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 C. K. LOGAN, Editor

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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 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 MUST AWAKE
 With one established industry near the city, the granite quarry, and two others lying in the offing but a few miles away, the shale oil project and the kaolin deposits, every energy should be bent to forward these enterprises.

Granite for the base of the Roosevelt memorial to be placed in Portland, was ordered from California. Ashland granite is as good, if not far better, than that imported from the south, and should have been used. Had the works been in shape this probably would have been the case.

A drive is to be made Monday to raise the necessary quota to finance the granite quarry and to put it on its feet again. Stock is being sold to develop the shale oil. Interest in the kaolin deposits is being aroused by the prospects of cheap fuel.

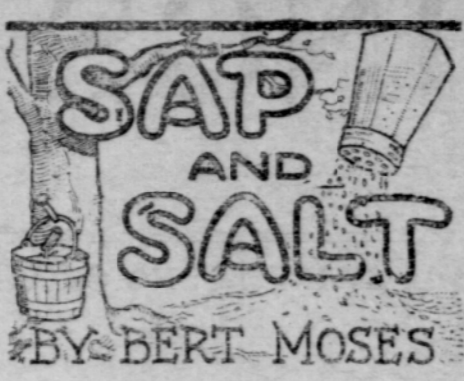
Each individual must decide for himself if he wishes to invest his money in any of the three enterprises. That is entirely up to him, and he must use his own judgment and consult his own purse. What is almost as vital as money is the human element. Until everyone in the community awakes to the possibilities of developing resources that are at the doorsteps of the city, there can be no real progress made. Each citizen should at least be a booster for any undertaking that will serve to push the city forward.

JACKSON COUNTY HOPES TO TAKE FIRST PRIZE
 The first shipment of exhibits from Jackson county to the Oregon state fair at Salem was made from Medford yesterday morning, being some of the choice exhibits shown at the Jackson county fair last week.

In addition to this, some extra fine fruit exhibits, which have been in cold storage, will be shipped at the last minute. The exhibit from this county at the state fair this year promises to excel that of last year, according to those who have been active in collecting it and should be able to hand defeat to any competitor.

County Agent Cates, Elmer Oatman and Howard Warner, county fruit inspectors, and Miss Florence Pool, home demonstration agent, have gone to Salem to arrange the display. Lloyd L. Moss left this morning to join the force and will be followed by N. C. Chaney of the farm bureau, next week. The display this year will be double the size of last year's space, and will give a chance to show all exhibits to the best advantage.

Suits that suit at Paulsrud's, 1411



You can learn a lot by listening.

A profession rarely goes forward until it is kicked.

When a fellow eats his first crab, he can't tell where to begin on it.

The idea of late suppers probably came from the cockroach family.

Honesty is a great asset, but a lot of folks seem to get along fairly well without it.

When you see a man rushing along the street, the chances are he isn't busy, but has only forgotten something.

HEZ HECK SAYS:
 "Women take a pride in being called 'vamps' even when they ain't."

AMERICAN LEGION

So many stranded ex-service men have applied for help at the Legion headquarters in Paris, that the post has been forced out of its quarters at 10, Rue de l'Ellysee, by lack of funds.

Instead of the several rooms the post had, it is now housed in a single office on the third floor of the same building. The welfare work will be continued, however, as long as possible.

A.L.—
CLEVELAND, O., Sept. 23.—Johnny Kilbane, world's featherweight champion, asked American Legion men \$100,000 to meet Eugene Criqui, champion of France, in a bout during the Legion's national convention at New Orleans in October. After learning Kilbane's terms the Legion men started for New York without Johnny's signature to a contract.

A.L.—
WEATHERLY, Pa., Sept. 23.—Weatherly wanted a "better babies" clinic, but rooms for the holding of the former service men of the town, comprising the American Legion post, turned over the Legion club rooms to those sponsoring the move.

A.L.—
Buenos Aires has become acquainted with baseball through the Legion post there. This league is in its second year and is pulling crowds, and, what is more important, the box scores are being published in the Argentine.

A.L.—
The Legionnaires in Constantinople have joined with the sailors in the United States Mediterranean fleet and formed a league. When the ships come to anchor in Constantinople harbor the baseball "bug" goes ashore with the personnel. The Legion arranges for the games and looks after the invitations.

A.L.—
Very Skillful
 "Hey," bellowed the aggrieved and muddy buck, "didn't you see that big army truck run right over me?"

"Yep," agreed the appreciative M. P. "Nice piece of work, wasn't it?"—American Legion Weekly.

