

Asbland Tidings

Published Every Evening Except Sunday... THE ASHLAND PRINTING CO. OFFICIAL CITY AND COUNTY PAPER TELEPHONE 39

Entered at the Ashland, Oregon Postoffice as Second-class Mail Matter.

Subscription Price Delivered in City: One month \$1.95, Three months \$5.25, Six months \$9.75, One year \$17.50

ADVERTISING RATES: Display Advertising Single insertion, each inch \$3.00

Legal Rate: First time, per 8-point line \$1.00, Each subsequent time, per 8-point line \$1.00

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.

Improving on Webster—Early edition: "You slobbered a hib full."

Labor strikes have transportation up in the air, and if we keep on improving the airplane service, it's likely to be kept there.

There are some admirers of the Wisconsin senator, who think the less said about his war record, the better his chances for re-election.

Medford is sitting uneasily on a gunpowder keg these days. The grand jury may apply the match tomorrow, and then look out for the fireworks.

All we have to do in the daylight-saving process is to change the clock. Fat people are wondering if satisfactory results could be obtained by monkeying with the scales.

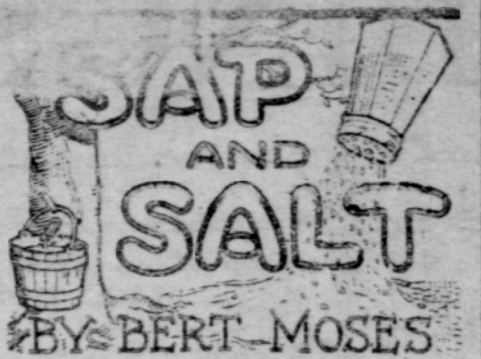
Government statistics show that Wisconsin has more deaf and dumb people than any other state in the union. It is natural that La Follette should disagree with the statisticians.

Senator La Follette, who is seeking renomination, and who has the campaign of his life on his hands, has a "somewhat different" platform, the most peculiar clause of which reads thusly:

"I believe that we should have kept out of the war. I believe that we should have been neutral as between Germany and Great Britain. We were not neutral. We cheated all the way through."

The N. Y. Central railroad is beautifying its right of way through the state of New York, by planting climbing roses on the inclines on each side of the road. We might well take a leaf out of that book. What could be more attractive than lining the Pacific highway on either side from here to the top of the Siskiyou, with rows of roses?

Ever never had the troubles of the woman of today. She wore as little as possible. The modern woman is struggling with the impossible, in trying to keep men guessing as to her attractions, and at the same time making common property of her attractions. It can't be done, sister.



What we never had, we never miss.

It is easier to attract attention than to earn respect.

Freedom is a blessing only to people who know how to use it.

You don't notice the silliness in a pretty girl so much as you do in a homely one.

About the only thing Moses overlooked in the Ten Commandments was the toothbrush.

Smart men are those who make good use of their experiences and fools are those who don't.

HEZ HECK SAYS: "When a gal ain't built to be cute, she shouldn't try to be."

You can't eat your cake and have it, too.

It is with a sigh of relief we are able to announce that the recall election is over and that Sheriff Terrell will be permitted to go serenely on his way and finish out his term of office.

Woodrow Wilson will go on trial in Missouri at tomorrow's primaries. Senator Reed is seeking re-election, and the issue is clear cut.

During the next few months money spent on so-called "institutional" advertising will pay small dividends. Nor is it a time for "good-will" advertising. To be really effective, advertising must be geared to the times.

The chief reason for advertising during these days should be to answer the buyer's question, "where?" During depressions the buyers are forced to do more "shopping." They look the entire field over before making a decision.

Unquestionably, the appeal that will secure the greatest response will be one of economy. The shopper is demanding a combination of low price and high quality. It is our opinion that this demand will not change for many months to come. Therefore, make your advertising carry a message of thrift.

Scenic Drive to Mt. Ashland Dear Editor Tidings: Our community should not allow the proposed scenic drive to Mount Ashland to degenerate into a discussion as to beneficial or harmful effects on our city water supply.

A condition where such a discussion would have any foundation should not be allowed to exist.

Ashland has a great advertising resource in a pure water supply, if there are no other considerations; any discussion as to whether this or that improvement effects the purity of our water supply, can be and should be eliminated.

The present intakes are not far enough back for even an ordinarily good water supply; the closer to Mount Ashland we locate them, and the longer the supply pipe line, the purer and better the water will be.

Such improvement is needed under any circumstances, as wise and practical from any standpoint, and should be put into execution without any delay.

Locate the intakes where they should be located to give the community a 100 per cent water supply.

Allow nothing above or in the vicinity of the intakes. This eliminates all discussion now and for the future.

