

Ashland Tidings
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OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 39
E. J. BARRETT, Editor

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ADVERTISING RATES
Display Advertising
Single insertion, each inch 30c
YEARLY CONTRACTS
Display Advertising

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

Local Readers
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.

Legal Rate
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 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

THE GAME

- Life is just a game of play:
Play it!
- When you have a thing to say:
Say it!
- Do not stammer "if" or "but";
Courage takes the shortest cut.
- When your task is hard to do,
Grit your teeth and see it through!

The road leading from Medford to the county seat is in splendid condition—for an Irish jaunting car.

A replica of the "Daily Irish Casualties" may be looked for in Jackson county if the war now under way in connection with the recall of Sheriff Terrill is carried to a natural finality.

An excellent recipe for cultivating a good memory would be to cut down the habit so many people have of lying, and then working memory overtime trying to recall just what they told neighbor so-and-so.

In metropolitan centers it used to be, and it may be yet, the custom to camouflage the licensing of resorts in red light districts, by haling the proprietors into court about once a month and assessing a fine. It begins to look as if the rural districts were adopting the same methods in handling the liquor question, judging from the fact that the same set of moonshiners appear with surprising regularity in the court, are assessed, pay their fines and go on about their business.

Without any desire to comment on the methods employed in checking up the names signed to the petition for the recall of Sheriff Terrill, the fact that there is even room for the claim that 656 names out of 1740 were residents of Jackson county who had failed to register, furnishes a severe commentary on the value a large part of the American people place on their elective franchise. It seems almost impossible to conceive that one-third of the citizens, who complained of the manner in which a public officer had performed his duty, were themselves recalcitrant to their manifest duty as citizens, to the extent that they declined the privilege of having a voice in the selection of officers chosen at the ballot box to administer the law.

Estimated Umpqua valley will produce 15,000,000 pounds prunes this year.

HOME CRITICISM
(Medford Mail Tribune)

A local dame goes out of town in recommending that Ashland be boycotted for having permitted the Ku Klux to appear in the parade on the Fourth. Without entering into a discussion of the merits of the aims and objects of that order, lots of people unite in saying that it afforded one of the most unique and impressive features of the parade and there was a raft of the Klan who participated on a quiet and peaceful basis. It is doubtful if there was either a bowie knife or sawed-off shotgun concealed by any Klansman in the ranks. On the other hand, just imagine what a hardship the proposed boycott would inflict. Ashland would have to trade at Talent, and Medford go clear to Phoenix to shop.

MOONSHINE AND EASY MONEY

Russell Hecker must hang. It took less than an hour for a Clackamas county mixed jury to arrive at a verdict of first degree murder Saturday. Those who followed closely will agree with the jurors. Russell's defense of self-defense did not hold. It was a bungled, coarse defense. There are morals by the acre in this tragedy if your young lads would only read and heed them. Bowker and Hecker wanted the white light life, to hit only the high places. The profits of moonshining looked easier than work. Just what happened on this fatal trip after booze is anybody's guess, but the result was that Bowker was shot to death, and young Hecker will hang. When a deputy sheriff of Lane county looked at the dead bodies of a sheriff, preacher and farmer, the results of moonshine, he truthfully said, "There is a curse on every man who has anything to do with moonshine."—Produce Call.

"SITTING PRETTY"
(Klamath Falls Herald)

Klamath is shaking off its lethargy and every day is brighter than the day before. We're over the hump and on the down grade, with the direction of our destiny largely in our own hands. Wherever newspapers are printed, at least in the territory served by the two large western rail systems, the Southern and Union Pacifics, men and women are informed of the promised renewal of work on the Modoc, Northern and Natron cut-off just as soon as the ownership of the Central Pacific is settled, and the consequent development of a new empire in southern Oregon, centering in Klamath land. This railway publicity is focusing attention upon us. The old days, when construction of the Klamath Falls-Kirk line was building, bid fair to come back. The population that was lost when this construction was abandoned, may be regained. We are, to use an expressive phrase, "sitting pretty," and in more ways than one. Northern California has launched a big development movement that is bound to get results—and from the way it starts it looks like a result getter—to overflow into Klamath county.

