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 C. K. LOGAN, Editor

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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.

WHAT IS WRONG?
 The question was asked the other day, "What is the matter with this world of ours?" If that question was to be asked again, the inquirer would be referred to his bible, and be advised to go home and read Genesis, chapter 6.

Aside from the present day's situation in which conditions are fast approaching those that existed 52 centuries ago, and are described in the sixth chapter of Genesis, it seems that the greatest menace confronting the world today arises from the fact that the men in authority are of a medieval element, minus a spiritual and mental quality.

Now that nose prints are being suggested as a means of identifying stock and eliminating the process of branding, why not include a system of lip prints to identify present day flappers.

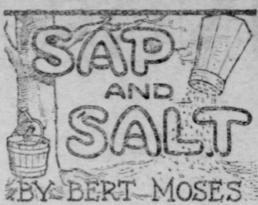
THE PEOPLE'S FORUM.
 Santa Monica, Calif., Sept. 26. Ashland Tidings:

In your issue of the Weekly Tidings of September 20, you have a very interesting account of a giant redwood on display at Sacramento. This account interested me very much. But you don't have to go so far away from home to find trees that are just as interesting to Ashland people as the giant redwood.

In about the year 1870, a man by the name of Stephen Hamilton and myself were camped out on the mountains east of Ashland, on what is known as Comela's Flat, and we were making brush and log fence for my father. We cut a tree, known as yellow pine and a very fine specimen of the species. I was much interested in the tree on account of its immense size. It was about seven feet across the stump after the tree was down. I counted the rings of growth and there were 474 distinct rings. Now I cannot remember just the year, but it was somewhere near '70 or '72. It was between 12 and 14 years old. When this tree was about 250 years old it must have passed through a very dry period, as the rings were very close together for about 15 years. They were so close together that I had to take particular pains to count them.

Where do you suppose Christopher Columbus was when that tree started on its career. This tree stood at what we always called the end of the mountain; that would be to the left of Grizzly peak, and there is more timber growing on old Grizzly that is just as old, and maybe somewhat older.

George Hargadine can point out the place where this tree stood, and



Nature gets mighty little help in a drug store.

Less law and less dancing would improve things more than a League of Nations.

As a man's bank account increases, his heart takes the opposite direction.

Cash in on your mistakes, and you will come home with the bacon.

The distance between Liszt and those who try to reach him is longer than waiting for a train in a cold depot.

Philosophers are all males, probably because philosophy is not afraid of mice and does no gossiping.

HEZ HECK SAYS:
 "Sody fountain draws both lovers and flies."

If fire has not burned the old stump up, it is still there. That was about 50 years ago, but it will still show. Yours truly, C. H. HARGADINE.

AMERICAN LEGION

French Scientist Makes the Assertion That the Real Color of the Sun is Blue.

All the daylight comes from the sun, but it arrives here by different ways. The direct light, that which forms the solid rays, has grown weak by its passing through the atmosphere, slightly for the red light, more so for the blue. The diffused light of the sky, where the blue predominates, is made up of all that the direct radiation lacks.

The blue of the sky is taken from the sun itself and the result is that we do not see the royal star under its true color. If by some miracle, which science will perhaps realize, we could rise about a hundred kilometers above the diffusing layers of the atmosphere, the solar disc would appear to us, not white, but bluish, standing out in relief on a black sky, where stars glitter at full noon. In this way it would appear to the "men in the moon" if the moon were inhabited.

And this vision of science perfectly agrees with what we know of the solar temperature. Physicists admit that the radiant surface, the photosphere, is not far from a temperature of 6,000 degrees C. It is, therefore, hotter than the yellowish flame of our gas burners, but the white light of our electric lamps and the electric arc itself, whose color is bluish.

Now, it is known that the hotter a radiant body is the richer it is in blue and violet. Therefore, the sun is blue. —L. Houlléigne in Le Temps (Paris).

NEW ORLEANS, Sept. 30.—A railroad rate of one fare for the round trip will prevail for delegates and visitors to the American Legion national convention in New Orleans, October 16-20, the local convention committee has been advised by E. A. Simmon, chairman of the Legion's national transportation committee. The rate has been accepted as official by Hanford MacNider, Legion national commander.

