

Ashland Tidings

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E. J. BARRETT, Editor

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

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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
Wonder what would be the result if the feelings of the special grand jury in session were made known at the idea of having a woman bossing the job.

There's one thing about calling a strike in the summer time. Public sympathy is pretty certain to be enlisted in the cause of anyone who has to work in a torrid atmosphere and stand off the call of the wild.

While it is somewhat discouraging to know that the cost of living is steadily creeping back to the wartime basis, it is decidedly cheering to the man who works for wages to know that there has been a reduction in the price of radium.

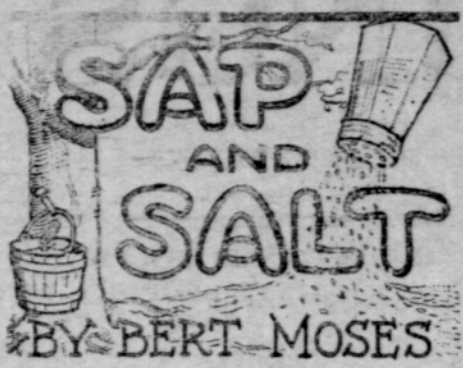
"Brother Charlie" gets the democratic nomination for governor in Nebraska. Now if the republicans want to put over something really clever that will insure the election of their candidate, all that is necessary is to engage W. J. B. to stump the state for Brother Charles.

If you want an illustration of the ease with which the state officials extract coin from the taxpayer, just take a slant at the report of the state motor vehicle department. In the process of extraction during the past six months, they have separated the taxpayer from three million dollars.

Looks like the irony of fate that the Marshfield fire department, after working like heroes to prevent the city being destroyed by the destructive fire which swept the water front Sunday, should find their headquarters had been destroyed, and the department was without a home.

It is coming to the former chief of the national budget, General Dawes, to say that he cut quite a figure while he was in Washington. The figures he cut were not always to the liking of the bureau heads, for he is credited with lopping off departmental expenditures to the tune of nearly two billion dollars.

In Juarez, Mexico, it is announced the city government is flat broke. They are just beginning to find out that in trying to drive out the gringos, they were killing the goose that laid the golden egg. As long as the races, conducted by Americans, were run at Juarez, the city treasury was kept so full that administration officials had to find private receptacles to take care of



Wisdom of Henry Ford Taken From His Memoirs

Henry Ford is writing his memoirs for McClure's, the first installment of which will appear in the August issues. Below are a few striking paragraphs taken from advance proof sheets.

A good looking daughter reduces electric and gas bills.

A kick well placed sometimes succeeds where a soft answer fails.

The man who has failed can give as good advice as the man who has succeeded.

An optimist is a man who takes less wages and considers it a duty to his employer.

It's a good idea to find out what kind of advice a man wants before you start giving it.

The best asset a store can have is a clerk who gives polite answers to foolish questions.

HEZ HECK SAYS: "Headaches keep more folks away from church than from the movies."

With a bunch of out-of-town newspapers on the job, Marie Benedict, the Applegate woman, who is head of the special grand jury, is likely to have the spotlight of publicity turned on her to an extent that she never dreamed of when the women were working for equal suffrage. It's dollars to doughnuts she will fall victim to the kodak in the next few days.

Who said anything about dull times hereabouts? With a special grand jury in session at Medford, that is booked to spring a hair-raising sensation at any moment; an application for an injunction to hold up the recall election on the tapis in the circuit court tomorrow morning, when it is certain there will be a lively interchange of courtesies between the supporters of Sheriff Terrill and those who would oust him from office; a mass meeting scheduled for tomorrow night in the Armory here, when the Terrill side of the shrivelly controversy will be given an airing, and a recall election in the offing, due to arrive on next Saturday, it is a week of festivities in which so much of interest is programmed that it is almost senile to talk about dull times.

Taken by and large, we've done a great deal of kicking because Jackson county was not advertised abroad as extensively as we would like to see it. It is more than likely we will get more of it in the next week or two than we will relish. In all probability it will be of a character not calculated to encourage anyone to settle in this neck of the woods. Between the sheriff, the governor, the K. K. K. and the W. C. T. U., an awful mess has been stirred up. It is unfortunate that circumstances necessitate that the dirty linen of the county should have to be washed in the state press, but under existing conditions, it cannot be otherwise. Jackson county is sitting in the old game of "heads I win—tails you lose," and the best we can expect to get, is the worst of it, coming and going.

