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 E. J. BARRETT, Editor

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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 are news.
 All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken IS NEWS.

SOLOMONITES

The law is a great deal like a button hole. Not much account unless it is reinforced.

We notice Bert Greer is wearing his riding togs today. Thinks he's taking a vacation—maybe.

"If dreams come true." It would be interesting to know how Terrill and Lowe slept last night.

The popularity of the radio bids fair to furnish something else as a diversion besides joy riding.

Notice what a close race there is between the profits of good times, and the prophets of bad times?

The mayor of Portland will not attend the grocers' convention. Possibly on the ground that they cut in to bakers' profits.

It has been said that the machinery of the Russian soviet does not function, but the printing press seems to be working overtime.

Both sides of the recall controversy are cocksure they will win, but we can glean no news of any bets having been made on the result today.

There are two men sitting on pins and needles today—Sheriff Terrill and D. M. Lowe. It will be all right to hand one of them a cushion tomorrow.

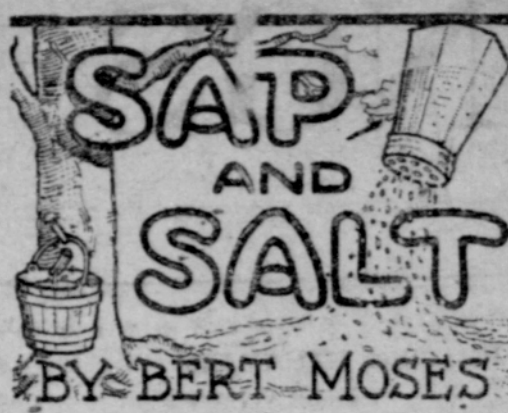
Notice there has been a soft pedal on the news with regard to the recount in the late gubernatorial election. Somebody falling down on the job in Salem?

In Berlin a new publication has made its appearance, called the Daily American. Sounds like Hearst, doesn't it? He'd be right at home, if his war record reads aright.

If Sir Auckland Geddes never did anything else, he endeared himself to Americans when he said that too many Englishmen came over here to lecture on something they knew nothing about.

Albania is looking for a rich American to take the vacant throne. Might be a good refuge for young Whitney, in dodging service of papers in that suit to establish the paternity of Evan Fontaine's youngster.

The fact that nothing further has been heard from the Dempsey-Willis enterprise has given the boys who



The cost of living is just what you make it, and no more.

People who want revenge make juicy pickings for the lawyers.

Prophecy is a 50-50 proposition; you either hit it or you don't.

Bravery should always have a reasonable degree of judgment mixed with it.

It's a bad thing for a country to have more taxes than it has efficiency.

As a man's bank balance increases, there is a tendency for his waistband to follow suit.

HEZ HECK SAYS:
 "The right to pay taxes seems to be the only right we have left."

scathingly referred to the signed agreement as a "scrap of paper," lots of elbow room for purposes of the typographical squawk.

In a recent poll of a woman's college, the most common fault that the girls found in men was conceit. Rudeness next and insincerity third. Lack of morals is near the foot of the list, with laziness and selfishness running almost even with drunkenness.

TIMES DO CHANGE:
 "After Ruth expired," reads a report of a recent ball game, "Meusel doubled against the right field wall, scoring Pipp."

After Ruth expired. Get that? They are not talking about some kid infielder just up from the sticks, but George Herman Ruth, the mighty hitter, for whom they named cigars, suspenders, parlor games and eyebrow pencils. The day was not so long ago that every time he scratched his head the delicate echo was heard from "Frisco to Far Rockaway."

Now he expires obligingly in three words and a period.

DR. JOHNSON TELLS OF WORK AT DENTAL MEETING

The dental profession has added ten years to man's span of life.

This was the pleasing assurance given out to the world by the American Dental association at its convention in Los Angeles last week.

Dr. F. H. Johnson, who has just returned from the meeting says this is accomplished by preventive dental effort and advice, making possible a clean, healthful mouth and sound teeth, which will do their duty in preparing food for digestion, together with a correct personal hygiene and diet for the growing child. Fruits, green vegetables, whole wheat bread, and above all, good milk—a quart a day—for every boy and girl, will build a physique as near ideal as possible.

Some three thousand dentists from all over the United States and Canada and some from foreign countries were registered. The meeting was held at the magnificent Ambassador hotel, in which all Ashland could be housed and not be greatly crowded. So numerous were the exhibits, demonstrations and clinics, that each dentist, after a general inspection, necessarily selected those subjects which mostly concerned him and devoted his time to them.

Most interesting was the public health exhibit, which included displays from the Forythe Institute of Boston, and the Eastman Dental Welfare Foundation, Rochester, both devoted to the care of poor children's teeth. Dental nurses in charge of oral hygiene public school work in various California counties, displayed their methods to interest and instruct the children. Most spectacular was the exhibit of the Japanese—housed in a special apartment and having wonderfully made models of human faces and mouths; a series illustrating from the normal healthy mouth through various stages of abnormalities and diseases so perfectly done as to seem real; that anyone could well understand and appreciate these revolting conditions and the harm done to facial development by irregularities of the teeth.

