

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

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

Subscription Price Delivered in City:
 One month \$.65
 Three months 1.95
 Six months 3.75
 One year 7.50
 Mail and Rural Routes:
 One month \$.65
 Three months 1.95
 Six months 3.50
 One year 6.50

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 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 initia-
 tion fee and dues, no discount. Reli-
 gious and benevolent orders will be
 charged the regular rate for all ad-
 vertising when an admission or other
 charge is made.

What Constitutes Advertising
 In order to allay a misunderstanding
 among some as to what consti-
 tutes news and what advertising,
 we print this very simple rule, which
 is used by newspapers to differenti-
 ate 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, initia-
 tion charged, or collection taken IS
 NEWS.

SOLOMONITES
 CAT DIDN'T COME BACK
 Little Willie found a cat,
 And it looked so cute and fat,
 That he carried it all day upon
 his arm;
 When the truth his mama
 learned,
 That little cat she spurned,
 And she buried Willie's clothes
 down on the farm.

Babe Ruth? Yes he was once a
 famous home-run hitter.

Jackson county is sure getting
 some free advertising, but we could
 wish the "copy" read better.

In the race for bankruptcy, the
 best position at the starting post is
 the last and nearest the outer rail.

How would this sound for a local
 campaign slogan: "Mount Ashland
 Scenic Highway or Bust"?

Funny name that for a race horse
 —Whiskaway. It would hardly do
 to give him his try-outs after night-
 fall.

The shopmen will and the rail-
 roads will not. As the late Bill
 Tweed once remarked: "What are
 you going to do about it?"

The promoters of the Leonard-
 Tendler fight in New Jersey are
 squealing because the gate receipts
 were but little over \$327,000.

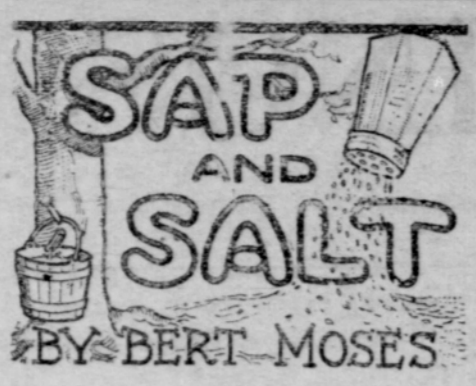
If an excuse were needed for any
 expense incurred in connection with
 band concerts in the park, the at-
 tendance last night certainly furn-
 ished it.

American political history shows
 that no political party has ever re-
 vised the tariff and won the election
 in the same year. Will the record
 be broken this year?—Portland
 Journal.

Several councilmen are to be
 elected this fall in Ashland. One
 candidate is in the field for mayor,
 but up to date we haven't heard a
 whisper as to councilmanic candi-
 dates. The big noise is due pretty
 soon.

Always somebody taking the joy
 out of life. See where up in Alaska
 if a fellow's caught moonshining, he
 will be charged with murder on the
 ground that he is distributing dead-
 ly poison.

When it came to making good on
 a bluff, the late Governor Os West-



Rake leaves the same way
 the wind blows.
 A dash of perfume can never
 take the place of a bath.
 Clean finger nails and clean
 teeth help a lot when looking
 for a job.

You can't stop the progress
 of a good thing by turning
 your nose up at it.

People who break the laws
 make more interesting news
 than those who don't.

Learn to do one thing exceed-
 ingly well, and the world will
 pay you high wages for doing
 it.

HEZ HECK SAYS:
 "You git awful tired o'
 people who are good, but
 who ain't got no sense."

could give Ben Olcott points. Os
 would send the militia to close
 roadhouses. He sent Fern Hobbs to
 Coppertield, and he stopped a Sun-
 day circus at Oregon City with seven
 penitentiary guards.—Public Call.

First Merchant: "How's busi-
 ness?"
 Second Merchant: "On the hum-
 mer."

