

Ashland Tidings

Established 1876
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 \$1.65
Three months 4.95
Six months 9.75
One year 19.50

Mail and Rural Routes
One month \$1.65
Three months 4.95
Six months 9.75
One year 19.50

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 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 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.

AMERICAN SAILORS HUMANE

Again the conspicuous gentleness and chivalry of the officers and enlisted men of the United States navy have been evidenced. In the ghastly inferno which the Turks created at Smyrna, there were thousands of terror-stricken refugees. American destroyers and ships in the harbor off the city saved as many of these as possible, whatever their race or nationality. The Greek legation at Washington praises highly the conduct of American naval men in this. "Americans once more have demonstrated their eagerness to save lives and alleviate suffering," says this statement.

It is very true that these men of the sea have hearts as tender as a woman's, where there is suffering and distress to be relieved. They do not stop to inquire as to color or nationality of those distressed. They give relief as promptly as effectually as possible. Enough if it be a human being needing aid; whatever the complexion of that being; whatever the country from which he hails—the aid is given wholeheartedly.

People who visited the Josephine county fair at Grants Pass last week were somewhat disappointed in that exposition, after seeing the Jackson county fair. It would take a mighty fine exhibit to excel the one staged locally.

With many local people already away at college, and the doors of the state university opening the first of next week, Ashland will experience a scarcity of young people.

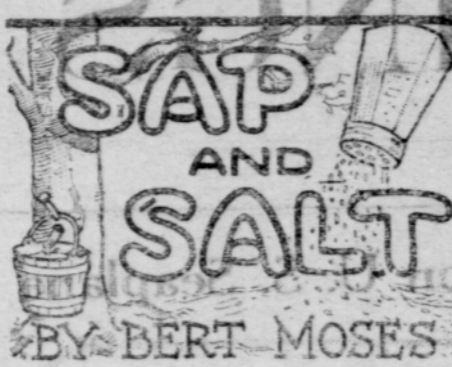
Now that a majority of county fairs have passed into history, the spotlight has shifted to Salem for the big state fair which opens today.

INDUSTRIAL ACCIDENTS ARE FATAL TO TWO IN WEEK

SALEM, Or., Sept. 25.—There were two fatalities due to industrial accidents in Oregon during the week ending September 21, according to a report prepared here by the state industrial accident commission. The victims were Lant S. Woodyard, messenger, Portland, and Louis Mackey, fire fighter, Medford.

Of the 587 accidents reported, 551 were subject to the provisions of the workmen's compensation act, 21 were from firms and corporations that have rejected the law and 15 were from public utility corporations not subject to the benefits afforded in the act.

We sell Fred Rapp's watermelons at the White House grocery, 1 1/2 cents per pound.



Muscle and manure are what makes a farm pay.

Most of us forget that no month has 32 days.

You don't often come across a bad man who is a good whistler.

A doctor's highest mission is to show us how to get along without him.

It is more against you to sit tight and do nothing than to try something and fail.

Our biggest problem is to induce capital to be satisfied with less dividends and workmen with less pay.

HEZ HECK SAYS: "Everything tastes good to a fly."

Fire Prevention Week Designated October 2 to 9

Plans have been made all over the country for the observance of Fire Prevention week, October 2 to October 9. For some years this campaign centered on October 9, Fire Prevention day, the anniversary of the great Chicago fire, October 9, 1871, when Mrs. O'Leary's cow kicked over an oil lamp in the little stable on the west side of that city.

The National Fire Protection association, together with the National Clean-up and Paint-up Campaign bureau, found that the best results could not be secured in one day as Fire Prevention day. Instead of a day, a week was suggested, and many communities increased even that time, until now many cities extend the public activities of fire prevention work over two or three weeks.

In the last few years it has been found that 15,000 lives and \$500,000,000 have been the average toll taken by fire each year. It is also declared that 90 per cent of these fires and their tragedies might have been prevented by precautions easily in the reach of any city or community.

The aim of Fire Prevention week, according to T. Alfred Fleming, national chairman for the movement, is to bring to the people a realization of the fact that the fire loss is everybody's loss and everybody's responsibility, and that the great majority of fires are preventable through the exercise of ordinary carefulness.

All over the country, the school children, boy scouts, women's clubs, chambers of commerce, all civic organizations and local branches of government are being organized in local clean-up and paint-up campaigns, for the removal of rubbish, or cleaning up about the homes and in the houses, from the attic to the basements, all looking towards a reduction of fire and disease causes, and at the same time towards cleaner and more beautiful cities and homes.

