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 E. J. BARRETT, Editor

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 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

TOWN MAKING

Real towns are not made by men afraid
 Lest somebody else gets ahead;
 When everyone works and nobody shirks
 You can raise a town from the dead.
 And if, while you make a personal stake,
 Your neighbor can make one too,
 Your town will be what you want to see—
 It isn't your town—it's yours.

Woodrow Wilson threw a bomb into the recent Missouri primaries, and now there is a boom for Reed for president.

The fact that the London conference is the 13th that has been gotten under way since the war, is thought to have carried a hoodoo with it.

Don't know how they get that way—but we notice that several eastern newspapers are running the Bible as a serial in their publications, and advertising it as a "new and novel feature."

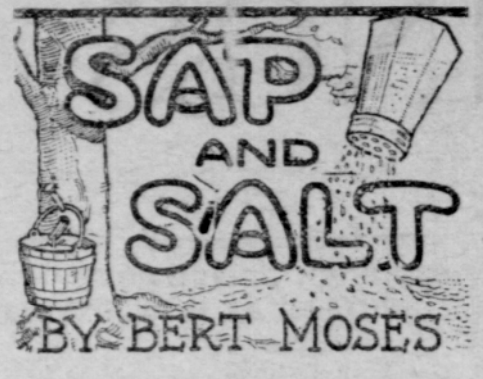
Talk about making both ends meet. Wheat dropped to a dollar a bushel in Chicago Saturday, and the same day the McCumber bill passed, with wheat carrying a one dollar emergency tariff.

And now comes a psychologist saying short skirts are responsible for a decadence in matrimony. His deductions run thuswise: "The gambling instinct in man is inherent. Woman has to keep him guessing or impair her matrimonial prospects. Remove the element of the lottery from marriage and it loses its lure."

The Eugene Guard digs up some interesting auto camp statistics showing that in Germany a foreign tourist stopping over in Munich is taxed 750 marks for 24 hours. If he stays a month, his "jack" is depleted by 2000 marks, and if he elects to stay a whole year, at the present value of the mark, he would have to pay at least a couple of dollars.

POLITICAL BEDFELLOWS

That politics makes strange bedfellows is borne out by the deductions of Chairman Tooez of the republican state committee in discussing the political situation. He says Olcott's chances would be bettered



It is just as religious to have good health as to have good morals.
 The successful professional man is always a successful business man.
 Why try to pick winners, when it is so much easier to pick losers.
 What you deserve you get, whether it be big honors or a swift kick from the rear.
 Advertising tells people what you can do, and thus gives you a chance to do it.
 Things would improve a whole lot if the people had a little more power and the government a little less.
 HEZ HECK SAYS:
 "They're a heap more males in the world than they is men."

If Hall ran as an independent candidate. He figures that the latter would get the vote of the Ku Klux Klan, as a matter of course; that Pierce will get the Roman Catholic vote and such others as are opposed to the public school referendum measure which would abolish parochial and other private schools, as well as the solid democratic vote of the state. This would leave Olcott a clear field with the republicans, and in his opinion would insure his election. On the other hand, if it is a straight-out fight between the republican and the democratic candidate, it will present the strange spectacle of the Ku Klux Klan, which bitterly opposes Olcott for obvious reasons, lined up with the Roman Catholics, who will oppose the governor as an advocate of the measure to eliminate the parochial schools. Between them they will poll a heavy vote, and if the governor pulls through it will probably be by a narrow margin.

PORTLAND NEEDS A SENSE OF HUMOR

(Medford Mail Tribune)
 Portland should develop a sense of humor—particularly her temperamental mayor, when acting as a leader of a Portland fair caravan.

The people of the state, as a whole, are not particularly enthusiastic about a world's fair in 1925. They are not inclined to take it as seriously as Portland. With so many things disturbing the public mind, so many problems pressing, there is a natural tendency on the part of any community to utilize this caravan as an excuse to have a little fun, to forget their troubles and kick up their heels a bit. Caravans don't come to the country precincts every day.
 This was the situation in Klamath. After giving the caravan the most elaborate reception on its tour, a resident of the Courthouse city proceeded to have a little fun, both at the expense of the visitors and Klamath Falls. Also, it might be said, at the expense of Medford.
 From the reports we have read, there was no occasion for offense. We couldn't imagine a Medford mayor resenting such harmless persiflage, even if Medford did want to be an exposition city.
 But Mayor Baker blew up. He went through the roof a la Mary Garden. He declared he and the Rose City had been insulted, and he proceeded to lash his hosts with a terrific Baker wrath.
 The author of the skit very magnanimously apologized. Whereupon "Temperamental George" apologized also, and everything on the surface became calm again.
 But that explosion hurt the Portland fair in Klamath county, it hurt Portland, it hurt Portland's mayor. Here is what the Klamath Herald said the next day, in a very excellent editorial:
 The slightest consideration on Mayor Baker's part would have showed a man of the intelligence he must possess to occupy his position, that it was impossible and unthinkable that this community could have gone to the trouble of welcoming his party, could have staged such a setting of sincere good will and hospitality, merely for the purpose of perpetrating the anti-climax of insult that he charged us with.
 We have Mayor Baker's admission to speak our inmost thoughts and "call a spade a spade" in mind when we assert that his ill-tempered attack was an exhibition of rudeness—an utter disregard of the elementary principles of courtesy and hospitality such as we have never be-

