

Ashtland 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 Matter.

Subscription Price Delivered in City:
One month \$1.95
Three months \$5.50
Six months \$10.00
One year \$18.00

Advertising Rates
Display Advertising
Single insertion, each inch .30c
Yearly contracts
Display Advertising
One time a week .27 1/2c

Legal Rate
First time, per 8-point line .10c
Each subsequent time, per 8-point line .05c

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:

SOLOMONITES
At last reports Senator Reed of Missouri was still in the running.

It is generally acknowledged that death and taxes are always with us. We'll have to add the building of the Natron cut-off to that list.

Looks as if the five votes which Olcott is said to have gained in the recount, would prove to be the most expensive ballots ever cast in Oregon.

The Southern Pacific is advertising excursion rates to Havana, and the United States shipping board is still doing a fine business on Uncle Sam's "wet" ships.

The Portland Journal would like to know whether Woodrow Wilson's endorsement is an asset or a liability. According to the returns from Missouri, it would seem to be in the latter category.

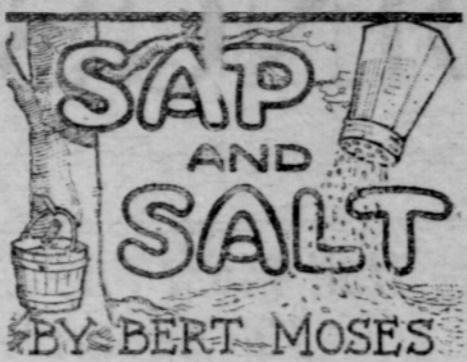
The Irish armies—both sides—appear to be peculiarly constituted. Every day brings reports of the killing of a number of officers, but somehow or another they never get the privates. Perhaps there are none.

If Ashland's tourist hotel was an accomplished fact we might be more deeply interested in the announcement that the Southern Pacific railroad company last year distributed 6,200,000 pieces of literature advertising the scenic, industrial and agricultural resources of the Pacific coast states. Oh, well, we live in hopes.

The distressing news is broadcasted that there is a diamond famine in Europe. The blow is made a trifle softer with the accompanying announcement that more than half the precious stones of the world are owned in the United States. We have been wondering where all the crown jewels had been hocked.

A noted fish liar has just compiled a statement to the effect that exactly 743,221.862 pounds of fish are lost every year because fishermen jerk their poles too soon, and that just twice that many pounds are lost because they jerk their poles too late. Something should be done to stop this terrible waste of perfectly good fresh fish.—Jacksonville Post.

Perhaps one of the reasons why the park in the Plaza is so popular, is that, being on a direct line with the screened door of the police sta-



The beautiful thing about a bulldog is his ugliness.

No matter where you are, you want to be somewhere else.

Smiles are an investment that always bear interest much higher than the legal rate.

It takes a person without children to tell parents how they ought to be brought up.

To get much in the way of wages, you must do much in the way of work.

Fashion and Human Nature have always defied the laws, and there is no sign now of any change.

HEZ HECK SAYS: "Some wimmin manage their husbands by never lettin' 'em know it."

tion, it has a tendency to arouse soothing memories of a by-gone day. A single whiff from the vault where confiscated beverages are stored as "evidence" and one can imagine himself back in the old days, with an arm reposing restfully on the mahogany, and a foot on a brass rail. But—"them days is gone forever."

INCOME TAX

The income tax is one of the pieces of legislation we will be called on to take under consideration in the fall election. We ought to know all about how it works by this time, as the government annually assesses such a tax. One of its effects has been the sequestration of millions in non-taxable securities, and to that extent the money has been withheld from industrial investment. The holder of non-taxable securities pays an income tax on the interest which the securities pay, but the principal goes cost free. It is a much mooted question as to whether the amount it is expected to realize from the proposed state income tax will begin to offset the amount of money now assessed as personal property, which will be converted into non-taxable securities, to say nothing of the effect of the withdrawal of this capital from commercial enterprises, which are made the assessment butt, coming and going.

MISLAID OPPORTUNITY

(By Bert Moses) There are a great many people who want to move away from where they are now living. Most of them don't know just exactly where to go or what to do. In a general way, this condition is found oftener in the east than in the west. The eastern folks have a hazy idea that the Pacific coast consists of California, and that California consists of Los Angeles—and that is where they hope to fetch up some day.

