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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

Sheriff Terrill says that in its attack on him, the K. K. K. is trying to hide behind the skirts of the W. C. T. U. Can't be done, sheriff. Fashion decrees prevent that.

The swish of a skirt has always been music to a man's ear. That accounts for the far-away look in the average man's eyes when he contemplates present-day creations.

If you will dig up that poem of Byron's, in which he pays tribute to "a glimpse of lace," it will be easier to understand why the species male raves against short skirts.

Recent statistics gathered by the "wets" show that it is more difficult to secure cheer leaders in the colleges than it was before the passage of the Volstead act. The "drys" give that a hoarse laugh.

A great many men have gone into the stock market, and coming out with hardly enough intelligence left to distinguish between a bull and a bear, could easily distinguish the marked characteristics of a goat.

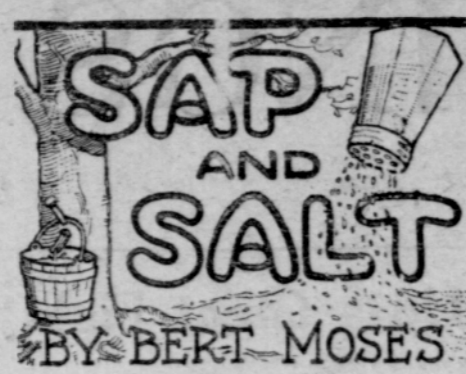
Announcement is made that Billy Sunday is taking a summer vacation on his farm at Hood River. This is very important—to the devil, in whose field of endeavor the redoubtable William is constantly poaching.

These direct primary elections, supplemented by contests over the results, promise to become a biennial industry which will distribute large amounts of money and furnish employment to many more or less deserving persons.—Eugene Guard.

It is a mistake to suppose that congressmen have a rose-strewn path to tread. There are eight candidates for the postmastership in The Dalles. When the appointment is finally made, we know of seven men who will be off Sinnott for life.

They've certainly got the soft pedal on at The Hague. About the only noise we hear from that quarter is that the delegates are considering the re-opening of the question of Russian reconstruction. If they do, there'll be noise enough in all conscience.

An accommodating burglar visited the home of Frank Roberts of Medford recently and robbed the quarter-in-the-slot gas meter. He left it in such a shape that now all Mr. Roberts has to do when he wants gas, is to drop a quarter in the slot, hold his hand under the metre, and his coin drops into it. That burglar



Fortunately most of us survive the medicine we swallow.

Table etiquette is forgotten when the stomach is empty.

The new dance hall is as great a menace as the old gin mill.

A woman's preference is to be beautiful, rather than to be smart.

Arguments settled with bricks have to be settled over again.

Missionaries might let the Zulus alone, and teach our own society to wear more clothes.

HEZ HECK SAYS:
 "City people think they know all about farmin' if they kin keep a rubber plant alive."

has no business in the robbery business. He could corral a fortune by just teaching the average consumer how to step on the gas without paying for it.

What is happiness? Largely a mental condition. If you doubt that just look in on the Epworth Leaguers camped in Lithia park. Note how simple the amusements, and how much of real enjoyment they get out of them. It is a study in psychology well worth looking into.

The meeting of the chamber of commerce in the city hall last night was significant, in that it clearly demonstrated that if there is any more fighting to be done it is going to be left to Sheriff Terrill and the W. C. T. U. The chamber is working as one man in the interest of Ashland, and personal animosities have been cast in the discard. From that viewpoint the meeting held last night was the most important held by the chamber since it was organized.

