

**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 \$ .65  
 Three months 1.95  
 Six months 3.75  
 One year 7.50  
 Mail and Rural Routes:  
 One month \$ .65  
 Three months 1.95  
 Six months 3.50  
 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-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 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 fifth paragraph of the Loomis ticket platform reads as follows: "I am proud of Ashland's fine reputation everywhere in the matter of schools and education, and I favor every suitable action looking toward the reopening of the normal school."

Unfortunately, in the past, city administrations have not realized the tremendous force of putting the active moral support of the town behind movements of this kind. By backing such committees with suitable resolutions and active support in other ways, the campaign may be given a dignity and power that will do much toward convincing the people of the state of the determination of the city to put the matters over, besides giving the city a reputation throughout the state for being a live unit in the life of the commonwealth.

The sum total of little things like that create the power by which cities are put forward, and an administration alive to the force of such action will prove of tremendous value to the community. It will inspire confidence in prospective settlers to locate here and become a part of a community whose interests are looked after by its administrators.

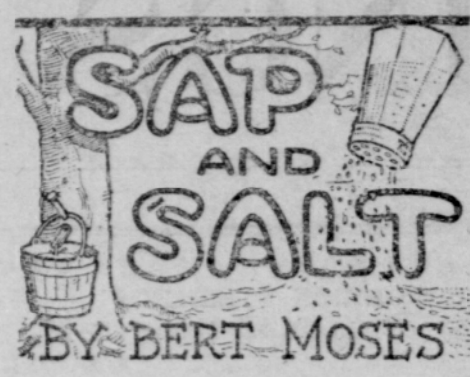
**BETTER HOME WEEK**  
 Demonstration agents and home economics workers spend 52 weeks of the year working for better homes and now they are rejoicing that all the world will accent for one week the fundamental importance of better homes. This is the opinion of Florence E. Pool, Jackson county home demonstration agent.

Miss Pool's exultation comes from the announcement that this week, from October 9 to 14, inclusive, has been designated as a "National Better Homes Week."

Homes, like businesses, cannot be entirely changed by assuming a different attitude for one week only, and then indifferently slipping back into the old familiar ruts. In all too many cases, the home is regarded simply as a place where father provides clothes and something to eat; where mother carefully looks after the rest of the family, and where the younger generation finally seeks a resting place for the night.

Better homes not only deal with the material things in the home, such as good and convenient equipment and furnishings, or efficient and economical housekeeping, but also with the things pertaining to the mind and spiritual things, such as better pictures, books, music and higher ideals—a place suitable for rearing the very highest type of American citizens.

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



New things are not always improvements.

The things that you want most are not for sale.

Good government comes only from choosing good men to run it.

The only way to know a thing is to bump into it, and let it bump into you.

There appears to be more of everything all the time except an inclination to work for a living.

Nature seems to conspire with railroads by placing her wonders away off where it costs a wad of money to go and see them.

**HEZ HECK SAYS:**  
 "It's hard enough to git along with wimmin, let alone tryin' to understand 'em."

Perhaps there will not be so many second looses in the next war, now that the government has seen fit to abolish the salute on all but formal occasions and upon military reservations. The rescinding order comes about the time that ex-service men have recovered the complete use of their right arms from over-saluting during the late war.

A connoisseur on feminine attributes breaks loose and declares that the ideal woman is the one that is both beautiful and dumb. Sort of a dumb-bell-e, as it were.

Marvel of all marvels. The ocean appears about to become "dry."

**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

**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

**Work Progressing Rapidly in Crater Lake Lodge Annex**

The work on the new addition to the Crater Lake lodge is progressing nicely, and Frank P. Salter, of Medford, the contractor, says they hope to complete the stone work, ready for the carpenters this week or next, and will then close the work for the year.

Salter has part of the lumber on the ground to start the carpenter work early next spring and will not have to wait until July to take the material up.

Few people realize what a job it is to get material up to the lake. The granite used came from the Watchman, and the lumber and plumbing supplies are hauled from Medford, 85 miles, or from Chiloquin, 32 miles. The sand is hauled from Union creek, 23 miles.

The new addition will be four stories and basement, will have 86 rooms of which 36 will have bath, toilet and lavatories, 23 lavatories and toilet, and the balance lavatories only. All will have hot and cold water and there will be a public tub and shower bath. There will be 52 of the rooms in the new addition fronting on the lake.

It is also in the five-year building plan of the Crater Lake company to eventually put in a hydro-electric plant to heat all rooms.

The plan also provides for rebuilding the old building after the new addition is completed, which will be for 1924 travel.

The government has constructed this year, through Sparrow's supervision, Salter doing the work, a nice comfort station west of the lodge, that will be ready for the public next year, also three combination cook and bunk houses, one each at Anna Springs, the camp at Wine Glass, and another point, for the convenience of the laborers.

**HOME**  
 In a book published in 1856 there is a poem entitled "Home," from which is quoted the following prophetic stanzas:

I.  
 "Home! the nursery of nations;  
 Brightest homes of future good  
 Rest upon thy mission, being  
 Better known and understood."

II.  
 "In the happy fireside circle  
 Woman's genius must be taught;  
 Head as well as heart instructed  
 In the claims by duty brought."

III.  
 "This the lever, but it rests not  
 'Neath the temple's swelling dome  
 If the world moves on and upward,  
 It must rest in Home, Sweet Home."  
 —Mrs. J. C. Pendleton, Table Rock Community.

