

**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 ..... \$ .85  
 Three months ..... 2.55  
 Six months ..... 5.10  
 One year ..... 10.20

**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 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 PLATFORM**  
 The sixth paragraph of the Loomis platform is this: "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."

That is good sense and common justice. In our human organization the family unit is our first consideration. In government it is human nature and proper that our patriotism should begin at home and radiate through, first, our city, second our county, third our state, fourth our nation, and fifth to the nations and peoples of the world.

The writer has always contended that a town not good enough to buy your temporal supplies in, was not good enough to live in. People and their demands should not transcend the limits of the town in which they live.

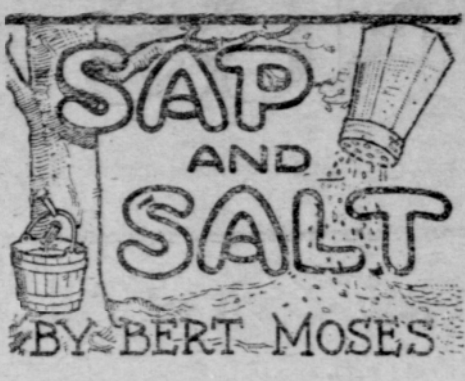
The first consideration of a city and its first duty to its citizens is to supply them with what work is necessary in the management of the city. A city that is not good enough to live in, is not good enough to work in. So, without regard to individuals, it is a good and patriotic rule to employ citizens to conduct the activities of a city.

**THE ASHLAND WATERSHED CONTROVERSY**  
 The test case involving the arrest of Jesse Winburn and party for picnicking in the Ashland watershed will prove of great good in determining the jurisdiction of the city of Ashland outside of the city limits in the Ashland watershed. Among lawyers this has been a mooted question, many good lawyers contending that the city of Ashland has no jurisdiction over the canyon outside of the city limits, and off city-owned ground, while others contend that the city's jurisdiction extends to the ultimate limits of the watershed for protection of the city water supply. It is a legal question that has never before been tried out, and one that should be finally settled.

The offense, in itself, has no significance. The matter was arranged specially for a test case. Attorneys and officers were present to witness the offense and arrests the offenders, and Miss Coffee, manager of the Ashland Tidings, was present in the capacity of a reporter in order that the newspaper might have first hand information as to just what was being done.

The case will go to the higher courts, as it should, so that the jurisdiction may be finally and plainly settled.

**Window Panes.**  
 To take paint off window panes try washing with vinegar.



Big money leaks away through very small holes.  
 Nothing spoils a man more quickly than a quick success.  
 Bluffing has its limitations, but gall has so far never been headed off.

The older I grow, the more it appears that the chief end of man is the cemetery.  
 "The survival of the fittest" seems to apply to everything but politicians.

The love of a homely man is glued fast, while the love of a handsome man is covered with grease.  
**HEZ HECK SAYS:**  
 "Raisin' taxes allus raises somethin' else."

**"THOUGHTLETS"**  
 An old car and a thousand dollars is more practical than a new car and no dollars.  
 It is reported that the football teams are thinking of carrying a few studies as a side line this season.

Daugherty's decision would seem to be about as constitutional as battling a fellow over the head because he wants to work.  
 If Turkey was here the sports would get them the first day of open season.

Portland has five moose calves. Probably too young and pure to enter politics in this fall's campaign.

**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

**INVESTMENT BANKERS HOLD 11TH ANNUAL CONVENTION**

DEL MONTE, Calif., Oct. 10.—Here on the historic Monterey peninsula, the 11th annual convention of the Investment Bankers' Association of America was called to order yesterday, the first meeting of the organization to be held west of the Rockies. Despite the handicaps of time and distance confronting most of the members, who come from the financial centers of the east, preliminary check-ups of attendance indicated a new record for registration, topping the mark of 890 established last year at New Orleans.

The convention will be in session four days, meeting in the mornings only. Adjournment will be taken daily at 1 o'clock to provide opportunity for recreation and sightseeing. During the convention hours, however, the members will be "all business," and the golf courses will be closed to men.  
 The convention and transcontinental trip will come to a climax in San Francisco on October 13, after a motor trip from here the afternoon before.