Just a few repetitions of the above
 and it becomes an established fact.
 Even if it were true, which it is not,
 a white lie or two, under the circum-
 stances, would become shining
 marks on a flag of truce. If a falsity
 is repeated often enough, it has a
 habit of developing into a fact.
 Moral—"Don't."

The scene of the recount has now
 shifted to Multnomah county. The
 speed with which this investigation
 is proceeding would appear to make
 it likely that it will be concluded
 some time after the November elec-
 tion. The managers of Senator Hall
 interests have given notice that if
 the recount is not completed before
 September 27th, he will file his pe-
 tition as an independent candidate.
 Every day something bobs up to
 confirm the suspicion that this is to
 be a democratic year.

OUT OF BABE'S MOUTHS
 "I know who was to blame
 * * * but if our country is to stand,
 we must mete out justice in this
 case regardless of the affiliations.
 On the law depends our society.
 Without law, our civilization crum-
 bles.

"There is no excuse for breaking
 laws. Nevertheless, we seem to be
 increasingly lawless; we seem bent
 on destroying the structure we have
 builded."

The above from the lips of young
 "Teddy" Roosevelt, now acceptably
 filling his late distinguished father's
 shoes as assistant secretary of the
 navy. He was speaking of the Her-
 rin massacres, but his words seem
 particularly appropos to conditions
 in Jackson county today.

ENGLISH JUSTICE
 It goes against the grain for
 Americans to admit that foreigners
 anywhere do anything better than
 we do. Nevertheless, we are bound
 to admit, in our modest moments,
 that we are not supreme in quite
 everything. Court procedure, for
 instance.

The visit of Chief Justice Taft to
 England, on a frank quest for im-
 provements to import for the ben-
 efit of our own courts, has shaken
 the American public out of its com-
 placency in this respect at least.
 Americans have long regarded their
 system of judicial administration as
 unsatisfactory, but it would not have
 occurred to citizens less versed in
 legal history than Chief Justice Taft
 to seek the remedy abroad.

American and English law were
 one in the beginning, and are still
 fundamentally the same, but have
 diverged considerably in application.
 The English have simplified the ad-
 ministration of justice while we have
 made it more complex. Contrary to
 what might have been expected from
 the character of the two nations,
 they have gone in for quick action,
 and we have gone in for technicality
 and delay.

Students of the two systems say
 that English judges, on the whole,
 know more law than American
 judges do, and have more power, and
 use it more effectively. They are
 out of politics. The power of law-
 yers to postpone and protract trials

through technical delays is reduced
 to a minimum. Criminal justice es-
 pecially is rendered with a dispatch
 unknown in the United States.

If Mr. Taft can bring some of
 these benefits home with him, they
 will be welcome to the public, if not
 to the legal profession.

**WESTERN LARCH MAY BE
 MOTOR FUEL OF
 FUTURE**

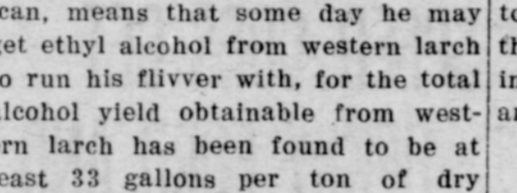
Western larch has been found by
 government forest experts to be one
 of the most valuable sources for mo-
 tor fuel. This announcement has
 just been received at the Portland
 office of the forest service from the
 forest products laboratory of the
 United States forest service at Mad-
 ison, Wis., where experiments have
 been carried on for some time. This
 should be of particular interest to
 lumbermen of the northwest, for ac-
 cording to forest service estimates,
 the national forests alone in Oregon
 contain 2,835,000,000 feet board
 measure of western larch, while the
 national forests of the state of
 Washington contain 1,550,000,000
 feet of this species, or a total of
 over four billion feet for national
 forest areas alone in these two
 states.

Forest experts say that "experi-
 mental fermentations of sugar ob-
 tained from western larch indicate
 that this wood is one of the most
 valuable sources of ethyl alcohol.
 By a careful regulation of tempera-
 ture and acidity, and by finding the
 proper yeast, the forest service lab-
 oratory has succeeded in converting
 into alcohol not only the sugars ob-
 tained from a hydrolysis of the cel-
 lulose, but also a large proportion
 of the galactose sugar obtained from
 the galactan in the wood."