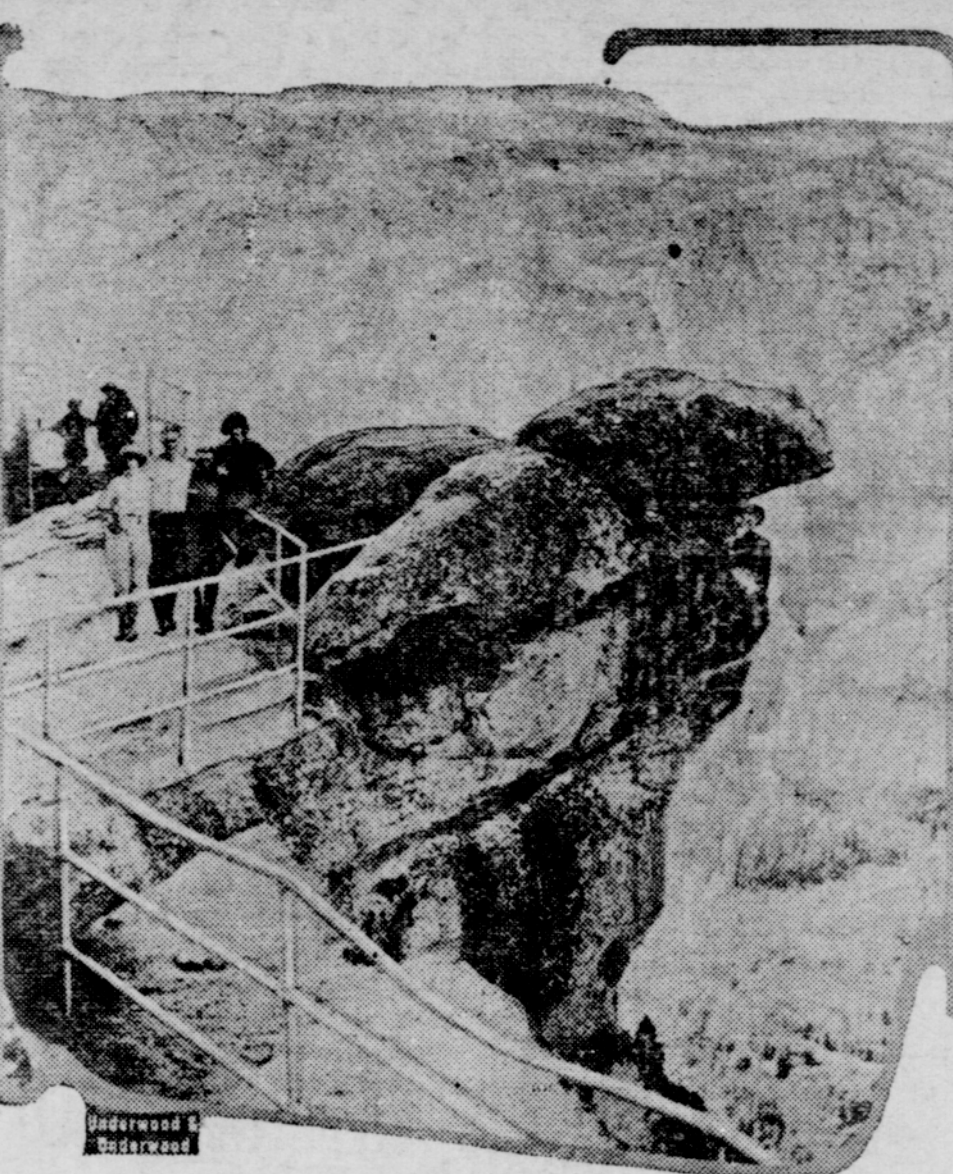
THE PEOPLE'S FORUM

Editor of the Tidings:
The fight for or against Sheriff Terrill is only a "wet" and "dry" issue. Why should good respectable citizens be deceived? Where do they stand at this time? Why need we have any extra expense in a prohibition state and nation? Sheriff Terrill knows he has worked with the liquor interests and violated his oath of office. Why dim the issue between right and wrong? The sheriff's attitude is known too well at this time, and the people will not be deceived by misleading documents being sent everywhere by Chauncey Florey's office. If I held that office, I would refuse to send out such a document to the intelligent people of this county. Where do you stand, Mr. Voter, will you support the constitution of this great country, or will you belong to the class that wishes to tear it to pieces? Is Chauncey Florey dictating the affairs of the county for all the people or just for Sheriff Terrill and his kind? "Truth crushed to earth will rise again."
STELLA J. LEAVITT.

HIGHWAY COMPLETED FROM REDDING TO RED BLUFF

RED BLUFF, July 11.—The work has been completed of paving the state highway from Redding to Red Bluff, and it will be accepted in about ten days from the contractors, who have been engaged on this piece of road since the spring of 1921. The new highway greatly expedites travel between the Shasta and Tehama county seats.

