

Ashland Tidings

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C. K. LOGAN, Editor

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Each subsequent time, per 8-cent line 5c
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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 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.

OVERCHARGING IS RESENTED
(Portland Telegram)
Portland.—(To the Editor of the Telegram.)—I like to sing of the beauties of Oregon and so do you. Every citizen, proud of the state, delights in telling strangers from every nook and corner of the land, what Oregon has that is worth while. But at the same time, we should not overlook the giving of a warning whenever one is needed.

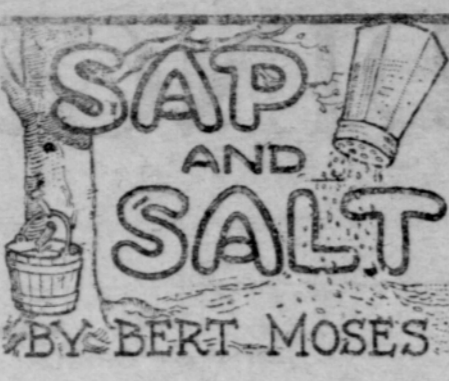
Recently a party of tourists visited Crater Lake. No objection was felt to the \$2.50 per car charged when entering the reserve, but decided objection was entered when Anna Springs was reached. Drivers of the cars did not feel they were being overcharged when 37 cents a gallon was asked for gasoline. It was found necessary to purchase a loaf of bread. Twenty cents was asked for this, and it was not fresh. The same loaf retails elsewhere for a dime. A quart of the thinnest skimmed milk you ever saw cost 25 cents. Other charges were in proportion. Two of the party had dinner at the hotel. They were served one small piece of salt pork, a boiled potato, a tablespoon of canned peas and a drink called coffee. The charge was \$1 each.

Contrast this to a meal purchased at Madras. Broiled steaks and ham and eggs, bread, butter, raspberries, pineapple pie and other good things were served, and the proprietor wanted his patrons to eat more than their capacity would permit. The charge was 50 cents a head.

Anna Springs was the only place on a trip of over 1000 miles, made by way of Salem, Eugene, Grants Pass, Ashland, Bend and The Dalles, where there was any overcharging or any evidence of profiteering.

TOURIST.
Dated September 4, 1922.
(Oregon Voter)

What the enterprise of one community can mean to itself and the state of Oregon as a whole is exemplified by Grants Pass. That city hammered steadily at the state highway commission and the United States forest service, to undertake the construction of a road to the Oregon Caves, one of the world's wonders. This year, the first season for the new road, the travel far exceeded the most optimistic expectations. Tourists from all states of the Union are now telling of the marvels of the marble halls. One more attraction made available, and one more magnet to draw the motorist to this land of wonders. The entire state can be grateful to Grants Pass for its initiative.



Good advice is nearly always hard to take.

Where a man's graft is, there will his heart be also.

You can't learn a dog new tricks unless you are smarter than the dog.

The future holds little for the woman who has more beauty than she knows what to do with.

One nuisance in a town, when you get rid of it, is invariably followed by another.

Tell a man he is smarter than you are, and he will not only admit it, but loan you money to boot.

HEZ HECK SAYS: "Secrets, money and fish is hard things to keep."

Pendleton Is Getting Set For Annual Round-Up

PENDLETON, O., Sept. 11.—Twenty-four beautiful racers, representing the Eddie McCarty strings, and five bucking horses are at the Round-Up stables in anticipation of the coming Round-Up.

Among the fleet-footed animals which come here after winning laurels on many tracks, are Young Hexter, Alta M., Miss Enora, Aprirantna, Orphan Child, Dora Turner, Ruth Van, Mamie Van, Skillful S., Karl C. and Sultan. McCarty is now in Spokane and the horses are under the care of George Langdon.

The Monday before Round-Up will see the arrival of the patron saint of the show, namely Charles Irwin, who is a familiar figure in track and arena. He states, in a wire to H. W. Collins, president of the Round-Up, that he will have about 29 head of stock. His lady relay riders are Lorena Trickey, acclaimed world champion woman rider and winner of the Hotel McAlpin trophy, and Vera McGinnis. For the two men's relay strings he has as riders, "Spider" Kelly and Red Pruitt.

His trick riders are Harry Walters, Miss Trickey, Miss McGinnis and Roy Kivett, who is also a trick roper. Steer ropers of the Irwin aggregation are Kivett, Claude Sawyer, Buddy Sterling, Cliff King and Phil Yoder.

Irwin will have in his old stalls, besides his racing staff, bucking mules, five bucking horses and one laydown horse.

George Drumheller, of Walla Walla, long a friend of the Pendleton Round-Up, will secure for this year's show the horses for Queen Thelma Thompson and her attendants. There will be four white horses for the maids and one cream-colored animal for the queen. Miss Jessie Drumheller, daughter of Mr. Drumheller, has been chosen as one of the maids. She is an accomplished horsewoman and has ridden in the Pendleton show. Two other maids are Miss Alladeen Scroggins, of La Grande and Miss Helen Thompson, of Pendleton. Miss Scroggins has ridden in the Union Stock show. A Portland miss is yet to be chosen to make up the group of attendants.

