

Ashland Tidings

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C. K. LOGAN, Editor

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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.

THE LOOMIS TICKET PLATFORM
The fourth statement in the Loomis platform is this: "I am in favor of the new hotel project. We have the scenery, the climate, the soil and the people—everything here except a modern hotel to attract newcomers. Let's get that hotel!"

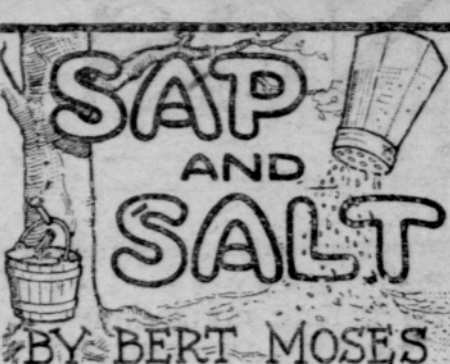
Here is the matter most important to Ashland at this time. We have been working and hoping for a new hotel for the past seven years. We have failed because of lack of undivided support in the effort. The new hotel project should have the active moral support of the municipal administration, and when the Loomis ticket comes out flat for the project it means that we have candidates for city officers this year who recognize Ashland's greatest need and intend to do everything the city can do to accomplish it.

The first and greatest need is a fine tourist hotel for Ashland, that will put the city on the map more solidly and permanently than any other project we can undertake. It will do more to lower taxes than any other enterprise we can undertake, because it will stimulate growth in population and taxable value and make the town worth while to strangers. The Tidings is solidly with the Loomis ticket on the hotel proposition. It needs the hearty moral support of the mayor and council, and they have promised it.

In its efforts to provide attractions of a very high nature, the American Legion should be commended for securing five splendid numbers for the winter lyceum course. Members of that organization, aided by the Ladies' Auxiliary and others who are donating their time to the cause, are visiting every home in the city. That an exceedingly low price has been placed upon the tickets this year should not bring the inference that the attractions are in accordance with the cost to the individual. The Legion is taking the tickets well within the reach of all, depending upon a greater patronage to prevent the venture from proving a financial reverse.

A movement has been started near Alturas, Calif., to suitably mark the final resting places of five soldiers who fell during the Modoc war, 55 years ago. Probably in the year 1977 some enterprising citizen will back another movement to see if a bonus cannot be paid to the few remaining veterans of the war of 1918.

Surely the author of the words, "Bright October Days," must have been a resident of southern Oregon. The few rainy days recently experi-



Doctors get little out of people who sing while they work.
Some kisses taste good, some don't, while others are just dauby.
The things you are afraid of are the things you don't understand.
Faith and forgetfulness are highly essential to the enjoyment of hash.
Wise is he who knows when he has enough, and works hard the rest of his life not to get more.
Better observance of the Sabbath could be secured by teaching fish how unholy it is to bite on that day.
HEZ HECK SAYS:
"Methodism probably lived to be 900 because he had so much time to let his troubles work themselves off."

ence were needed that the fullest appreciation of the ones that follow might be felt.

LOOMIS TICKET

For Mayor
CHARLES L. LOOMIS

For City Council
S. A. PETERS, SR.
M. C. LININGER
DR. R. L. BURDIC
H. G. WOLCOTT
MRS. W. M. BARBER
MRS. W. J. WALLACE

For City Recorder
(Indorsed)
GERTRUDE BIEDE

For City Treasurer
SYLVESTER PATTERSON

For Members Park Board
(Indorsed)
HAL McNAIR
MRS. F. D. WAGNER
A. C. NININGER

—Adv-tf

LOOMIS PLATFORM

Being a candidate for mayor of Ashland, I make the following statement of the policies I stand for, and the position I take on the issues of the campaign:

The first consideration of a city should be the health of its people, I am, therefore, in favor of taking every precaution to protect the water of Ashland creek from pollution. It must be kept pure.

I believe in the enforcement of the laws, particularly those against gambling and bootlegging.

I am opposed to factions in Ashland, and promise, if elected, to be the mayor for all the people, rather than for a part of them. My slogan is this: "The way to get action is to unite every faction."

I am in favor of the new hotel project. We have the scenery, the climate, the soil and the people—everything here except a modern hotel to attract newcomers. Let's get that hotel!

I am proud of Ashland's fine reputation everywhere in the matter of schools and education, and I favor any suitable action looking towards the re-opening of the normal school.

