

ASHLAND DAILY TRIBUNE
Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 39
C. K. LOGAN, Editor

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.

Subscription Price Delivered in City:
One month \$1.55
Three months \$4.75
Six months \$8.50
One year \$16.50

Mail and Rural Routes
One month \$1.65
Three months \$4.85
Six months \$8.60
One year \$16.60

ADVERTISING RATES
Display Advertising
Single insertion, each inch \$1.00

YEARLY CONTRACTS
Display Advertising
One time a week \$27.50

Local Readers
Each line, each time \$1.00

Classified Column
One cent the word each time.

Legal Rate
First time, per 8-point line \$1.00

Fraternal Orders and Societies
Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount.

What Constitutes Advertising
In order to ally 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 coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken IS NEWS.

PRESERVING THE CAVES
Grants Pass and vicinity were much incensed last week over vandalism at the Oregon Caves, when a tourist sought to take home some of the formations within the cavern as a souvenir.

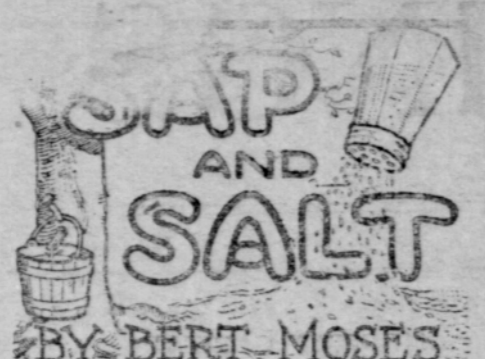
Much satisfaction is felt over the fact that the government has shown determination to seek out and prosecute offenders who have been defacing and mutilating the Caves.

The people of southern Oregon, have naturally felt that some such action should be taken. The Caves promises to be one of the main scenic attractions of the country, and to keep their beauty unmarred must be one of the principal tasks.

From a purely business view, the Caves must be preserved because they are one of the biggest assets that southern Oregon has.

The people of southern Oregon must co-operate with the government in the enforcement of the laws which are meant to preserve these caves.

KLAMATH FALLS PASTOR TO MOVE TO ASHLAND
The Rev. S. J. Chaney, who has been pastor of the Methodist church here for the past three years, has been appointed pastor of the Methodist church at Ashland, says the Klamath Falls Herald.



Oratory always loses in competition with a hawling babe.
A reasonable amount of caution is a part of true bravery.
No one gets more out of 'showin' off' than a good swimmer.
Wars fought with language are more deadly than wars fought with guns.
Jealousy comes from two doubts growing where but one grew before.
A fellow with a job stands in competition with a fellow with a car.

HEZ HECK SAYS:
'Let's be glad Abe Lincoln never wore cuffs on his trousers nor wore a wrist watch!'

PEOPLE'S FORUM

Blue Sky Law

I, from a miners' viewpoint, wish to voice my sentiments in regard to the blue sky law, when it is practically applied to mining corporations.

But you, as a corporation or individual, cannot sell this stock in small blocks. No, but you must sell through the bank or some commission company, and pay the commission.

Prospecting and mining in Oregon has almost been at a standstill since the law was in force; the law seems to contemplate that the miner is a swindler and the would-be purchaser of stock a baby that needs the protection of the law.

I say, repeal the law that seems to intimate that a miner is a swindler before he wrongs anyone.

R. W. DUNLAP,
Ashland, Oregon, Sept. 18.

ASHLAND CALF CLUB WINS HONORS AT FAIR
The boys and girls in Club work contributed largely to the activities of the fair Saturday. Two contests and several demonstrations were conducted which attracted a great deal of attention.

Two canning teams, one composed of Dorothy Ryan and Daphne Benford, representing the Medford canning team, the other Velma Wright, Katherine Koger and Norma McGruder, representing the Sams Valley canning team, entered in competition in the canning of a fruit and vegetable under the process method.

