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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

Miners may quit digging, but not the public. The "long-suffering" must dig and dig deep.

The "unwritten law" sometimes gets a man out of trouble, but unwritten letters are best calculated to keep him out of it.

As we understand it, Mrs. Malory had no unpleasant words with Milo, Langlen after the latter's tennis victory at Wimbledon. She only told Suzanne what she thought of her.

General Sherman had such very decided ideas regarding war that it is not unlikely if he were alive during these days of strikes, he might still further enrich the American vocabulary.

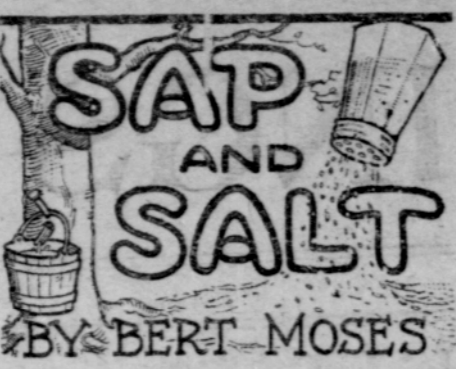
A news item says that a congressman has bought an airplane so as to keep in touch with his constituents at all times. How close he will "touch" on mileage allowance remains to be seen.

Poor old borken-down Ty Cobb. Here he has been around the American League circuit for 17 years, and he hasn't learned to hit much beyond .400 yet. Ty might as well give up. He ought to know that if he can't hit .500 in 17 years there isn't much hope for him.

Washington is sending out ominous warnings these days. First, we are told that coal is to be rationed this winter on a war-time basis, thereby necessitating the use of safes instead of bins, and now just to spoil our vacation, comes the gladdening news that the cost of living has increased five per cent in two months. Always some ding-batted thing or another to take the joy out of life.

In two months, according to government reports, wholesale prices of all commodities have increased five per cent. These figures have been given out by the United States labor board. The scale of wages fixed by the board, having been based on the cost of living, it is fair to presume that an increase of five per cent in the cost of living would necessitate an upward revision of the wage scale. Maybe therein is to be found the milk in the strike cocoanut.

Henry George has reached out an arm from his crypt in Greenwood cemetery and again his single tax theories go before the people of Oregon on the ballot in November. The theories which he expounded in



Fast women are said to be slow pay.

When you "put up" at a hotel you do it two ways.

The only disgrace in defeat is failure to try again.

The cost of living depends a good deal on the control you have over your 'appetite.

The most unproductive thing in the world is litigation.

Those who require the least of bossing, get the biggest salaries.

HEZ HECK SAYS:
"Marriage puts an end to a lot of 'practicin' on the planner."

"Progress and Poverty" were beautiful, but impracticable—then and now. Taxing unimproved land for all governmental expenditures, sounds all right—reads all right—on paper, but it has been tried out in Canada and elsewhere, and the results have been disastrous.

It is true, non-resident foreign owners of land had their holdings reduced, mainly by confiscation for unpaid taxes, but the result of forcing improvement on unimproved lands did not materialize, for the simple reason that improvements of realty follow the inexorable law of supply and demand.

ACTION IN COAL STRIKE
(Grants Pass Courier)

It is unfortunate that efforts to settle the coal strike were not started when the strike itself was started—or indeed before that. Operators and miners have been stubborn, and until lately the public has been apathetic, and the government, rightly or wrongly, has left itself justified in intervening only as a last resort. Now it is evident to everyone that there must be action.

In the three idle months that have elapsed, there might have been worked out not only a settlement of the industries immediately involved, but a rational plan for putting the loose-end coal industry on a permanently sound basis, if the parties concerned had gone about the matter with open mind and constructive purpose. Now it is hardly possible that but a temporary arrangement can be patched up for the present year. The imperative thing is to get the mines open again and the men back at work and the coal hauled and stored for next winter.

It will be an achievement worth while to accomplish that. But having done that much, surely the occasion cannot be allowed to pass without undertaking the fundamental task of putting the coal industry on a basis that will avoid such deadlocks in the future, making disputes more readily adjustable and eliminating the haphazard methods that make coal mining a disgrace to an efficient industrial country.