The reduced fare, which will be effective on all railroads, will apply to members of the American Legion and its auxiliary, widows of deceased members of the Legion, and to delegates to the convention of the Inter-allied Veterans' Federation, which will be held the week before the Legion gathering.

Mrs. H. E. Wrights, of Lake Samish, Wash., the sister of John Albert Boggs, has requested the American Legion to help find him. Property is involved, the letter states. Boggs enlisted in 1918 and was in Company C, replacement troops, at Camp Grant, being discharged at Portland, Oregon.

At the Churches

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

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

Christian Church
 Sunday school at 10 a. m. Communion and preaching at 11; subject, "Why Go to Church?"

Let Jerry O'Neal figure your next job of plumbing. First class material and workmanship. Phone 138. 207 E. Main street. 238ft

ROOF ADJUSTED TO WEATHER
 Comparatively Easy to Regulate Temperature of Houses Constructed of Blocks of Ice.

Changing the thickness of the roof may not seem like a particularly handy way to keep the temperature of the house uniform. Certainly no one would think of doing it in that way in this country. But in the Arctic "shaving off the roof" is the regular thing. Mr. Vilhjalmur Stefansson, the polar explorer, explains in his book, "The Friendly Arctic," just how the Eskimo does it.

If, says Mr. Stefansson, the snow house we were camping in was built at 50 degrees below zero, each block in the wall was then of that temperature and contained what we may unscientifically speak of as a great deal of "latent cold." To neutralize the cold it was necessary to keep the inside of the house for a considerable time at a temperature of perhaps 60 degrees F. Snow is so nearly a non-conductor of heat that, once the "latent cold" had been neutralized, the heat of our bodies kept the temperature well above the freezing point, even when the hole in the roof was open for ventilation. But if the weather became a little warmer than it was when we made camp, the heat of our bodies or the heat from the fire would raise the temperature too high, and the roof would begin to melt. Then we sent a man out with a knife to shave it anywhere from four to two inches thinner so that the cold from outside would penetrate the snow blocks and stop the thawing.

If the next day the weather turned cold again, hoarfrost would form on the roof and drop as snowflakes on the bed. We would know then that the roof was too thin and send a man out to blanket it with soft snow.

IS NO LONGER "GOLDEN ORB"

French Scientist Makes the Assertion That the Real Color of the Sun is Blue.

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Village Fair for Fiances.

The only town in the world that has an annual "fiancee fair" is Ecaussines, a Belgian hamlet famous for its pretty girls. The village is decorated for the fair—just as it would be for a lace fair, or a cattle fair, or any kind of a kermess. The girls themselves put on their best dresses and wash most cleanly—but undue rouging is prohibited. Dancing is the order of the day, and the stealing of kisses does not constitute a misdemeanor. A speech encouraging marriage and decrying celibacy is made by the mistress of the fair. Provision is made for "courtship" by the preparation of nooks and arbors near the fair grounds, where couples may stroll not too publicly.

Signs about the fair grounds suggest to the youth of Ecaussines: "Love, then marry." "Search, and you will find." "Let us marry."

Duck's Claim to Distinction.

The Sheldrake, unlike ducks in general, can walk on land with some amount of dignity, there being an entire absence of anything like a waddle. But this is not its only claim to distinction, for in nesting matters it shows marked individuality.

Its favorite breeding place is in some sandy spot near to, though not always on, the seashore, and it has an especial liking for rabbit-burrows, from which it evicts the rightful owners without so much as a "By your leave." Once the owner is out, he is never permitted to return while Mr. and Mrs. Sheldrake require the house.

Mr. Sheldrake, unlike most others of the duck tribe, takes a great interest in the arrangement of the nest, and bears considerable share in looking after the little brood when it arrives.

Unconscious Humor.

"Do you subscribe to any humorous magazines?"

"Yes," said Mr. Grabeon. "I take one that tells poor clerks how they can increase their incomes from \$1,200 to \$10,000 or \$20,000 a year by sitting up late at night and reading success rules. I get a good laugh out of every issue."—Birmingham Age-Herald.

Everything good to eat at Detrick Groceteria.

Siskiyou and Klamath Counties Combine In Effort To Obtain National Highway

Of interest locally is the report of a recent meeting of the Yreka chamber of commerce, which is putting forth every effort to boost northern California in general, and Siskiyou county in particular.

