

**Ashland Tidings**  
 Established 1876  
 Published Every Evening Except Sunday  
**THE ASHLAND PRINTING CO.**  
 OFFICIAL CITY AND COUNTY PAPER  
 TELEPHONE 39  
 E. J. BARRETT, Editor

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 One month \$1.95  
 Three months 5.25  
 Six months 9.75  
 One year 18.00  
 Mail and Rural Routes  
 One month \$2.65  
 Three months 7.95  
 Six months 14.25  
 One year 27.00

**ADVERTISING RATES**  
 Display Advertising  
 Single insertion, each inch . . . 30c  
**YEARLY CONTRACTS**  
 Display Advertising  
 One time a week . . . . . 27 1/2c  
 Two times a week . . . . . 25 c  
 Every other day . . . . . 20 c  
 Local Readers  
 Each line, each time . . . . . 10c  
 To run every other day for one month, 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**

Another incentive to crime has been discovered. A full-fledged still was found in operation in Sing Sing prison.

Henry Ford, in his Dearborn Independent, announces that he doesn't want to be president. Does that make it unanimous?

It is reported that the amplifier on the radio outfit in the White House has failed to record a sound of encouragement from Nebraska.

A contemporary says that the girl of today is as good as she was 30 years ago. Bet a jitney you can't find a 30-year-old girl in Ashland who'll agree with that editor.

They're poking fun at George Gould for marrying an actress. If he is as fortunate as Edwin Gould was when he married Edith Kingdon, he can count himself a lucky man.

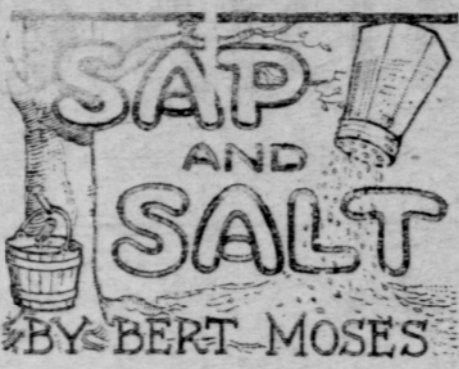
Flo Ziegfeld, the theatrical manager, whose specialty is picking beautiful girls for the chorus, says all American women have beautiful legs. Why volunteer this information? Does he think American men are blind?

Is it possible that Germany is going to set the pace in the European money market? The mark has fallen to such a low ebb it hardly pays to print them any more, and now comes word that the French franc is hitting the toboggan.

Bootleggers are demanding protection from foreign competition. It is understood that a lobby will be maintained in Washington to further an insertion of a clause in the new tariff schedules that will prohibit the importation of liquor. On the theory, we presume, of protection for an infant industry.

The famous Kansas editor, William Allen White, can always be depended upon to do or say something original. This time he has solved the problem of sitting tight on the horns of a dilemma—clinging to his life-long friendship for the governor who has had him placed under arrest, and standing pat in his sympathy for the strikers.

The head of the Russian soviet appears to have as many lives as the proverbial cat. A day or two ago he was poisoned and his body thrown into the river. But "the cat came back" for he has just issued orders



An onion breath is best avoided by not eating onions.

There isn't much difference in price between living and having a funeral.

All men outgrow romance, but women never do, no matter how long they live.

It's a nery bookkeeper who makes love to the saleslady the boss is stuck on.

Traffic regulations in a strange city are as hard to master as Chinese shorthand.

When six hours is the standard day's work, civilization will start in loafing itself to death.

**HEZ HECK SAYS:**  
 "They ain't no modesty at all in a clothes line."

A plan that will relieve the financial stringency existing in the soviet exchequer.

A reputable citizen declares that the thermometer on his front porch yesterday morning at 6 a. m., recorded 26 above freezing. That set us to wondering about two things. Could a man's eyes be depended upon at that hour on Sunday morning, or is it possible the mercury in that thermometer had somehow been diluted with moonshine?