**OREGON LEGIONNAIRES LEAVE FOR NEW ORLEANS**

PORTLAND, Oct. 10.—Headed by George R. Wilbur, of Hood River, state commander, and Harry Nelson, of Portland, state adjutant, a party of Oregon delegates to the national convention of the American Legion, to be held at New Orleans October 16 to 20, left Portland Monday morning. The party will go via Spokane, and there will join the Washington delegation to the convention. Special cars have been provided to take the delegates from the northwest as far as Chicago, where they will join a special train for New Orleans. The party is due to arrive in Chicago at 11:30 a. m., Thursday, and an hour later will leave for the south. The arrival at New Orleans will be made at 11:15 a. m., Friday.  
 A party of members of the woman's auxiliary will leave Roseburg over the southern route for the convention city Wednesday.

**ASHLAND WOMAN'S FATHER, REDDING PIONEER, IS DEAD**

REDDING, Calif., Oct. 10.—Anton Klemmer, retired, a resident of Redding since 1837, passed away Sunday morning in his home in West street at the age of 80 years.  
 He came to California in 1854, then a boy of 12 years. His parents settled in Brown's valley, Yuba county. In early manhood Klemmer conducted a livery stable in Princeton. Coming to Redding he engaged in the mercantile business for a few years.

The old settler had lived retired for the last ten years or more. He was twice married, but his wives passed on years ago.  
 One son and four daughters survive—Fred R. Klemmer of Willows, Mrs. J. H. Thomas of Sacramento, Mrs. J. F. Hallick of McCloud, Mrs. George Ketchum of Ashland and Mrs. Getrude K. Boyd of Redding.

**DAILY NEWSPAPERS SAID BEST ADVERTISING MEDIUM**

The daily newspapers of the country are considered the best advertising mediums by retailers of the country, according to an investigation to determine the retailers' attitude toward advertising by the New York university bureau of business research. Five hundred questionnaires were sent out to the sales managers of the largest manufacturers in the country.  
 In answer to the question as to the best methods of advertising, they chose the following in their order mentioned: Daily newspapers, weekly magazines, Sunday newspapers, monthly magazines, car cards and outdoor advertisements.

Try the classified columns.



**BLACK SILK STOVE POLISH**  
 On Guard!  
 Protect your stove against rust and wear by using  
**BLACK SILK STOVE POLISH**  
 Easily applied and annual to the iron as if a part of it. All its advantages have been proved over and over again by millions of women everywhere. Used by dealers on sample stoves and for exhibition work.  
 Sold by hardware and grocery dealers. Liquid and paste—one quality. Get a can today.  
**Black Silk Stove Polish Works**  
 Springfield, Illinois  
 Use Black Silk Air Drying Iron Enamel on grates, registers, stove pipes—prevents rusting.  
 Use Black Silk Metal Polish for silver, nickel, or brass. It has no equal for use on automobiles.  
 A Shine in Every Drop

**SUNDAY SCHOOL ASSOCIATION HOLDS 37TH ANNUAL MEETING**

Two nationally known Bible school leaders will attend the 37th annual convention of the Oregon Sunday School association, which convenes tomorrow morning in Portland. W. C. Pearce, of New York City, associate secretary of the World's Sunday School association, and J. S. Lurham, of Chicago, home visitation superintendent, saw the president of the International Sunday School association, are both down for addresses. The meeting will be in session until Friday, and has been so arranged that every delegate, no matter what branch of Sunday school work, will always have a class to attend in which his type of work is being especially emphasized.  
 O. F. Carson, of this city, is president of the state association, and though he is on the program for an address of welcome and another address, "A Program of Service," on Friday, will be unable to attend this year.