The scenic drive will not interfere with such a program and should be started and pushed to completion.

If the tourist hotel and larger development is begun this fall, the outline above will become an immediate necessity.

Very truly yours, HARRY SILVER.

Leadership of Wilson Issue In Missouri Primary

KANSAS CITY, Mo., July 31.—(I. N. S.)—The democracy of Woodrow Wilson will stand in the amphitheatre of Missouri politics tomorrow.

Breckenridge M. Long, of St. Louis, and United States Senator James A. Reed will be the gladiators. The primary battle will determine which will win the contest for the democratic senatorial nomination.

Democratic eyes of the nation are focused on this primary fight. Should Senator Reed be successful and win a renomination it will be "thumbs down" on Wilson's democracy.

Should Long be successful, Wilson's party leadership and his policies will be regarded as meeting the approval of the democratic populace unchanged through the stirring events of recent years.

Wilson's democracy is purely the issue, and Reed and Long will rest tonight after a red-hot campaign which has covered every nook and corner of the "Show Me" state.

The result, leading democrats of the state freely predict, will be close. Sentiment for and against the candidates appears very evenly divided.

Senator Reed, admittedly, faced a bitter fight. His stand against many of the Wilson administration policies, the League of Nations, woman's suffrage, national prohibition and other great issues, drove from his ranks many of the old-time democrats who were strong for Wilson and who staunchly stick with "party principles."

Senator Reed, however, made his position clear in every address made during the campaign. His fearlessness and independence from party ties won him respect and confidence.

Not once during the campaign did he recede from his position against Wilson and the League of Nations issue and other democratic policies in which he has differed with his party.

Breckenridge Long, on the other hand, has been a whole-hearted supporter of Wilson, the League of Nations, national prohibition and other issues. He has clearly defined his position as being strictly in line with "democratic principles" and one to give strength and not oppose the party leaders.

Long has had the open support of Woodrow Wilson in his campaign, a support which has been valuable, according to political experts in winning him a strong following in the country districts, where Wilson's name is revered, and where his League of Nations policy has always been approved.

A record primary vote is expected to be polled, and interest over the outcome is at a high pitch throughout the state.

Speeches Quickly Reported. When Governor Miller of New York makes a speech he takes along three of his own stenographers, a typewriter, and a mimeographing machine. The stenographers work in shifts, so that copies of his speech made in New York recently were available 9 minutes and 10 seconds after he had spoken the last word.—Exchange.

Change of Subject. "Do you think Mars is inhabited?" "I'm looking the matter up," replied Senator Sorghum, "along with evolution. My wife says we men have made such a muddle as politicians that it's time we took up science or literature or something."

Soothed By Static Hair-Raising "Breeze"

HAIR-RAISING experiences of this type are pleasant, but woe to any other person trying to pat down this young man's coiffure while it is in this condition! Each hair indicates a flow of static electricity which, while giving the man in the chair a deep-seated, pleasant muscle massage, would shock anyone trying to touch him. The fact that electricity can be applied effectively and at the same time pleasantly never fails to surprise new patients in the electrotherapy department of The Reconstruction Hospital of New York City, where this picture was taken.



Electric Breeze Raises His Hair

Static electricity, produced by several revolving parallel glass plates in a glass case, is collected by metallic brushes and is discharged through two poles. This form of current gives prompt results in the treatment of sprains, strains and inflammation of joints, relieves muscular spasm and deep-seated pain by breaking up minute adhesions. Static electricity has a soothing action. It is so uncommon sight at The Reconstruction Hospital to see a patient peacefully sleeping in a chair while being treated with electric current.

Static breeze, which ruffled the hair of the man pictured, is only one form of static current, the others being static brush discharge and wave current. The latter is a most powerful muscle exerciser, particularly adapted to the after-treatment of industrial disability cases on which The Reconstruction Hospital specializes. Electricity, used here for producing motion and in other forms used for chemical

action in dissolving scars or as heat healing as wonderful as the development of light which soothes painful joints and accelerates the growth of tissue, has opened a new field of it is helping speed up recoveries.

FOOD VALUES AND FOOD COMBINATIONS

By Paul O. Sampson, Nationally Known Food Expert

Do you know that your stomach is simply a chemical laboratory that mixes the solids and fluids you put into it according to exact chemical formulas?

Do you know that the organ of taste in your mouth acts as the control of the stomach laboratory, notifying it what digestive juices to release for the foodstuff on its way down?

Do you know that when you put several food materials in your mouth in a mixture, which are enemies to each other, and require different digestive action, the control office frantically sends word that waste is coming, and to get rid of it.

Paul O. Simpson, national food expert, who has spent 31 years investigating the proper mixture of foods to get 100 per cent efficiency out of them for the human body, and who has lectured throughout the country for 20 years, will tell you all about what foods will mix and

what will not, in a series of special articles he has written.