GET ACTION ON AN HOTEL

In endeavoring to secure an hotel for Ashland it is well that all suggestions looking toward the great objective be carefully investigated, lest our "one best bet" be overlooked. The suggestion of Mr. Winburn of bringing the experts of the Hockenbury system to Ashland to look over the field is a good one, and no time should be lost in putting it into operation. It should be understood from the start that these people are promoters; they are experts in the financing of hotel projects. That is their specialty, and they are not in business for their health. It follows, therefore, that they will not waste time on any project that is not entirely feasible. It can be taken for granted that their business could not be successfully conducted if it embraced only the raising of the money to erect a handsome hotel structure, which for lack of occupancy might become a white elephant on the city's hands. The mere erection of a building will not bring about the attainment of Ashland's objective. The conducting of a successful enterprise of this kind is a hotel man's business, as much so as the law is an attorney's business. Mr. Greer hit the nail on the head last night when he said that it was not the part of wisdom to put all our eggs in one basket, and while we are waiting for the Southern Pacific to get out of its entanglement, if it ever does, it is just as well that we get something under way. It looks as if the quickest action can be had through bringing the representatives of the Hockenbury System in here to look the situation over. They know what they are doing and when they make a report we can rely on it as being expert opinion founded on conditions as they are. If it is worth doing at all, it is worth doing quickly.

EXPECT TO BRING IN OIL ON COOLEY RANCH

YREKA, July 21.—Basing their anticipations on the results in California with similar structures and almost identical conditions, the drillers for the Five Hundred club, who are spudding for oil on the John Cooley ranch, are of the opinion that a well will be brought in at a shallow depth, perhaps between 1000 and 1500 feet.
 The Five Hundred club is composed of shareholders, mostly of Ashland, Medford and Yreka.

Jesse Winburn's Hotel Proposition Laid Before Chamber of Commerce

At the meeting of the chamber of commerce in the city hall last night, a letter from Jesse Winburn was read, in which he submitted a proposition, which in his judgment, offered a direct means of speedily bringing about the erection of a hotel in Ashland. Fred Homes acting as Mr. Winburn's representative, told how Mr. Winburn had become interested in the matter through learning of the work being done by the Hockenbury System, Inc., a concern of promoters who made a specialty of financing hotel ventures. They are regarded as experts, and he thought it would be well for the chamber of commerce to get in touch with them as speedily as possible, in order to have them send one or more of their experts here to look over the field and decide as to the feasibility of a hotel project. He recommended that a committee be appointed for this purpose.

The following correspondence between Mr. Winburn and the Hockenbury System, Inc., and which was read at the meeting last night by Mr. Homes, is self-explanatory:

June 1, 1922.
 Mr. Jesse Winburn,
 Broadmoor Hotel,
 Colorado Springs, Colo.

My dear Mr. Winburn:
 Thank you for your letter of May 28th regarding your proposed hotel project in Ashland, Oregon.

Our work is confined entirely to community projects. By that I mean those projects which supply a real community need and which therefore receive the endorsement, support and co-operation of the chamber of commerce, Rotary, Kiwanis, and other similar civic organizations interested in the civic welfare. We do not undertake any private financial projects.

We are not stock salesmen in the sense in which that term is ordinarily understood. We do not personally sell the stock. We do organize, train and direct the leaders of a community in the selling of the stock to the people of the community.

Within the past eight months we have completed the successful financing of 11 different projects involving approximately \$8,000,000. The total amount of stock sold on these projects was more than \$4,500,000.

During the past month we have closed two successful projects on the Pacific coast, one at Astoria, Oregon, closed with \$256,000 on a \$200,000 objective, the other at Tacoma, where we sold \$1,015,000 on an objective of \$1,000,000.

We now have projects under way at Petaluma, California, and Port Angeles, Washington. These will be completed about the first of July and if conditions warrant, it would be possible for us to send a representative to Ashland to meet any committee that might be interested in the promotion of a new hotel for that city.

The first step in a proposition of this kind is the appointment of a hotel committee from the chamber of commerce, Rotary, Kiwanis or some other organization interested in the civic welfare. If this committee can be made representative of all of the civic bodies of the city, it will be strengthened thereby. This committee should then carefully investigate our record and satisfy itself about our ability to handle this project successfully. We shall be glad to furnish you with the names of men who are thoroughly familiar with our work and let them tell you direct their own story of Hockenbury Service.