Incidentally the work of the commercial organization will prove of great benefit to southern Oregon, as its members are seeking to swing the National highway so as to include Yreka, while Klamath and Siskiyou counties are united in a movement for an all-year traffic road.

Perhaps the most noteworthy matter before the chamber was a communication from the Klamath River Highway club urging the co-operation of the chamber in the campaign to promote and build a highway that may ultimately mean the completion of the only all-year traversible route from the east to northern California.

The club was organized in the Klamath canyon, just north of the Siskiyou county line, on September 17, says the Siskiyou News.

The working motto of the club is "Coast to Coast down the Klamath." In the movement members present at the meeting Monday evening see an opportunity to swing the proposed transcontinental highway, leading through northern Nevada by way of Winnemucca, from the proposed Lassen highway pass to the northern pass, which affords the only possible all-year highway traffic into California from the state of

Nevada.

It was unanimously voted at the meeting to co-operate with the Klamath River Highway club. According to a pamphlet issued by the club, the purpose of the organization is to stimulate and promote the building of a highway from Chase's bridge, or that vicinity, on the Klamath Falls-Ashland highway, to the Siskiyou county line.

This, the pamphlet states, the club members believe will make possible a water grade road down the Klamath river and give an outlet for the Dalles-California highway, and open up the great interior empire to the Pacific highway, to the Klamath River highway, the Coast highway and the Pacific ocean.

The aims of the club are to work in harmony with all individuals, organizations and officials of Klamath and Siskiyou counties and the respective states. The members pledge their work to be constructive and not to conflict with any proposed highways in either Siskiyou or Klamath counties.

Three Siskiyou county men are included in the list of officers of the club. They are W. L. Frain, of Beswick, second vice-president; J. A. Ager, of Ager, third vice-president; and H. H. Heggis, of Beswick, fourth vice-president. Captain O. C. Applegate, of Klamath Falls, is president of the club, and Dr. A. A. Soule, of the same city, is secretary.

VLADIVOSTOCK IS SCENE OF ACTION

TOKIO, Sept. 30.—Advices from Siberia state that fighting has already started between the red forces and the whites, the former trying to take the city of Vladivostok as soon as it is evacuated by the Japanese.

Klamath Falls Is Enthusiastic Over Coming Round-Up

Are riders coming from every western state for the Southern Oregon Rodeo here next week, asks the Klamath Falls Herald. Conversation with the boys working out at the fair grounds brings but one answer. They are coming in droves. Furthermore, it is pointed out, this is the last rodeo of the year, and the riders and fancy ropers see an opportunity to get a winter's stake.

Speaking of money! The Bly association will distribute \$3000 in cash prizes, even a small part of

which is enough to keep a rider in oats for several weeks. That's the magnet which is going to make things lively on those three days, October 4, 5 and 6.

The fair grounds today is a busy place—no place for a lazy man, or even for a man who doesn't like to watch other folks work. Carpenters are rushing the first unit of the grandstand, which will seat 1600, the bleachers and the stock building.

The exhibit room beneath the grandstand is about completed. A caterpillar tractor is dragging a disk around the half-mile track, and the stock corrals are being erected. Jim Givans, of Bly, is on the job from morning until night, superintending the work.

And that's about all today, except this: If the Klamath county fair and Southern Oregon rodeo is not the biggest affair of its kind ever pulled in these parts, then the fair board and the Bly rodeo boys and the local boosters will eta their Stetsons, ribbons and all. They've all said so!

"Let 'er buck!"

COAL MINE EXPLOSION IS FATAL TO SEVEN

JOHNSON CITY, Ill., Sept. 30.—Seven miners are reported to have been killed in an explosion at a coal mine near here yesterday.