I am in favor of having all offices and all positions on the city's payroll filled by citizens and taxpayers of Ashland itself. No outside place-holders!

I believe that when the people vote in favor of anything they should get it, and I am opposed to all forms of trickery, particularly the so-called "jokers" that are often used to deceive the voters. I believe that being on the level is the highest form of American citizenship.

The present water supply for Ashland is inadequate, and I favor taking immediate steps toward increasing the supply through such measures as the people may adopt.

I believe the mayor and city council should give their moral influence and support to all practical projects for profitably utilizing the fruits and vegetables of this community. At present, thousands of dollars worth of local products go to waste for lack of canning and preserving facilities.

On these principles I ask to be judged.
(Signed) CHARLES L. LOOMIS. —adv-tf

JAPAN IS EXPECTING MANY AMERICAN VISITORS

TOKIO, Oct. 7.—Japanese hotel managers, restaurant owners and curio dealers are smacking their lips and looking forward to a profitable new year. For the word has been passed around that Japan is to be invaded during January and February by an army of American millionaires out in search of pleasure and new ways to spend money. And they'll get their chance here.

Oregon Apple Crop Estimated This Year To Be 1941 Carloads Less Than In 1921

Reduction of quantity of the prospective 1922 commercial apple crop throughout the state, due to an unusual amount of worm damage, together with small sizes and more or less "brown spot," is the opinion of F. L. Kent, agricultural statistician, United States department of agriculture, who recently visited the apple raising districts of the state.
In the Willamette and Umpqua districts, there was a rather light bloom and a consequent light setting of fruit with most varieties," states Mr. Kent. "This was followed by an extremely dry season. In the Rogue River district this was an 'off year', following a heavy production of last year. Hood River estimates vary from 75 per cent to 100 per cent of last year. We have adopted 90 per cent. Reduction of the Wasco county crop is mainly attributed to the dry hot season. Umatilla county had a severe spring freeze which is held mainly responsible for the small crop of that section. Malheur county is expected to have rather more commercial apples than last year. Union county will probably produce a smaller crop than last year.
"The Oregon pear crop considerably exceeded the early estimates. The heavy spring 'drop did not prove to be as serious as anticipated. Indications are that the total 1922 pear shipments will amount to about 1650 carloads. The Rogue River district had shipped 780 cars to September 10th, and the season's shipments are now estimated at a total of from 1250 to 1300 cars. The Umpqua and Willamette districts will produce about 200 carloads, and the Hood River crop is expected to amount to about 200 carloads. Bartlett's, which make up the bulk of the early shipments were mostly handled by Oregon and California canneries, except the Hood River production and a small part of the Rogue River crop, which went to eastern markets."
Shipments from various districts, for 1921 and 1922, are: Willamette valley, 225 this year, 235 last, loss of 10 cars; Umpqua valley, 210 this year, 292 last, loss of 82 cars; Rogue River valley, 250 this year, 999 last year, loss of 749 cars; Hood River valley, 2640 this year, 2937 last year, loss of 690 cars; Wasco county, 355 this year, 531 last year, loss of 176; Umatilla county, 225 this year, 827 last year, loss of 602 cars; Union, Baker and Malheur counties, 745 this year, 770 last year, loss of 25 cars. Total loss this year, 1941 carloads. The 1922 crop is estimated at 4650, and the 1921 crop at 6591 carloads, with 756 boxes of apples to the carload.

Movieland Notes

Arrangements were perfected the past summer, whereby the federal forest service and other forest protection agencies of the northwest would, as a co-operative project, produce a motion picture aimed at bringing before the public need for care with fire in the woods.

Accompanied by representatives of the forest service and of private protective organizations, scenes were taken at Eagle and Herman creeks, on the Columbia river highway, at Lost Lake, from the top of Mount Hood, in Clatsop and Columbia counties, and from airplanes which are patrolling Oregon's forests.

The picture aims, while teaching the need for protection of forests, to emphasize the scenic beauty of the northwest and also point the way to forest perpetuation. Logging and milling scenes will form an important and interesting part of the picture. Scenes showing operation of lookouts and air patrol will give the public a better idea of what is already being done by governmental agencies in this direction.