The decision of the supreme court makes it legal for the voter to change his mind at will, respecting his political allegiance, either before or after the primary. In that event, why the primary? If a democrat can register as a republican and have a voice in the selection of republican candidates, and the republicans can do likewise in choosing standard bearers for the democratic ticket; if that is law—and it has been so decided in the Hall-Olcott recount application—then we might as well cut out the expensive luxury of the primary.

They have a ten-cent street car fare in Tacoma, and a seven-cent fare in New York. Hearst has newspapers in both states, and his manager announces he will seek the democratic nomination for governor of New York on the strength of his advocacy of a five-cent fare. Meanwhile Mayor Fawcett, of Tacoma, is putting up a valiant fight for a reduction of street car fares in that city, and it is noticeable that the Post-Intelligencer—Willie's newspaper—never fails to discredit the mayor whenever opportunity offers. Sincerity and consistency, thy name is Hearst—not!

**SCRIBE ESCAPES UNSCATHED FROM EDITORIAL BULL PIT**

By BERT MOSES  
 I went up to Corvallis last week and talked to the Oregon editors at their annual convention. The editor of the Tidings asked me to write something for his paper about the trip, and I said I would. This is it.

All conventions are alike. They consist chiefly of program and josh. A long list of subjects are chosen for discussion, and while a great deal is said, little is remembered. Each speaker has to tell a funny story, give some statistics, quote Shakespeare, and call somebody a liar before he gets started on his subject.

I did all these things in my speech except call someone a liar. I prefer to do that by radio or long-distance phone.

My story was about the fellow who made a specialty of doughnuts. He figured out that he could save money by making the holes in his doughnuts larger. That is, he would give his customers more hole and less doughnut. One day he suddenly realized that it takes more dough to go around a big hole than around a little hole, and he went crazy because he had made such a blamed fool of himself.

For statistics, I gave some figures compiled by experts on the pastime of fishing. These figures showed that 243,721,862 pounds of fish are lost every year because fishermen jerk their poles too soon. I imagine twice that many pounds are also lost because they jerk their poles too late.

This was my quotation from Shakespeare: "Some men buy ad-

Henry Ford has it thrust upon him." The subject of my talk was "The Value of Newspaper Features." These features are becoming more and more popular all the time. A "feature," if you are not familiar with that term, is something supplied daily to the papers by various syndicates. They cover just about everything there is. The comic strips like "Mutt and Jeff," "Bringing Up Father," "The Katzenjammer Kids" and "Polly and Her Pals," are illustrated features, while other features are just plain reading matter. My own stuff, "Sap and Salt," that you see in the Tidings every day, belongs to the latter class. Many papers subscribe for these various features, and in this manner the work of the well-known artists and writers can be had at reasonable cost, and millions of readers are entertained and amused by them. The small daily can thus run the same matter as the metropolitan dailies and get the best there is in art and literature.

Features not only help editors to get new subscribers, but hold them as well. Readers become accustomed to look every day for their favorite feature, and soon it is a habit that sticks. Some features seem so silly you wonder why in the world they are published, but readers have different ideas of what is interesting and amusing, and what one likes, somebody else doesn't, and there you are! No feature can last if it fails to find a following, and no feature can be "killed" if the public wants it.

A large part of the big Sunday papers consists of features. You see the same things in the Portland and San Francisco papers, that you see in New York and Chicago. By dividing the expense up between them these papers all get the best there is to be had, while no paper alone could afford to employ all these high-priced artists and writers.

About all I remember now about the trip was the awful condition of the Pacific highway on both sides of Roseburg. Recently I crossed the continent by auto from New York City to Ashland, and in all that distance I cannot recall worse pieces of roadway than the detours between here and Eugene. When Oregon gets as good roads as she now has scenery, she will take her place ahead of California and Yellowstone park. What we need are better roads and more advertising. The roads are in process, but so far as advertising is concerned, we are away back in the rear of the parade.

The trip to Corvallis made one thing very plain in my mind, and that is this: Ashland has more fine scenery to the square inch than any other dozen spots I saw going and coming back.