LEMON YELLOW FOOTBALL PROSPECTS APPEAR BRIGHT

UNIVERSITY OF OREGON, Eugene, Sept. 23.—It hard work and trying will develop a football team, the University of Oregon will have a banner eleven this season, according to Coach "Shy" Huntington, and all Oregon fans who have given the lemon-yellow prospects the "once over," agree with him.

With but three members of last year's eleven missing in the squad of more than 25 men who are now practicing daily for the 'varsity team this year's outlook is the best since 1916. Coach Huntington, with Line Coach "Bart" Spellman and Trainer Bill Hayward started fall practice Monday, and each day sees the squad of 'varsity timber growing. Huntington, who is starting his fourth year as head coach, says this season is the first one he has experienced when all conditions have sized up for a good start.

Experimental "Dry Land" Dredging Project In Northern Part of County Meeting With Favor By Its Backers

Work of an experimental nature on a "dry land" dredging proposition for extracting gold from an old channel of the Rogue river, in the northern part of Jackson county, is progressing and is fulfilling the expectations of J. S. Taylor, representative of a large British syndicate that is backing the mining.

At its best, hydraulic mining can be carried on only with a loss of much of the free gold. Under the Taylor method, though the principles of both the dredger and hydraulic procedures are applied, the loss of gold has been cut until it can well be said to be non-existent.

A mast 80 feet high, has been erected, and a drag line with a radius of 300 feet is operated. At the end of the line is a steel-toothed shovel weighing 1800 pounds and having a capacity of handling from 35 to 40 cubic yards of gravel a day. The gravel is brought back to a hopper where it is crushed. Following this it is sent through two jigs and a concentrator, after which it is passed through an amalgamator, a round bowl with a plate in the center, which acts as an automatic "pan" or sluice box. The sand is forced to the sides of the bowl while the gold remains on the plate.

Water is used extensively in washing away the surface of the ground until the gold-bearing strata is reached. This varies from a comparatively few feet to a depth of 35 feet in some places. During recent operations and just before Mr. Taylor was forced to close down his plant a few days ago on account of a broken mast, \$600 was washed from the soil, one "riffle" being valued at \$53. The plant has been operating day and night, with four men on each shift.

Title to the tract now controlled by Mr. Taylor was obtained about two years ago at an expense of \$100,000. It contains 525 acres lying in a narrow strip between the main line of the Southern Pacific railway and the Rogue river. Although it is nearly three miles in length, it does not exceed a few hundred yards in width at any point. With but one of the dredgers in operation, it is estimated that it will take 40 years to thoroughly dredge the syndicate's holdings. It is planned to erect several of the dredgers in the future. One dredger can be used for nine months, under normal conditions when the nature of the top soil permits the hydraulic principle to be applied easily, before being moved to another position. The tract contains an estimated amount of 8,000,000 cubic yards. In acquiring title to the tract, Mr. Taylor met with great opposition, it being rumored at the time that he was planning on establishing an English colony along the Rogue river.

Taylor is an engineer of wide experience and has been connected with various projects in several of England's many foreign possessions. During the war he was high in command of the air forces of his country. Yet in spite of his wide knowledge of metals, he admits being at a loss to classify two metals he has found while working his mine. One of these is of a magnetic nature, and will jump at a magnet from a distance of several inches. The other is non-magnetic and greatly resembles common pipe tobacco in color and appearance. In seeking to learn the true classification of the metals, Taylor sent specimens to Salt Lake City to be investigated. The report stated it to be a magnetic iron, which is refuted by Taylor, who states that he has placed particles of the ore in nitric acid for a period of 48 hours, and that the acid fails to act upon the metal as it should in the case of iron. The non-magnetic ore adheres to the gold and was declared to be particles of magnetized steel. In as much as this was washed out 15 feet beneath the skeletons of several Indians, thus disclaiming the possibility of having reached its resting place through the agency of man, Taylor will not accept the report of the classification of the mineral. He is preparing samples to send to a friend of his in Scotland who is a noted chemist, for further investigation. The non-magnetic substance is also antagonistic to quicksilver.

Besides containing gold ore in sufficient quantities to guarantee a good return upon the investment, the sand, after being run through the hopper, is found to contain nearly a dozen metals, though a majority of these cannot at present be obtained at a profit. Tests from one ton of sand revealed the presence of a half an ounce of platinum. Samples sufficient to permit extensive study have been sent to the discoverer of

the cyanide process of extracting gold in order to learn if some such economical method can not be employed in obtaining platinum.

