

Ashland Tidings
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 TELEPHONE 39
 C. K. LOGAN, Editor

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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..... 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.

ASHLAND IS WAITING
 Water at the intakes that furnishes the clear, cold bubbling mountain liquid to thousands of Ashland homes is low. The water has a decided chlorine taste. Chlorine has been found necessary for the health of the community, but does not flavor the water when the supply at the intakes is sufficient. Anything that is good for the community can be tolerated and borne with fortitude.

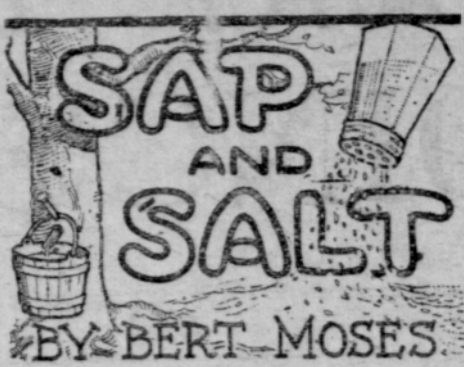
With an unusually large number of drinking fountains scattered throughout the city, which never fails to attract attention from strangers in the city; with one of the finest parks in the state abundant in its supply of water, not only for drinking purposes, but for landscape effects; with many fine homes that depend upon the city supply of water to keep up a velvety lawn; with hundreds of people each cultivating a small garden plot; with its block upon block of paving on the streets that must be washed almost nightly, Ashland needs an abundant supply of water; a greater supply than is available at present, not only now when it is the most needed, but at other times.

There has been a startling number of large and expensive fires in various parts of the state during the past summer. Ashland has been fortunate. Not only has the city escaped such sweeping conflagrations, but had the need arisen, sufficient pressure and the great quantities of water needed in such emergencies might not have proven possible.

A new and large reservoir for the storing of water is needed. With thousands of gallons awaiting instant use high above the city in the mountains, worry over low water and light pressure will be done away with. Possessing almost unlimited possibilities, the water would be available upon instant demand. Dangers from fire would be lessened and lives and property not under constant menace from a blaze that might wipe out a solid block at one stroke, or threaten to engulf the city.

Factional fights, with each side demanding that water be obtained from this source or that, have occurred. While the argument rolls merrily along over where and how the water can be stored, the available supply continues to be inadequate.

More water is needed. How this water is obtained, and where, is not the moot question. The sooner a reliable engineer has been engaged and given the situation a careful study and plans made for remedying the situation, the sooner Ashland



Successful men are covered with scars.

The older you get, the longer a trouble seems to hang on.

A church has small chance when in competition with a golf course.

Patched pants are better than new trousers bought on the installment plan.

An old maid who is not a reformer is as rare as a loafer who is not a cigaretteist.

Prohibition has taken the business of brewing away from a few men who understood it and spread it among thousands who don't.

HEZ HECK SAYS:
 "Loafin' ain't much without plenty o' ter-baccor."

will have an adequate water supply and sufficient pressure by which all possible emergencies can be met.

Water is the common need. Water is in the mountains. Bring water to Ashland.

Begrudoll is reported tired of his life in Germany, and wants to return to the United States. He loved the Kaiserland so well that he refused to fight against it. Let him stay where he belongs.

Reform is not generally carried out successfully by outside forces. The need must be felt and the work done from the inside.

Present fruit conditions resolve into the old proposition of "Use what you can, and can what you can't."

THOUGHTS FROM OTHER SOURCES

TALLYING THE TOURISTS
 (Oregon Journal)

Like migrating birds that hear the north's chill-noted warning, motor tourists that all the summer months have congested northwest highways and byways are turning homeward.

The long procession on the Pacific or the Columbia River highway shows no break, but the Texas car will be seen headed southward, the Ohio car eastward, and so on down the long catalogue of vari-colored license tags.

Friendly statisticians will now busy themselves. They will reduce the number of visiting motor parties to certain hundreds of thousands. They will estimate the millions in

dollars by which Oregon is richer for the visitors having come, including the very considerable sum which Californians received from winter tourists and spent here summer touring.

But statistics can tell only a part, perhaps the least important part of the story. What a great social intermingling and leavening must inevitably result from the new but exceedingly general form of touring! What exchange of information and consequent broadening of viewpoint must follow roadside meetings! How much provincialism, not only of the east, but of the west, must diminish! How greatly must sympathy and understanding increase among people representing the nation's climatic and geographical divisions as each sees where, how and why his fellow citizens exist! How much more easily should an all-city, interstate system of road courtesy and highway regulation be promoted and accomplished.

It is a thought the more assuring because based on substantial fact, that by reason of the season's motor travel vastly increased dissemination of information about Oregon will occur. The return trail blazed by motorists will be followed again not only by those who first came, but by those to whom they described opportunities for "life, liberty and the pursuit of happiness" in the virile northwest.

