

Ashtland 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 .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
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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-pc. line .10c
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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
Worry not over the future,
The present is all thou hast;
The future will soon be present,
The present will soon be past.

"Not so bad, but it might have been worse." Ireland is exempt.

In the flapper vocabulary, the male flirt is set down as a bootlegger of affections.

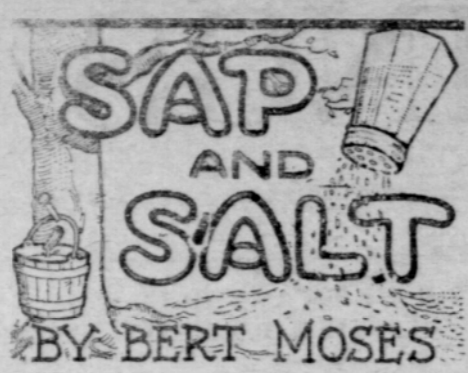
Wonder why "speaker of the house," when, as a matter of fact, that official has less to say than anyone else in congress.

The coal situation would indicate that around the first of the year, those geologists who contend that the earth is growing colder, are apt to have practical verification of their theory.

Hearst went to Europe to get away from having the nomination for governor of New York thrust upon him, so his managers say. Wonder if the European tour of the last presidential candidate, Jimmy Cox, is actuated by similar motives?

Klamath Falls is afflicted with the village cut-up-icus, a disease sometimes contracted in building Chinese walls around a city. Ashland has not as yet been inoculated with the germs of this particular malady, but a deep-seated disease has taken a firm hold here, the results of which are equally fatal. For lack of a more definite name it might be termed municipal insomnia. It is sometimes cured by a real hard jolt.

THE 1925 FAIR CARAVAN
We did the best we could for the caravan of boosters for the 1925 exposition, which came sailing into Ashland yesterday evening, 53 strong, in 22 automobiles. They swooped down on us practically without warning. Mayor Lamkin was out at the granite quarries with a prospective investor, so Councilman Pierce, Vice-President Fred Homes and Secretary Fuller of the chamber of commerce stepped into the breach and bade them welcome. It was difficult to get a crowd out to hear Mayor Baker's speech, but the fire department got busy with the siren, so when he mounted the fire engine, which had been run out to the Plaza, and made his speech, there was a fair sized audience. He made a good speech, as was to be expected. He understood why his audience was not larger, but the warmth of reception made up in



Success goes to the progressive man, provided he does plenty of advertising.

The cheapest man to hire usually asks the highest fee.

When the teeth are neglected, the morals are quite apt to follow suit.

The reason so many folks get poor pay is because they do poor work.

Law would do a lot more good if it told us what we CAN rather than what we CANT.

A good way to quarrel is to let the other fellow do all the talking, and then agree with him.

HEZ HECK SAYS:
"When it comes to making trouble, just honors goes to state legislatures."

heartiness what it lacked in numbers.

THE VILLAGE CUT-UP
The amateur jokesmith has a field especially his own in the small town and as a rule the absurdities he perpetrates, like a faint ripple on the surface of a smooth stream, quickly fades away into the nothingness of a narrow circle. Every now and then, however, one of these amateur jokesmiths throws out a boomerang, as was the case of Fred Fleet, the Klamath Falls cut-up, when he read an original effusion at the banquet of welcome tendered the caravan of boosters for the 1925 exposition. It is true that Fred subsequently furnished a diagram to his auditors and succeeded in convincing them that he was only joking, even though his sense of humor was questionable. Mayor Baker became petulant and administered a verbal spanking to the village cut-up, then there were apologies all 'round and a near-riot happily averted.

REAL PUBLIC OWNERSHIP
With 48,259 individual holders of its common stock, the Southern California Edison company, of Los Angeles, probably has more people financially interested in its business than any other electric utility in the world.

Starting with a plan by which all employees could become participating stockholders in the company, experience has proved that the ownership of stock by employees has increased their efficiency and has resulted in economy in operation and tended to bring the service to a very high point of excellency.

