

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

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 One year ..... 6.50

ADVERTISING RATES  
 Display Advertising  
 Single insertion, each inch ..... 30c  
 YEARLY CONTRACTS  
 Display Advertising

One time a week ..... 27 1/2c  
 Two times a week ..... 25 c  
 Every other day ..... 20 c  
 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-pc. int 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.

THE LOOMIS TICKET PROGRAM  
 The entrance of the Loomis ticket into Ashland politics appears to mark the beginning of a real municipal program. It is an innovation. For the first time in years, candidates for municipal offices here have announced that they have a reason for standing for the offices for which they ask our suffrage.

They believe, as we think, that the time is at hand when politics, aside from simply administering the routine affairs of the municipality, should be put into motion for the advancement and betterment of the city, and that the officers of the town should take the lead in this advancement movement.

Just such a program, however, was expected from Charlie Loomis, by those who have been close enough to him through the years to realize his progressive ambitions and to know of the deep thought and interest he has given the city in which he lives, and which he loves. His program is constructive.

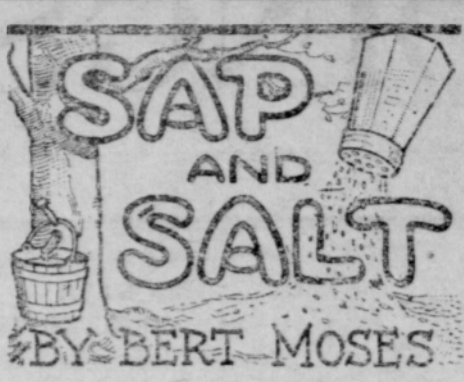
His first consideration is for the health of the city. He appreciates what a great asset the pure water supply has been, and he is determined that it shall continue to be so through the coming years. He stands for the absolute protection of the waters of Ashland creek from pollution. That means that he will not stop until every safeguard is put about it that will insure its wholesomeness and purity. And he is not afraid to stand up and be counted as standing for that and nothing short of that. It must be kept pure.

SELFISH MOTORISTS  
 Every day the selfishness of some motorist crops out in small ways, giving an insight into the true character of the driver. In many cases, the incident is trivial in its nature, which only serves to make the occurrence more noticeable.

The driver of a large touring car had the misfortune to lose the lens of one of his headlights. With a crash the glass struck the pavement and was shattered into a thousand pieces. The motorist turned, saw that the lens was forever ruined, and then proceeded blithely upon his way without a thought as to what his negligence might cost others.

This occurred on the main thoroughfare, and in front of a local service station. Before the attendant at the service station could leave his post and clear away the wreckage, many other automobiles had passed over the fragments, resulting in damage to several tires.

Not only did this motorist display his character by failure to stop and clear away the menace, but he also



A lender's memory is better than a borrower's.  
 The man who can't laugh is a menace to any community.  
 One sign of old age is when a man thinks all women are good looking.  
 In applying flattery, you get better results with an atomizer than with a sprinkling can.  
 It is a serious mistake for any girl to get married before her father can afford it.  
 Politicians tell people what they ought to have, and then deliberately keep them from getting it.

HEZ HECK SAYS:  
 "Wimmin wins more victories with tears than with rollin' pins."

directly violated one of the state pertaining to the placing of rocks, glass, etc., upon public highways.

Isadora Duncan, a classical dancer, nearly found it impossible to return to the United States with a foreign husband. This should prove an added incentive for American girls to patronize home products.

"Gone West," Writes Man Who Commits Suicide by Swimming," is the headline in a newspaper. Sounds more reasonable that he is dead now because he failed to swim.

**Movies Claim Local Company As Reel Stars**

The Ashland public will soon have presented to them at the Vining theatre a moving picture filmed by the Pathe Company of America, showing the First Company, C. A. O. N. G., in camp and in the field at Fort Worden, Wash., during the last annual encampment.

In the picture, Ashlanders will see their own boys operating the sea coast defenses of Puget Sound, located at Fort Worden, and will see the boys fire the shots which brought them the annual trophy cup.

Many people are interested in knowing what the boys actually do when they leave their work and play during the summer and go to the annual encampment, and this picture is made with the expressed purpose in view of satisfying that curiosity.

Mr. Hurst, manager of the Vining theatre, is paying the boys for the use of the film, which belongs to the state of Oregon, and Ashland people, who have the proper feeling of loyalty and respect toward the local company of artillery, should pack the theatre every night the picture will be shown, as it is understood a certain portion of the proceeds will be turned over to the local company.

Extracts from this picture have been shown all over the country in the Pathe Weekly, though that particular weekly has not been shown in Ashland.

It is a revelation to those who have never witnessed the explosion and concussion stirred up by a ten or twelve-inch sea coast gun, to see the picture, as the Pathe cameraman who filmed the explosions and recoil of the guns, occupied a dangerous position close up to the "big rifles."