PEOPLE'S FORUM
Has Bob No Friends?
Editor Ashland Tidings:
Bob Stanfield, who is he?
A sheepherder.
Where is he? In a sheep corral.
What is he doing? Watching bears and coyotes, to keep them from eating his lambs.
Who pays him? You do, Mr. Taxpayer.
What do you get for your money? Nothing.
Say! Let's drop poor little Terrill and recall our Bob. If it cost the state \$5000 it would be a cheap deal. And at the same time elect George E. Chamberlain. Then we would get something for the outlay.
The voters turned off the best man who ever wore the toga for Oregon, for a secondhand sheep-keeper. Our Bob is a worse slacker than the one who would not put on the khaki. One gets \$7500 per year, the other \$260 and a chance to be killed or crippled for life. The cheap man had to buy his own stationery, the other get his free. Also postage and 10 cents per mile "com-in' and gwine." Oh, Polly Ticks! What a humbug you are!
AMOS DAHUFF,
440 Palm Avenue, Ashland, July 22, 1922.

What good is industry if it be so unskillfully managed as not to return a living to everyone concerned? No question is more important than that of wages—most of the people of the country live on wages. The scale of their living—the rate of their wages—determines the prosperity of the country.

Every business that employs more than one man is a kind of partnership. The moment a man calls for assistance in his business—even though the assistant be but a boy—that moment he has taken a partner.

No man is independent as long as he has to depend on another man to help him. It is a reciprocal relation—the boss is the partner of his worker, the worker is the partner of his boss.

If an employer urges men to do their best, and the men learn after a while that their best does not bring any reward, then they naturally drop back into "getting by." But if they see the fruits of hard work in their pay envelope—proof that harder work means higher pay—then also they begin to learn that they are a part of the business, and that its success depends on them and their success depends on it.

If men, instead of saying "the employer ought to do thus-and-so," would say, "the business ought to be so stimulated and managed that it can do thus-and-so," they would get somewhere.

The employer can gain nothing by looking at the employes and asking himself: "How little can I get them to take?" Nor the employe by glaring back and asking: "How much can I force him to give?" Eventually both will have to turn to the business, and ask: "How can this industry be made safe and profitable, so that it will be able to provide a sure and comfortable living for all of us?"

If it is right for the manager of a business to try to make it pay larger dividends, it is quite as right that he should try to make it pay higher wages.

High wages cannot be paid unless the workmen earn them. Their labor is the productive factor.

It ought to be clear, however, that the high wage begins down in the shop. If it is not created there it cannot get into the pay envelopes. There will never be a system invented which will do away with the necessity of work. Nature has seen to that. Idle hands and minds were never intended for any one of us. Work is our sanity, our self-respect, our salvation. So far from being a curse, work is the greatest blessing. Exact social justice flows only out of honest work. The man who contributes much should take away much. Therefore no element of charity is present in the paying of wages.

ENGINEER GIVES OPINION ON MOUNT ASHLAND SCENIC HIGHWAY

There is a great deal of discussion among the citizens of Ashland, respecting the feasibility of the Mount Ashland scenic highway project launched by Jesse Winburn. It appears to meet with almost universal favor, the only point being raised which might be construed as an objection, being the question as to whether it can be carried out to a successful completion and at the same time conserve and protect the water supply of Ashland. In this connection, the following letter, written to C. H. Pierce on the subject, by F. H. Walker, city engineer, who is well qualified to speak on the subject, makes interesting reading:

Mr. C. H. Pierce, City.
Dear Mr. Pierce: In thinking over the scenic road project to Mount Ashland, the first great opposition to overcome will prove to be the public prejudice against a road up the creek.

I believe this prejudice can be largely done away with and overcome by putting it up to the council and the interested public in the following manner:

Consider the road to be protected as extending to Mount Ashland, and thence along the ridge to connect with the Pacific highway at the Siskiyou summit or thereabouts. This will make a circuit that would be most scenic and wonderful, and would add much to Ashland's claim

as a mecca for summer tourists. This road up the Ashland watershed is within the forest reserve, and can be controlled in its entirety by the government. This road, as built, should be regulated by strict rules of the United States government, allowing no one to camp along the road within the watershed, allowing the road to be used, say only between 8 a. m. and 7 p. m., allowing no campers or picnic parties to stop within the limits of our city water shed.

These rules would not be a hardship on anyone, as with a good road, a few hours only would suffice to make the trip. There are plenty of camping and loafing places without using the canyon for such purposes. The drive is all sufficient and will doubtless satisfy most people. If the road should be continued along the ridge to the Siskiyou summit, camping could be allowed after the road swings over the summit on the California side. Most people would be glad to make the trip and back the same day.

