

Ashland Tidings

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Display Advertising
One time a week 27 1/2c
Two times a week 25c
Every other day 20c

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Each line, each time 10c
To run every other day for one month, each line, each time 7c
To run every issue for one month or more, each line, each time 5c
Classified Column
One cent the word each time.
To run every issue for one month or more, 1/2c the word each time.

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 cents, 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.

SUMMER PLAYGROUND OF AMERICA
THE PACIFIC NORTHWEST
OREGON WASHINGTON & BRITISH COLUMBIA
BRIGHT, COOL DAYS
A RESTFUL SLEEP EVERY NIGHT.

THE RULING PASSION
By Bert Estes
He owned a handsome touring car,
To ride in it was heaven.
He ran across some broken glass—
Bill \$14.97.
He took some friends out for a ride—
'Twas good to be alive.
The carburetor threw a fit—
Bill \$20.85.
He started on a little tour,
The finest sort of fun.
He stopped too quick and stripped his gears—
Bill \$90.51.
He took his wife downtown to shop,
To save carfare was great.
He jammed into one lampost—
Bill \$268.

It's a cinch picking out dubs with biased craniums, but a tough job finding level-headed men.
If you want an apt illustration of the game of "put and take," just watch our bank account around the first of the month.
Judging from present atmospheric conditions, we are just about ready to take on occasional showers, and mayhap a little snow.
It's too bad all the candidates running for office cannot be elected. There'll be so many taking an excursion trip up Salt Creek May 20, that steorage accommodations are going to be limited.—Roseburg News-Review.
Even a police judge has a heart. Samuel E. Malcolm, 55 years old, married for 28 years, celebrated the birth of his first son by getting drunk. The magistrate held that, Volstead law or no Volstead law,

there are occasions when a man simply must celebrate, and he turned him loose with congratulations.
Funny how often you hear of a girl marrying a man to reform him, but you never hear of a man taking the same chance.
Garden seeds cost a few cents. Bringing them to maturity costs a little effort. Eating the product gives a lot of satisfaction. And yet some people never bust a clod.
Only two weeks more of primary campaigning, and then the chosen few of all the advocates of strict economy and business efficiency will be selected to issue the bonds and increase the taxes of Oregon for the next two years.—Eugene Guard.
Word comes from Paris that Jack Dempsey has been offered a purse of \$100,000 to give Carpentier another chance at the title on the game Frenchman's native heath, and Jack has accepted. That probably saves us from the affliction of another Jess Willard fiasco which Tex Rickard is said to have contemplated.
Maud Royden says she admires the American "flapper," and then proceeds to destroy them by advising young girls to take up religion as earnestly as they have business and dress. She is the first woman minister ever ordained in England, but she has a whole lot to learn about our American girls.
We've been wondering what all that monkey business of Bryan's portended. Now we know, for we have just seen an advertisement which reads: "A knock-out for Darwinism. Read William Jennings Bryan's book—'In His Image'." When it comes to getting free publicity, the great commoner is a past master.
Human nature is a funny thing. A buyer just returned from New York states that he noticed an ostrich fan on sale in one store for \$150, and identically the same kind of fan, bought from the same wholesaler at the same price was offered for sale, two blocks further down on another street for \$30. Can you beat it? The dealer would have found no sale in the first place had he offered it for less than \$150, and in the second, there would be no sale, if it had been marked more than \$30.
The Roseburg chamber of commerce is up in arms over the prospect of Diamond lake being included in the Crater Lake national park, claiming it would destroy the prospects of development of the water power of the Umpqua river, of which Diamond lake is the natural reservoir. Roseburg was backed by the Portland chamber of commerce in the attitude it took on this question, and memorialized congress to that effect. Recently, however, for some unknown reason the Portlanders experienced a change of heart and reversed themselves and went on record as being in favor of including Diamond lake in the national park system. To say that Roseburg is sore is putting it mildly, and their opinion of that Portland bunch wouldn't look well in print.
STRANGERS WITHIN OUR GATES
It is a somewhat singular fact that although there have been more than two hundred visitors to the auto camp already this season, scarcely a soul has paid them a visit; that is, to the extent of giving them greeting, and bidding them welcome to the most beautiful city on the coast. Of course, they are well treated. Superintendent Doran attends to that. He sees to it that they are provided with every comfort and convenience, and their stay made as pleasant as possible. But with his multifarious duties he has not the time to extend to them those little courtesies which it would seem should naturally be a part and parcel of a home city like Ashland. Perhaps therein lies the trouble. It is too exclusively a home city, in that it excludes a stranger from participation in its social and civic life, thereby creating a frigid atmosphere which effectually conceals and congeals the natural warmth of hospitality.
Exclusiveness almost invariably carries a penalty. In the individual it is pretty certain to bring about a loss of prestige, if not downright unpopularity, mainly for the reason that in most instances it is so closely akin to its parent, snobbishness. When that becomes the dominant attitude of a community, it is high time to think of crepe, music and flowers. Exclusiveness and progress cannot breathe the same atmosphere and thrive. To snobbishness, carried to the extent that it is, in so many communities, can be directly traced the fact that so few of them ever emerge from the "let-well-en-

