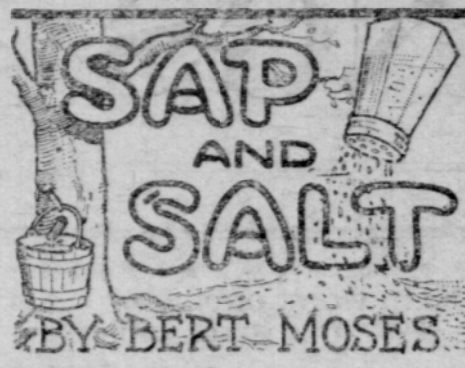


**Ashland Tidings**  
 Established 1876  
 Published Every Evening Except Sunday  
**THE ASHLAND PRINTING CO.**  
 OFFICIAL CITY AND COUNTY PAPER  
 TELEPHONE 39  
 C. K. LOGAN, Editor



**SAP AND SALT**  
 BY BERT MOSES

You can't make love to order and get a good fit.

Women take more chances with a pin than a man does with a nail.

When conscience pats you on the back, insomnia beats it for the back door.

Most men stop on life's second base, and then wait for some one to bat them home.

Industry has its penalties, one being that after sprinkling the lawn, a heavy shower sets in.

Lying reaches its zenith when a man can convince his wife what a fine thing it will be for her if he joins a new lodge.

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 ..... 6.54

**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.

**BIBLE THOUGHT**  
 —FOR TODAY—  
 Bible thoughts memorized, will prove a priceless heritage in after years.

**SATURDAY, OCTOBER 14**

**MAN IN GOD'S IMAGE**—And God said, Let us make man in our image, after our likeness: and let them have dominion \* \* \* over all the earth \* \* \* So God created man in His own image, in the image of God created he him; male and female created He them.—Genesis 1: 26, 27.

**THE LOOMIS TICKET PLATFORM**  
 Political platforms are too often meaningless platitudes, made to get into office on instead of to be carried out in good faith. With this in view, the Tidings called on Mr. Loomis to get his reason for issuing a platform. He contends that candidates have no business to seek office unless they have a specific reason for doing so. If citizens believe that the city has needs which should be encouraged and put into action, it is their duty to stand for election squarely upon the promises to fulfill such needs—that men should not stand as candidates simply to be running for something, but that they should have specific reason for so doing. Prospective voters should be advised, before they vote on the candidates, what these candidates propose to do if elected, so that citizens may exercise their judgment as to whether such measures should be forwarded. Certain administrative policies have great power, either for good or evil, to the community. Sometimes the cause of factional differences in a community are based upon the difference in municipal policies advocated by either faction, and if candidates squarely set down the matters that in their judgment should be paramount in considering the city's activities, it gives voters the opportunity of judging them by the issues they advocate. He says he is not running for office merely to be running. He knows that it is a great sacrifice of time and money to any man who fills the office of mayor of Ashland for two years. There should be a real demand before he accepts such a trust, and he should have specific reasons before he undertakes it. Those reasons should be fairly and squarely set down that the people may understand that they are not voting for the man merely, but are voting that certain policies may be adopted by the city. He says that he gave much thought to the subject before he announced the principles upon which

**HEZ HECK SAYS:**  
 "Many a man gets credit fer bein' smart by jest settin' and listenin'."

he would make the canvass. He stands for the things set out in the Loomis ticket platform, and, if elected, he intends to put them into action, in so far as it is possible.

That looks like a fair, unequivocal statement from Mr. Loomis. Charlie Loomis has a good head and a great heart. He is a thinker, and the Tidings feels that he has all the qualifications necessary to the direction of the city of Ashland into wholesome, progressive channels, and that he will prove one of the best mayors Ashland has had in its history. He has integrity, intelligence and courage and is thoroughly equipped for the place.

