

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 Matter.

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

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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

Remember when a glance at a girl's clothes and one could get a pretty good idea of their age? "Them days is gone forever!"

Let us see—isn't Italy a member of the League of Nations? Then all these reports of war in that country must surely be erroneous.

News says that "Fatty" Arbuckle will take up his residence in the Orient. Being "in Dutch," we fancied he'd pick out Holland as a place of residence.

Those two boys and girls who fell into the hands of the police last night while on a joy ride—do you suppose their parents knew where they were between supper and bedtime?

William Randolph Hearst's definition of a one hundred per cent American is one who was born in the United States, lived therein, and continued to do so throughout the war.

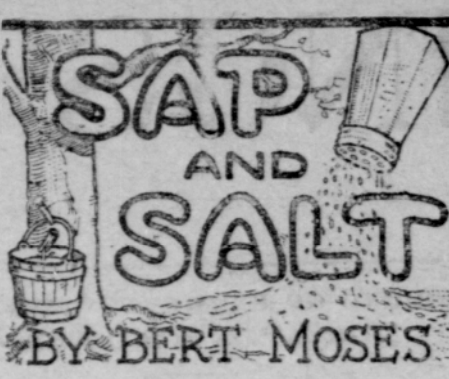
Conan Doyle says that death is not unpleasant. We don't know how much the author of Sherlock Holmes knows about it, but we imagine he has reference to people who are dead anyway—from the neck up.

Scientists say that a couple of years ago Mars was very close to the earth, but since then has gotten a wiggle on, and is now running away from us at the rate of 400,000 miles a day. Too dry a climate, perhaps.

The passing of Alexander Graham Bell, the inventor of the telephone, makes interesting the information that 46 years ago the first 'phone was installed. Today there are in use in the United States alone, 14 million instruments.

If you are inclined to look askance at the admonition: "Make your own opportunities," it might be well to bear in mind the Hindu proverb which says: "The crane that waited for the sea to sink and leave dried fish to feed him, died—think."

Someone has evidently thrown a monkey-wrench into the machinery which the president set in motion in his recent proposals to settle the rail strike. In other words, the shopmen have discovered the "joker." If they go back to work, as agreed, they must do so on an even basis with the men who took their places, until such time as the labor board decides on the merits of their seniority claims.



Talk is cheap, and preachers' salaries prove it.

The business of a neighbor is to give you a bad reputation.

All the morals of all the ages are expressed in the Golden Rule.

The man who cares more for truth than for votes never gets elected.

You understand the meaning of a kick better when you get it than when you give it.

I am in favor of devoting some of this Red Cross money to raising the salaries of teachers and preachers.

HEZ HECK SAYS:
 "The only time some families behave themselves is when 'company' comes in."

Rather singular process to say the least. Sending out expensive invitations to the world to come and settle in Oregon, and then building an impenetrable wall around the state so that invited guests can't get in. The thought comes after a perusal of the initiative amendments to be voted on at the coming election.

Some of the indictments against the Americans as set forth in the English press are:

1. An American girl wore a knickerbocker suit in Piccadilly.
2. American men wear dinner coats in the presence of ladies.
3. American women have their shoes shined at street bootblack stands.
4. American women chew gum.

These are just a few of the "atrocities" that are worrying the British press and which are offending the niceties of British aristocracy and nobility.

COMMUNITY DEVELOPMENT

Los Angeles is typical of a city that has built itself up by deliberately planning for and encouraging industrial development. Today, Los Angeles is the most rapidly growing city in the United States. Five hundred and thirty-five new industries were established there during the last year, and every 20 minutes a new building is completed.

The greatest industrial exposition the west has ever known will open there August 26.

Sixty million dollars was spent for industrial expansion in Los Angeles last year.

The output for Los Angeles industries for 1921 was \$800,000,000.

For 34 years the Los Angeles chamber of commerce has been actively engaged in this program of industrial growth and constructive activity.

It is today the largest commercial organization in the world.

It has been largely responsible for the development of Los Angeles harbor, which now has approximately 50 deep sea steamship services running out to nearly every corner of the globe.

The Los Angeles chamber of commerce is a commercial organization that seems to be run on corporate lines, that is, it is conducted on a business basis for the purpose of developing the southern part of the state as a great commercial center. It cuts out hot air and devotes its energies to securing results in the way of civic and industrial development.

Nothing is too large, nothing is too small for it to tackle.

VACATION AT THE U. OF O.

By Margaret E. Dill
 "Well, how did you enjoy the summer session at the U. of O.?" and "Do you think I'd get anything out of a summer session there?" are the two questions that most everyone I meet on the street, or who comes to call, or rings me up, asks.