Thursday afternoon and Friday were entirely devoted to clinics in which specialists in various branches

Vision of Fair Promoters Will Become Reality in September Expect 40,000 People to Attend

The vision of those who have looked forward to the day when southern Oregon and northern California might participate in displaying their products viewing educational exhibits of the home, school, shop, machinery and up-to-date appliances and enjoying a real fair, will become a reality this fall with the 1922 Jackson county fair, September 13 to 16 inclusive.

Decision was made several years ago to discontinue the Jackson county fair until such time as the purchase of permanent grounds, erection of adequate buildings and other facilities would permit displays and provide accommodations worthy of the district tributary to the enterprise. On the beautiful tract of land one mile south of Medford, which was purchased for use as a fair grounds, there is now nearing completion probably as fine an aggregation of county fair buildings as any county in the northwest possesses.

To accommodate an estimated attendance of 40,000 for the four days of the fair, a modern automobile and pedestrian main entrance building has been constructed which fronts directly on the Pacific highway. This building which conforms to up-to-date practice will do away with all congestion usually found at fair ground entrances and in addition is a very slightly unit of the group of buildings.

All the exhibition buildings and the grandstand are built upon the unit plan, permitting enlargement as required. The livestock building, which provides 75 by 75 feet of floor space, and the agricultural and horticultural palace, which measures 75 by 109 feet, are well ventilated and lighted and these buildings together with the women's building, which comprises three large rooms, conform to the best practices in county fair equipment and latest architecture. The grandstand which faces the mile and one-eighth track, will have a capacity of over 1000 people. This structure is also capable of enlargement, the first unit measuring 42 by 144 feet.

In addition to the permanent buildings mentioned there will be several temporary display pavilions erected for use this year. The poultry, rabbits and pet stock will be exhibited near the main livestock building, as will also the hogs, goats and sheep.

es carried their work through from start to finish. Generally this was done by eight dentists trained in that particular specialty, assisting the head clinician—one at a table, all forming a hollow square with the lecturer in the center. Each table was complete in itself, and around these were grouped those anxious to learn that particular work. Some 450 clinics were given, many by individual dentists. In fact, a complete dental education, if it could be absorbed and assimilated in five days.

SMALL SALES FOR INDIAN ALLOTMENT LANDS

REDDING, Calif., July 29.—Though 60 Indian allotments were offered for sale at the local agency, here, only six sales were made. There were no competitive bids. One reason for so few sales is that the apportionment fixed by the bureau of Indian affairs is considered too high. Such allotments as were sold were purchased by lumber concerns. The sale money is not paid to the Indian owners, but it is held in trust and doled out to the owners as necessity requires.

Famous Film Stars' Favorite Coiffures



WANDA HAWLEY
 For extreme blondes of the type of Wanda Hawley, Paramount star, a fluffy coiffure is very attractive. The above hairdress, which is Miss Hawley's favorite, is wavy and yet the loose curly ends are tucked in. For this hairdress the hair is long curled. A straight marcel wave would be a little too flat for such blonde hair and rotund features.

"Auto row" will this year occupy a temporary exhibition floor 60 by 150 feet, and this display promises to be one of the most complete ever attempted in this territory. The merchants' industrial building as at present contemplated, will provide a display space 60 by 132 feet, which will be supplanted later by a permanent structure.

Approximately \$5000 will be expended in premium money, the list including exhibitions of every nature interesting to the farmer, the housewife and the "ultimate consumer." The premium list will be ready for distribution about August first.

Prize money to be hung up during the four days racing will aggregate \$5000 to be divided among winners in the speed contests. Motorcycle, speed-wagon, Ford bug and free-for-all races are included in the program, with trotting, running and relay races. The race track is designed on the "super-elevation" principle, extreme turns being banked over four feet and when in condition is capable of holding a machine doing 80 to 90 miles per hour.

Within the race track an aviation field is provided, which, according to the pilots who used the field July 3d, is one of the best on the coast, owing to the light top soil and the absence of clouds and bumps.

Ample auto parking space has been considered in laying out the grounds and under systemized parking, visitors will be able to come and go at will in their machines without congestion delays.

No gambling devices will be permitted among the amusement concessions, the directors being unanimous on this feature. Riding devices and other carnival paraphernalia will be provided for the children, and a fine dance pavilion for the grown-ups.

Livestock entries, which will be one of the main features of the fair, already have reached proportions which ensure a successful exhibition.

The Jackson county fair will draw from an immense territory, there being no other attraction on a similar scale between Salem on the north and Sacramento on the south. It is believed that eventually this annual exposition will equal the Spokane Interstate fair, which draws from eastern Washington, northern Idaho and western Montana.