Inasmuch as the question of operation is always an important factor in a proposition of this kind, it ought not to be difficult for you to arouse interest and enthusiasm in Ashland and secure the appointment of such a committee. If you can do this, I am sure we can sell the securities needed to make the hotel a reality.

At your service,
THE HOCKENBURY SYSTEM INC.
 A. L. Aderton, Secretary.

On July 5th, Mr. Winburn received another letter from The Hockenbury System, Inc., which after repeating portions of the previous correspondence, added:

We have just completed three successful hotel campaigns on the Pacific coast. Two of them I referred to in my letter of June 1st. Since that time we have added another at Petaluma, California, where we sold \$257,800 on an objective of \$250,000.

We are now engaged in the sale of \$2,700,000 for the new hotel at Seattle, Washington. This project will probably be completed about August 1st.

If you are interested in our service, it is quite possible that we can arrange to have one of our representatives meet your committee and talk over our proposition. Our men after the first of August. Our men will be busy until the completion of the Seattle project. I will appreciate it if you will let me know whether you desire such a conference.

There were about thirty of the most prominent men of the city present and the proposition was earnestly discussed, as was also a proposition for the erection of an apartment house by C. L. Stidd, of Portland, who recently addressed a meeting of the chamber of commerce on this same subject. Secretary Fuller read a letter from Mr.

Stidd, in which he gave the details of his proposition, which embraced the construction of a \$500,000 apartment house in units to cost approximately \$100,000 each. He offered to promote an issue of stock or bonds for the latter amount, on a basis of 3 per cent commission when the deal was completed, with an advance of \$500 for expenses, this sum to be deducted from the commission. It will be recalled that a committee of seven was appointed to take this matter under consideration, and they have reported favorably on this to the board of directors of the chamber of commerce, but that body not having held a meeting, has taken no action in the matter.

In the matter of the proposition of Mr. Winburn, a motion was made by Henry Enders Sr. that the project be referred to a committee of seven to be appointed by the chair, with Mr. Winburn as chairman. This motion was seconded by Bert Greer and in the discussion which followed, Mr. Homes said that he had been instructed by Mr. Winburn to say he did not care to be one of the committee, but would rather be left free to co-operate with them in such manner as he might deem best. Mr. Homes added that Mr. Winburn's co-operation was generally practical, as was evidenced from the fact that he was authorized to state on behalf of Mr. Winburn, that if the project was gotten under way, he would pledge himself to subscribe for four times the amount of stocks or bonds taken by any other individual in Ashland.

Mr. Greer, in seconding the motion, spoke at considerable length, reasserting his belief that a tourist hotel was essential for the development of the resources of southern Oregon as an Ashland asset. Referring to the project which A. L. Richmond, of Santa Barbara, with the co-operation of the Southern Pacific railroad, was contemplating, he said that the enterprise had been halted by the legal complications which had arisen out of the recent decision of the United States supreme court, which made mandatory the unmerging of the Southern Pacific and the Central Pacific railroads. Under existing circumstances, he said, the matter would of necessity, rest in abeyance until the interstate commerce commission had unravelled the railroad tangle. Meanwhile, however, he said, it would not do to put all of Ashland's eggs in one basket, and it would be the part of wisdom to take up the matter on the lines suggested by Mr. Winburn, and he favored the motion made by Mr. Enders for the appointment of a

committee to take up the matter at once.
 The motion was then put and unanimously carried, the chair stating that the personnel of the committee would be announced later.
 It was suggested by Secretary

Fuller that the project of the Mount Ashland scenic highway drive be given the endorsement of the meeting, stating that a committee was now working on it, and later would take the matter up with the city council. On motion of Mr. B. Greer

a resolution was adopted, endorsing the project, if in the opinion of the council it was found that it could be carried out with a proper safeguarding of the city's water supply.
 Read the want ads.

DODGE BROTHERS COUPE

You will realize, the moment you see this coupe, how perfectly it fulfills a very real need.

It was designed and built by Dodge Brothers in response to that need—long-standing and often expressed by people in all parts of the world.