A community in which an average of about one family out of four derives a portion of its income from the dividends of the company which supplies its electric service, is essentially a thrifty and progressive community in which disturbers and agitators find little sympathy and sound financing is regarded as the basis of future prosperity.

Village Cut-Up Rouses Ire Of Mayor Baker

The correspondent of the Portland Oregonian, who accompanied the caravan of boosters for the 1925 exposition, had this to say, in part, regarding the banquet and reception tendered them in Klamath Falls, on Wednesday night:

"Mr. Fred Fleet, a gentlemanly young man, who used to write some for the papers, but now sells ice, dropped a nice fat bomb into the Klamath Falls-Portland get-together banquet at the chamber of commerce. That which blew up immediately thereupon was our own Mayor George L. Baker. The blow-up was high, wide and handsome, and those who were not more intimately affected were left gasping to say the least.

"Mr. Fleet's little bomb was a little speech, which he had written in advance, and which had been constructed for laughing purposes only. Mr. Fleet himself explained this to the assembled company afterwards, and he ought to know if anybody did.

"Then Mayor Baker got to his feet. 'The young man has failed to add,' said the mayor, 'that Klamath might send Oregon's Irvin S. Cobb to the exposition—the comedian



Helene Chadwick and James Rennie in 'THE DUST FLOWER' A GOLDWYN PICTURE VINEY THEATRE—TOMORROW AND MONDAY

writer. In his speech just made Mr. Fleet belittles Medford because it has a road to Crater Lake. He has belittled Portland when we have come here in a spirit of co-operation and friendship. I am amazed. We didn't come here with sweet words. We made no reference to the squabble among your own citizens, which would show the lack of co-operation here. Your trouble here is that with the spirit manifested in this young man's speech you haven't the right to prosper. You are not united among yourselves or with the rest of the state. You can't build up your future with such a spirit. You can't hope ever to become a metropolis unless you co-operate with the rest of the state.

"We came down here in good faith to promote the upbuilding of this state. What right have you to insult us? We came as representatives of 17 civic organizations of Portland, and we came in friendship. When we come here in unselfishness on such a mission you might have refrained from such remarks."

"Mayor Baker sat down amid a rather heavy silence. Mr. Fleet broke it.

"I want to say," he declared, "that I had no idea or intention of insulting our Portland visitors. Nothing was farther from my thoughts. What I said was in a spirit of fun. I greatly regret that my remarks were so misconstrued by the mayor."

"Mr. Baker arose, strode around the long table and extended his hand to Mr. Fleet. 'Let it all be forgotten,' he said, and that was the first occasion for unanimous applause since Mr. Fleet had begun his little essay."

LITTLE TALKS ON THRIFT
By S. W. STRAUS, President American Society for Thrift.

WITHIN a short time our schools will reopen, and it is appropriate that we give thought at this time to the important problem of thrift instructions to the young. In a recent statement, Secretary Hughes said: "The primary lesson for the citizens of democracy is self-control, and this is achieved only through self-discipline. As I look back upon my own life, I find the best lessons were the hardest." It is important that our boys and girls be given thrift instructions because of the things briefly referred to in his quotation from our Secretary of State. Thrift develops self-control through self-discipline, and we do no kindness to any child when we pamper it, when we make the way too easy, or when we foster the idea that life has no hardships.

It is unfortunate that the discussion of the question of teaching thrift in the schools leads many to believe that we have in mind the thought of teaching the child to hoard his pennies. We heard a man recently make the following statement: "I am against teaching thrift in the schools. I remember they tried it on me when I was a youngster and if I had followed the teachings they gave me I would have turned out to be a miser." It is indeed most important that the kind of thrift which means progress and efficiency be the only kind taught, saving money.

A great many successful men in America today have learned the value of thrift in the school of hard knocks, and it is essential that succeeding generations of our citizens be given the value of these lessons.

Big Crop of the Woodlot. Woodlots yield to the farmers something like \$195,000,000 in a single year, says the American Forestry Magazine, but they might, with systematic management and care, produce several times that much.