The above, to the every day Ameri-
 can, means that some day he may
 get ethyl alcohol from western larch
 to run his flivver with, for the total
 alcohol yield obtainable from west-
 ern larch has been found to be at
 least 33 gallons per ton of dry
 wood, or almost 10 gallons per ton
 more than that of any other wood
 studied.

The production of ethyl alcohol
 from any source is of particular im-
 portance in view of the impending
 shortage of motor fuel; and the fact
 that western larch is so productive
 a source of this material is of es-
 pecial interest to the Pacific coast
 lumber industry, since it affords a
 means of utilizing not only the waste
 but also the large quantities of butt
 logs of high galactan content now
 left in the wood. Forest officers be-
 lieve that the paper industry should
 also be interested in the fact that
 galactose from larch can be fer-
 mented, for by extracting galactan
 from larch chips before pulping, a
 quantity of sugar easily converted
 into ethyl alcohol can be obtained.

**War Secretary Urges
 Industrial Standards
 To Correct Poor Eyes**



JOHN W. WEEKS
 Secretary of War

THE eye conservation survey in
 the report of the Hoover Com-
 mittee on Elimination of
 Waste in Industry should lead to
 standards in industry which would
 provide correction for bad eye-sight,
 says Secretary of War John W.
 Weeks.

"I have been much impressed with
 the report of the Committee," he
 states. "It has been especially inter-
 esting to note that it emphasizes ill
 health, physical defects and indus-
 trial accidents as important causes of
 waste in industry."

"The analysis of defects found in
 drafted men during mobilization for
 the World War demonstrated clearly
 that a large proportion were either
 preventable or correctible. A large
 number of men were rejected be-
 cause of defective vision."

"Defects in vision usually cause
 fatigue and, from the industrial point
 of view, result in a loss in both
 quantity and quality production. It
 is important that every effort be
 made to develop standards in indus-
 try that will result in the correction
 of visual defects."

**STOCKING WATERS OF CRATER
 LAKE WITH SILVER-
 SIDES**

Thirty thousand silverside salmon
 fingerlings are to be planted in the
 cold blue waters of Crater Lake the
 end of this week. Jim Berrian, of
 the Butte Falls fish hatchery, has



Pub. 4 - Acad.
J. FARRELL MAC DONALD and COLLEEN MOORE

"COME ON OVER"
 A GOLDWYN PICTURE
 NOW SHOWING AT THE VIXING

**Help Out Boy Scouts
 On Camping Trip**

The Boy Scouts of Ashland will
 take their annual outing at Lake of
 the Woods beginning August 15. The
 plan is to stay two weeks. The
 scoutmasters of the local troops are
 busy arranging for equipment and
 provisions. It is no small undertak-
 ing to arrange and manage such an
 expedition. The scoutmasters give
 their time from year to year gratis
 and often invest their means in the
 various undertakings.

This encampment is financed by
 the boys themselves. They pay \$8
 into a common treasury, and this is
 to provide for their keep while in
 camp.

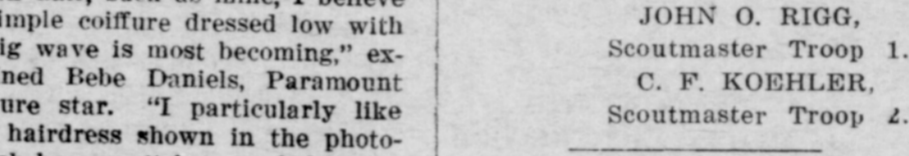
There is one item that the scout-
 masters wish the philanthropic citi-
 zens of the community would pro-
 vide for, and that is the drayage.
 This involves considerable expense,
 and the cost to each scout would be
 considerably less if this matter could
 be financed otherwise. So we make
 an appeal to the citizens of Ashland
 to assist us in this encampment,
 which will mean not only a good
 time for the boys, but a profitable
 time as well, because the scout pro-
 gram of instruction and education
 will be carried out consistently.