URGES USE OF MOTION PICTURES IN SCHOOLS

UNIVERSITY OF OREGON, Eugene, July 20.—More general use of the motion picture in the schools as a means of instruction in current events, geography, astronomy and other subjects, was urged by Earl Kilpatrick, director of the extension division, in an address before an audience largely made up of teachers, in the summer session here.

Slowness of development in the education use of motion pictures was attributed by the speaker to the failure of the commercial producer of the pictures to become interested and to the failure of educators to grasp the educational opportunity.

Fields in which the film can be of the greatest assistance in education, as outlined by Mr. Kilpatrick, are the tracing of movements that are too fast for the human eye; the checking up and recording of movements that are too slow, such as the growth of plants; the presentation of things that are too small, in which the camera co-operates with the microscope, and the projection of objects seen with the x-rays, a valuable aid to the study of such bodily processes as digestion and circulation.

St. Helens—Water board will install chlorination plant to guard against impure water.

FRUIT CROP HERE GOOD; GRAIN IS ABOVE AVERAGE

The south end of the Rogue River valley this year is due for a bumper fruit crop, although it will be short of some years in the past. However, it is thought the fruit will size up to better advantage and bring the producers practically as much money as a heavier crop.

The cherry crop is practically all harvested, only a few Lamberts and Royal Annes being left on the trees. First reports on the cherries indicated that the crop would be almost cut in two, but according to the Ashland Fruit association, which handled almost the entire crop, there was almost an average with past years, and the prices compared very favorably with other years.

The demand for red raspberries exceeded the number of crates received by a considerable quantity, and the price of \$2 per crate held up during the season. The association handled all that were shipped from here, amounting to about 500 crates.

The loganberry crop amounted to some 150 crates and brought \$2 per crate. Loganberries do not do as well here as blackberries, and many growers have changed to the latter, thereby making the loganberry crop rather short, and the price good.

Calls for loganberries indicate that at least double the quantity marketed could have been handled. Mammoth blackberries are selling freely at \$2 per crate, and it is not foreseen that a sufficient supply will materialize to lower the price during the season.

Early blackberries are selling at present at \$1.75 per crate, but very few have been brought in to date, and as this is the big berry crop of this section, the price is expected to drop at any time.

MOONSHINE AND STILL SEIZED AT McCLLOUD

McCLOUD, Calif., July 20.—Thirty gallons of moonshine liquor, a complete stilling plant, seven barrels of mash and 17 sacks of sugar were seized in a raid here yesterday by Sheriff A. S. Calkins.

No arrest was made, the operator apparently having received word in advance of the impending raid.

Bartlett's, Josco, Comice, and Howells, which are the other varieties grown here in commercial quantities are expected to bear an average crop. Prices offered for Bartlett's range from \$65 to \$80 per ton for first, while seconds will range about \$50 per ton.

Newtown apples form about 75 per cent of the apple crop in this vicinity, and the trees are not bearing over about 60 per cent of a full crop. But with the extra sizes assured by the small crop, it is forecast that returns will almost equal the average year. Other apples will bear about the usual crop, and in some cases exceed last year's, which was considered exceptionally good.

While very little grain is raised in this vicinity, reports indicate the crop this year will be equal to, if not above the average. Wheat will make around 20 bushels to the acre with some fields running as high as 30 bushels, while barley and rye will average from 30 to 40 bushels. On the average, the crop is better than last year.

A large acreage of alfalfa is to be found throughout this end of the valley. The first crop on unirrigated land averaged about two to three tons per acre, while that on irrigated land runs around four tons or better. On irrigated acreage there will be a good second cutting, but on other land the crop will hardly pay for cutting, and many ranchers expect to use it for pasture.

There is a small crop of corn that will be used for silage. Like the hay crop, it will be good where under irrigation, but very poor on the dry cultivation ranches.

STATE COMMANDER GODELL VISITS MEDFORD LEGION

Lane Goodell, state commander of the American Legion, was a visitor at the meeting of the Medford post Tuesday evening. Mr. Goodell expressed himself as being pleased with the fine quarters that the Medford organization are quartered in, and was gratified at the prosperous condition he found there.