PACIFIC COAST LEAGUE WILL SOON END SEASON

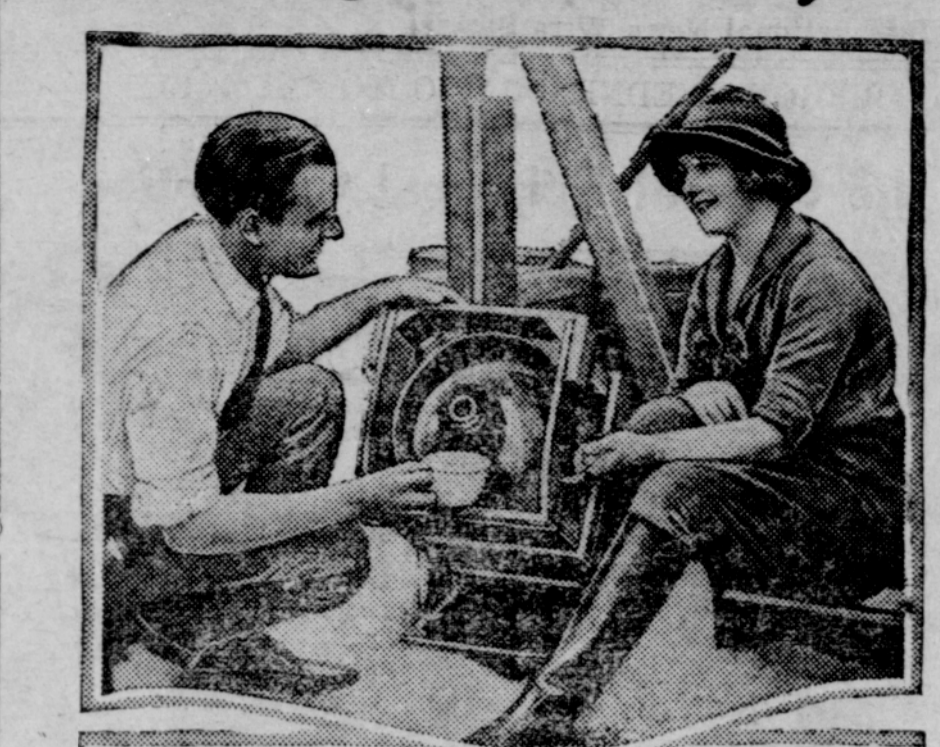
PORTLAND, Oct. 4.—With only two more weeks of the Pacific Coast league season on schedule, the race for the championship honors between the San Francisco Seals and the Vernon Tigers promises to be one of the closest in the league's history.

One full game separates the two clubs. This week, San Francisco will play the Los Angeles team, while the Tigers will battle the Oaks.

Tuesday afternoon, the Portland club returned home to close the season. This week's series will be against the Salt Lake club, while during the closing week the Sacramento team will play here.

The Beavers are making a strenuous effort to get out of seventh place in the league standings. At the present writing, they are five games behind the Oakland club, having gained a full game by taking the odd game of the series last week.

**Moistening the Desert Dryness**



WHEN the women members of the George Melford troupe making "Burning Sands" for Paramount wanted a drink they had to take some man member of the contingent along to tip the bottle or fill it. The entire company camped out in the sandy wastes near the beach at Oxnard, California, for the filming of this production, and fresh water was scarce. In the picture Wanda Hawley, who has the featured feminine role, is shown with her husband.

root of most of the financial burdens of the people. Everything that industry manufactures will take on an added cost, because the overhead charges of operation are thereby increased.

Only the coal barons will derive comfort from this new era of inflation. State price control, now relied upon by the federal government to hold prices of fuel in check, can be at best only a partial success in restraining extortion. The coal operators figure to win in any event. It is no secret that they have laid their plans to double their normal profits on all coal sold this winter. In the end they will lose nothing by the long tie-up in the mines.

**FARM REMINDERS**  
 Oregon farmers are advised from time to time by the Oregon Agricultural College experiment station regarding the best time to perform certain things about the ranch that will bring the best results. The latest from the college are:  
 Spray for Plant Lice  
 Late cabbages, cauliflower, and similar crops showing heavy infestations of plant lice should be sprayed with some contact insecticide. Keroseene emulsion is probably the most effective to be applied at this time. Common nicotine sprays will serve nearly as well.

Combat European Canker  
 Cut out carefully and completely the old cankers and fall spray as soon as possible with Bordeaux 4-4-50, where European canker is present.

Fall Sowing Advocated  
 Where possible, grass seed for western Oregon should be sowed in the fall. Early spring is next best. Cool dry ashes make a good seed bed. Harrowing and disking the land before sowing makes a rough place in which the seed may find a foothold and start. Sowing grass seed on bare hard ground is not a good practice.

Careful Selection Advised  
 Hill select potatoes from healthy good-yielding plants that are not near diseased plants. Good seed, disease free, means better crops.

Early Seeding Paid  
 Early seeding withstood freezing weather of the last winter, while late seeding suffered. The crop had less time to get rooted and the ground to get settled.

**COMMISSION REMOVES TWO STATE BONUS APPRAISERS**

SALEM, Or., Oct. 4.—Summary removal of H. J. Overturf of Bend and O. B. Hardy of Redmond, members of the board of bonus loan appraisers for Deschutes county, was effected at a meeting of the world war veterans' state aid commission held here Monday. The meeting was attended by all the members of the commission and presided over by Governor Olcott.