Sampson has lectured before colleges and schools, as well as to the employes of the great industrial plants of the country. His articles will show you how to avoid digestive troubles, and how to eat so that your body will get the most benefit. His articles will appear from time to time in the Tidings. Watch for them—they will bring you health.

American Money in Canada. It is estimated that American investments in Canada for 1920 amounted to \$325,000,000—more than half of the prewar Canadian investment.

Some of the items of investment during the period under review are: Bonds purchased, \$237,000,000; industrial investment, \$50,000,000; western lands purchased, \$7,000,000. It is also estimated that \$30,000,000 of the \$50,000,000 invested in industries went into the pulp and paper business.

Immediate Results. "Did you give your wife that lecture on economy you said you were going to?" "Yes, I did."

"Have any effect?" "Yes; I'm going to make my last summer's suit do for this summer."—Stray Stories.

FORMER ASHLANDERS HOLD REUNION IN BERKELEY

A number of former Ashland residents now in San Francisco and the bay district, were delightfully entertained on Friday night, July 28, at the home of Mrs. Pearl Myer in Berkeley, in honor of Mr. and Mrs. Kenneth Day (formerly Miss Francis Hamlin), and Mr. and Mrs. Edward Stannard (formerly Miss Nellie Beaver). Anecdotes and recollections of Ashland proved to be the most interesting topic of conversation. Dainty refreshments were served before the party broke up.

Those who enjoyed the hospitality of Mrs. Myer and her mother, Mrs. Hoigate, were: Mr. and Mrs. Kenneth Day, Mr. and Mrs. Edward Stannard, Mr. and Mrs. Martin Swenson (Miss Blanche Salsbury), Mr. and Mrs. McDermaid (Miss Francis Mullit), Mrs. Pearl Dodge, Mrs. Anita Parker, Miss Francis Briggs, Miss Esther Whitely, Mrs. Henry Heidenreich (Miss Mary Weisenburger.)

Eugene—Work progressing rapidly on Cloverdale highway.

Read your home-town paper.

ASHLAND PEOPLE VISIT AT OREGON CAVES SUNDAY

Quite a delegation of Ashland people visited the Oregon caves on Grayback mountain in the Siskiyou, Sunday. Manager R. McElveen, who operates the concessions there, reports Sunday as being the largest attendance of any day since the Marble Halls of Oregon were opened to the public. Most of the Sunday visitors were from points in the Rogue River valley, and the aggregation there yesterday had opportunity of visiting with friends from various points. There were four guides operating, and parties entered the caves every half hour, beginning early in the morning. Several had to wait for a few hours before going in on account of the large number of visitors. All were accommodated, however, in due time, as the management is efficient and considerate.

The following were among the Ashland people present: Mr. and Mrs. W. E. Sanford and Ellen and Wilbur, Mr. and Mrs. Edward Coovling and Adeline and Emma, Cora Kapron, Ernestine Hicks, May Hadfield, Alfred Beck, Mr. and Mrs. Frank Nelson and guests, Mr. and Mrs. H. B. Carter and children, and the Morse family, of Sacramento, J. R. Tozer and Mr. and Mrs. Bert Tozer and son, Miss Esther Kleinhammer and the O. W. Dunford and A. S. Kleinhammer families, of Little Applegate, Mrs. Lulu Wilson and daughter, George E. MacVicar and family, and her relatives of Victoria, E. C. M. B. Pinion, C. F. Peterson, E. J. Kaiser and two sisters, and Mr. and Mrs. C. D. Mathes and the Bishop family, of Talent.

TOURISTS FROM ASHLAND, NOW AT BELOIT, WIS.

Mr. and Mrs. William Freeburg, who left Ashland in the early part of May, are now visiting with relatives at Beloit, Wis., according to a clipping which was received from that place today.

Mr. and Mrs. Freeburg are both 72 years old, but take their trusty Ford, and with canvas and bedding, travel around over the country, wherever their fancy may take them regardless of hotel accommodations.

They have traveled over 3000 miles since leaving Ashland on their present trip, having passed through Nevada, Utah, Colorado, Nebraska, Iowa, Minnesota and Wisconsin, en route, stopping to visit at various places for a short time.

It is their intention to spend the next winter in Florida, making the trip from Beloit by leisurely stages, and expect to arrive in the tropical climate before cold weather sets in.

No One Should Do This (Sign in South Bethlehem, Pa., Cemetery.)

PERSONS ARE PROHIBITED FROM PICKING FLOWERS FROM ANY BUT THEIR OWN GRAVES.

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 unbiased by the limits of his own business. It is in the air, and on the tip of every tongue. ing—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.