Famous Yosemite Park Rock Fenced



Here is the first photograph of the new fence erected by the United States government in Yosemite National Park, to keep people off the famous overhanging rock at Glacier Point. The rock sticks out into space over Yosemite valley with a sheer drop of 3254 feet. It has been a favorite spot for daredevils to do stunts, such as standing on one hand or hanging over the edge with a rope.

GUESTS DANCE TO RADIO MUSIC FROM CALIFORNIA

Last evening at the testing of the aerial and radio set erected by Elmer Morrison at his home on Ashland street, several selections of dance music broadcast by the Kennedy company from Los Altos, Calif., and the station at Great Falls, Mont. were danced to by members of the party, the music being perfect and loud enough for dancing.

A four hour concert was enjoyed, the following stations being heard clearly: Colin B. Kennedy, Los Altos, Calif., beginning at 7:30 p. m., and then Seattle, Portland, Denver and Great Falls being heard.

A conversation was picked up from the station at Avalon, Catalina Island, and a market report broadcast from San Francisco, several other stations being heard, but too faintly to get their call letters or name of sender.

WINS OIL FORTUNE AS RESULT OF CRAP GAME

MOUNT HOLLY, N. J., July 11.—Thirty-three thousand dollars as the first installment and many, many more thousands of dollars to come as the proceeds of a crap game played in an army camp about five years ago.

That is the way fortune has smiled upon Gustave Reising, a sergeant in the quartermaster corps at Camp Dix, as the result of his ownership of some oil producing land in Oklahoma—land that he won when the title to it was put up in lieu of cash after a buddy with whom he was rolling dice, went "broke." Sergeant Reising, who is a veteran of 30 years' service in the army, took the land "for what it was worth," and it has turned out to be a big oil producer.

MISSIONARY LADIES HEAR GOOD PROGRAM

The Missionary ladies of the Christian church met at the James Putnam home on Holly street Friday afternoon, when a very good program was rendered, and splendid refreshments served.

Mrs. Lurette Hedrick led the session, the subject under discussion being "Japan." The ladies were favored with a duet by Della and Melba Putnam, "Little Feet Be Careful." Another duet, "Holy Spirit, Dwell in Me," was sung by Mesdames Grace Putnam and Nella Rice. These selections were very nicely rendered and much appreciated by those attending the meeting.

MAKE TRIP TO LAKE OF THE WOODS OVER SUNDAY

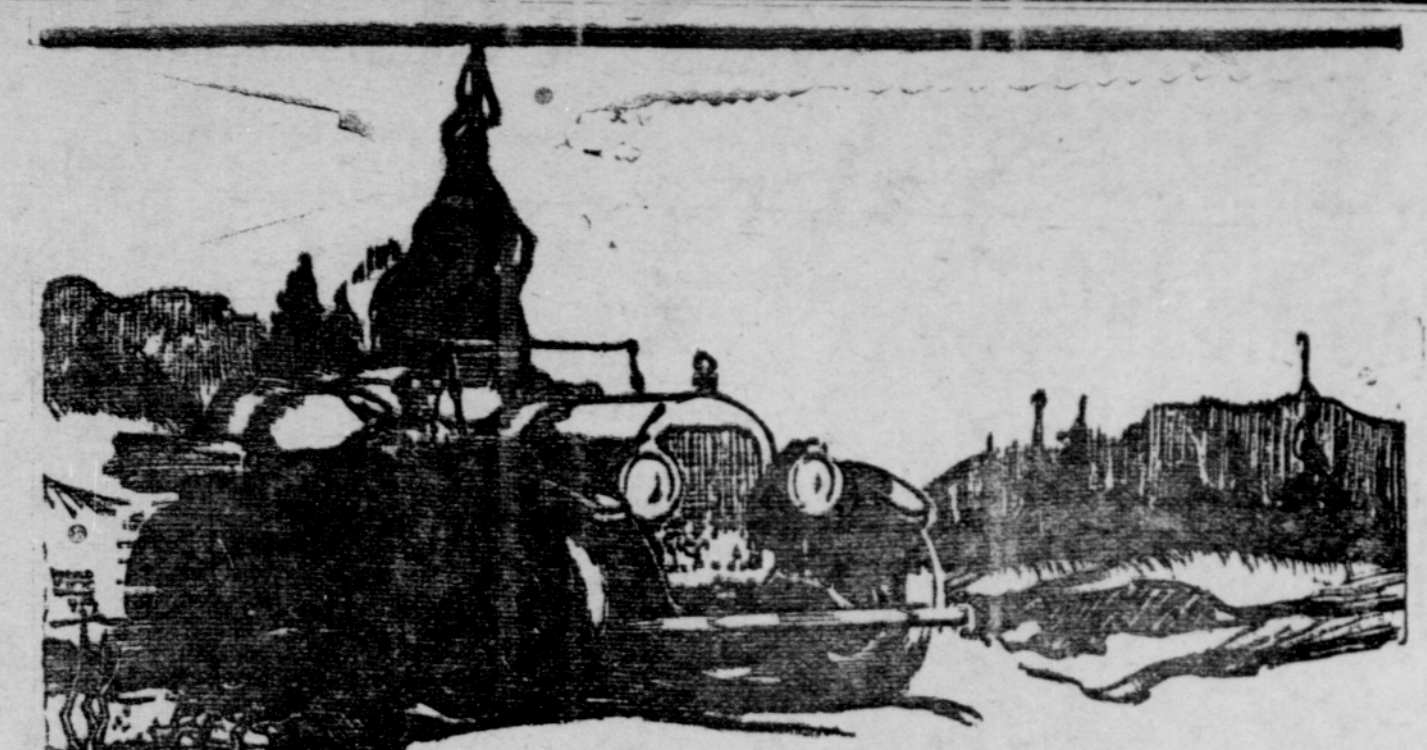
Jack Peebler and family motored out to Lake of the Woods Sunday, leaving Ashland at 4:30 o'clock in the morning, made a stop for breakfast, and arrived at the lake at 9 o'clock.