Of course, most of the summer students there were teachers, or university students making up work for the coming year. But, to my notion, there could be no more ideal vacation for men and women who are interested in keeping abreast of the times, than a few weeks each summer at their state university. Then, if you've a hobby, and it so happens to be a subject that the university considers worth giving a

course of instruction in, nothing could be more delightful than to go and study this beloved hobby with a group of persons kindly inclined, and under the guidance of a sympathetic teacher.

My questioners are persons, who, like myself, have been treading earth's surface some years since the dear old school days, so naturally the third query is: "Wouldn't I feel out of place? Sort of awkward?" Absolutely the reverse. There was a most beautiful occasion one afternoon out of which I emerged feeling like unto an eighteen-year-old. It was the afternoon that Miss Clara Gertrude Eaton, of Portland, whom I was told is past 70 years of age, took the examination in rhetoric for the master degree. I jotted down every question put to her, but the Spanish and French, and couldn't do that. My very soul took off its hat, or whatever it is a soul should take off, in honor and deference to such an example.

The only requirement for admission is ability to work. Classes were going hourly from 7 a. m. to 4 p. m. every day excepting holidays. Anyone registering was welcome to attend any lecture at any hour. This is a wonderful privilege, it one is not working for credits, the only agreeable feature is the having to decide which lectures one can afford to miss. The lectures in assembly hall daily at 11, together with the advantage of the university library, and the delightful home life given the students is worth double the price charged.

This summer Susan Campbell hall was opened for the women, and the men roomed in Friendly hall. The meals were served at Friendly, and never were such appetizing meals. Mrs. Ida P. Datson, who is in charge of the buildings and oversees the serving of all meals, is a positive genius at homemaking.

If there was any one member of the faculty to whom every student carried at least one problem it was to Dean Dymont, who has the remarkable gift of grasping and helping solving the other person's problem.

Mrs. Clara Fitch, as secretary of the summer session contributed much to the social pleasure of all. Sunday afternoons a musical program was given and tea served in the Women's building.

Wonderful hiking trips had been scheduled ahead so the students had the privilege of deciding and planning the week's work to fit in with the holiday excursions. Sports on the campus, golf, tennis, swimming, croquet, meals served cafeteria on the campus. Another evening Earl Kilpatrick, general director of the session, invited everyone to an evening in Hendricks park, and Mrs. Datson had prepared and sent to the park the most delicious dinner. Everyone played volley ball, follow the leader, drop the handkerchief, or some rollicking game—not to play was to be conspicuous. Then around a campfire, talks were made, and stories told.

From the moment you stepped onto the campus with its ivy-covered buildings, and great shadow-spreading trees, until the time when the last goodbye was said, you felt that every teacher and every officer of the university was glad that you had come—your state university had opened its doors, its heart and its learning to you.

Students from the O. A. C. summer session came over on several occasions to visit, and the U. of O.

"111" cigarettes

They are GOOD!
10¢
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students made week-end visits with friends or relatives at O. A. C. This nearness of location is especially convenient and pleasant for friends who during the year teach in different sections of the state.

The idea of going in for credits had not occurred to me, as I had suddenly decided to go because Mrs. Eric Allen, under whom I'd had extension work, was to teach short story writing—my hobby—through summer session. But when the students made the windows of old Friendly rock with the singing of their college songs, the spirit got into my bones—just had to stay over another 24 hours for examinations, and with a tiny bit of credits, put my name on the university books. That is the way being there would react on most anyone, I think.

The fire on Saturday was, of course, most depressing. After the excitement of removing and returning the things taken out of McClure hall, which was saved by the most heroic work, supper was served by candle light—the wires had been cut. The meal had been cooked on the wood ranges. The serving of that last meal, when no one was expecting it under the conditions enforced, somehow struck me as symbolic of the whole spirit of the University of Oregon.

FLOWERS IN THE SNOW



It isn't every one who can pick flowers from the snow in July, but Miss Alice Jackson of Canyon Camp in Yellowstone is doing it high on the slopes of Mount Washburn. The novelty is but one of the many that the great national park is springing on visitors to its golden anniversary celebration.

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There's a noticeable feeling of lightness and comfort after such a meal.

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Order Grape-Nuts from your grocer today.
 "There's a Reason"

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It has won this high place because it stands absolutely alone as a motor car value.

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\$17.15 Round Trip season tickets, on sale daily. Good until October 31st.

Read about the Vacation Places in our 1922 "Oregon Outdoors" Folder. It is beautifully illustrated and brimming full of details including hotel and cottage information. Copies FREE on request.

For further particulars, ask any agents.

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