

ASHLAND Tidings

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ADVERTISING RATES
Display Advertising
Single insertion, each inch 30c
YEARLY CONTRACTS-
Display Advertising
One time a week 27 1/2c
Two times a week 25c
Every other day 20c
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.

SOLOMONITES

Peculiar that you'll find the Irish governing almost everywhere in the world, except in Ireland.

Russia is not likely to get a loan without sacrifice of principle. What concerns the other nations is the possible sacrifice of principal and interest, too.

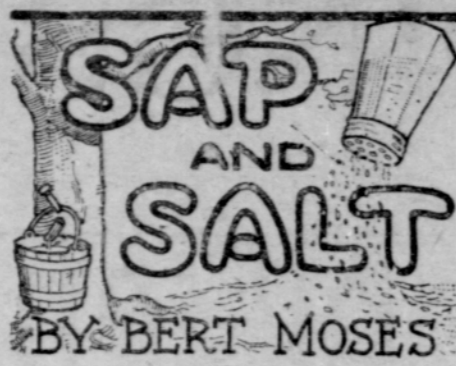
Weather prophecies from Washington are becoming so stereotyped these days that orders have been given to the composing room to keep the weather report standing.

If statistics do not lie, there are a million square miles in Canada on which a white man has never put foot. And still we read of another expedition of discovery to the North pole.

Business men, who are curtailing their expenditure on advertising should note the amount the mail order houses are spending this year in the magazines. Couple this with the report that while the catalogue houses lost money last year, they have made more money in the past six months than in two previous years.

The Oregonian jacks up Arthur Brisbane and his master Hearst on misquoting a line or two of one of Wordsworth's poems. A little thing like that ought not to trouble the Oregonian to the extent of nearly a column. A trifle like a misquotation is nothing in the young lives of Brisbane and Hearst. Either one of them would misquote the constitution of the United States, if deemed expedient. Tim Campbell's famous utterance to Grover Cleveland: "What's the constitution between friends?" is taken as literal gospel by these disciples of the "new journalism."

The American Legion post of Medford is peeved over the defeat of George Coddling for state commander at the recent convention at The Dalles. Not so much over the defeat as the bad faith shown by the Portland delegation. Had the delegates from that city kept the promise made a year ago, Coddling would have undoubtedly been elected. Well, Medford should have known better than to tie up with Portland on anything which might inure to the benefit of southern Oregon. It is notorious that the metropolis is self-centered to the extent that it will knock anything under the sun that might possibly be of benefit to any part of Oregon outside of its own immediate zone.



People try everything before they try plain sense.

None of us is anywhere near as smart as we let on to be.

Almost any kind of a change in congress would be an improvement.

New ideas have to be exaggerated, or no one will pay much attention to them.

It's a great mistake to pay more attention to a business than to a family.

A lie comes close to being a virtue when you employ it to protect a woman or a friend.

HEZ HECK SAYS: "Homely folks seems to enjoy advertisin' themselves by doin' a lot o' loud talkin'."

TRY ANYTHING ONCE
Individuals assail the supreme court of the United States. But no one DEFILES it. What it says, GOES. It is FINAL. And its years of usefulness have shown that it WORKS. We may or we may not always agree with the findings of the court, but there is no appeal and the application of the decrees are permitted to work out to their finality.

Yesterday's reports in connection with the railroad situation demonstrate that the necessity for an industrial court in which the finality of decision shall rest, is as urgent as was ever the necessity for the supreme court of the United States. The proposals laid before the policy committee of the striking shopmen and 148 railroad presidents, were identical. The former accepted them and the latter emphatically rejected them. It must be borne in mind that these proposals made by the president, were the result of conferences with his cabinet and the various heads of the administration, and presumably were based upon the best thought of some of the biggest minds of the country. The proposition was simplicity itself: a reversal to conditions prevailing before the strike, pending a rehearing on the whole matter before the labor board, with one additional proviso to the effect that findings of the labor board should be final and binding on both parties to the controversy.