**IT'S TOASTED one extra process which gives a delicious flavor**



**TWO ARMY AVIATORS SET NEW WORLD FLIGHT MARK**

SAN DIEGO, Calif., Oct. 10.—Two new world's records were set by Lieutenants Oakley Kelly and John A. MacReady, army aviators, in their

huge all-American army air service transport T-2.  
 A new sustained flight record of 35 hours, 18 minutes and 30 seconds is one mark they hung in the sky. Lifting a load of 10,700 pounds with one motor, a Liberty engine, is the second.  
 "The success of this flight means we are going to New York without a stop as soon as possible," the aviators said.

**A Complete ==Change**  
 It's what you need, and you'll find it in **SUNNY alifornia**  
 Motoring—Mountain Climbing  
 Yachting—Bathing—Tennis  
 Golf—Riding—Fishing—Polo  
 Hunting—Camping—Air-Planing—Loafing

**Low Round Trip Fares**  
 to  
 San Francisco—Santa Barbara—Los Angeles  
 San Diego and other California resort points  
 "The California Express" has through pullmans from Seattle, Tacoma and Portland to Los Angeles via Sacramento.  
 Stay a day or more in San Francisco, a delightful stopping place.  
 For train service, sleeping car reservations or beautiful folders, ask agents, or write—  
 JOHN M. SCOTT,  
 G. P. A., Portland, Ore.

**White-of-Egg in Calumet a Vital Element Most Baking Powders Lack**  
 Don't use a leavener that does not contain white-of-egg. When you do you take chances—you run the risk of spoiling your bakings.  
**CALUMET**  
 The Economy BAKING POWDER

contains a small amount of white-of-egg. This makes it possible for representatives of the company to test it frequently for leavening strength—right on the dealer's counter. Nothing but absolutely fresh stock is permitted to remain on the dealers' shelves. It must always be up to the high Calumet standard.  
 Remember the white-of-egg in Calumet protects the success of your bakings. It is the economical positive bake-day aid and its sale is 2 1/2 times as much as that of any other brand.  
 A pound can of Calumet contains full 16 ounces. Some baking powders come in 12 ounce instead of 16 ounce cans. Be sure you get a pound when you want it.  
**THE WORLD'S GREATEST BAKING POWDER**

**Items Fire Insurance Does Not Cover**  
 A safe deposit box protects at a cost of only a few cents a week the many items fire insurance does not cover.  
 These include stocks, bonds, business records and valuable papers of all kinds. Be sure to place them in a box in our fire-proof vault.  
**The Citizens Bank of Ashland**  
 Ashland, Oregon

(This Was Written by a Woman)

**"IT'S GOOD"**

I was using a well-known household article when my friend came in.  
 "Why did you buy that kind?" she asked.  
 "Because it's good," I told her.  
 She asked me why. Without realizing what I was doing I gave her several technical reasons for the superiority of that machine. I listed a number of its mechanical advantages and one or more very special conveniences that I felt meant a great deal to me.  
 My reply surprised even myself. I had not realized I knew so much about it. After I had recited my reasons to her I analyzed my first answer, "it's good," and I found that answer typified all of the specific things I was able to recite about the machine which I had as a matter of fact recently purchased.  
 It had been widely advertised and I, as a large buyer for a household, always felt that any woman may be guided to safe and satisfactory investments for her own needs and the needs of her family if she will but use the messages which the manufacturers send to her in her newspaper or in her magazine.  
 Until I had said, "it's good," I did not realize that I had been reading so much about the advantages of the machine which I subsequently purchased. One after the other those messages had gotten into my mind until when asked to do so I was capable of repeating them almost as if I had been a salesman for the company making that article.  
 However, I realized that the printed message had not really meant so much to me as the repeated appearance. Seeing that article over and over again meant to me that many other women had reached the point where they could purchase it sooner than I and were well satisfied with it.  
 Almost instinctively the thought took hold of me that when I saw the name of a product appearing again and again I could feel sure that that product was living up to its promise. I could feel secure in buying it.  
 If only all women would realize that in whatever they buy—machines or furniture—clothing or food—dress goods or hats—jewelry or toys—they may save themselves unwise expenditures by seeking the product which through its advertising and behavior after purchase compels its thousands of customers to say, "it's good."