Now, we Oregon people know that Los Angeles, including Hollywood, has its good points, but we also know that southern Oregon supplies more climate and scenery and health to the gallon than any two places in the next state south of us. Advertising made Los Angeles. She started early, when ink and paper were cheap, and has never stopped long enough to spit on her hands and take a fresh "holt." And advertising is the only thing that will bring people here, and when you get them here you have to supply something to hold them.

Now there is very much advertising being done by other cities to bring people out here to the west, and they come through Ashland by the hundreds. So far as I know, no effort whatever is made to head them off and show them what kind of a place this is. We just let them shoot through town and go on somewhere else, being satisfied if they stop at a filling station for a dose of gas, or buy a can of sardines at the grocery.

Every week or so we have a two by four luncheon, where somebody gets up and swings the dictionary around by the tail in an attempt to solve peanut problems. When he ceases to ooze language, the guests go back home and wait a week for the next feed and more noise from some minnow who tries to be a whale.

It is all like winking at a girl in the dark. You know it, but she

doesn't. So far as the outside world is concerned, it knows nothing, and cares less than one-half of one per cent of nothing about dinky, desultory luncheons.

Ashland is not the only place where these cheap feeds are habitual. They happen everywhere, and precisely the same amount of "machts nichts aus" results from them. All you get out of them is the impression that it is some new form of disease, for which the Rockefeller Research concern is seeking the pathogenic bacteria, or predisposing bug.

We would get more results if every man who attends these luncheons, where both the food and the oratory are away below par, went out on Main street with a lot of handbills telling what a fine place Ashland is, and stopped every car going through and handed each tourist one of the bills. A committee could also stand at the Plaza, and shoo all automobilists up past the park to the High Drive, and in this way let the tourist get a view of the inspiring vista below.

Shooting along Main street and out over the Boulevard is a poor way to see the town, but at present that is all the tourist knows about this surpassingly charming spot. To let all these folks get away after getting them here is a colossal blunder. It is the climax of damfoolishness and the zenith of stupidity.

The view from the High Drive, however, is but a starter. We have to give the visitors more than that to create a desire to remain here and settle down. Of course, we have Lithia park, the mineral springs and the fine Ashland creek water, besides the mountains, canyons and valleys. But still more attractions must be supplied, and the proposed drive up the canyon, past Sap and Salt, to the summit of Mount Ashland, and thence back to the Pacific highway at Siskiyou summit, is perhaps the most promising of all. It would be a trip with a national fame, and it would do for Ashland what the Oregon caves are doing for Grants Pass, and what Pike's Peak is doing for Colorado Springs. It would induce tourists to make this a regulation stopping point, and while the stopping was going on the visitors could be shown why this is just about the finest place to live that ever was.

In motoring across the country, the tourist finds many highways leading through water sheds and up canyons, down which flows the water that supplies cities and towns. No camping or picnicking is permitted along these drives, of course, for the first duty of every community is to safeguard the health of its people. There is no higher recommendation a city can present to a stranger than a water shed like ours, that is carefully protected from pollution.

The movement to get Ashland, Jackson county and the government to join together in constructing such a road is one for which much can be favorably said, and little can be put forward in opposition. Besides supplying an attraction to prospective settlers, it will open up an avenue for quickly reaching the timber lands in case of forest fires. Up the Ashland creek canyon are majestic pines and firs whose development and growth have run through the centuries, and the danger of destruction by fire is so menacing that every possible safeguard should be thrown about them. Flames laugh at and mock the centuries, once they get a chance. In an hour they lay to waste the work of a hundred years.

A good road to the summit of Mount Ashland is worth one hundred luncheons, washed down with one hundred doses of verbal bunk. Let us have the road, and if we must have the luncheons, suppose we give the landlady a couple of dollars apiece, so she can make the "eats" what they ought to be. You can't get and nobody can give much in the shape of "vittles" for 60 cents. When you pay a cheap price you get a cheap meal, and cheap meals generate a mighty poor grade of inspiration for the speaker who supplies the language.