Two stock judging teams were picked by competition to represent this county at the state fair and the Pacific International Stock show in Portland in November.

WEATHER OUTLOOK FOR WEEK
WASHINGTON, Sept. 18.—The weather outlook for the period September 18 to September 22, inclusive, is forecast as follows: Pacific coast states—Generally fair; temperature above normal in the interior, normal on the coast.

Northern Rocky mountain and plateau regions—Generally fair and normal temperature.

Motorists Leave Huge Sum on Pacific Coast During Season; 1923 To Show Gain

'There have been more visitors to the Pacific Northwest this summer, both by rail and by automobile and by steamship, than in any previous year,' declares Herbert Cuthbert, executive secretary of the Pacific Northwest Tourist association.

'In some of the cities I have visited the business men have frankly stated that they did not know how they would have tided over the summer months had it not been for this tourist travel. And it is only natural to assume that the benefits have been just as great to the larger cities, although, of course, naturally they have been less noticeable.'

It is a little early yet to estimate how much money has been spent in the aggregate by visitors, yet I think it is safe to say that it is between \$45,000,000 and \$50,000,000.

In response to the query as to what other benefits the Pacific Northwest received from these visitors, other than the cash revenue, Mr. Cuthbert made some very interesting statements. He pointed out that the tourist was responsible for the high class nature of some of our transportation facilities.

In the future we will find in the Pacific Northwest that a large amount of local capital will be invested in new transportation routes, either by automobile, by train, or by ferry. And this opens up all the prospects for new capital that can be employed in catering to the tourist.

'I found,' said Mr. Cuthbert, in visiting Portland in June last, that Sam Lancaster, one of Oregon's leading citizens, who was the engineer of the great Columbia River highway, had opened up three most beautifully located, elegantly equipped camps for tourists where there were no hotels. One of them is on the Columbia River highway, one, I believe at Lost Lake, and I forget where the other one is, but the point is, that this is a new employment for capital. It is providing a new business enterprise for Mr. Lancaster. It is employing a large number of people, but, above all, it is purchasing large supplies of furniture, beds, camp equipment, supplies and products of the soil, and other things that would not have been purchased but for the establishment of these camps, and but for the increase in the tourist travel. This is one of the great benefits of the tourist business which has been overlooked by the people of this Pacific Northwest.

'In the near future we are going to see millions of dollars spent in new hotels, new accommodations at lake and mountain resorts, where not a dollar has been spent so far, and in cities where the hotel accommodations at present is not either sufficient or satisfactory. And in the expenditure of these millions of dollars the general public is going to be benefitted. This is in addition to the ordinary expenditure by the tourist while he is among us.'

'If the plans of the association for next year, which are now being matured, are carried out, I believe 1923 will see the greatest tourist year we have ever had, and probably we will have more visitors than any other resort section has ever had in a single year. This will be in spite of the fact that this season we had many large national conventions which we will not have next year.'

EX SERVICE MEN HAVE THREE MONTHS TO APPLY

SEATTLE, Sept. 18.—December 16 of this year has been set as the last day applications for vocational training made by disabled war veterans may be accepted by the United States Veterans' bureau, according to an announcement received today from L. C. Joseph, northwest district manager of the government agency. He urged that all former service people who feel that they may seek training at the expense of the government at a later date, file their applications with the nearest office of the veterans' bureau within the next few weeks. The veterans has one year after request for training is granted to take advantage of it. If the vocational handicap is eliminated during the delay period, he may lose his training privilege, it was stated.

ALMOND AND GRAPE CROP IN ANTELOPE GOOD

ANTELOPE, Calif., Sept. 18.—Almond growers report good crops in this district. The first crop advance on soft-shelled varieties was 12 cents per pound. Grape harvest is now on, and the prices and crop are good. Trouble is being experienced in securing sufficient cars.