Mr. Overturf, one of the men removed, served as a member of the lower house of the legislature during its last session, and is well known throughout the state. Mr. Hardy is a land appraiser and has been a resident of Redmond for many years.

Padding of realty values was given as the reason for the commission's action. Investigation of Deschutes county loan appraisals was said to have disclosed a number of cases where the values have been kited. Erroneous reports of purchase prices and of the value of the property offered the state as security were attributed to the two appraisers by the commission. At present there are but two appraisers, the third member of the board, Fred N. Wallace, of Tumalo, having resigned recently.

**PUBLIC IS PAYING INDUSTRIAL WAR COSTS**

WASHINGTON, Oct. 4.—The public's pocketbook nerve—most sensitive of all nerves in the body politic—is now feeling the effect of the industrial war losses. These losses are huge. The public has begun liquidating the bill for the frays between capital and labor by paying higher prices on some of the chief necessities of life. Higher prices on articles that are indispensable in the households of the land may go through the entire winter and into next spring because of this year's periodical labor scrap.

High cost of coal will be at the

Sunday afternoon when their small craft capsized on the Siuslaw river bar, according to reports reaching Eugene Tuesday. Neither body has been recovered.

Hella and Stratford had ventured forth on a particularly storm day, and had obtained a good load of fish. As the boat was low in the water as it started in, a huge combertipped it over and threw the pair out. Both clung to the sides of the craft for a short space of time, but neither held on till help came.

**CHINESE FINED \$50 ON SHORT-CHANGING CHARGE**

LISSON, Calif., Oct. 4.—Jim Lynn, a Chinese employed here in a restaurant, was fined \$50 by Judge J. A. Anderson for short-changing a customer \$19.

The customer, a negro in the employ of H. D. Brown, gave Lynn a \$20 bill and received 80 cents in change. His bill amounted to 20 cents. Lynn was arrested and had a jury

trial. The jury found him guilty in spite of his assurance that the bill was only a \$1 bill.

**NORTHERN CALIFORNIA IS HIT BY BAD WEATHER**

DUNSMUIR, Calif., Oct. 4.—This part of Siskiyou county was soaked with rain Monday and yesterday. There was a fall of 2.11 inches since Monday morning at 9 a. m., and 3.06 inches since Sunday.

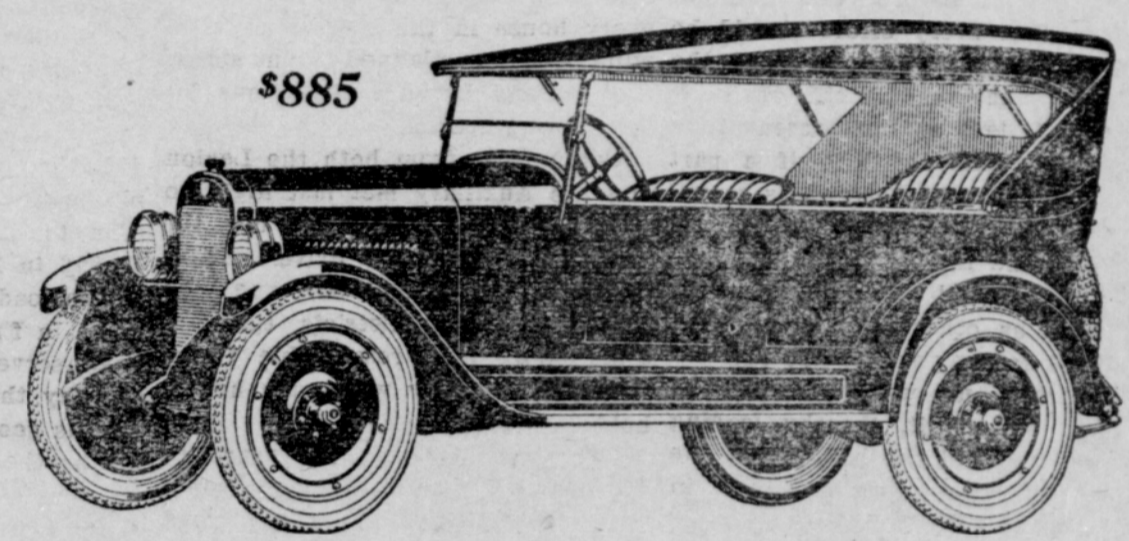
Orres cleans clothes. Phone 64.



In every part subjected to stress and wear, accepted standards are not good enough for the good Maxwell. Instead, margins of safety are insisted on that make sure of continuous, low-cost operation without the necessity of frequent repairs.

Cord tires, non-skid front and rear; disc steel wheels, demountable at rim and at hub; drum type lamps; Alemite lubrication; motor-driven electric horn; unusually long springs. Prices F. O. B. Detroit, revenue tax to be added: Touring Car, \$885; Roadster, \$885; Coupe, \$1235; Sedan, \$1335

**A.W. WALKER AUTO CO.**  
 Phone 18 MEDFORD, OREGON



\$885  
 The Good  
**MAXWELL**

**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.

ing 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.

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 buy-