Only the few desire to camp, and it should be no hardship to them to give that idea up for the general good of our city. Mr. Winburn's place is worthy of no criticism from a sanitary viewpoint as compared to the dangers of the every-day picnic and camping parties which occupy the banks of the creek every day of the summer.

Without better regulations, that should be stopped in some manner. There are no restrictions on them, and they practice no care or judgment. Mr. Winburn's place is 100 per cent better than it was for years before he occupied it.

If, with a road to Mount Ashland, and possibly beyond, we can in any way compel, the public to make through trips with stopovers not allowed, we will be improving the conditions as they are at present. Instead of making them worse. The amount of traffic would doubtless justify a patrolman on the road within the watershed during the season the road could be traveled.

F. H. WALKER.

LITERATURE, READY FOR BOYS' AND GIRLS' CLUBS

The next phase of the Boys' and Girls' club work is that of getting in the reports and the fitting of their product for exhibit at the county fair, which will take place in less than two months.

The remaining time is one of the vital periods of the development of the stock and poultry to produce the best results, and great care should be used in all projects from this time on.

All members, who have not received their second and third literature or do not receive the same in the next few days may have these by notice to the county club agent.

SYRUP of THE NEW TONIC LAXATIVE AT EVERY DRUG STORE PRUNES

Goodrich announces new tire prices

—lowest cost mileage ever known.

Effective July 20th, Goodrich establishes a revised price list that is a base line of tire value. It gives the motorist the buying advantage of knowing that whatever size tire he selects is of the same quality—the Goodrich one-quality standard. It gives him the longest mileage, the most satisfactory service and the highest quality his money can buy. Results will prove that it is impossible to buy tire mileage at lower cost.

Think of being able to buy

Silvertown Cords

at such prices as these:

SIZE	BASE LINE PRICE	SIZE	BASE LINE PRICE
30 x 3 1/2 Cl.	\$13.50	34 x 4 S. B.	\$30.85
31 x 3.85 Cl.	15.95	32 x 4 1/2 S. B.	37.70
30 x 3 1/2 S. B.	15.95	33 x 4 1/2 S. B.	38.55
32 x 3 1/2 S. B.	22.95	34 x 4 1/2 S. B.	39.50
31 x 4 S. B.	26.45	35 x 4 1/2 S. B.	40.70
32 x 4 S. B.	29.15	33 x 5 S. B.	46.95
33 x 4 S. B.	30.05	35 x 5 S. B.	49.30

No extra charge for excise tax. This tax is paid by Goodrich

New base line prices are also effective on Goodrich Fabric Tires

SIZE	BASE LINE PRICE	SIZE	BASE LINE PRICE
30 x 3—"55"	\$9.65	32 x 4 S. B. Safety	\$21.20
30 x 3 1/2—"55"	10.65	33 x 4 S. B. Safety	22.35
32 x 3 1/2 S. B. Safety	16.30	34 x 4 S. B. Safety	22.85

No extra charge for excise tax. This tax is paid by Goodrich

This revised price list affords the motorist as definite a guide to tire prices as Goodrich Tires are the definite standard of tire quality.

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio

Making an Asset of Difficulties

A great opportunity is now before American business—the opportunity of making a big and permanent asset out of the very difficulties of the present situation. The conviction that this can be done is extremely heartening. It is enough to put a new thrill of life and activity into every form of industry.

From one point of view, the present situation is by far the most desirable, the soundest, the sanest, and the most hopeful this country has ever seen. Why? Because it brings into bold relief, through sheer necessity, the latent power to create conditions as we would like to have them.

The curtailment of Demand for the products of industry brought us face to face with the question, hitherto ignored, as to what causes demand. Then it was discovered that Demand was a created thing, and that more of it could be created in almost any direction—if enough of the right effort were applied.

Chief among the means of creating Demand is now seen to be Advertising. Wherever you find a big demand for any product you find, invariably, that the demand for that product has been stimulated by human effort, and chiefly through advertising.

It is obvious to any one who will think it through that the present demand for any product could be substantially lessened if it were possible to eliminate all forms of advertising—including pictures, displays, and word of mouth, as well as printed and painted messages—and just let that product depend on the natural or unstimulated demand.

And it is equally obvious that a demand for any worthy product can be created and stimulated by means of Advertising.

This fact puts within the hands of the business man the means of creating his own market. That would be the biggest asset he could have—an assured market for all he could produce.