NEW YORK, Oct. 7.—Douglas Fairbanks, posing as Robin Hood for a publicity stunt on the Ritz Carlton hotel roof, shot an arrow into the air.

It fell to earth he knew not where. But Abraham Seligman, furrier, across the street, received the flying shaft just above the heart, and was taken to a hospital. Damages will be settled out of court.

The new Paramount production by Penrhyn Stanlaws, "Pink Gods," was adapted by J. E. Nash and Sonya Levien from Cynthia Stockley's novel, "Pink Gods and Blue Demons." Bebe Daniels and James Kirkwood head the cast, with Anna Q. Nilsson, Adolph Menjou and Raymond Hatton in prominent parts.

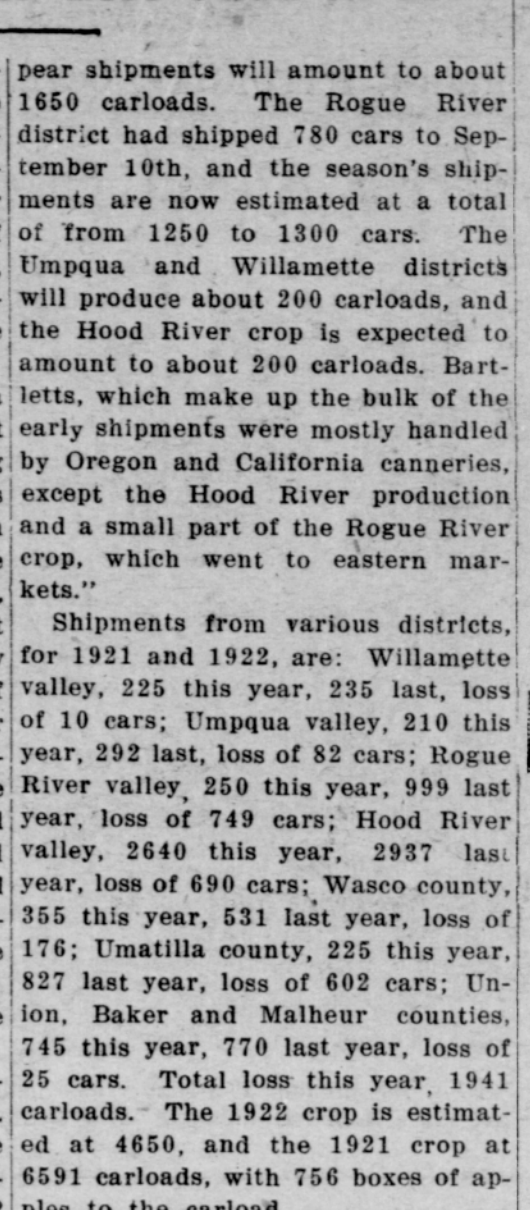
Gee, I never say so many angels in all the dreams I ever had," said freckled Wesley Barry after he had taken three whiffs of a black cigar to produce a "knockout" effect in "Little Heroes of the Street." The cigar put him out completely.

HIGH SCHOOL DELIGHTED WITH MAJ. MORGAN'S TALK
Major William T. Morgan, soldier in the Spanish-American and world wars, addressed the high school student body Wednesday afternoon, in the high school auditorium. His dent body Wednesday afternoon, in spiration to everyone of the students in the high school. A warning, in that he pointed out definitely that the boy or girl who did not attend school all he could and make the most of his time while there, would most likely live to regret his past throughout many years. An inspiration, in the way that everyone could in time reach the thing he could do best if he would only set out in that direction and just keep working at it like he had nothing else to do.

Illustration after illustration was given to make his general statements more concrete.

Major Morgan possesses the happy faculty of driving his arguements home in a forceful way. He began his talk by asking his young audience what they were going to do when they had finished high school. When no one could answer him definitely, he pointed out to them that

Ringless Bride



Mrs. Maxine Hadlock

Mrs. Hadlock, who lives in Maine, is suing her 88 year-old husband for divorce, alleging among other charges of cruelty, that he never gave her any rings.

PARENT TEACHERS HOLD FIRST MEETING OF YEAR
The Parent-Teachers' association held the first meeting of the year at the Hawthorne annex Thursday afternoon, with a large number of members present.

The circle decided to send the president, Mrs. F. G. Swedenburg, to the state convention to be held in Eugene, October 25-28. Several other members are also planning to attend this convention.

