.

Batting leaders for the week were—National league, John, Brooklyn, .533; Tierney, Pittsburgh, .451; Maranville, Pittsburgh, .407; Rawlings, Philadelphia, .392; Kelly, New York, .383. American league—Evens, Cleveland, .545; Hellman, Detroit, .488; Gharrity, Washington, .444; Ruth, New York, .439; Stephenson, Cleveland, .429.

OLDEST TELEGRAPHER IN U. S.

OMAHA, Neb., April 27.—The Union Pacific Magazine, for April, claims John Loneragan, operator for the Postal Telegraph company at Marysville, Kansas, to be the oldest telegrapher in the United States still at work. He was agent for the St. Joseph and Grand Island railway for 25 years. Loneragan was telegraph operator for Sherman in his march from Atlanta to the sea, heard

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

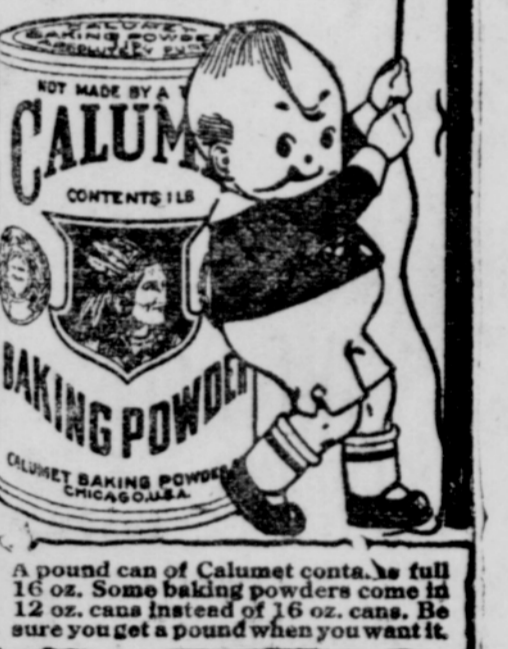
**HOMES — RANCHES
 ORCHARDS**
 Renting, Loans, Transfers
 Notary Work
BEAVER REALTY CO.
 15 First St. Phone 68

Lincoln and Douglas debate, and was at Washington to witness the grand review at the close of the civil war. His brother, Thomas, was first station agent for the Union Pacific, being located at Ogallala, Nebraska.

It pays to read the classified page.

CALUMET
 HAS RAISED A NEW STANDARD FOR BAKING POWDER
 Because it's made in the most careful and scientific manner from absolutely pure materials that remain pure in the baking and insure wholesome, healthful food.
 Because it possesses the greatest leavening power.
 Because it is not affected by time or weather—it never loses its strength and never fails.
 Because it is more economical—you save when you buy it and you save when you use it.

These are a few of the reasons why Calumet is the standard baking powder—the choice of millions—more being sold than of any other brand.



A pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. cans instead of 16 oz. cans. Be sure you get a pound when you want it.

Here's Good Advice: Relieve Your Fatigue With Sleep. Avoid Stimulants

THERE is nothing in the world so reconstructive as sound, refreshing sleep. During sleep the system rids itself of the fatigue poisons that have accumulated during the day. The food elements are taken up by the various tissues that require rebuilding nutriment.

It is important that you get plenty of health-bringing sleep. Anything that interferes with your sleep hampers and hinders you—mentally and physically.

A common cause of physical weakness and mental depression is the reaction following over-stimulation by the drug, caffeine, and

other elements found in both coffee and tea.

If you have an idea that coffee or tea drinking may be injurious to your health, why not stop it for a week or so, and drink delicious, fragrant Postum instead.

Postum is a rich, golden-brown, pure cereal beverage. It contains no harmful elements of any kind. You can drink Postum as many times a day as you or the children desire a grateful, refreshing beverage.

Your grocer sells both forms of Postum: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for fully 20 minutes.

Made by Postum Cereal Co., Inc., Battle Creek, Mich.
Postum for Health
 "There's a Reason"