

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

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 Three months ..... 1.95  
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 One month ..... \$ .65  
 Three months ..... 1.95  
 Six months ..... 3.50  
 One year ..... 6.64

**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.

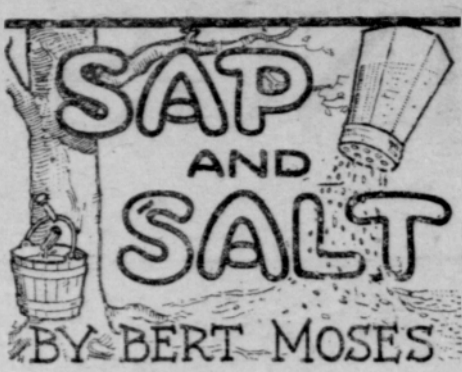
**Legal Rate**  
 First time, per 8-point line.....10c  
 Each subsequent time, per 8-point line.....5c  
 Card of thanks.....\$1.00  
 Obituaries, the line.....2 1/2c

**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 precious heritage in after years.  
 MONDAY, OCTOBER 16  
 DEATH OR LIFE—For if ye live after the flesh, ye shall die; but if ye through the Spirit do mortify the deeds of the body, ye shall live.—Romans 8: 13.

**WE INTEND TO TALK PLAIN**  
 The Tidings is determined, during this campaign, that the people shall know who is who, and why, as well as what is what and why. There will be no mincing of words by this paper. We do not intend to tell anything but facts, but we do expect to relate facts in a manner clear enough to be understood by readers and plain enough so that he who runs may read. The Tidings is absolutely sincere when it says that Ashland, for a long time, both in its council and its Chamber of Commerce, has been dominated by influences altogether against the best interests of the town. There is no political bunk in that and we propose to show, if we can, not by inuendo, but by facts, just where the trouble-lies, who is responsible for this condition, how it can be best remedied, and the men and measures that are now at work in an attempt to perpetuate a council that can be dominated by those who do not want to see the town go forward. Some good men have been unwittingly parties to the sinister schemes of these influences in the past, without knowing it, but we are determined in the future that good citizens shall not be further made catspaws to hold the town back in the interest of those afraid that if the town grows it will mean competition which they cannot meet. Community interest should be made paramount to individual interest, especially in the handling of the affairs of the city and directing the functioning of a Chamber of Commerce. Unless the spirit of retrogression, spite and calumny can be throttled in Ashland, there is no hope for the future of the town. Ashland has a wonderful opportunity. God has blessed her with a marvelous environment. But these can never be capitalized by men who knock everything in which they have not some personal advantage. It is going to take a deal of self-sacrificing intelligent work to get Ashland up the hill of opportunity—men have got to be willing to do their part without the hope of personal gain. If Ashland can be made what nature has fitted her to be—a healthy, pros-



The brains of an auto are behind the steering wheel.  
 An infallible token of "good times" is pie at 5 cents the cut.  
 The average house painter makes more wages than the average portrait painter.  
 No wife should start a quarrel with her husband until she has possession of the pay envelope.  
 The desire for a large car seems to be generally more prevalent than the desire for a large family.  
 The word "Mother" loses much of its reverence when you see a woman in a hiking suit nursing her baby.

**HEZ HECK SAYS:**  
 "Opportunity ain't no good if you don't know what to do with it."

perous resort of some 30,000 population, or more—every citizen here will profit materially by the natural increase in values and opportunities, and they should be, and must be, willing to contribute their share of encouragement and work without the hope of immediate, direct reward. We have a bunch of folks in Ashland who never have been, and are not now, willing to do that. Such men should not be allowed by citizens to sit in high places, nor to be behind and dominate the men who occupy public places of influence and power.

Just size up the men in whose shadows the present council has its political being—by whose suggestion they move and act—practically all of whom are now running either for re-election to the council, or for mayor, on the Blake ticket, and you will find them moving in a shadow, dark and ominous for the future of this splendid city. What has ever been accomplished for Ashland by these powers behind the throne? They are those who fought sewerage and water development in the early days; they are those who fought municipal ownership of the electric light plant; they are those who have always fought prohibition, both local option, state and national prohibition; they are those who fought Lithia park and mineral water development; they are those who have stood absolutely in the way of tourist hotel development for the past five years. Had it not been for the backbiting, insinuation and attempted character assassination of these same men, Ashland would now have her fine tourist hotel and be on her way to certain prosperity. Can Ashland afford longer to lie under the domination of such men? We think not. If she does, it means stagnation and decay; it means the frittering away of her great opportunities. The Tidings is against that and against them, not as individuals, but as hindrances to the proper development of the community.  
 We think it is highly important to elect open-minded men and women as city administrators—men and women who are for a progressive policy that will seize every opportunity for the advancement of the town—men and women who have the courage of their convictions—strong heads and great hearts, who will act in the interests of all the people and not that of the few, and who will not allow designing men to use the powers of the city to get back at those whom they cannot control.  
 The Tidings is going to fight for that and will not mince words in doing it.