In Cincinnati alone, according to Captain J. J. Conway, superintendent of the Cincinnati Salvage corps, this campaign has effected an annual saving in that city of \$850,000 in the reduction of insurance rates resulting from decreased fire hazards, which is more than it costs to maintain the fire department of Cincinnati.

EDUCATIONAL BILL IS ATTACKED BY PASTORS
KLAMATH FALLS, Sept. 25.—Three pastors of widely varying denominational views stood upon the platform last week at Lyceum hall and addressed a good-sized audience in opposition to the so-called compulsory educational bill that will be on the ballot in November.

The Rev. H. L. Theumler, pastor of the Seventh Day Adventist church at Medford, attacked the constitutionality of the bill, on the ground that it would deny to citizens the religious liberty guaranteed to all in the federal constitution.

The speaker had been through the Michigan campaign of two years ago when a similar proposed measure was defeated by two to one vote, and was loaded with facts and fig-

Local Man Is Named On Committee For Preservation of All Forests

For the purpose of combating the menace of forest fires the National Forest Protective association has been organized in Portland. The main purpose of the association is to urge congress to provide appropriations for more roads through and adjacent to the forests.

Even in September fires are in the national forests from Canada to the Mexican border, and there has been no estimate made in dollars of the damage done to timber this year. The association hopes to have every United States senator and representative in congress from the 11 national forest states behind a movement for more liberal appropriations with which to build commercial highways in the forest belt.

Officers of the National Forest Protective association are J. L. Childs of Crescent City, Calif., president, and Arthur Conklin, of Portland, secretary-treasurer.

The advisory committee consists of George P. Topping of Bandon, W. A. Woods of Gold Beach, B. F. Jones of Newport, O. S. Blanchard of Grants Pass, H. L. Walther of Medford, Charles Lamkin of Ashland, and C. T. Haas and F. W. Thompson of Portland.

According to government estimates more than one thousand million board feet of timber has been destroyed by fire in Oregon and Washington during the last five years, said Mr. Childs, "and we know that much of it could have been saved for future generations if highways had been constructed into, through and adjacent to these forests."

"During the years 1918 and 1919, the records at Washington show that 52,000 forest fires in our national forests burned 19,000,000 acres of timber. We have in the United States only enough timber to last 40 years at the present rate of consumption, if none is lost by fire. Something must be done to reforest our immense holdings, and to protect this timber we now have, and it is up to the government to do it. The people in the other 37 states have as much interest in the forests as we, but they are not fully advised as to what must be done in order to save them."

"Our national forests cover an area greater than Germany—over 156,000,000 acres—and there is standing in the forests of the United States about 2,000,000,000,000 feet of merchantable timber."

"We are using about 56,000,000,000 feet a year. If we fail to protect what we have against fires and plant more trees, we will have no use for sawmills 40 years hence."

To get at a fire in a forest, roads are needed for the fire fighters and equipment, and this is why the association is stressing the need of government appropriations for the building of these safety lanes.—Reprint from Morning Oregonian, September 21, 1923.

DIVE IN AIRPLANE TO AID HEARING PLANNED

SPOKANE, Wash., Sept. 25.—A 15,000 foot dive in an airplane will be made by Mrs. Laura S. Hamley, 5123 Lidgerwood street, in an effort to improve her hearing, according to announcement today. She plans to go aloft with Pilot N. B. Mamer in his Oriole airplane of 150 horsepower. She hopes the rapid change of altitude, with the quick change of air pressure, which has improved the hearing of several persons in trials in different parts of the country, may help her.

SALESMAN WRECKS CAR—FINED ON LIQUOR CHARGES

ROSEBURG, Or., Sept. 25.—L. N. Noble, traveling salesman for a tire company, was fined \$100 here on two liquor charges. Noble wrecked his car near Billard, and being intoxicated, stood off all persons who attempted to approach the machine. After he had knocked one man down a report was made to the officers and it took four of them to put him under arrest. It was finally necessary to use a billy, before he could be placed in an automobile, and brought to Roseburg. A gallon jug

FEMALE DOG ADOPTS 3 MOTHERLESS KITTENS

COTTAGE GROVE, Sept. 25.—John Hull, living a mile south of Cottage Grove, has a half-grown female dog which has adopted three motherless kittens. The mother cat died when the kittens were born, and the dog carried them one by one to her bed near the house from the barn, where the cat slept. The kittens have not opened their eyes. The dog, half Scotch collie, and half fox terrier, shows every sign of affection for the kittens, licking them, talking to them in dog language, and nursing them. Mrs. Hull is compelled to pull them from her when she feeds them with a spoon.