ough-alone" class and are relegated to the sidelines, where they can sit tight and watch the rest of the world go by.
There are some mighty fine people among these tourists who come to the auto camp. During the past week there have been several who were looking for a location; who had come from the east with the idea of settling in this western country. Had the glad hand of hospitality been extended to them, it is among the possibilities that they might have invested in a home or ranch and settled here. As it was, they spent a couple of days, admiring the beautiful surroundings, and then, succumbing to the social chill of the atmosphere, went their way, later to be gathered into and made part of some other community where the sign of hospitality and the latch key of good fellowship were hung outside, convenient to the hand of the wayfarer.
Surely this condition of affairs offers a splendid field for the activities of the women's civic club, and the chamber of commerce.

SPRAYS FOR GARDEN TRUCK AND ROSES
Every person interested in gardens, roses and other shrubbery at this time of the year is having more or less trouble with various kinds of insects which infest practically all kinds of plants. There are two or three simple remedies which are not very expensive which everyone should have on hand if they wish to control insects which do so much damage at this time of the year. These materials can be obtained at the various stores.

For leaf-eating insects, such as grasshoppers, fleas, beetles, canker worm, cabbage worms and tomato worms, there is nothing better than calcium arsenate. This can be purchased in pound packages and should be mixed with land plaster or gypsum at the rate of one part of calcium arsenate to two parts of gypsum. This can be used as a dust spray, and can be applied through small hand dusters or can be placed in cloth sacks and dusted on the plants in this way. Calcium arsenate can also be used as a liquid spray by applying one pound to 50 gallons of water.

For sucking insects, such as aphids, get a small supply of nicodust, which contains nicotine and sulphur. Apply this in the dust form to all plants which are infested with aphids. This can also be applied with the regular duster or with a cloth sack. This is especially good for aphids on roses and other plants.
CLAUDE C. CATE,
County Pathologist.

WITHOUT STREET ADDRESS
YOUR MAIL IS DELAYED
AT OFFICE OF DELIVERY
The Dead Letter Office has been in existence ever since Ben Franklin started our postal service. Even then people addressed mail to Mr. Ezekiel Smithers, "Atlantic Coast," and expected Ben to know just where Zeke lived.
Perhaps they had Zeke's address in letters up in the garret, maybe a chest full of 'em, but then it was easier to let Ben hunt Zeke. Today people are addressing letters to John Smith, New York, N. Y., or Chicago, Ill., thinking Uncle Sam can locate him, which is just as incomplete as was Zeke's address of yore. The Postoffice Department asks you to put the number and street in the address. It helps you.

Trinidad Col.
How do you expect the Postal Clerk to know whether you mean Trinidad, California, or Trinidad, Colorado?
ALWAYS SPELL OUT THE NAME OF THE STATE IN FULL IN THE ADDRESS.

"MORE BUSINESS IN GOVERNMENT"
This apt phrase was used in President Harding's first message to Congress and applies particularly in postal management where postmasters are being impressed with the fact that they are managers of local branches of the biggest business in the world.

HERE COMES A STRANGER!
Let's make our post office look neat, Mr. Postmaster. Straighten up the rural letter box, Mr. Farmer. Tidy up some, Mr. Rural Carrier. First impressions are lasting. Maybe Mr. Stranger, taking notice of these improvements, will come back, bringing you benefits. Start these with "POSTAL IMPROVEMENT WEEK" May 1-6.

Politeness Wasted.
Cactus Joe says the only effect politeness has on a regular roughneck is to make him think he's got you buffaloed.



Scene from "Pay Day," the new Charlie Chaplin production to be shown at the Vining Theater tomorrow.