**RAILROADS GIVE THEIR SIDE OF CONTROVERSY**

Informal conferences held by Chairman Ben Hooper of the railroad labor board with several railway executives and representatives of the striking shop crafts unions has made clear there are five matters upon which these railway executives and the labor leaders differ widely, and which must be settled before the strike can be terminated, says a telegram today from the "Railway Age" at Chicago. The five major points involved are as follows:

First—Wage decisions of the labor board. The labor leaders insist that the railroads must agree to pay wages different from those awarded by the labor board. The railway executives have positively refused to consider paying any wages except those awarded by the board, but have indicated that the railways will be represented at any further hearings that the board may hold, and will accept such modifications, if any, in the wage awards as the board may hold reasonable after re-hearing.

Second—Rules and working conditions. The labor leaders demand that the railways agree to modifications of the working rules made by the labor board. The railway executives have positively refused to consider this although indicating that if any modification of the rules should be made by the board, after further hearings they would be accepted. The position of the railway executives who have conferred with Chairman Hooper has been that for the railways to grant to the strikers any rules or wages not authorized or fixed by the board would be to concede in response to the use of force, more than the employees were able to secure by peaceful means, thus encouraging the use of force in future labor controversies.

Third—Contracting of work. The labor leaders still claim that this is one of the principal matters in controversy. Neither the transportation act nor any other law does or ever did specifically provide that the railways should not let repair work to outside contractors. Furthermore, all the railways except two, which have done contracting of the

kind against which the labor board has ruled, have agreed to discontinue doing so, in compliance with the board's request.

Fourth—Board of adjustment. The labor leaders have succeeded in making many people believe that the railways have refused to establish boards of adjustment, as provided by the transportation act. Either local, regional or national boards of adjustment would be in complete accordance with the transportation act. The leaders of the shop crafts have demanded the establishment of national boards of adjustment by the carriers as a whole. The railways have insisted on the establishment of boards of adjustment representing only each carrier and its own employees, but the railway executives have indicated willingness to establish regional boards of adjustment with the shop crafts, as they have with the train service employees.

Fifth—Seniority and pension rights, etc. The labor leaders insist that all men who have struck shall be taken back with the same seniority, pension and other rights and privileges which they had before they struck. The men who have stayed at work or gone to work during the strike have prior claims upon the companies, the establishment and recognition of which are based upon working rules which the striking unions themselves have got adopted, the executives contend. For the railways to let the strikers come back with all their old rights and privileges would be to encourage still more men to strike when there is another controversy.

**RECEPTION GIVEN FOR REV. MILLER AND FAMILY**

The Junior B. Y. P. U. gave a reception for Rev. Miller and family in the Baptist church Friday evening. Other honor guests of the evening were the new and honorary members of the society.

Patriotic decorations were used, and the games etc., were of a patriotic nature. The guests were greeted upon their arrival by Columbia and her two assistants, who presented them with badges, which divided them into three groups, the Reds, the Whites and the Blues, for the evening's entertainment. Games were participated in for about two hours, and then refreshments consisting of ice cream, cake and punch were served. A short program was enjoyed after the "eats" were disposed of, the first two numbers of which were saxophone and organ duets. The next number was an illustrated song, "Beautiful Oregon Rose," and then followed some stereoptical slides. During the showing of the slides, several patriotic selections were played on the Victrola. At the conclusion of the pictures all departed, expressing themselves as having had a good time.

Read the want ads.



Carl Gantvoort in the great fight scene in Zane Grey's GOLDEN DREAMS. P-4-2COL. VINOING—TUES.—WED.—THURS.

**REDDING RANCHER IS SHOT AND KILLED**

REDDING, Calif., July 24.—Jeff Hildreth, prominent cattle man of Carrville, Trinity county, was shot and killed at his home yesterday after a quarrel with Montgomery P. Rose, Redding attorney and former district attorney of Shasta county. Rose later obtained a pistol after being arrested and shot and perhaps fatally wounded himself.