THE WEATHER
WASHINGTON, Sept. 11.—Weather outlook for the period September 11 to 16, inclusive: Pacific coast states—Generally fair, except for showers during the latter part of the week on the north coast; normal temperatures. Northern Rocky Mountain and Plateau regions—Generally fair, with temperatures near or somewhat below normal.

Effective . . . Diplomatic
ASHLAND REALTY CO.
Opposite City Hall
Business Chances
Insurance Real Estate

BRITISH COLUMBIA HAS LARGE KAOLIN DEPOSITS

WILLIAMS LAKE, B. C., Sept. 11.—The discovery of a large body of kaolin containing less than half of 1 per cent dross, is reported a mile from this townsite. Kaolin is used in the manufacture of porcelain and as a filler in certain textiles.

GRAIN IS DESTROYED BY MIDLAND FIRE

KLAMATH FALLS, Sept. 11.—Fire believed to have started from the harvester on the Chin Lung ranch in the Midland district, burned over 500 acres of standing grain. The harvester was also destroyed in addition to other equipment. The fire is confined to the Chin Lung ranch.

Use Mesmerism in Breaking in Horses.

The world's best horseback rider is said to be ex-Lieut. Pietro Hudenko, once of the Imperial Russian Hussars and now a waiter at the Anglo-American club of Belgrade, Jugoslavia.

He claims never to have failed to break and tame the wildest horse. He says he does not use strength and agility, but mesmerism. He takes a wild horse, slips a halter on its head, passes a rope twice through its mouth, jumps on its back without a saddle, gets a knee grip and lets the horse rear, buck or run at will. After the horse is tamed he pets it, whispers strange words into its ear, words known to a few Cosaks of the Caspian steppes, and then, never again, will that horse bite or kick or disobey a man.

Pietro soon is to become trainer and horsebreaker for King Alexander.

Perhaps It's Merely a Water Dog.

Zoologists, says a Buffalo paper, are trying to classify a peculiar form of animal life found by Edward Briggs in the Niagara river at Niagara Falls. The freak is 12 inches long.

The forepart of the body resembles a lizard, while the hindpart looks like a fish.

The creature is of a spotted brown color and has a smooth skin and no scales. It has four legs, the feet being formed like human hands, but with only four fingers.

The ears have four lobes, with a tuft of hair on each lobe. The freak is alive.—Exchange.

Atmospheric Phenomenon.

An unusually perfect and beautiful example of the atmospheric spokes which may occasionally be seen radiating from the setting sun was witnessed in England in July last year. Five distinct bands of a light salmon pink color, separated by five corresponding bands of pale blue, were visible, stretching up into the heavens from the sinking sun. The phenomenon lasted about an hour, and later on the same evening a violent thunderstorm broke over the place where the spectacle had been witnessed. There are a number of other instances on record in which similar phenomena have been followed by thunderstorms.

Terrible Weapons of War.

The next war may have its invisible airplanes, flying noiselessly above cities and dropping bombs and disease germs on unsuspecting inhabitants, according to a report of the executive committee of the British parliamentary air committee.

Recent discoveries are said to have made an airplane invisible at 20,000 feet and mufflers have been devised to make the motors silent.

To Stop Pimples Yeast Vitamins Must Be Ironized

Ironized Yeast Combines the Necessary Body-Iron and Body-Vitamins Which Make Skin Eruptions Vanish Absolutely

You can prove the remarkable results of ironized yeast in a few days' time. To get results that you can actually see in your mirror, actually feel in your whole make-up, you must use that yeast which gives

The sweetest, dearest kisses are those placed on a clear, pure skin, the necessary blood-building vitamins with the proper kind of strength-giving iron, in the same form as it exists in the human body. There is only one ironized yeast produced in the world, and it is called simply, Ironized Yeast. It is not a mere mixture of yeast and iron, but is yeast ironized, which is a substance all by itself. Pimples, blackheads and eruptions mean that you are minus the right kind of iron-and-vitamins. You need both. Ironized Yeast will free you from pimple-embarrassment forever, your blackheads will vanish, your purified rich red blood will show in the ruby of your cheeks and adorable skin-clearness. Ironized Yeast will put wire-ness in your nerves, new red blood-cells in your blood. It builds strength in every organ, in men, women and children. It is also a stomach strengthener. Ask for Ironized Yeast, nothing else. Beware of imitations. Ironized Yeast is sold at all drug-stores at \$1.00 a package. Each package contains 60 tablets, each tablet sealed. They never lose their power. MFD only by Ironized Yeast Co., Atlanta, Ga. All kisses will be sweeter from now on!



Official Washington Is Watching As Seven States Go To Primaries Tuesday

WASHINGTON, Sept. 11.—Voters in seven states go to the polls tomorrow to nominate senatorial, congressional and state candidates in the greatest single primary day of the summer campaign.

Five seats in the United States senate, 49 in the house of representatives, and a host of state and municipal offices are involved in the balloting that will take place in Arizona, Colorado, Louisiana, Massachusetts, Washington, Vermont and Michigan.