The Sheep in Wolf's Clothing (Apologies to O. W. Holmes)
I saw her once before,
As she passed by my door—
Dreamed it then.
'Twas a nightmare," thus I said,
For no woman, live or dead,
Thus would have been."

Now she boldly walks the streets,
Unabashed her lord (?) she meets,
And passes by.
(His attire she's filched, complete,
Pants and sox—from head to feet)
With haughty eye.

My grandmamma has said—
Lucky now that she is dead,
Long ago—
That a woman's dress should be
Neat and modest—Ah, but she
Has altered so!

O, Woman! Once sublime,
E'er the pruning knife of time
Cut off your skirt,
We bemoan the days of yore,
In the yesteryears before
You stole our shirt.

I know it is a sin
For me to sit and grin
At her here,
But her high heels and cravat,
And her breeches and all that
Are so queer.

And if I should live to be
Old as Methuselah,
Yet I know
I could never be beguiled
Into being reconciled
To such a show.

—M. Beecy.

The Unconscious Leg. The boy received a gash three inches long over his left eye, left knee was dislocated and he sustained a contused wound of left knee cap. The leg was unconscious when picked up and he was taken to his home near by. —Worcester Gazette.

NOTICE OF INTENTION TO CONSTRUCT CEMENT SIDEWALKS, CURBS AND GUTTERS.

Recorder's Office, Ashland, Oregon, August 19, 1922.

Notice is hereby given to all persons interested in the ownership of any parcel of land abutting on Hargadine street, South Pioneer avenue, First street and Second street, that it is proposed by the common council of said city to construct cement sidewalks, curbs and gutters on said streets as follows:

Cement sidewalks and curbs on both sides of Hargadine street, between South Pioneer avenue and Second street. Cement sidewalks, curbs and gutters on First street, from East Main street to Hargadine street, also on the east side of Second street, between East Main

street and Hargadine street, where cement walks have not already been laid. Cement sidewalks only on the west side of South Pioneer avenue from East Main street to the main entrance of the Chautauqua building, and on the east side of South Pioneer avenue from East Main street to Hargadine street.

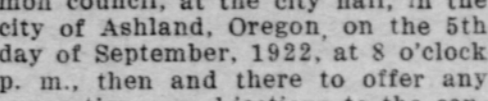
You are hereby summoned and required to appear before the common council, at the city hall, in the city of Ashland, Oregon, on the 5th day of September, 1922, at 8 o'clock p. m., then and there to offer any suggestions or objections to the construction of said sidewalks, curbs and gutters.

By order of the common council, GERTRUDE BIEDE, Recorder.

C. B. LAMKIN, Mayor. Date of first publication, August 19, 1922. 297-2sat

Jud Tunkins. Jud Tunkins says he doesn't believe there is any lion or tiger or other wild animal as dangerous to human life as a young woman who is showing off to a rich uncle how fast she can run her new automobile.

W. A. SHELL BARBER
Safety blades resharpened like new. Single bit, 30c doz. Double bit, 60c doz. Children's Work A Specialty



YOUR PARTNERS IN PROGRESS

THE CALIFORNIA OREGON POWER CO.
Offering Preferred Capital Stock \$92 Per Share Cash or Savings Plan Yielding 7.6%

SEE ANY MEMBER OF OUR ORGANIZATION

This issue is being offered subject to the approval of the Railroad Commission of California and Corporation Commission of the State of Oregon.

A Well Known New York Banker Says:
"The place of advertising in the present economic system is thoroughly well established."
Goodwill has come to be a vital factor in the success of any business, and goodwill can only be created by right and persistent advertising.
A manufacturer who advertises honestly the stability and quality of his goods sets for himself a standard of production. He makes a treaty of faith with the buying public, which he must uphold at any cost.
Frequently, for the purpose of promotion, the manufacturer needs financial assistance.
The time is fast approaching when bankers, having carefully investigated the standing of a manufacturer desiring a loan, will ask this leading question:
"What is his advertising appropriation?"