Temporarily forced to close down his mine, Taylor has sent to Eugene for another mast, it being found that the fibre of the huge timbers from that section will better withstand the tremendous strain placed upon them, after they are thoroughly dried, than will the timbers of this vicinity. It is expected to have the new mast installed and the plant in operation again by November 1 at the latest.

At the Churches

First Church of Christ, Scientist
 Pioneer avenue South. Sunday services at 11 o'clock. Subject of lesson, "Reality." Sunday school at 10 o'clock. Wednesday evening meeting at 8 o'clock. Reading room open daily from 2 until 5 p. m., except Sundays and holidays.

Christian Church
 Sunday school at 10 a. m. Morning service at 11 a. m. Subject, "The Christian in Love."

Trinity Episcopal Church
 Vicar, the Rev. P. K. Hammond. Holy communion at 8 a. m. Sunday school at 9:45. Morning service and sermon at 11. Strangers and visitors cordially welcomed.

TAX LEVY OF 1923 WILL BE LOWER IS PREDICTION

SALEM, Or., Sept. 23.—The state board of equalization will meet in Salem Monday, October 16, to hear any complaints that may be filed with relation to assessments for the year 1923. The board is composed of Governor Olcott, Sam A. Koser, secretary of state, and Frank Lovell, state tax commissioner.

Summaries of assessments will start to arrive here from the various counties of the state early in October, and the levy for the year 1923, based on the valuations for 1922, will be announced early in December.

The tax commissioner predicted that the levy for 1923 will be a trifle lower than for the present year.

CONSULTS WITH OFFICERS REGARDING STATE MEET

Paul Brown, national intermediate Christian Endeavor secretary, was in town Thursday night between trains to consult with the officers of Crater Lake union about the state conven-

Dorothy Gish Settles Ohio-Kentucky Controversy Over Her Birthplace



Explains She Was Born in One State, but Absorbs Spirit of Other

By DOROTHY CRAIGIE

Not long ago a Southerner spoke of pretty Dorothy Gish, screen favorite, as a "southern beauty." The reference started a controversy, for Massillon, Ohio, Dorothy's birthplace, has no intention of allowing any southern town to claim the distinction.

Now along comes the little actress between scenes in the making of "Fury," in which she supports Richard Barthelmess, to pour oil on the troubled waters.

"I don't know about the beauty part, but I reckon I know why the south believes I belong to it," she explains pacifically. "I love Ohio but ever since the first time I played in Kentucky on the legitimate stage my heart has been divided."

"I adore the customs, the gentle hospitality, the people and the melodies of the south. Why, the other day I heard an orchestra playing that most danceable of all fox-trots, 'Coal Black Mammy,' and though I was in the midst of a fitting for a darling new frock, I just had to stop everything until they were through."

"I cry over all southern songs, especially the negro dialect ones like 'Coal Black Mammy,' with its swing and sentiment."

"I have tried to absorb the spirit of the south, that's why they mix me up with it."

at a picnic supper in the park, where conversation plans were laid.

Mr. Brown also was a guest of the O. Winter family while here.

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Kathleen Howard, Opera Star, Cooks Mushrooms Between Her Arias



It was with difficulty that her recipe was secured. It isn't so difficult, however, to prepare this delectable dish, if one follows her method carefully.

"See how firm and solid these mushrooms are?" said Miss Howard. "I am very careful in selecting them. Then, too, I always wash them carefully, under running water, with gill side down, and break off the stems, cutting off and discarding the hard ground end portion. I slice both the stems and the mushrooms, but if you prefer, you may keep the mushrooms whole."

"To a half-pound of mushrooms I allow one and one-half level table-spoonfuls of vegetable fat, and melt this in a saucepan. After it is melted, I add the mushrooms, sprinkle with a little salt and pepper, cover closely, and SIMMER about twenty minutes. Then I add one-third cupful thin cream and cook two minutes."

"Served hot, on thin, crisp toast, you couldn't taste anything more delicious!"

BUILDING CONTRACTS LET BY UNIVERSITY OF OREGON

EUGENE, Or., Sept. 23.—Contracts for the erection of two buildings on the University of Oregon campus to replace those destroyed by fire a few weeks ago, one as a home for the school of journalism, and the other to house the school of architecture, have been awarded, and it was announced today that construction work will begin within a week.

To Thomas Muir, of Portland, went the contract for the three-story school of journalism building at a cost of \$28,837. Hoover & McNeil, of Albany, were given the architecture and allied arts building contract at \$26,473. Neither bid included heating, plumbing or wiring.

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.