**AUTOISTS LEAVE FOR CRATER LAKE AFTER VISIT HERE**

Mr. and Mrs. C. N. Cunningham, daughter and nephew, Mr. and Mrs. A. H. Hanna and daughter, after spending several days camping in the Ashland auto camp and visiting with friends, left this morning for a brief visit at Crater Lake, after which they will return to their home at Willows, Calif. They were all enthusiastic about southern Oregon and Ashland's famous auto camp.

**ALUMINUM SHOWER GIVEN FOR BRIDE OF TWO WEEKS**

An aluminum shower was given Friday evening at the home of Mrs. Albert Sherard for her daughter, Mrs. Gladys Inlow Gale, who was married some two weeks ago. Mrs. Gale is an operator at the local exchange of the telephone company, and the entire telephone force were invited guests, together with a few other friends. A large number of telephone employees responded in person, while those who could not be present, sent their gifts. A large collection of beautiful, as well as useful, gifts, were received by the bride, who expressed her sincere appreciation for them.

Bend—Brooks Scandlen Lumber company buys 2,400,000 feet yellow pine.

Secretary of the Interior Fall endorses Columbia Basin irrigation project.

**Famous Film Stars' Favorite Coiffures**



**MAY McAVOY**  
 Naturally curly hair is easy to dress. Consequently May McAvoy, the pretty and youthful Paramount picture star, finds little difficulty in effecting an attractive coiffure with her curly hair. One can do most anything with hair like May McAvoy's and one very becoming style is shown above. It is rather full and the hair falls easily down the sides.

**ENTERTAINS IN HONOR OF SCHOOL-GIRL FRIENDS**

Miss Lillian Greer entertained Saturday afternoon at her home on Granite street, in honor of her school girl friends, who are visiting here during the summer. Those present were, Mrs. Dorothy Edwards Sellers, Los Angeles; Mrs. Gertrude Barber Fraley and sons, of Berkeley; Mrs. Minora Cornelius Fifer and son of Medford; Mrs. Carl Loveland and son, Mrs. Hazel Harrison and daughter, of Seattle; Miss Edith Lodge, Mrs. R. P. Cornelius, Miss Elbert Greer, and Mrs. B. R. Greer.

**TEACHERS EXPRESS THANKS FOR DELIGHTFUL DRIVE**

The teachers attending the Ashland normal school, who were entertained by the chamber of commerce by a drive through the valley and a lunch in Lithia park following, have written the secretary of the commercial body the following letter of appreciation:

Ashland, Ore., July 24, 1922. To the Chamber of Commerce, Ashland, Oregon.

We, the teachers of the Ashland normal school, take this opportunity to extend to you our hearty thanks for the delightful ride through the valley, and the excellent lunch which was served in the Park last Friday evening.

**COMMITTEE:**  
 Mollie Belding, Ada East, Hazel Stephenson.

**Ahem!**  
 After much squabbling over the numerous dolls which they must take to bed with them every night, Joan, age four, and Madge, age two, had been finally kissed and tucked in for the night by a tired mother. After a half-hour's silence, shrill voices were heard in a hot debate. Mother opened the door just in time to see Madge scoot under the cover, whereupon Joan piped, "Mother, I just can't go to sleep 'cause Madge sits up in bed and says bad words to me."

**Successful Graduates**

ARE THE BEST RECOMMENDATION OF

**O. A. C.**

This institution offers a thorough, practical, and standard education at a cost within reach of the high school graduate

- It offers training for collegiate degrees in:
  - Agriculture
  - Mines
  - Commerce
  - Pharmacy
  - Engineering and Mechanic
  - Vocational Education
  - Arts
  - Chemical Engineering
  - Forestry
  - Home Economics
  - Military Science and Tactics

It offers training also in: The School of Music, Physical Education, Industrial Journalism.

Fall Term Opens September 18. For circulars of information and illustrated booklet write to

The Registrar, Oregon Agricultural College, Corvallis, Oregon

**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?