Crater Lake Lodge To Close Sept. 20; Visitors Increase 3400 Over Last Season

Visitors to Crater Lake park numbered 3400 more this season, up to August 31, than to the same date last season, breaking all previous records, according to figures furnished by W. A. Kamp, resident manager of the Crater Lake lodge.

The total number of visitors this year was 26,868 against 23,444 for 1921. This season, 7612 automobiles entered the park, up to August 31, against 6429 to the same date last year. The percentage of increase is 18 per cent for cars and 15 per cent for visitors.

The lodge will close this year, September 20, Kamp said. It has been customary to close October 1.

Work on an addition on the west end of the lodge that will double the room accommodations is progressing, but it is not planned to have the rooms ready for occupancy before the 1924 season. If the 1925 fair materializes it is expected to greatly increase the park patronage, but even under the present ratio of increase, the addition will be badly needed by the time it is completed.

Sunday and Labor day, a double holiday, drew a large crowd of local people to the lake, swelling the crowd of patrons to a point where all rooms in the hotel and most of the tent houses were taken.

The addition will contain 85 rooms when finished, virtually doubling the present lodging capacity. The foundation and walls are being built of rock from the vicinity.

The new management has done much this season to overcome old

gon. Governor Olcott has been requested to place his official stamp of approval upon the project.

It is pointed out by state chamber officials that the rail strike has curtailed car service to points east, especially in regard to refrigerator service, with the result that bumper fruit crops in Oregon are in danger of being lost through lack of market. An increased volume of home canning will do much to relieve the situation, it is believed.

NOTICE
 To the landowners and holders of title to lands within the Talent Irrigation District:

YOU ARE HEREBY NOTIFIED, that the Board of Directors of said District, acting as a board of equalization, will meet on the first Tuesday in October, 1922, at 10 o'clock p. m., for the purpose of reviewing and correcting its assessment and apportionment of taxes as provided by law.

In the meantime, the assessment list and record will remain in the office of the board for the inspection of all persons interested.
 Dated August 30, 1922.
BOARD OF DIRECTORS OF TALENT IRRIGATION DISTRICT.
 By O. Arnspiger, Secretary. 9-1

QUARTERLY INCOME TAX INSTALLMENT DUE SEPT. 15

PORTLAND, Sept. 12. — "The third quarterly installment of the income tax for 1921 is due on or before midnight, Friday, September 15, 1922, announced Clyde G. Huntley, collector of internal revenue, today. "Notices have been sent to taxpayers, but failure to receive a notice does not relieve a taxpayer of his obligation to pay the tax on time. Failure to pay the installment renders the whole amount due and payable upon notice and demand."

The tax may be paid at the office of Collector Huntley in the custom house, Portland, or at either of the branch offices located at Pendleton and Eugene. Payment may be made by cash, money order or check. If made at a branch office, payment should be by check or money order to avoid danger of loss in transmission to the office of the collector. Checks or money orders should be made out to the order of "Collector of Internal Revenue, Portland, Oregon."

"CANNING WEEK" URGED BY OREGON C. OF C.

PORTLAND, Sept. 12.—To assist in the relief of the fruit growers of the state who are hard hit by the present rail strike, the Oregon state chamber of commerce has suggested that the week of September 18-23 be designated as "Canning Week," to be observed throughout the state, during which housewives will be urged to can a two years' supply of fruit for family use.

Communications suggesting "Canning Week" have been sent to more than one hundred commercial clubs and chambers of commerce in Ore-

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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

Chesterfield
 THE GREAT TURKISH BLEND
 CHESTERFIELD CIGARETTES
 LIGGETT & MYERS TOBACCO CO.

"They Satisfy"

WE state it as our honest belief that for the price asked, Chesterfield gives the greatest value in Turkish Blend cigarettes ever offered to smokers.

Liggett & Myers Tobacco Co.

Follow the Crowds
 —TO—
JACKSON COUNTY FAIR
 MEDFORD, OREGON
 September 13-14-15-16, 1922
LOW ROUND TRIP FARES
 \$.76 FROM ASHLAND

Sale dates September 12-16 inclusive, from all agency stations Grants Pass to Ashland inclusive. Minimum fare, 50 cents adults, 25 cents children. Good until September 18.

SEE THE HORSE RACES. THE LIVE STOCK SHOW. THE WEALTH OF AGRICULTURAL DISPLAYS, the contests and exhibits of various kinds, including home products.

Big Premium List—Cash and Other Prizes
Amusement and Fun for Everyone

For further particulars, ask agents or write.
JOHN M. SCOTT, General Passenger Agent

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 demand 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.