Metal Turned Into Gas. Two professors at Chicago university claim to have succeeded in turning a metal, tungsten, into gas. Between 50,000 and 60,000 degrees of heat were needed for the experiment. This is the highest temperature ever known. The temperature of molten steel is 2,000 degrees. That of the sun is 9,000 degrees, while some of the hottest stars are 30,000 degrees. One hundred thousand volts of electricity were discharged at a high speed through a fine tungsten wire. The wire exploded with a deafening report and a flash two hundred times brighter than sunlight and decomposed into gas.

Myrtle Point—Fifth and Sixth streets being improved.

Read the want ads.

Harold Lloyd "Just Saws Wood"



LOS ANGELES.—Here is Harold Lloyd, from his very latest photograph, taken as he began "shooting" scenes of his new multiple reel comedy for Pathe, temporarily called "Doctor Jack." Considering the famous screen comedian's apparent glow of perfect health revealed in this photo, and the fact that influenza laid him low right in the midst of his enormously successful "Grandma's Boy"—without visible effect upon that picture—much is expected of "Doctor Jack." Its subject, however, remains a mystery. All lips on the Hal Roach "lot" are sealed. Pressing inquiry of Lloyd himself brings only the response: "Not talking—just sawing wood."

At the Churches

First Church of Christ, Scientist, Pioneer avenue South. Sunday services at 11 o'clock. Subject of lesson, "Spirit." Sunday school at 10 o'clock. Wednesday evening meeting at 8 o'clock. Reading room open daily from 2 until 5 p. m., except Sundays and holidays.

Methodist Episcopal Church, Corner North Main and Laurel streets. Sunday school at 9:45 a. m.; Dr. G. W. Gregg, superintendent. Morning service at 11 a. m.; subject, "The Tongue of Fire." Epworth League at 6:45 p. m.; leader, Miss Lillian Pfeiffer. Evening service at 8 p. m.; subject, "The Firebrand." A cordial invitation is extended to the public to come and worship. Charles A. Edwards, minister.

Free Methodist Church, Sunday school, 9:45 a. m. Preaching at 11 a. m. Preaching in the evening at 7:45. Merle Dunlay is Sunday school superintendent. Prayer meeting Thursday evening at 8 o'clock. All are cordially invited to attend these services. C. E. Glazier, pastor, 777 East Main street.

Presbyterian Church, Subject for the morning sermon, "A Woman's Glorious Tribute to Jesus." Subject for the evening, "Faith." Sunday school at 9:45 a. m. Christian Endeavor at 7 p. m.

First Congregational Church, Boulevard and Main streets. Sunday school at 9:45 a. m., with classes for all grades and ages. Bring your Bible. Morning service at 11 a. m. Subject, "Man's Sufficiency in God." Junior Christian Endeavor at 5 p. m. Christian Endeavor at 7. Evening service at 8. Subject, "The Light

in the Clouds." The public is cordially invited to all these services. If you have no church home, come and worship with us. W. Judson Oldfield, minister.

Baptist Church, Have you heard of the "miracle woman"—Mrs. McPherson? The pastor, Rev. Mr. Miller, who has been attending her meetings recently held in Oakland, will give a review of the things he saw and heard while there, together with a brief sketch of her life as he heard her tell it. This is probably the most remarkable woman of modern times. You will be interested in this presentation, at 11 o'clock Sunday morning. Theme for the evening, "Are You on the Right Road?" Sunday school at 9:45 a. m. B. Y. P. U., always an interesting service, at 6:45 p. m. Junior B. Y. P. U. at 5:30. Mid-week prayer meeting Wednesday at 8 p. m. You are cordially invited to these services, if you have not a church home elsewhere in the city.

LOSE INTEREST IN SERENADE, Masculine Spaniards Said to Have Turned From Romance to the More Prosaic Football Game.

Sad, indeed, to lovers of the picturesque is the news which comes from Seville, Spain. The serenade, from time immemorial the quintessence of romance, is passing away and will soon be known no more. Worst of all, it is being destroyed by nothing else than modern and unromantic football. This game is at present in full vogue in Spain. Everywhere young men are passionately addicted to it, in Seville as elsewhere, so that the young Sevillians have no longer time as formerly to cultivate the song, the guitar and the mandolin. Football engrosses them.