With Dodge Brothers chassis as a starting point, it only remained to create a coupe body which would unite the usual coupe refinements with greater lightness, hardihood and economy.

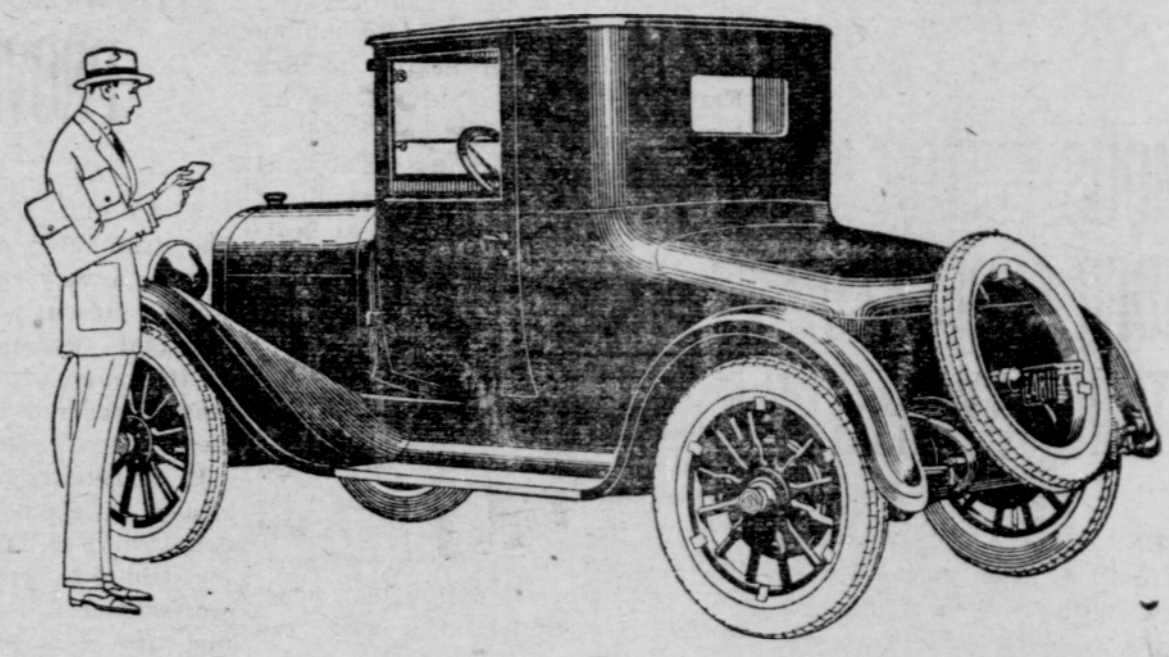
The world now knows how this was accomplished. An entirely new precedent in closed car construction was established. The body is built of steel.

Moreover, the deep comfortable seat is upholstered in genuine leather. The doors are exceptionally wide. The rear compartment will hold a small steamer trunk and other luggage. The enamel, baked on the steel at high temperature is readily restored, after hard usage, to its original lustre.

In every detail the car reflects the purpose of the builders—to make it a practical car of universal appeal.

GEO. L. TREICHLER MOTOR CO.

16-18 S. Front St. Medford, Oregon Phone 304



Is Money Ever "Spent" for Advertising

A young and energetic executive took hold of a fine old retail business in New York.

"What this business needs," he told himself, "is a place in the mind of the public."

And deliberately he set out to sacrifice the greater volume of his profits and invest the sacrifice into the building of goodwill.

He did. And to this old business, advertising was the breath of life.

For six months had not passed before

the business had grown so that the advertising cost was a smaller percentage than ever it had been, and, because of a larger volume, the shop effected economies and gave far superior service.

That was five years ago. Today a certain percentage is spent, or supposed to be spent, for advertising. But as fast as the appropriation is spent, the more the business increases; and the more that the business increases, the smaller the percentage becomes.

Is money ever "spent" for advertising?