For your cleaning and pressing—phone 119. Paulserud's. 14tf

TANLAC advertisement featuring a bottle image and text: 'Nature's Greatest Tonic TANLAC Makes You EAT BETTER SLEEP BETTER WORK BETTER FEEL BETTER Over 30 Million Bottles Sold'

Valentino's Bride, Who Suddenly Quit Trip Abroad



Rudolph Valentino, Mrs. Hudnut, Mrs. Valentino & Richard Hudnut.

OLYMPIA FLEND ESCAPES THROUGH CORDON OF POSSES

OLYMPIA, Wash., Sept. 18.—The search for the assailant of the O'Hara family on Schneider's prairie has shifted to Gray's Harbor county when a fresh trail was found, where the fugitive slipped through the heavy guard line northwest of McCleary. Sheriff Hoag pulled off all of the guards in Thurston county, except for a few volunteers who remained through choice.

Miss Morgan's Charity in France



Two of the young children of Soissons, France, aiding in laying the cornerstone for the central milk station erected by Miss Morgan's committee for devastated France. Thousands of youngsters attended the ceremonies and cheered Miss Morgan when she arrived on the scene.

GEORGE WASHINGTON AND BEN FRANKLIN AS AGRICULTURAL EXPERIMENTERS

Back in the year 1833, the publishing house of Gorton and Stewart printed a little book which they called 'The Letters From His Excellency George Washington to Arthur Young, Esq., and Sir John Sinclair, M. P., containing an account of his husbandry with his opinion on various questions in agriculture and many particulars of rural economy of the United States.'

A few years prior to the publication of this book, in 1797 to be exact, a certain Judge Richard Peters of Philadelphia, a friend of Washington and himself an agricultural enthusiast, published 'A Treatise on Land Plaster, prepared at the request of General Washington.' This discussed the use of land plaster, or what is nowadays known as gypsum, as a fertilizing element. Benjamin Franklin, aside from his activities as a printer, publisher, inventor, diplomat and statesman, also found time to experiment with agricultural problems. On his farm near Philadelphia, Franklin used gypsum, or land plaster, and is credited with being one of the first men to adopt it as a fertilizer. In one of his fields he marked out the words 'Benjamin Franklin Lives Here,' with gypsum, and the effects of the land plaster were so apparent that the grass grew luxuriously on the fertilized space, the words standing out in plain sight for passers-by to read.

Although gypsum is more commonly recognized as a building material, thousands of tons are used annually to supply sulphur to the farm lands of the country. It is also a necessary ingredient of portland cement—from 10 to 15 pounds per barrel being used to control the 'setting' time of cement.

Fifty-Fifty for Progress

The big, obvious need of this country today is psychological—the disposition to go ahead. We have here a vast ability to produce, and a vast ability to consume the products of industry. Potentially, Supply and Demand are pretty well matched. The main trouble is that people don't demand enough things to justify industry in doing its utmost to produce.

The result is that a great amount of energy is being spent on trying to get a lion's share of the existing demand, and not enough is spent on trying to create the demand so there will be enough to keep everybody busy supplying it.

This brings about a period of keen competition. It means that everybody must work harder and accept less in order to overcome the sales resistance of a curtailed demand.

Demand is largely a created thing. The actual needs of humanity are only a fraction of the general demand. It is always a simple matter to get along

with less than one would like to have. When the public gets a streak of economy it curtails the demand for everything that is produced.

Advertising is a prime mover in creating business. It rouses people out of lethargy, makes them want to live more fully, and to possess the means of living more comfortably and more enjoyably.

When sales are hard to get, then most people who have things for sale increase their efforts to sell. The harder they try to sell, the harder their competitors try to sell. But no amount of selling effort—in the usual sense of the word—can create demand; it can only take advantage of the demand that has been otherwise created.

Advertising and Selling ought to be considered as "fifty-fifty" in importance. Advertising creates the consumer demand. Selling connects this demand with the supply. Each needs the other to make its work complete.