For better insurance rates, you better see, Yeo, of course.

SCENE FROM "THE PRODIGAL JUDGE"
The three most interesting characters in "The Prodigal Judge" are Judge Slocum Price-Tuberville, played by Maclyn Arbuckle; Simon Mahaffy, by Ernest Torrens; and Hannibal, by Charles Easton. Jean Paige has the role of Betty Malroy, who helps the judge to reclaim himself.

Musical Mountains Stimulate Actors to Climb Spiritual and Histrionic Heights

Margery Wilson, Playwright-Adress-Director, Discovers Substitute for Swiss Alps
You "think" the Alps—Venice—clearer ever the direct, provided in have the proper musical stimulus. And Margery Wilson, young playwright-author, who has written, acted in and directed the photoplay, "Inspiration," can prove it.

Miss Wilson, whose pretty head is full of ideals and dreams, wanted to reach a physical and spiritual background of mountains for her first independent film. She found some mountains in

partly filled with moonshine was found in the car.
KIAMATH FALLS MAN KILLED IN TRAIN WRECK
LOS ANGELES, Sept. 25.—G. A. Steenman, of Klamath Falls, was injured late last night when Southern Pacific train number 78 and 38, en route to Los Angeles from the north, crashed head on at Montalva, six miles west of Los Angeles.

Whole System Is Benefited By Tanlac

Thousands of frail, nervous people and convalescents everywhere have testified to the remarkable power of Tanlac in bringing back their health, strength and working efficiency. It seems to quickly invigorate the constitution and is a powerful foe of weakness.

Mr. I. A. Russell, of 318 East 39th street, Portland, Oregon, says: "I was in a terribly weakened, run-down condition, and ate little more than enough to keep me alive. I had a tired worn out feeling all the time, and could scarcely hold up under the least little exertion."

"Tanlac proved astonishing in my case. I am feeling altogether like a different person."

There is not a single portion of the body that is not benefitted by the helpful action of Tanlac. It enables the stomach to turn the food into healthy blood, bone and muscle, purifies the system and helps you back to normal weight. Get a bottle today at any good druggist.

STATE COLLEGE AT FAIR MAKES UNUSUAL EXHIBIT
OREGON AGRICULTURAL COLLEGE, Corvallis, Sept. 25.—Students of agriculture, the home, trades and industries, Oregon farmers and florists, find an appeal in the four groups of exhibits staged at the Oregon state fair by the agricultural college. These groups show student and military training, the latest and most helpful findings of the experiment station as to crops, livestock and poultry, horticulture and farm plans in Oregon, and economic floral design.

Guaranteed to be Cured Without Operation
"CAN I be cured and will I remain cured," is the constant thought of sufferers from Piles.

You can be cured and will remain cured under my non-surgical treatment. No knife, no operation, no anesthetic, no pain, no confinement—and a positive money-back guarantee of cure, no matter how chronic or severe your Piles may be.

If you are a sufferer from Piles, Fissure, Fistula or Itching, write to me today.

DR. CHAS. J. DEAN
RECTAL SPECIALIST
2ND AND MORRISON PORTLAND, OREGON
MENTION THIS PAPER WHEN WRITING

Changes in Business Policy

Many and far-reaching changes are today taking place in the policies upon which business is conducted. Most of the policies that have been in force for the past twenty-five years were based on the cardinal fact of a steadily rising market. Educations were accepted as incidental and temporary; but the assurance of a general average tendency upward was the basis of every attitude that became formulated into a policy.

Recent changes in business policy—changes coming about with the past year or more—are based on the final acceptance of the fact that we have entered a period of a non-rising—in all likelihood a falling—market. So long as it was possible to assume that the new price levels represented but a temporary depression the old policies were bravely and tenaciously adhered to; but when it became clear that in all human probability the market would continue downward, then an adjustment of basic policies became imperative.

Chief among the policies that have necessarily been changed are those that relate to the creation of Demand.

Under the old policies, a certain Demand was inevitable, and came to be accepted as a matter of course. It was the cardinal policy of almost every producer and distributor to attempt to capture a generous share of the existing Demand. Not a great deal of thought was given to creating Demand itself.

But now that the great Demand has relaxed until there is not enough to give everybody a liberal share, it has brought business to the imperative consideration of two things: One is how to get a full share of the Demand by taking it away from others by force of competition. The other is how to create more Demand, so there will be enough for all.

The great and imperative necessity of stimulating and creating Demand for the products of industry has at last given Advertising a position of importance in business policies far in excess of any that it has ever known.