And what has been the result? The workers accept the president's proposals, and the railroad executives reject them. There the matter rests, while the administration is groping for a solution of the problem that every hour is becoming more distressing; every hour bringing the nation closer to the brink of a national industrial cataclysm; finds looming before it the grim spectre of seizure and operation of the railroads by the government.

There appears to be only one logical—one permanent way out—and that is the establishment of an industrial court. It has worked satisfactorily in Kansas for two years; so satisfactorily in fact that in Tuesday's primaries in that state, a gubernatorial candidate running on a platform endorsing the industrial court, against a candidate who promised its abolishment if elected, was given an overwhelmingly majority. We Americans have fallen into the habit of saying we'll "try anything once," and it looks as if the sooner we try out an industrial court, the sooner we will arrive at a solution of the ever-recurring differences between capital and labor.

GRINDS ITS OWN AXE
(Medford Mail Tribune)
The chief matter of interest before the regular meeting of the American Legion post last night was the report of delegates to the state convention. Adjutant A. J. Crose gave a detailed report of the proceedings at The Dalles, and the local members were given the sidelights on the election of state officers, wherein the Portland delegation swung their votes with eastern Oregon as against the western part of the state in violation of their pledges last year to support a Medford candidate for state commander.

General dissatisfaction was felt at the lack of constructive effort on the part of the Portland delegation, which was largely instrumental in the suppression of anti-alien land ownership legislation.

Portland post with its large delegation, overshadows the rest of the

state, and its influence is felt in any matter which may come before a state convention. This system is becoming obnoxious to the balance of the state, particularly western posts, and some effort to limit the Portland delegation may result.

Official Election Returns

The official count on the recall election complete gives Sheriff Charles Terrill a majority of 308 over D. M. Lowe. The total vote, with two precincts, Applegate and Barron, unofficial, give Lowe 2651, and Terrill 2959.

On the recall question, 2713 voted yes, and 2989 voted no, a majority of 276 against the recall, the discrepancy being due to many voters only voting once on the ticket.

The official count with the above named precincts unofficial, is as follows:

Table with columns: Precinct, Yes, No, Lowe, Terrill. Lists 56 precincts and their respective votes.

2684 2942 2651 2959

Premium List For County Fair Is Now Ready

The premium list for the Jackson county fair, September 13 to 16, is now ready, and those who contemplate making exhibits should communicate with Secretary Frobach, and get a copy of the list at once.

The new premium list is standard with the state and other up-to-date fairs, and while the premiums are not as large as the state fair, they are much larger than ever before, and amount to about \$10,000.

The fair board is assured that every detail of the building plans of the big enterprise will be complete and ready to house the exhibits by September 13th, the opening date of the fair.

Four thousand feet of water main is being laid to provide adequate water supply for the buildings, and fire protection. Two thousand feet of sewer pipe will provide ideal sanitary conditions. The floors are being laid in the horticultural and agricultural palace and the woman's building. The laying of the floor in the entrance building will find the three structures mentioned well toward completion. The stock pavilion will be completed within ten days and the grading of the grounds and speedway which has been a big task is practically complete.

One of the largest items in the program is the fencing which includes five miles of enclosure. The outside fence will be of woven wire with a barbed wire top strand. There is to be a safety zone wire fence 40 feet outside of and enclosed



COLLEEN MOORE and RALPH GRAVES in "COME ON OVER" A GOLDWYN PICTURE VINING—TOMORROW AND SATURDAY

Lumber Mill To Start Operations Next Monday

The Brownlee-Olds Lumber company will make the first run at the big new mill in North Medford next Monday and hope after a few days of adjusting machinery and doing other things necessary to starting a plant, to be running steadily. This means the employment of a large number of men, a splendid payroll, and the opening of the lumber in-

dustry in this community on a large scale, says the Medford Mail Tribune. A logging camp was established near Butte Falls the first of the week, and the number of men will be increased as the demand of the mill requires.

The railroad has been rebuilt to Butte Falls, the new road graded several miles from there into the lumber district, 15 new modern logging cars of 80,000 pound capacity, built in Oregon, were received this week, and with the 20 other logging cars and three engines, makes a splendid equipment for the logging road.