A membership drive will be started soon in order to increase the membership as much as possible. Last year the membership was brought up to 200 and the circle hopes to double that number this year.

The Smith-Hughes classes in sewing and millinery are to be started at once. Plans for an outdoor drinking fountain for Hawthorne school were discussed.

Some of the teachers gave interesting talks and the circle expects to carry out some ideas whereby parents and teachers will come into

WOMEN ARE ACTIVE IN MADRAS POLITICS
MADRAS, Or., Oct. 7.—Four women were nominated to run for office in the coming city elections at a caucus held here to name a citizens' ticket. The meeting also placed the stamp of its approval on the candidacies of three men.

"Plenty of water for wash day," will be the principal plank in the platform of Mrs. Grace Shugert, wife of the depot agent here for the Oregon Trunk line, who was nominated for mayor. Mrs. Shugert defeated W. E. Johnson, present city recorder, for the nomination. She will have no opposition.

SCHOOLS OF HAWAII SHOW BIG INCREASES
HONOLULU, T. H., Oct. 7.—Hawaii's public school enrollment for the term beginning in September was the 47,393, which is 3000 over that of the term which closed last June. Approximately 50 per cent of these are children of Japanese parentage.

Sweet Cider, made fresh every day, two gallons 75c, one gallon 40c, delivered. Phone 9-F-11.

Portland Still Anxious About Exposition Tax

No tax is involved in the exposition measure which the people of the state at large will vote on November 7. Instead, it is simply an amendment to the state constitution authorizing the people of Portland to tax themselves for the exposition.

A detailed explanation for the necessity of placing a state measure on the ballot, when no state tax is involved, has been issued by the committee in charge of the campaign:

"Before Portland can levy a tax within Portland, it is necessary to have the approval of the voters of the entire state," the report reads. "This is due to the 6 per cent limitation act which reads in part as follows: 'Unless specifically authorized by a majority of the legal voters voting upon the question, neither the state nor any municipality, district or body to which the power to levy a tax shall have been delegated, shall in any year so exercise that power as to raise a greater amount of revenue for purposes other than the payment of bonded indebtedness or interest thereon than the total amount levied by it in the year immediately preceding for purposes other than the payment of bonded indebtedness or interest thereon, plus six per centum thereof.'"

Thus, under the law, before the voters of the city of Portland have the legal right to increase its taxation in order to raise \$3,000,000 for the exposition project, the state constitution must be amended by the voters of Oregon.

CALIFORNIA LABOR WANTS LIQUOR LAWS REPEALED
LONG BEACH, Oct. 7.—A lively discussion preceded the adoption here by the delegates to the 23d annual convention of the California State Federation of Labor of a resolution favoring modification of the Volstead act to permit the sale of light wines and beer. The vote was three to one in favor of such modification.

F. W. Jackson of Long Beach appealed to the delegates to vote down the resolution, declaring liquor had been "the corrupt cause of the slow advancement of the labor movement, and that the forces of capital were fostering the present movement so the laboring classes would have their brains befuddled by alcohol."

"There never has been a day in the history of labor," Jackson declared, "when there has been less trouble during strikes, and the last two years the strikers have been unable to obtain liquor."

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Business Is Exacting

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Where Would We Be Anyway If It Weren't For Advertising?

What a lot of time advertising saves us! We need something. We see it advertised. And we go straight from where we are now to where the article is sold.

Have you ever gone around from place to place seeking for something which you knew existed, but which nobody else seemed to know anything about, not even the storekeepers?

You have wasted an hour, maybe several hours, possibly half a day. You have worn out your patience, and before the end of the quest probably you began to figure that the thing which you sought was not, after all, so good as you thought it was, otherwise other people besides yourself would know something about it.

The manufacturer who advertises, invests his money, therefore, not alone to

tell of the merits of his goods, but to save you time. The manufacturer who is willing to pay for advertising space in newspapers or magazines in order to point out to you where his merchandise is sold, so that you may get there quicker and buy it easier, is not going to skimp or cheat in manufacturing it.

After going to all the trouble and expense of telling you just where you may find it, he is going to see to it that when you do buy it, it is good enough so that you will buy it again.

And in making up your mind about merchandise which is advertised, consider this last thought—the manufacturer can well afford to make it as good as can be made, because one sale means hundreds, even thousands of others following naturally and costing him nothing extra.