FLOWERS ALONG HIGHWAY CAUSE FAVORABLE COMMENT

Motorists from Ashland and others give a great deal of praise to Mrs. I. C. Williams and other Talent



SCENE FROM VITAGRAPH SPECIAL PRODUCTION, "FLOWER OF THE NORTH" Henry B. Walthall and Pauline Starke head the all-star cast of "Flower of the North," based upon James Oliver Curwood's famous novel. A pleasing touch is given this production by the atmosphere of the past, and the manners and customs observed at the Fort o' God VINING—LAST TIME TONIGHT

residents, who have beautified the highway in front of their homes by planting petunias, which are in full bloom at the present time. Hardly a day passes without some motorist making favorable comment on the profusion with which the flowers bloom and not a few people take an occasional drive to Talent in order to see them.

Mr. Phillips, who lives near Phoenix, has also entered the list of those who have beautified their places along the highway by setting out flowers and thereby giving the eyes of the tourist another thing of beauty to gaze at along their journey.

The action of these citizens in improving the appearance of their places with flowers is highly commendable, and like action on the part of others would soon give this section of the highway a name that would travel to all parts of the country where tourists travel and all would be on the lookout for that part of the Pacific highway which is lined with beautiful petunias.

SENATE REPORT FAVORS ANTI-LYNCHING BILL

WASHINGTON, July 29.—Condemning lynching as "a monstrous evil," which is a "disgrace to the nation," a majority report was submitted today to the senate by Senator Shortridge, of California, which declared that the pending anti-lynching bill as amended, to be constitutional, and said it should be passed as "a shield of protection" to every American citizen.

ASOP'S FILM Fables THE ETERNAL TRIANGLE



Once on a time a dog and cat Both loved a Lady Kid—and that Was why they fought and fought to see Whose bride the pretty Kid should be.

The dog had strength—the cat had wit And, using every bit of it, He fooled the canine, so he did And thus the cat copped out the kid!

The moral is—Brute force is nix! Brain wins in love and politics.

TIN DEPOSIT BELIEVED IN LEDGE ORE AT CALLAHAN

A ledge of ore deserted by R. D. Williams two years ago because he did not have any colors, may yet prove to be more valuable than any gold mine in Siskiyou county, says the Siskiyou News. Williams was prospecting in the vicinity of the

McKeen property near Callahan when he uncovered a 30-foot ledge of ore of a peculiar character. There being no trace of gold in the ore he did not pay much attention to the property until about a month ago, when curiosity as to the base of the ore got the best of him, and he sent a specimen to an assayer at San Francisco.

The assayer reported that the metal reduced from the ore was almost pure tin. An average sample taken across the 30-foot ledge yielded a metal 75 per cent of which was tin. If the ledge can be traced to any distance and it appears to extend quite a ways, and the deposit holds up like the face of the ledge, Williams has uncovered a fortune, and Callahan has a prosperous future in store.

LITTLE TALKS ON THRIFT

By S. W. STRAUS, President American Society for Thrift.

"I AM out of work and need an income quite as badly as do most of us when expenses are high and there is no money put away for the rainy day—that we always dread but seldom feel is going to overtake us." This is a portion of a letter recently received by a man whose influence had been asked in securing a position for another man. How many there are who, if suddenly deprived of their means of livelihood, would be compelled to make a confession similar to the one quoted in the letter!



S. W. STRAUS

It is "the rainy day that we always dread but seldom feel is going to overtake us" that should be guarded against through practices of thrift. And, no matter how sincerely we may believe that the rainy day never will overtake us, the fact remains that countless numbers of persons have been deceived by these same false hopes.

Perhaps no mistake is as common as this failure to provide for the rainy day. Too many are willing to take a chance—to trust to luck that sickness, unemployment or some other misfortune will not overtake them. It is just as essential to the welfare of the average person that he make provision for the rainy day as it is that he safeguard his physical health. The man who fails to look to the future and to make provision for times of adversity is his own worst enemy. Those who practice thrift may not always reach the heights, but they never will reach the depths.

Class That Has No Leisure. Leisure will always be found by persons who know how to employ their time; those who want time are the idle who do nothing.—Mrs. Roland

Two Sides of Turnover

The alert business man dealing with present day conditions knows that the big word today is "Turnover." Whether he be a merchant, manufacturer, jobber or banker, he sees that one thing with a clear vision unblinded by the limits of his own business. It is in the air, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit. They realize that they must put greatly increased efforts back of all their plans for selling and distribution.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way. He must be in a mood to buy before the salesman meets him across the counter.

That is the function of Advertising—to create consumer demand and consumer preference. With this demand as a fact all selling plans have a chance to succeed. Without it they fail. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this country would be rapidly changed into an era of great prosperity—in spite of Old World conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the manufacturers who are putting proper emphasis on creating a demand for their product, as well as selling it, are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.