

Ashland Tidings

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THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39
 C. K. LOGAN, Editor

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 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 25c
 Every other day 20c

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 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.

"NAMES IS NAMES"
 Unfortunately it is impossible to obtain a copyright upon one's cognomen, thus preventing many embarrassing situations.

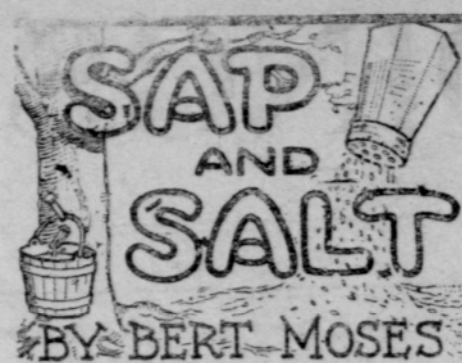
In a main story in Wednesday's Tidings, concerning the characters in the passing of a bad check upon a local merchant, those who starred in the story gave names of people residing in the city,—respectable and law-abiding citizens. It resolves into this: Oscar or Oskar Jensen is not the Oskar Jensen, nor is Mrs. Shelby the Mrs. Shelby that live in Ashland. The Ashland Jensen and Shelby are real people, known and respected by others; the Tidings' Jensen and Shelby are merely names given by the persons involved in the illegal transaction.

If each time the name of John Brown, Smith, Jones, etc. (with all due respect to the Browns, Smith and Jones), appeared in an unfavorable light in the press, and all of the people by that name were to rise up in arms, what a mighty army there would be.

COLONIZATION
 In the past few years Oregon has begun to capitalize upon her scenic possibilities and has attracted thousands of visitors to the state, partly by printed advertising, and partly by word of mouth. Gaining attention is one of the primary points in advertising, and once that is accomplished a strong step forward has been made.

Attracting attention is a problem that is nearly solved. With the completion of many miles of paved roads; the building of the Columbia and other noted highways; the ease with which the famous Oregon Caves and Crater Lake can now be reached—all have added to the sum total.

The first step has been taken. The greatest question is yet to be solved. Oregon's greatest need is colonization. Thousands upon thousands of acres of land are lying idle at present and have never known the foot of man, unless, perhaps, it was to pass over the land. Once the visitor's attention is directed to the possibilities of the state, every effort should be made to induce him to come, to see, and then to conquer him. The future of the state depends upon the development of its resources. Acreage that can support thousands of people is available; prospective manufacturing sites are numerous; water for power and for transportation is almost limitless. From the minerals beneath the surface of the pine-clad hills, from the many varieties of crops that can be grown upon the surface and from the very air that



Always regulate your bite by your capacity to chew.

Politicians love votes more than they love voters.

A piece of change at the right time is just about the biggest comfort I know of.

The plain and simple woman has a charm that never rubs off or years out.

A few laws that are enforced make an infinitely better government than many laws that are ignored.

As a general proposition, folks who don't take medicine have better health than those who do.

HEZ HECK SAYS:
 "The first step in gettin' rid of a fault is to own up to it."

lies above, are unbounded possibilities for colonization. Irrigation projects in different parts of Oregon have helped solve the question of bringing more people into the state.

Sentiment that was expressed by a merchant in a Willamette valley city some time ago, should be regarded as an act of treason against the commonwealth. A newcomer to the town was contemplating the erection of a paper mill, which, with the number of men engaged in the woods, would increase the payroll of the city several thousands of dollars monthly. A great many men would be employed, and their wages would of necessity be largely spent in the city. Yet this merchant, who dealt in a commodity which greatly attracts the laboring classes, made the remark that, "We do not want the undesirable class in the city; the class that carries a dinner pail."

Prices on available locations along the river were raised. The prospective manufacturer became disgusted with the city, and later built his plant elsewhere. Not only did the city lose what would have proven to be its greatest industrial plant, but the state also lost another man who possessed a keener sense of vision than that in vogue during the Dark Ages.

Colonization does not only include the development of the land, but also that more intangible element, the financial side. Money attracts money. Every person who exhibits interest in the state should be made to feel welcome to Oregon, whether he comes to till the soil or to invest his money. Colonization depends upon attracting new people, making it possible for them to live here, and finally in keeping them here.

Labor day has come and gone, but the large signs over East and North Main street, announcing the fact that Ashland would celebrate the day, still remain in position.

HUNTING SEASON BRINGING OUT WILD TALES OF CHASE
 Here's a real hunting yarn, as told by J. A. Parker, of Bly, according to the Klamath Falls Herald.

While hunting near his place last Thursday, Parker said, he saw a coal black buck. The deer was small in size and the velvet on its horns was also coal black. But Parker did not shoot the remarkable deer—not then, at least.

Later, he saw a fine big buck, of the ordinary or garden variety, which he brought down with his trusty rifle. Walking over to his victim, Parker saw the brush moving a short distance away from where he stood. Grasping his rifle, he walked over to investigate. He was amazed to find the black deer just kicking its last kick.

Parker had killed both deer with one shot, and he had not even seen the black deer when he fired.

Step right up, sportsmen, and let's hear you beat this one.

NAVY WILL ASSIST LEGION AT NATIONAL CONVENTION
 NEW ORLEANS, Sept. 7.—The United States navy will participate in the naval show to be held during the American Legion national convention in New Orleans next October, the convention committee has been informed by Assistant Secretary of the Navy Roosevelt. Representation will consist of at least one battleship or cruiser and a number of destroyers.