Mr. Peebler says the roads are in good condition and that the trip is an ideal outing for a day. There was quite a little boating and fishing being done on the lake Sunday. The party had the pleasure of seeing the state fish commissioner deposit 100,000 silverside salmon in the lake during the day. The young salmon

were about an inch long and when they were released, it seemed that the water was alive with fish.

Do Your Feet Get Tired?
Rexall
FOOT POWDER
PREVENTS TIRED FEET
Makes them cool and comfortable. Reduces perspiration and stops shoes from worrying you. Rexall Foot Powder is easy to use because it is in a sprinkler top can.

McNair Bros.
The Rexall Store



"RED CROWN" used exclusively in ANNUAL ECONOMY RUNS

The Los Angeles-Yosemite (Camp Curry) Economy Run is probably the most famous event of its kind in the motor world. Every year about the middle of May, while the snow still lies deep in the mountain passes, from 15 to 20 cars start the strenuous 360-mile run across the interior valleys and up the difficult mountain roads into the Yosemite Valley. Every car is carefully groomed for victory, and driven by an expert.

And in all the six runs so far held, all cars entered have used Red Crown gasoline exclusively.

This year the car making the run on the lowest consumption of fuel, a Chevrolet driven by Dominick Basso, made the entire trip of 360 miles on 12 gallons of "Red Crown" (an average of 30 miles to the gallon), and a pint of Zerolene.

The average gasoline consumption for all cars participating was phenomenally low. This furnishes striking evidence of the continued success of this company in manufacturing a motor-car fuel of the highest grade, justifying for six successive years the unanimous choice of automotive engineers eager to establish the best possible records for their cars. This year, 18 of the 20 cars entered made the entire distance on less than 20 gallons of "Red Crown," although owing to recent rains the roads were unusually difficult.

Red Crown gasoline is the most economical motor fuel on the market today, because it contains the maximum number of heat units that can be rapidly and uniformly vaporized in the modern carburetor and go into complete combustion in the cylinders, producing the maximum power the engine was designed to develop.

Fill at the Red Crown sign—at Service Stations, garages and other dealers.

STANDARD OIL COMPANY (California)
*Class 1-E for cars costing under \$800



A Business Motive Power

The time must come when all businesses will consider the advisability of advertising in the same spirit that a manufacturer ponders over the advisability of adopting a new machine. One does not install a piece of labor-saving mechanism because it suits his fancy; but because the efficiency of the business requires it. He expects the new machine to reduce his cost to operate—perhaps to make a better product—and thus aid him in meeting competition and making larger profits.

On the other hand, the man who looks to advertising to checkmate all weaknesses and shortcomings of his business and to carry it along to victory despite these, has a childlike faith in the miraculous. Advertising will not make his product or his service any better than they are; but it will bring him the full benefits of their merits. It will not eliminate wastefulness in his factory or his store; but it will reduce his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods, and often point the way for improving them.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient, simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.

Advertising is the most inexpensive motive power that the manufacturer or merchant can buy today. It is a form of stimulus that brings excellent returns on the investment.