Eugene pear crop is placed at 500,000 pounds.

Williamina—Briek plant now in operation.

Fruit Jars and Trimmings

Price list for Mason Pints, Mason Quarts, Mason Half Gallons, Wide Mouth Mason Pints, Wide Mouth Mason Quarts, Wide Mouth Mason Half Gallons, Economy Pints, Economy Quarts, Economy Half Gallons, Jelly Glasses, Economy Lids, Mason Lids, Rubbers, heavy, 3 dozen for, Rubbers, medium, 2 dozen for.

PLAZA MARKET 61 NORTH MAIN STREET

MORE THAN HALF OF COLLEGE STUDENTS SELF-SUPPORTING
CORVALLIS, Or., Aug. 2.—Lack of money is no longer an excuse for not getting a college education. More than 70 per cent of the students attending the Oregon Agricultural college are partially or wholly supporting themselves.

The Y. M. C. A. has been very successful in placing deserving students in need of work in remunerative positions in order that they may complete their higher education. For the college year of 1921 and 1922 it obtained 2500 jobs, which brought in \$50,000. Men listed for permanent work totaled

202, of whom 143 got work that gave them board or board and room. Twenty per cent of the men placed in work were fraternity men. The Y. W. C. A. also placed more than 100 girls.

ELKS GIVE \$400 TO BIG BROTHER FARM

LEBANON, Or., Aug. 3.—Twenty-five more boys will be taken to the "Big Brother" farm for boys this year than the founders, Mr. and Mrs. Chester A. Lyon, had expected. This is the result of the \$400 gift which brought in \$50,000. Men listed for permanent work totaled

Two kinds of friction

It has been proved that as much as 20% of the power delivered to the driving wheels may be lost through friction, due to the use of an incorrect oil.

This friction may be of two kinds—the friction of metal on metal, due to the failure of the oil to preserve a lubricating film between the bearing surfaces, or the friction of oil on oil—the internal, molecular friction of the lubricant.

Too heavy an oil, or an oil lacking in "oiliness" —the quality that makes it cling to the bearings while at the same time offering a minimum of internal or fluid friction—constitutes a direct drain on the available horsepower of your motor.

The right body at all operating temperatures

Made from carefully selected crudes and scientifically refined by our patented high-vacuum process, Zerolene has great "oiliness." It clings to bearing surfaces, while offering in itself a minimum of frictional resistance to the engine power.

Zerolene maintains the right lubricating body under all conditions. As the engine gets hot, bearing clearances decrease. Analysis of Zerolene shows that the variations in its body, at the various engine temperatures, follow in close relation the decrease in bearing clearances.

Because of their "oiliness," stability and purity, Zerolene oils give perfect lubrication and help to develop the maximum power, speed and gasoline mileage of the car.



more power & speed ~ less friction and wear ~ thru Correct Lubrication

The Test of Good Will

Most manufacturers appreciate the importance of good will on the part of the dealer, and count it one of their greatest assets. But many of them need to consider more thoroughly in what good will consists.

The final test of good will is the salability of the product—the consumer demand.

The dealer may be willing to concede the high standing and prestige of the manufacturer. He acknowledges freely that it is one of the foremost concerns in the business, that it is backed by men who have a solid reputation in their industry, and that its relations with the dealer are businesslike and pleasant. He is disposed to estimate all these things at full value.

But all this good will cannot materially help the dealer sell your goods unless the public is disposed to buy them.

THE KIND OF GOOD WILL THAT COUNTS MOST WITH THE DEALER IS THE GOOD WILL OF THE PUBLIC TOWARDS YOUR GOODS.

If the consumer is demanding your product, and the dealer is able to supply it at a profit, he will have ample good will for the house that makes this possible.

There is just one way to build up this consumer good will, and that is by making the product right and telling the consumer about its merits through Advertising.

With the consumer demanding your product, and the dealer disposed to give it every preference, its steady sale is certain. Good will becomes a big reality in business when that good will extends to the CONSUMER. More and better advertising will create the kind of good will that every manufacturer needs most.