JOHN O. RIGG,
 Scoutmaster Troop 1.
 C. F. KOEHLER,
 Scoutmaster Troop 2.

**"SHASTA" AND "OREGONIAN"
 MAKE PERFECT JUNE RECORD**

Of the 33,964 through and local
 passenger trains operated by the

**Famous Film Stars'
 Favorite Coiffures**



BEBE DANIELS

"For women who have sleek,
 black hair, such as mine, I believe
 a simple coiffure dressed low with
 a big wave is most becoming," ex-
 plained Bebe Daniels, Paramount
 picture star. "I particularly like
 the hairdress shown in the photo-
 graph because it is one of the most
 becoming ways I have found to
 dress short hair so that it looks
 smooth and lends maturity and
 gracefulness to the features of the
 wearer."

Southern Pacific on its Pacific sys-
 tem during the first six months of
 this year, 32,491 or 95.7 per cent
 made running time, according to G.
 F. Richardson, superintendent of
 transportation for the Southern Pa-
 cific company. During the month of
 June an unprecedented passenger
 traffic was handled over Southern
 Pacific lines due to the Shrine and
 Rotary conventions held in San
 Francisco and Los Angeles. Among
 the list of through passenger trains
 that had perfect records for one or
 more months are the "Shasta" and
 "Oregonian" between Portland and
 San Francisco.

**WESTERN UNION GENERAL
 MANAGER PASSES THROUGH**
 M. T. Cook, general manager of
 the Western Union Telegraph com-
 pany, passed through Ashland yes-
 terday in an auto, en route south.
 Mr. Cook's private railroad car,
 which had been in the local yards
 over night, went south on train 13.
 Mr. Cook and his party have been
 on an outing at Crater Lake and
 other points of interest in southern
 Oregon.

Freewater Federated church will
 construct modern \$33,000 edifice.

**SYRUP
 of
 THE NEW
 TONIC
 LAXATIVE
 AT EVERY DRUG STORE
 PRUNES**

**MODERN
 CRANKCASE
 CLEANING
 SERVICE**

Look for this Sign!

Your engine requires regular cleaning. Dealers who display this sign use Castrol Washing Oil for safe and thorough cleaning. They will wash your engine of the correct grade.

STANDARD OIL COMPANY
 (California)

—Vanish
 Thirst!

with
**COLUMBIA
 Brew**
 —the Sparkling
 Foaming
 Golden Brew

Tasty, Cheerful—
 A snappy amber
 beverage
 Wherever good drinks
 are sold

Snider Dairy & Produce Co.
 MEDFORD, OREGON
 Local Representative

**A Far-Sighted Banker's
 Idea of Advertising**

by FESTUS J. WADE
 President Mercantile Trust Company, of St. Louis

DO I believe that a banker considers
 reputation, as developed by advertis-
 ing, in extending credit? There probably
 are bankers who will give a negative
 answer to this question, and believe they
 are giving the right answer.

But let these bankers be approached by
 a credit-seeking national advertiser, who
 has established his name, therefore a
 market for his goods, and see what hap-
 pens. In nine cases out of ten, the fact
 that those goods have become a household
 "buy word" will be the greatest factor in
 granting the credit.

The banker himself will have become
 subconsciously sold on the firm, through
 its consistent advertising. He will say,

"Oh, yes, that's a big house—well known,
 good reputation," etc., not realizing that
 it was advertising that did the work.

The next minute he may be approached
 by a new company, trying to make its
 name, and turn down the loan because too
 much of it is to be spent for the purpose
 of advertising. In the first application he
 has helped the big advertiser to cash in on
 his reputation, and in the second was de-
 priving the newcomer of the right to build
 a reputation. This is only a hypothetical
 case, and I am glad to say I don't believe
 it happens as often as it did in the past.
 Just as we learn something new every day,
 so every day another banker wakes up to
 the underlying power and pull of
 advertising.