Twelve hydroplanes will fly from

November Election May Give Longworth Leadership of House of Representatives

WASHINGTON, Sept. 7.—Unless the fickle voter decrees otherwise in November, it is entirely probable that the sovereign state of Ohio, already possessed of the presidency and a host of other political honors, will add to its imposing array of federal positions by taking over the republican leadership of the next house of representatives.

"Nick" Longworth, of Cincinnati, veteran of nearly 20 years of service in congress, is the man. The voters can spoil plans now in the making by turning control of congress over to the democrats in November, or by refusing to send the husband of Alice Roosevelt back to Washington. Both of these contingencies are considered remote.

The leaders of the present congress are gone—or going. With the



exception of Speaker Gillett, of Massachusetts, most of the other principal leaders of the 67th congress will be missing when the roll for the 68th is called.

Mondell, of Wyoming, is running for the senate; Fordney, of Michigan, is retiring of his own volition; Campbell, of Kansas, was licked in the primaries; Fess, of Ohio, is running for the senate; Walsh, of Massachusetts, has taken a judgeship; "Uncle Joe" Cannon, of Illinois, is voluntarily retiring after nearly a half century of intimate contact with

the Southern Pacific at Portland, whose intimate knowledge of Oregon is well shown by the article, which includes a wealth of detail concerning the territory through which the Southern Pacific lines in Oregon run.

Panama to New Orleans and will remain on the Mississippi river for exhibition flights during the convention period. The order authorizing the New Orleans flight was issued by Admiral William A. Moffett, head of the navy bureau of aeronautics, who a few weeks ago made the first hydroplane flight from Pensacola to New Orleans.

In addition the Legion committee hopes to obtain a number of submarines. One flotilla of under-sea craft is on the way from Mare Island, Calif., to the east coast and it is believed that its schedule will enable the flotilla to make the port of New Orleans about convention time.

COLLEGE WOMEN'S CLUB WILL MEET SATURDAY
 The Rogue River Valley College Women's club will meet Saturday, September 9, at the home of Mrs. E. H. Hurd, 1136 West Tenth street, Medford. All members and women who are eligible, are invited, as this is the first meeting of the year.

LOCAL GIRLS RETURN FROM EXTENSIVE MOTORING TRIP
 The Misses Bernice Myers and Hattie Hodges, who left Ashland on August 1 for an extended auto trip in company with Mr. and Mrs. L. O. Walker, of Gold Hill, have arrived home.

The party first visited California and Yosemite Park, then to Lake Tahoe, Salt Lake City, Yellowstone Park, Glacier Park, and returned across the mountains by ways of the Crow's Nest pass in Canada. They report having had a very fine trip, and say every minute of the time was thoroughly enjoyed.

They arrived in Portland on their return in time to be present at the marriage of Miss Madge Walker to Benjamin Stoner. Miss Walker is a cousin of the two local girls, and has a number of other friends in Ashland.

RAILROAD FEATURING OREGON
 Oregon and its scenic beauties are featured in the "Shasta Route Number" of the Southern Pacific "Bulletin," the company's employe magazine, whose September issue is just off the press. The magazine has a circulation of over 35,000, and its mailing list includes many people in all parts of the United States and in Europe.

The article is written by John M. Scott, general passenger agent for

Receives Her Dead Hero's Decoration



For bravery in the World war at the battle at Belleau Wood, in which he lost his life, Sergt. William J. Geary of Washington was posthumously decorated with the Distinguished Service cross, the decoration being presented to his mother, Mrs. Claudia Geary, by Maj. Gen. John A. Lefevre, chief of the United States Marine corps.

Return from Newport—
 Mr. and Mrs. Guy Randles, daughter Wanda and little son Ivan Joseph arrived in Ashland Monday morning from Newport, where they have been located for the past year.

Sheep Dip Fine For Hair and Scalp

Bacteriologists, Medical Science, endorse the wonderful action of Sheep Dip. After years of experimenting to obtain the exact requirements in formulating Soap combined with Sheep Dip Deodorized and other medical properties the results have met the approval of thousands of men and women. The remarkable action of Soap protects the scalp from germ life which is essential to proper hair growth and beautiful hair. Giving a new life-like gloss, lustre and attractiveness. For Excessive Oil, Lifeless Hair, Itching Scalp, Dandruff and Falling Hair it has no equal. You today can double the beauty of your hair by the regular use of Soap. Being far superior to ordinary soap and water. Delightful to use. Soap is on sale at all Drug Stores.—Adv.

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

Maybe that hill is not there, after all—

VERY often the hill we seem to be climbing is made out of the common mistakes of diet which starve tissues and nerves and slow down energies.

How smooth and level the path seemed to be when we were younger.

Simple, natural food may level that hill to a smooth path again.

Why not try it?

Begin today with a dish of Grape-Nuts with cream or milk—and fresh or preserved fruit added if you like.

Keep on with this crisp, delicious, strengthening food in place of heavy, ill-assorted, starchy breakfasts and lunches—and see if the old-time zest and speed on the old-time level path doesn't come back again.

Grape-Nuts—THE BODY BUILDER

"There's a Reason"

Made by Postum Cereal Company, Inc., Battle Creek, Michigan

"A Good Advertiser is a Safe Borrower"

Under the bank cashier's wicket every day pass thousands of dollars in loans to the manufacturers of America. They make automobiles or soap, adding machines or candy, talcum powder or furniture.

Why do these business men borrow large sums with confidence?

Because by persistent ADVERTISING they have each created in the great buying public a demand for a particular automobile, a special brand of candy, a particular make of furniture.

They judge the future by the past. What advertising has done, it will do, and do increasingly. There is an inexhaustible fund of good will for the advertised trademarked product. An idea is sold to the public and kept sold by well-planned reiterated Advertising.