Chief interest in the national capital centers about the senatorial contests in Massachusetts, Washington and Michigan, where the seats of three prominent republican senators are in jeopardy—Senator Henry Cabot Lodge, minority leader; Senator Miles Poindexter, ranking member of the naval affairs committee, and Senator Charles E. Townsend, the good roads champion of the senate.

In other states the controversies are less keen. In Arizona, Senator Henry F. Ashurst, democrat, will be renominated by his party without

opposition. In Vermont, Senator Carroll S. Page, republican, is retiring voluntarily, and Representative Frank L. Greene, one of the Granite State's two republican congressmen, will also be nominated without opposition.

In Louisiana and Colorado, only congressional and state candidates are to be nominated. Lodge, Poindexter and Townsend all have opposition—the latter two having stiff fights on their hands to be renominated.

In Massachusetts, Senator Lodge is opposed by Joseph Walker, a former speaker of the Massachusetts house of representatives. Walker is characterized by political observers in Washington as "strong, but not dangerous."

There are, however, no less than four avowed democratic candidates—William A. Gaston, retired banker; Sherman L. Whipple, Boston attorney; John Hackson Walsh, a former democratic candidate for governor, and Dallas Sharpe, a Boston university professor who endorses prohibition and the league of nations.

FARM REMINDERS

Light a Factor in Poultry Houses
Light is an important factor in a poultry house. It is well to place windows in the rear. The front should be left about half open in order to provide the proper circulation. In winter a curtain, pulling up from the bottom, may be used to advantage in partially closing the opening.

Set Red Raspberries in Autumn
Red raspberries thrive on almost any type of loam soil. Upland, sandy or clay loam soils are good if they are well drained. Clay loam usually gives heavier yields. The moisture content of the soil is more important than the soil. The soil must be well drained, must retain moisture, and must never be surfeited with moisture. A reasonably fertile

soil is desirable and a liberal supply of humus is a great aid. Young plants may be set out in the early autumn when six to eight inches high. A northern or northeastern exposure is to be preferred for the plantation, but is not essential. It will do well on any exposure. The cooler and shadier the spot, the finer the berries will be.

Poultry Need Exercise
Requirements for a well-planned poultry house are suitable location, avoiding exposure as much as possible, fresh air free from drafts, plenty of floor space for exercise purposes, plenty of roost space to prevent crowding, equipment such as drinking fountains and mash hoppers in such places and in sufficient quantities that the fowls will have access to them at all times.

Heating Stoves

Our assortment contains both wood and coal burners that are made to render the maximum service. They are attractive, both in looks and in price, and are sure to give satisfaction.

Drop in and let us show them to you.

SIMPSON'S HARDWARE

87-89 North Main St. Phone 203

Time to Build Strong

It has come to be understood by most manufacturers and distributors that a large volume of business at any period of time is of itself no proof that the business is built on a sure foundation. The volume may be due to a variety of conditions, and those conditions may be temporary, and may be entirely out of the control of those who enjoy them.

The only sure foundation upon which a big business can be successfully built is an undisputed consumer preference. Let that be present, and it matter not how quickly a business grows, or how big it grows, you have the assurance that it is solidly built and that it will not topple over when the first wind blows.

Advertising is the corner stone of the structure of consumer preference. No conspicuous example exists where there is a steady and sure consumer demand for any product that is not properly advertised. Every instance that can be cited of a consumer de-

mand that is strong enough to offset changing market conditions may also be cited as an example of the effective use of advertising.

The present business condition is a challenge to every business that is built on the uncertain foundation of a demand due to a favorable state of the market. Assuming that the strong demand of the past few years, prior to 1920, was a permanent thing, many manufacturers made provisions to supply the demand and reap a harvest of profits; but they overlooked the importance of insuring their share of the demand.

Now the great lesson has been learned—at a prodigious cost. The disposition today is to build strong, to make sure of the foundation before rearing a great superstructure. In the long run it will mean that all business will be on a more solid basis, and less likely to be upset by changing conditions. This will be the great compensation for the stress of the present period.



One Quality Only

The Silvertown is the pioneer cord tire of America. Its history is the record of every important development in cord tire construction. From the start it gave the motorist a new idea of tire service.

The Silvertown is made by an organization with 52 years' experience in rubber manufacture. There is only one quality in Silvertown Tires. The materials and workmanship in one are the same as in all others. The name of Silvertown is always a symbol of one quality.

Your dealer will sell you the Silvertown in any size from 30 x 3 1/2 up.

THE B. F. GOODRICH RUBBER COMPANY, Akron, Ohio ESTABLISHED 1870

for AUTOMOBILES, MOTORCYCLES, BICYCLES, TRUCKS

Constantly On Guard

Our vault, protected by our electric burglar equipment is as sensitive to human touch as a mother is to Baby's cry.

The door, ceiling and walls of the vault are surrounded by electrically charged cables, which respond to the least touch and automatically set our gong ringing its vibrant alarm. This is an institution that really protects; and a bank that really serves.

The Citizens Bank of Ashland

Ashland, Oregon