OLD TIMER AS POSTMASTER AT JACKSONVILLE
John F. Miller is again postmaster at Jacksonville, having received a telegram from Washington to take charge of the office as acting postmaster until the appointment is made.

This sudden change was brought about by a wire message sent to Washington the week before by Louis Ulrich, asking that his resignation as postmaster be accepted at once, and stating that his assistant G. R. Chapman, who had charge of the office since January, had concluded to quit on May 1 to accept another position. The resignation was promptly accepted.

The civil service examinations of applicants for this position was held at Medford April 8, and for several days the appointment of a postmaster had been expected. Since Mr. Miller was one of the half dozen applicants, his friends are inclined to think that this order for him to take charge of the office means that he will eventually receive the appointment.

Mr. Miller is an old hand at the business, having held the position of postmaster at Jacksonville for almost 16 years—up to eight years ago last July when Louis Ulrich



FOR BETTER BAKINGS
Use Calumet Baking Powder. That's true of everything you make—one trial will convince you. Doughnuts, pies, cakes, biscuits, muffins, come from the oven light, tasty, sweet and wholesome because CALUMET BAKING POWDER never varies in its leavening strength—never fails to produce pure, appetizing, nourishing foods, and all this at an economical cost.
Millions of women, hotels, railroads, Domestic Science Teachers, have been relying on it for over 30 years. Made in the world's largest factories.
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.

body and mind may find a simple and inexpensive outing.
During the past few years, \$262,300 has been spent for the construction of roads, \$28,300 for telephone lines, and \$23,500 for trails on the Crater forest. This does not include the several hundred thousand dollars spent in the construction of the Crater Lake highway and funds expended for maintenance. At present, there is under construction what is known as the Skyline road. This road will ultimately extend from Crater Lake to Mount Hood, following the summit of the Cascade mountains, and will be the wonder road of America.
Much has been done in the improvement of camp grounds and further conveniences will be provided from year to year. For those desiring summer homes (numerous lots have been surveyed and set aside for this purpose. Extensive telephone systems, maintained for the forest's protection, are at the public's disposal in cases of emergency. Tourists' registers are maintained at the various camp grounds, in which you may write your name and destination, thus making it possible for the forest officers to reach you with mail or special messages in case you desire such services.
Destruction of the forest cover

TRUCKEE IS SWEET BY A DISASTROUS FIRE
TRUCKEE, Calif., May 8.—Fire, which threatened to wipe out the main business block of Truckee, started Friday night in the upper story of an accessory store owned and operated by Dave Cabona.
The blaze is said to have been caused by the short circuiting of a power wire, spread along the top stories of the buildings on Main street to the Masonic hall, a brick structure which checked its spread. The flames had a considerable start in the interiors of several of the buildings before they were discovered. The loss is estimated at from \$15,000 to \$20,000.

THE CRATER NATIONAL FOREST A NATION'S PLAYGROUND
The Crater national forest embraces some of the most beautiful and rugged scenery of the entire United States. Within its boundaries the hunter, the fisherman and those seeking renewed vigor of

Full information about the routes of travel, fishing, hunting, camp grounds, summer homes and other matters of interest regarding the use of the forest and its administration can be obtained from the forest supervisor, Medford; forest ranger, Star Ranger station, Jacksonville post office; forest ranger, Trail; forest ranger, Butte Falls; forest ranger, Fort Klamath; forest ranger, Big Elk ranger station, Lake Creek post office.

Wednesday the Last Day for Options
Have Your Options Ready to File
The only locations that will be considered will be those upon which legal options are filed. The buyer will have no authority to go outside of the options filed for ground for the hotel project.
Make your lowest net cash price.
There will be no commissions to pay.
Blank options may be had at the Tidings office. Get in your option if you wish to sell your place.
BERT R. GREER

would mean irreparable loss to the entire state. When you go into the woods you are urgently requested to be careful with fires and also to observe simple precautions as to camp sanitation, so that your camp grounds may be left attractive to other visitors.
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Bon Ton Cafe
FOURTH STREET
FIRST FROM AND LAST TO DEPOT
QUICK LUNCH AND SERVICE
PRICES REASONABLE

111 one-eleven cigarettes
Three Friendly Gentlemen
TURKISH VIRGINIA BURLEY
10¢ for FIFTEEN
In a new package that fits the pocket—
At a price that fits the pocket-book—
The same unmatched blend of TURKISH VIRGINIA and BURLEY Tobaccos
Guaranteed by The American Tobacco Co.
* III METHUEN