Plans were completed at the meeting for the delegates and alternates to attend the state convention at The Dalles the latter part of the month.

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Will Screen Most Popular Novels



Hugo Ballin, famous motion picture producer and director, and creator of artistic versions of such popular novels as "East Lynne" and "Jane Eyre," has announced that he will screen the most popular novel, story or play (not heretofore filmed or now controlled by another producer) that receives the largest number of votes from lovers of motion pictures. Mabel Ballin will be the star.

This is not a contest in the accepted sense of the word. The balloting will be very simple. Newspapers in every city and community will be asked to participate, giving the very simple details.

Hugo Ballin resides at No. 662, Lexington avenue, New York City.

A letter addressed to Mr. Ballin, in which the writer specifies the name of the novel, play or story, which the writer most desires to see in pictures, will be considered as one vote.

If there is a close vote between the stories in first, second and third place, Mr. Ballin is prepared to go on and produce No. 2 and No. 3 in the list, if conditions permit. All letters must reach Mr. Ballin before midnight of Aug. 15, 1922. Announcement of the producer-director's decision will be made as soon after this date as possible.

It is understood, of course, that Mr. Ballin wishes to discover the most popular novel, play or short story, which has not been done in pictures, and the screen rights of which have not been disposed of to another producer. The public will bear in mind that some famous novels are not adaptable to screen use.

Mr. Ballin won fame as a director with Goldwyn, and in less than two years as an independent producer, and director he has won an enviable position in the sphere of motion pictures. Mabel Ballin is one of the most beautiful and talented actresses on the stage or screen, and, as a

combination, the Ballins have won the affection of millions of followers.

They have made "Pagan Love," "East Lynne," "Journey's End," "Jane Eyre" and "Married People," all of whom have found favor with the most exacting photoplayers as exceptional contributions to the screen.

CHANGES OF RESIDENCE IN THE LAST FEW DAYS

J. R. Radcliffe has moved into the property at 854 A street.

W. H. Wixon, a railroad man who formerly lived here, but has been away for some time past, has moved back to Ashland and is now located at 655 Beech street.

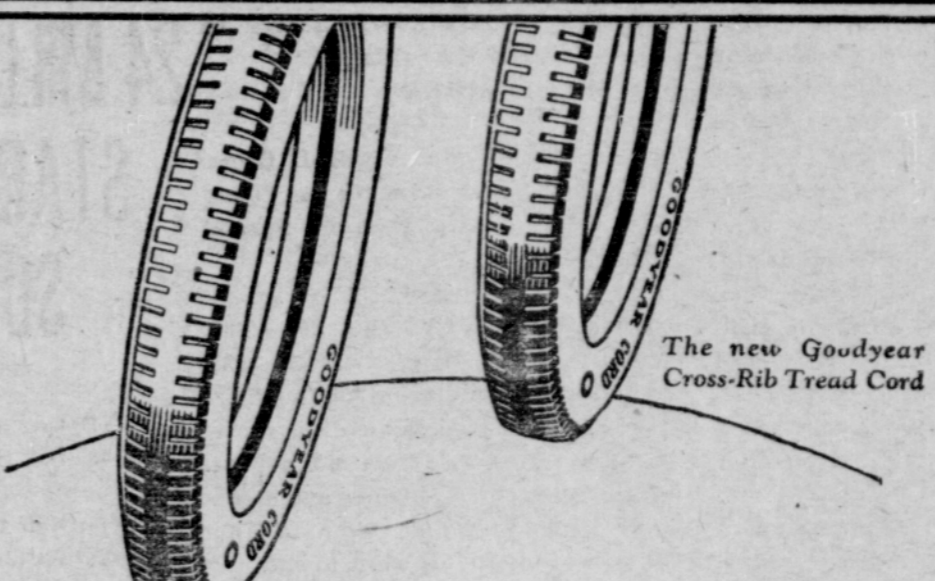
Mrs. F. C. Price has moved her place of residence from the Hotel Oregon to 171 Granite street.