Soon one will not find a single lover capable of playing a serenade under the balcony of his Dulcinea. If Rosina opens her window Almaluiva will not be there to declare to her his passion. But lately, on Saturdays, the young Sevillians assembled and wandered through the streets of the town singing to the stars. Today they go to bed early so as to be the next morning in good form for their favorite game.

Services to Prevent Robberies. Science, which has rendered us so many services, has now attacked a new problem. Inventors are pitilessly hunting the burglars of Paris. Many are now in search of means of defending the stores and banks against criminal attacks.

One of these most curious inventions consists of a pedal situated in the interior of the store. The burglar, if he watches the hands of the man, cannot at the same time see where he puts his feet. Then the pedal starts an electrical clockwork and at the same time an illuminated plate calling for the police appears on the outside of the store. Among the other inventions there is an overcoat with a special pocket for carrying a revolver. The weapon is so placed that when the attacked person facing the burglar raises his arms, the revolver is brought into position for firing and the act of raising his hands pulls a string which discharges it.

SISKIYOU MARRIAGE MARKET IS DULLER THAN LAST YEAR

YREKA, Aug. 5.—The fiscal year ending July 1, 1922, showed a noticeable decrease in marriages performed in Siskiyou county over the same period of the preceding year. During the past year only 220 were married, while the year before 239 bowed before Hymen's altar.

Of the 220 couples married, 45 of the men and 49 of the women were from other states.

The average age of the women married during the year ending was 20.5, while that of the men was 28.75, and the average marrying age of both sexes was 24.62.

AT THE COUNTY SEAT ♦ ♦ ♦ Real Estate Transfers

Jackson county to J. T. Zimmerman, q. c. d. to SW 1/4 of SW 1/4, lot 5, section 10, township 34 S., range 1 west—\$40.

Jackson county to E. J. Bonner, q. c. d. to NW 1/4 of SE 1/4, sec. 20, Twp. 34 S., R. 1 east—\$7.

James Murray to Harry Samuelson, w. d. to lots 3 and 4, block 17, Jacksonville—\$1.

Arthur F. Abbott et ux to Sam Holdt, w. d. to lots 9 and 10, Miner's addition to Ashland—\$10.

City of Medford to Emma Gagnon, deed to lot 11, block 71, Medford—\$500.

Robert C. Brophy et ux to Jens Jensen, q. c. d. to mining claims—\$1

Circuit Court

J. E. Miner et al vs. Wm. L. Greenleaf. Undertaking on appeal; notice of appeal.

Nona E. Anderson vs. Jesse T. Anderson. Proof of mailing.

J. F. Hittson vs. Cedric Phillips. Notice of chattel lien.

Earl H. Fehl vs. city of Medford. Notice of appeal.

Charles V. Brady vs. Anna Brady. Summons.

Marion McDaniel vs. Charles E. McDaniel. Proof of mailing.

Credit Service Co. vs. W. W. Truax et al. Answer.

Ross E. Banks vs. Mayme A. Banks. Summons.

N. Dix vs. L. G. Fitzwater. Chattel lien.

Carson-Fowler Lumber Co. vs. Walter Donohue. Lumber merchant's lien.

Ashland Iron Works vs. F. F. Judson. Chattel lien.

Overland Repair Shop vs. F. F. Judson. Chattel lien.

Probate Court

Guardianship of Geraldine Theiss. Order.

Estate of C. A. Von der Hellen. Will; petition; order; oath.

Guardianship of Gordon R. Byerly. Ruth E. Byerly. Order; order; report of guardian.

Philander A. Van Nice, estate. Order.

Estate of John W. Chandler. Confirmation of sale.

Estate of Clara M. Schilderer. Proof of publication.

Estate of Clara Reames. Final order; proof of final notice; final account.

Commitment of Annie G. Gillmore—Incompetent.

Marriage Licenses

Christopher C. Stanley and Sylvia McBee.

Lester L. Cox and Laura May Whealy.

Carmen L. Evans and Roberta Martin.

George Hewlett and Naomi Crawford.

Richard M. Barker and Edna J. Rodgers.

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 advertising, 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 happens. 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 depriving 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.