FORMER ASHLAND MAN IS NOW WRITER FOR MOVIES

M. C. Reed, former resident of the city, and who was engaged as circuit director on the Ellison-White Chautauqua system, receives the following comment from the Lyceum Magazine of Chicago:

M. C. Reed, of the Ellison-White system, who is the only man in captivity, so far as we know, who has been a director on one circuit for five consecutive years, and never lost a contract . . . here for the convention. "The Colonel," as he is affectionately called by Ellison-White people, always does things on a big scale. He came into the office and said, "I want ten annual subscriptions to the Lyceum Magazine for my friends. This magazine ought to be read by everybody in anyway interested in Chautauqua, and I know of no better way to spend a little money"; adding in his usual humorous way, "The people of Chicago will get all I've got anyway before I get out of here." He says he never attended an I. L. C. A. convention before and would not be here this time only for the fact that he read a statement in the paper that convention before, and would not be here, so he thought it wise to be on hand. Mr. Reed is the author of "The Mystery of Happiness," which is to be filmed for the movie screen this fall, and he is now engaged in writing his second production. His keen sense of humor and ready wit, his kindly spirit and bigness of heart, have won for him a unique place among the people of the Pacific coast.

WHITE SCHOOL CHILDREN OUTNUMBERED BY JAPS

FLORIN, Calif., Sept. 30.—Japanese pupils outnumber American children almost two to one in the Florin public schools this semester. This was discovered with the opening of the school this week, when 111 Japanese children registered, and only 57 Americans were in attendance.

GRANTS PASS HOPES FOR PRICE REVIVAL MEETINGS

Dr. Price, the evangelist, now holding revival meetings in Ashland, will come to Grants Pass if the people desire him, according to word received here. Last night at the meeting of the Baptist congregation, a unanimous sentiment to have him here was recorded. He is going to California for a short time and will stop off here on his way to Portland, provided that he finds a demand here for his services. It has been suggested that the people of the city make some arrangements to have Dr. Price stop here.—Grants Pass Courier.

STUDENTS BAN HAZING AT EASTERN COLLEGE

EASTON, Pa., Sept. 30.—Hazing in all forms at Lafayette college has been ordered abolished by the student council, it was announced.

The order was a result of the rough handling last week of Robert Cunningham, a freshman.

LITTLE TALKS ON THRIFT

By S. W. STRAUS, President American Society for Thrift.

WHILE economic conditions are steadily improving in this country world-wide conditions generally have not materially improved during the four years that have elapsed since the war. America is today the most powerful nation in the world and this exalted position carries with it all the responsibilities of leadership. Perhaps in no better way could this country fulfill these duties than through financial channels. It is suggested that the United States stand ready to make loans to other nations provided these loans are safeguarded as to interest and principal, and that the proceeds are used for purely constructive purposes.



Before any such foreign loans could be negotiated, however, it would be necessary for all foreign nations to reduce their army and naval forces to a peace footing, such as we have in the United States at the present time. Disarmament of this nature would lighten the economic burdens of the civilized world and this saving could be used in paying the indebtedness to this country.

Loans of the nature suggested would prove of tremendous impetus to thrift practices throughout the world. People in this country would save money and lend it to the government, while those of foreign nations would be led to practice thrift in order that the loans might be repaid. New wealth thus would be created, industry would be revived and much of the unrest which now exists would disappear. No matter what may be attempted in bringing about world-wide stabilization no plan will be successful unless it embraces primarily the practices of thrift by the people of the world.

OMAR CIGARETTES

20 for 20 AGAIN!

Women the Greatest Buyers in the World

There are 22,000,000 homes in the United States. The women who buy for these homes spend on the average \$500 each, or a total of \$11,000,000,000 each year. That is more than \$36,000,000 every working day. Every year it amounts to half as much as America's Liberty Bond issue.

Each woman is a part of this army of buyers, and each, if she will, may be guided to wise and economical purchases if she will but make up her mind each day to read as many as she can of the advertisements which manufacturers are printing for her benefit.

The advertising in every newspaper and every magazine is a buying guide for this greatest buying force in the world. This advertising makes it safe and easy for every member of this buying army to make her purchases.

It establishes in her mind a buying habit and gives her a preference of one brand of goods to another, or an advertised article to one that is unknown.

It identifies for her a certain product as being standard, so that she may easily dodge the wiles of sellers who try to sell something that is not so good.

It fixes merit as an everlasting adjunct to certain articles.

It makes her know that the manufacturer who is proud of his product and jealous of his reputation and character cannot do otherwise than make his product at least as good as he says it is.

More than likely it is better.

Advertising points out where this greatest buyer in all the world's history may find quality goods by showing her pictures of them over and over again, which enables her to recognize them easily and quickly.