fore, and we hope will never again, have the embarrassing misfortune to witness.
 There is no use kidding ourselves. We can talk about wedding the Portland rose and the Shasta daisy until the rafters drip with maple syrup, but the plain, undeniable fact is Portland is not popular in southern Oregon, and won't be until she shows a different spirit. It is not an easy thing to explain, the basic trouble seems very complicated; but granting the good intentions of the Rose City and her generous efforts in many ways, there is in her attitude toward the rest of the state, particularly southern Oregon, a certain coolness, a haughty touchiness, a lack of warmth and genuine friendliness, expressed not only in words but deeds, which renders any entente cordiale such as exists between Seattle and the state of Washington and San Francisco and northern California, for example, utterly impossible.
 Portland needs a sense of humor, which in its last analysis, means a true sense of proportion from the standpoint of state leadership and genuine human sympathy. How to get it is quite another matter.
 For, as we see it, it is almost entirely a matter of temperament.

CITIES KNOWN BY THEIR AUTO CAMPS

(San Francisco Examiner)

Thousands of cars are on the roads of the state now and many of them are carrying camp equipment of all kinds. All are going some place, and most of them don't care much where they go as long as they have a good time.
 It is getting so that the cities of the state are known by the camping grounds they provide for motorists. If the camp sites are adequate and the motorists well treated, they tell everyone in other camps along the road, and it means additional business for the camps that are good.
 Between San Francisco and Portland, Or., and Seattle, Wash., there is a complete chain of camping spots so that motorists can make the trip without stopping in hotels at all. Then there are a number of fine hotels all along the line of travel between the cities, so that you can get a room with a bath most of the way along the route.
 Marysville has one of the best equipped motor camps in the west, with all sorts of conveniences for motorists. Other cities in the Sacramento valley boast good camping grounds, too, and there are many places in the mountains in the north that have good places to stop.
 Ashland, Or., is one of the pioneers in establishing motor camps,

and has one of the best equipped ones in the state. There are recreation grounds and all sorts of conveniences for the automobilist.
BATTLE WITH A GIANT TROUT
 (Jacksonville Post)
 Mr. and Mrs. Fred Fick and daughter Virginia returned Monday from a several days' trip to Diamond and Crater lakes, returning via Klamath Falls. It surely is thrilling to hear Fred tell about the big fish he didn't catch, and also a giant trout that looked to him as big as a sawlog, which he hooked in Diamond lake, but broke or straightened out a large sized hook and escaped.
 Fred would have nose-dived after him, but the water was too cold—there still being some ice and snow around the lake. Anyway when the big trout made his getaway, Fred said a few things that knocked the bark off the trees all around the lake.
 Elmer Hedburg, who was with him at the time, says that Fred's language was so violent for a few minutes as to cause a good sized tidal wave on the lake.
 Reedsport to have sawmill to cut alder, maple and myrtle.
 Bridge ordered built across Condon creek in Lane county.

Current Business Conditions

By GEORGE E. ROBERTS

(From the Monthly Bulletin for August Issued by The National City Bank of New York)

THE leading topics of interest in the past month have been the crops and the strikes. The crops have come along finely. The wheat crop is fully as large as last year, the corn crop promises to be around 3,000,000,000 bushels and other food and feed crops are good. The amount of dairy products going into storage is larger than last year. Altogether, the cost of living so far as foodstuffs are concerned promises to be on about the same basis for the coming year as for the past. The cotton crop, however, is disappointing and likely to be short of the world's needs. The tendency of clothing materials is now upward, but manufacturing costs are slightly lower than last year.
 The improvement in industry has proceeded so far that the amount of enforced unemployment is scarcely more than in any time of moderate prosperity, but the pending strikes have not only stopped the earnings of the strikers but are beginning to cause unemployment and losses in other quarters. President Harding has been active in his efforts to settle both the big strikes without harsh or unusual measures. He proposed for the coal industry that the miners return to work immediately at the scale of wages being paid when the strike began, this situation to last until a public commission, to be appointed by him, could render a decision upon wages; the commission later to make a thorough investigation of the industry, looking to the development of a permanent policy for the preservation of peace and wholesome working conditions. The miners rejected the proposal.
 The President has also made a proposal for the settlement of the railroad strike, but at this writing the outcome is undetermined.
 With these strikes in industries that are vital to the public welfare out of the way, the outlook is good for fall business, although it cannot be said that a complete and equitable readjustment of wages and prices has taken place. Industrial costs, in which fuel and transportation are leading factors, are too high for the prices of farm products and raw materials generally, and a full measure of prosperity cannot be realized while this remains the case.
 It goes without saying that the two strikes are a very grave menace to the public welfare. The industries cannot run without coal and transportation service. Unless a settlement is reached, industries