**FOXY OLD MEDFORD**  
 Have you read the Medford newspaper reports on the Jesse Winburn canyon episode? Those Medford folks are foxy old guys. They know a good thing when they see it. It is not on the cards for them to cast any reflections on a man with two million dollars and especially one who is willing to spend it as Jesse Winburn has, in the interest of the town. No, siree. They have been watching Winburn's philanthropies in Ashland with an exceedingly jealous eye. It looks good to them and Jesse looks good to them. They are anxious that Ashland should discourage Jesse as much as possible in the hope that he will become disgusted with his treatment here and cast his lot in Medford. Medford is not very strong for a big tourist hotel in Ashland. She thinks that would have a tendency to make Ashland the tourist center of the valley. They think Ashland will never be able to build the hotel unless somebody like Jesse Winburn pundles up with the cash to do it, and when they see things going on up here that will tend to disgust and discourage Winburn, they become mighty careful of the manner in which they handle things. They want Winburn and his cash in Medford, and they are not going to do anything that will indicate they don't like him. No, siree!

**PEOPLE'S FORUM**  
 Hotel Benson, Portland, Or.  
 Oct. 12, 1922.

To the editor of the Tidings—  
 It will interest the people of Ashland to hear that while Jesse Winburn was being persecuted at Ashland, he was being honored by the leading educators of Oregon. On Tuesday of this week, at the special invitation of President P. L. Campbell of the University of Oregon, Mr. Winburn and I were the guests of that eminent gentleman, who devoted several hours of his time to showing us about that great institution of learning. We were his guests at a fine luncheon at the Hotel Osborne, other prominent educators being also present, including Dean Colin V. Dymont.

On Wednesday, Mr. Winburn and I were invited by President Kerr, of the O. A. C., at Corvallis, to make a tour of the grounds and buildings. We had spent the night in Albany, and early Wednesday morning, Judge Weatherford, who has been president of the board of regents for 24 years, came for us in his auto and took us over to Corvallis. Nearly the whole day was given over to our entertainment, by both of these high officials of the college. Besides acting as our hosts at a luncheon, they personally accompanied us on

a trip through the grounds and the buildings.

President Kerr showed us diagrams covering every floor in all of the buildings, as well as diagrams showing the piping and wiring of the whole institution. These he has on file in his office. When repairs or changes are needed in any place, he can sit in his office, refer to these plans, and give intelligent instructions about what he wants done without losing time going around to the places where work is to be done.

On seeing how well this plan works in a big institution like the O. A. C., the thought occurred that Charley Loomis could follow a like plan when he is elected mayor. It also reminded me of Roebbling, the great engineer who built the colossal Brooklyn bridge. Roebbling was a helpless cripple, yet he superintended the construction of that massive bridge while sitting in a chair and using field glasses quite a distance away.

Oliver P. Morton, perhaps the ablest man Indiana ever sent to the United States senate, was also unable to stand upon his feet, but made all his famous addresses while seated.

It seems to me that even an invisible government, if it has any sense of shame at all, ought to feel some of that shame for the cowardly manner in which it is persecuting the man who has done more for Ashland in a month or two than all its members combined have done in all the years they have had a deadly clutch on Ashland's throat.

The time is surely here to get behind a man who really tries to do something, and get rid of the cheap scallywags who are hanging on to the city's coattails and yelling "Whoa!"

**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

**Right-Sightedness.**  
 The assertion comes from France that the majority of people are not only right-handed but also right-sighted. By this is meant that most persons see better with the right eye than with the left and habitually, though unconsciously, employ it more. Some persons, however, make greater use of the left eye than of the right, and accordingly are said to be "left-eyed."

**DELIVER OR DIE, THAT'S ALL**



**BRINGING** a thermos bottle onto a pirate ship is dangerous business even for the favorite of King James I, as Theodore Kosloff discovered while impersonating Lord Carnal in the George Fitzmaurice Paramount production, "To Have and To Hold." Bert Lytell decided to inspect its contents between scenes on the pirate ship at Balboa, Cal., and while he was getting it at the point of a gun one of the hungry pirates grabbed off a sandwich. Such is life in the movies!