E. L. Mitchell has moved from 118 High street to 349 B street.

C. H. Northrup has moved from 114 Mechanic street to one of the new houses built by Ed Butler on the same street.

COLLIER'S WEEKLY HAS COMMENT OF RECORD

Collier's Weekly, in the issue of July 22, comments on the record-breaking time in which Tom Darrow, superintendent of construction of the Southern Pacific, installed the new 100-foot electric turntable at Ashland, the actual work of installation having required only 10 hours and 12 minutes. The publication says it would like to hear from anyone bettering that record.



The new Goodyear Cross-Rib Tread Cord

A New Tread—a Lower Price Reliable Goodyear Quality

Here is a new Goodyear Cord Tire—a big, sturdy, long-wearing tire—that sells at a price lower than you are asked to pay for many "long discount" tires of unknown value.

It has a different tread from the famous Goodyear All-Weather Tread Cord—a new tread with a deep, clean-cut, cog-like pattern—and it sells for from 20 to 25% less.

It has in it the same high-grade long-staple cotton, the same Goodyear patented group-ply construction, the same liberally oversized dimensions.

When you buy the 4 1/2-inch size, for example, you get a tire whose actual measurement is nearly 5 inches.

Don't confuse this Goodyear Cross-Rib Tread Cord with other popular-price cords which sell at the same price or for slightly more.

In many cases, these other cords are made of inferior materials, with short-staple cotton as a foundation. Get the tire that is good enough to carry the Goodyear name, that is built to safeguard the world-wide Goodyear reputation.

All of the Goodyear Service Station Dealers listed here have the Goodyear Cross-Rib Tread Cord, as well as the famous All-Weather Tread Cord, ready for you now.

Compare these prices with NET prices you are asked to pay for "long discount" tires

30 x 3 1/2 Clincher.....\$13.50	32 x 4 Straight Side...\$25.45	33 x 4 1/2 Straight Side...\$32.15
30 x 3 1/2 Straight Side...15.85	33 x 4 Straight Side...26.80	34 x 4 1/2 Straight Side...32.95
32 x 3 1/2 Straight Side...19.75	34 x 4 Straight Side...27.35	33 x 5 Straight Side...39.10
31 x 4 Straight Side...23.50	32 x 4 1/2 Straight Side...31.45	35 x 5 Straight Side...41.05

These prices include manufacturer's excise tax

Goodyear Cross-Rib Tread Cord Tires are also made in 6, 7 and 8 inch sizes for trucks

GOODYEAR

Don't Buy Tires until You See these Goodyears Handled by

Ashland Vulcanizing Works

Largest Exclusive Tire Establishment in Ashland

We Have Handled Goodyear Tires for the Past Five Years. We now carry no other Tires and Tubes Reason—Best of Satisfaction to our Customers

HARRISON BROTHERS Ford and Fordson Dealers

keep friction where it belongs

Friction consumes power and develops heat and wear.

Sometimes friction is utilized. In the automobile the friction of the clutch transmits the power of the engine to the rear or driving wheels, the friction of the tires and the road surface propels the machine, and the friction of the brakes stops the car. Friction should be confined to the parts named (the clutch, the tires and the brakes), if possible.

Lubricating oil used in the automobile to prevent friction between all moving parts in direct contact has friction within itself. This friction has to be overcome by and uses up engine power. The heavier the oil the more its internal friction, the less power it leaves for useful work.

Increasing Power, Speed and Gasoline Mileage

It may be proved that as much as 20% of the power at the driving wheels may be lost through the use of an incorrect oil.

The ideal oil is the thinnest oil which will keep the bearing surfaces separated and at the same time offer in itself the least frictional resistance to the engine power going to the driving wheels.

In addition, this oil must have stability to resist engine heat, and it must be pure.

Zerolene meets the conditions perfectly. Made from selected crudes by our own patented high-vacuum process, it has great "oiliness," which causes it to cling to bearing surfaces while offering in itself a minimum of frictional resistance to the engine power; it has great stability to resist engine heat, and it is pure.

Zerolene reduces friction, and permits the development of the maximum power, speed and gasoline mileage of the car.



more power & speed ~ less friction and wear ~ thru Correct Lubrication