will close down, wages will stop for millions of people, food cannot be supplied to the cities, public utilities such as waterworks will be unable to function and society will be faced with a calamity even greater than war, because women and children will suffer as much as men.
 It cannot be supposed that the strikers are indifferent to the suffering thus threatened, and which affects the families of all classes alike. They must assume that their opponents will give way in order to prevent it, but there is as much obligation to protect the community on one side as on the other. Every individual and group has a responsibility to society but society ought not to be dependent upon the grace of a minority. It must have the power to protect itself.
The Common Interest in Order
 One of the first conditions of civilization is that there shall be orderly methods of settling differences as they arise between members of the community, according to principles based upon equity and the common interests, instead of allowing such issues to be fought out with fists or clubs or otherwise. The appeal to force has no place in civilized society except as society itself may discipline its unruly members.
 It is a condition of every game in which rivals contend that there shall be rules and authority to enforce them and decide every question that arises. Abolish the umpire and the rules, and the game disappears. If you care for the game, support the authority that maintains it.
 The trouble with the strikers in these cases is not that they contend for what they believe to be their rights, but that they refuse to recognize that other rights are involved, and that all rights are entitled to a hearing together and to adjudication in an orderly manner. Moreover, the matter of first importance is that there shall be a method of settlement that does not interfere with the common services necessary to society.
 When it is affirmed that the public interest must be paramount, it does not follow that individual interests are sacrificed. On the contrary individual interests are protected by the maintenance of public authority. That is illustrated by the regulation of traffic in the streets of a crowded city. The regulations are a restraint upon individual freedom in the streets, but

everybody goes through the streets more freely because of them.
 What is included in the right to strike? The right to quit work in itself is not questioned. The President has said that the Government will compel no man to work against his will. But the activities of the union coal-miners and shopmen go far beyond the peaceful abandonment of their jobs in order to better themselves elsewhere. Their actions and language show that they are engaged in an organized effort to prevent the public from having coal or transportation except upon the conditions laid down by them. Combinations of that kind among any other class of people are against the law. Labor organizations were excepted for the purpose of giving them a stronger position in dealing with employers, but it never was contemplated that they would use this power to the serious injury of the public.
Railroad Labor Act
 The statement is made that the railroad companies have set the example of refusing to be bound by the decisions of the Labor Board. The facts are that the companies have taken appeals in certain cases to the courts, on the legal ground that the Board had exceeded its jurisdiction under the law. This is a class of actions frequently brought against a new administrative body, to determine authoritatively the scope of its powers. The employees have the same right to bring such actions as the companies, and in neither event is transportation suspended by such an appeal.
 The provisions of the Railroad Act, which give instructions relative to the action of the Board in settling wage disputes are as follows:
 (1) In determining the justness and reasonableness of such wages and salaries or working conditions the Board shall, so far as applicable, take into consideration among other relevant circumstances:
 (a) The scales of wages paid for similar kinds of work in other industries.
 (b) The relation between wages and the cost of living.
 (c) The hazards of the employment.
 (d) The training and skill required.
 (e) The degree of responsibility.
 (f) The character and regularity of the employment; and
 (g) Inequalities of increases in wages or of treatment, the result of previous wage orders or adjustments.

RATTLESNAKE KILLED AFTER STRIKING AT CHILD

After striking at little "Sonny" Freed, son of Mr. and Mrs. Phillip Freed, Friday afternoon and then disappearing down a knot hole in the porch flooring of the L. L. Smart home, as Mrs. Smart appeared in the doorway of the house, a rattlesnake wearing seven rattles and the proverbial button, was shot and killed by Mike O'Hair Saturday afternoon in the yard of the home on Main street.
 The reptile was seen several times yesterday and when first observed was coiled under a cage containing a canary on the porch. Neighbors would hardly believe that the snake could possibly be a rattler.—Colusa (Calif.) News.
 The Freed's are well known in Ashland and only left here a few weeks ago to locate in Colusa. Mrs. Freed is the daughter of Mrs. W. J. Keeton.

Gresham—Union high school to get \$20,000 improvements, including gymnasium.

Let us contract your painting Carson-Fowler Lumber Co. 286-10

Portland—State to erect \$175,000 building to be used as state employment institution for adult blind.

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 For circulars of information and illustrated booklet write to
 The Registrar, Oregon Agricultural College,
 Corvallis, Oregon

Cool Kitchens for Hot Days

A New Perfection Oil Cook Stove in your kitchen will assure a cool and pleasant kitchen in the hottest weather. The New Perfection Stove is a tested, guaranteed product, and will do all the work of your wood range without heating the kitchen. Cooks as fast as gas and is absolutely reliable. We have them in two, three and four burners. Come in and let us show you the numerous features that make them the best stove for summer use.

SIMPSON'S HARDWARE

37-39 North Main St. Phone 203

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?"