**At the Churches**

**Baptist Church**  
 "Thy Word is Truth" is the theme for Sunday morning. The evening subject will be announced later. The Lord's Supper will be observed Sunday morning. All members of the church ought to attend this service. Baptisms Sunday evening. Other announcements later.

**Christian Church**  
 Sunday school at 10 a. m. Morning worship at 11; subject, "Lights Under Bushels." Christian Endeavor at 6:30 p. m. Prayer meeting at 7:30 p. m. Wednesday. Mrs. M. H. Kendall, state president of the missionary society, will occupy the pulpit at the evening hour, 7:30 o'clock Sunday. John F. Leggett, minister.

**Methodist Episcopal Church**  
 The Sunday school will meet in regular session Sunday morning at 9:45. Classes are provided for all ages and all are welcome. The pastor's subject for the morning church service at 11 o'clock will be "The Guest Chamber." At this service there will be a baptismal service by immersion. The Epworth League will meet at 6:15; this is the young people's devotional meeting, and all young people are urged to be present. "Soul Ownership" will be the sermon subject for the evening church service. The first part of the evening meeting will be a song service led by the choir and assisted by an orchestra. There will be special music by the choir at both the morning and evening church services. All

are cordially invited to all the meetings at the Methodist church. Rev. S. J. Cheney, minister.

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

**Presbyterian Church**  
 The subject for the morning sermon will be "The Glory of Sacrifice." This service will be an occasion for the celebration of the Lord's Supper and for the reception of church members. All planning to unite please be present at the services not later than 10:45.

We are very fortunate to have with us for the evening service, Rev. G. C. Birchtett, of Bogota, Col., South America, an Oregon boy, a graduate of Albany college and San Anselmo seminary. He will bring a message relative to South America. Sunday school at 9:45 a. m. Junior Christian Endeavor at 5 p. m. Young people's meeting at 6:30; Westminster Guild at 6:30. Prayer meeting, Wednesday at 7:30 a. m. All are cordially invited. C. F. Koehler, pastor.

**First Congregational Church**  
 Boulevard and Main street. Sunday school, 9:45 a. m., with classes for all grades and ages. Bring your Bible. Morning service, 11 a. m.; subject, "Communion." The Lord's Supper. Junior Christian Endeavor at 4 p. m. Christian Endeavor at 6:30. Evening service at 7:30; sub-

ject, "What It Means to Be a Christian." Mid-week prayer meeting every Wednesday evening at 7:30 p. m. The public is cordially invited to all these services. If you are not established elsewhere, come and make this your church home. W. Judson Oldfield, minister.

**Free Methodist Church**  
 Sunday school, 9:45 a. m., followed by preaching at 11. Class meeting at 12; Melissa Ashcraft, class leader. Preaching at 7:30 p. m. Prayer meeting, Thursday at 7:30 p. m. C. E. Glazier, pastor.

**Nazarene Church**  
 Corner of Fourth and C streets.

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."

Services for Sunday, October 15:  
 Sunday school at 9:45 a. m. Thornton S. Wiley, superintendent. Preaching services at 11 a. m. and 7:30 p. m. Prayer meeting Wednesday and Friday at 7:30 p. m. You are cordially invited to worship with us. J. E. McShane, pastor.

**Trinity Episcopal Church**  
 Vicar, the Rev. P. K. Hammond. Holy communion at 8 a. m. Sunday school at 9:45. Morning service and sermon at 11. The offertory solo will be sung by Mrs. John Shortridge.

**First Official Reformatory.**  
 The first reformatory managed under legislative control was the one established in New York in 1824, known as the New York House of Refuge.

**Don't Miss the**  
**BIG**  
**1c**  
**SALE**  
**Thursday, Friday**  
**Saturday**  
**THIS WEEK**  
**McNair Bros.**  
*The Renall Store*