**RECLAMATION SERVICE GIVES FARMS TO EX-SOLDIERS**

The secretary of the interior announces the opening to homestead entry of 9681 acres of public land in the Klamath irrigation project, in Oregon and California. The land is divided into 174 farm units and will be opened on October 27, 1922, by a drawing at 2 o'clock p. m. Under provisions of an act of congress, 90 days' preference rights is granted to ex-service men of the war with Germany, after which any lands remaining unentered will be open to filing by persons qualified to make homestead entry in the United States.

In connection with the work of the reclamation service in reclaiming the arid lands embraced in the Klamath project in southern Oregon and northern California, one of the most interesting engineering features is the drainage of some 50,000 acres of land in the bed of Tule lake, which will be divided into farm units and irrigated from the government system. The chief source of water supply for Tule lake came from Lost river. By means of a diversion dam in this stream the waters have been turned through a canal into Klamath river, and Tule lake has been slowly but surely drying up. The lands to be opened comprise the area uncovered by this process.

**OREGON SAGE HEN TO BE DOMESTICATED**

ABERDEEN, Wash., Oct. 9.—The sage hen of Oregon is to be domesticated according to Mrs. Mary Benn, who several years ago took up a homestead near Bend. She says the sage hen lays a larger egg than the domestic fowl and that its flesh is more delicate than chicken when fed on grain and other things which the ordinary hen eats. The ranchers of the Bend section, according to Mrs. Benn, claim domesticated sage hens grow as large as turkeys. Mrs. Benn is here to spend the winter with her father, Samuel Benn, founder of Aberdeen.

**A Post Graduate Course In Lobster Salad**



Pierre Berdoulay, famous New York chef, gives personal instructions to Alexandra Carlisle

Pierre very graciously consented to tell his most cherished culinary secret to Miss Carlisle, now starring in "Fools Errand" at the Maxie Elliott Theatre, New York, and supplemented it by personal instructions in all the fine points of concocting lobster salad. Under such expert tutelage the well known star of the stage has become an equally famous star in salad preparation. Even the best informed connoisseurs have declared that they cannot distinguish between Miss Carlisle's art and that of her famous teacher.

The basic factors in this salad are lettuce, small celery stalks, and lobster. The decorations are carried out with eggs, scallops, and capers, and the crowning glory is the mayonnaise dressing.

The apt student in this case has worked out a recipe for a mayonnaise dressing which is quickly, easily, and successfully prepared. A cup of vegetable fat is very slightly heated and beaten to a cream. This is particularly easy to digest because vegetable fats have a melting point which is nearer the temperature of the body than animal fats. The yolks of two eggs, beaten light, are then gradually worked into the fat cream. The seasoning, which consists of a teaspoon of mustard, a teaspoon of salt, one quarter teaspoon of paprika, one quarter teaspoon of pepper, and four table-spoons of vinegar, is added. The vinegar should be added drop by drop while the dressing is stirred vigorously.

**Enrolment at U. of Oregon Shows Increase**

UNIVERSITY OF OREGON, Eugene, Oct. 9.—(Special).—Nearly 1000 new fulltime students, the majority of whom are freshmen, have entered the University of Oregon for the fall term, by far the record for new students in the university's 45 years of existence. The enrollment for the fall term will show an increase of 11 per cent over the 1921-1922 enrollment.

A total of 2125 fulltime residence students have registered, according to the figures of Registrar Carlton E. Spencer announced Saturday at the close of the registration for the first week. Numerous late registrants will begin appearing Monday, and the estimated attendance at Eugene for the fall term is 2275.

The enrollment figures given in the foregoing include for the most part residents of the state. The university does not draw heavily from outside states, on account of its non-resident fee of \$105 a year.

About 150 candidates for admission were rejected this fall, most of them from Oregon high schools. Of these about 46 per cent were rejected because they did not have the minimum of 15 Carnegie units. The remaining 52 per cent were rejected because they had not followed in high school the type of work best suited to prepare them for entrance to the university.

But for the strict enforcement of the rules of admission and the imposition of the non-resident fee, the

university's growth this fall would presumably have exceeded 20 per cent.

If summer school were added to the regular session in the registration figures, the university would count for the present academic year, considerably over 3000. There has been a steady increase in enrollment since 1919-1920.

**WESTMINSTER GUILD HOLD FIRST MEETING OF YEAR**

The Westminster Guild held its opening meeting of the fall last evening at the Presbyterian church. The hour was given to Bible study in the book of Revelation.

Next Sunday night will begin the study of "Lighted to Lighten," a course in mission work in India. The Bible and missionary studies will be given on alternate Sunday evenings. All of the younger women who can are invited to attend these meetings. Mrs. Ira Leslie has planned the mission study course, which insures the success and interest of the work.

The opening study will be a map talk by Minnie Poley and a roll call of Christian women workers in that

ancient land of palaces and hovels, riches and poverty, of one empire and a hundred governments, of a thousand religions and 300,000,000 gods.

**The Uncertain Future.**  
 It isn't the Promised Land, but the promised land that is important to the young man who is about to interview the girl's father.

"111" cigarettes. They are GOOD! 10c

**Heating Stoves**  
 Our assortment contains both wood and coal burners that are made to render the maximum service. They are attractive, both in looks and in price, and are sure to give satisfaction.  
 Drop in and let us show them to you.  
**SIMPSON'S HARDWARE**  
 37-39 North Main St. Phone 203

**Business Is Exacting**  
 Business men have a right to be exacting in their banking requirements. Their customers demand good service of them, it is logical that they should require good service of their bank. They are sure of such service here.

**The Citizens Bank of Ashland**  
 Ashland, Oregon

**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.

Try the classified columns.