**INDUSTRIAL ACCIDENT BODY IS RUNNING ECONOMICALLY**  
 SALEM, Oct. 16.—A marked increase in receipts and a heavy decrease in expenses were shown in the quarterly report of the state industrial accident commission, made public recently.  
 During the quarter ended September 30, receipts were \$580,945.77, and running expenses, \$44,097.02. Receipts for the same quarter in 1921 were \$535,375.82 and expenses \$56,847.22, showing an increase in receipts this year of \$45,569.95 and a decrease in expense of \$12,750.25. The number of employers who are taking the benefit of the compensation law is constantly increasing.  
 A want ad will sell it.

**THOUGHTS FROM OTHER SOURCES**  
**UP TO THE PRESS**  
 "The newspapers ought to quit publishing so much scandal." You can hear such remarks any day in the year, and from highly intelligent people.  
 But we disagree. They do not stop to think.  
 Unfortunately, we have reached a point in this country where little respect is shown for our laws, because the laws are indifferently enforced, or not enforced at all.  
 Certain people can evade them with ease. Others, less fortunate, must pay the penalty.  
 Occasionally there is a notable exception to this rule, but only occasionally. It is for this reason we are losing our respect for law and its manner of enforcement.  
 But it is different with the great newspapers of the country—and also with the smaller ones. They tell the truth as they find it. The man of great wealth who forgets his manhood is as pitilessly exposed as the one without a dollar—perhaps more so.

This pitiless publicity of the press is the one safeguard that stands between respectability and a reign of debauchery that would rival the days of Sodom and Gomorrah.  
 There are millions of pure and high-minded people in this country, but there are other millions who reek with clandestine infamy.  
 Some agency must keep this debauched element in check for the welfare of society in general.  
 The press, through its publicity, is meeting with a reasonable degree of success where the law is but a dismal failure.  
 Think before you criticize.  
 (From the Dunsuir News)

- LOOMIS TICKET**
- For Mayor: CHARLES L. LOOMIS
  - For City Council: S. A. PETERS, SR., M. C., LININGER, DR. R. L. BURDICK, 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

**Gigantic Codfish.**  
 The largest single cod of which Wilfred T. Grenfell has a record, he tells in "Labrador" weighed 102 pounds. The record on the Newfoundland banks is held by a fish taken in 1838, which weighed, after being gutted, 136 pounds; the American record by a fish weighing 100 pounds.

**Many Graduates State University Are Journalists**

UNIVERSITY OF OREGON, Eugene, Oct. 16.—(Special.)—Within a year after completing courses in the University of Oregon school of journalism, four former students have become editors of newspapers in the state.  
 More than 90 graduates and former students of the school are at present engaged in active newspaper, magazine, advertising or publicity work.  
 Sixteen students with experience as newspaper men and women returned to the University school of journalism this fall for further journalistic training. There are now 156 major students in the school.  
 The foregoing facts are shown in a survey made by the faculty of the school of journalism this week. This department of the university is beginning its 11th year of existence this fall.  
 The former students who took the editorial helm on newspapers within a year after they left college are: Carlton K. Logan, editor of the Ashland Daily Tidings; Wilford Allen Jr., editor of the Grants Pass Daily Courier; Robert F. Boettcher, publisher of the Lebanon Criterion, a weekly, and Miss Victoria Case, editor of the Rose City Herald, a community newspaper in Portland.  
 The roster of school of journalism undergraduates this fall includes students who worked on the following newspapers last summer: Kenneth Yonel, Albany Democrat; Edwin M. Frazier, Albany Herald; Clinton Howard, San Francisco Chronicle; Rudolph Kuhn, Marshfield Times; Frederick L. Rice, John Piper and Florence Cartwright, Portland Oregonian; Marvin Blaha, Oregon Journal (mechanical department); Earle Voorhies, Grants Pass Courier; Phil Brogan and Howard Godfrey, Eugene Register; Leith Abbott, Eugene Guard; Dan Lyons and Mary Jane Hathaway, Oregon City Enterprise; Alfred Erickson, Clatskanie Chief, and Jasper Crawford, Heppner Gazette-Times.  
 While a majority of the Oregon graduates are engaged in work on Oregon newspapers and magazines, others have made connections in the east, the middle west, California, Washington and other western states.  
**FOREST FIRES INCENDIARY, DECLARES FOREST OFFICIAL**  
 YREKA, Calif., Oct. 16.—Of 96 fires in the Klamath national forest during the season just past, no less than 48 were of incendiary origin. This, according to District Forester Paul G. Reddington, who was here on an official visit to the forest, is the highest ever recorded in any forest in California in percentage of incendiarism.  
 "The forest service has had a spe-

cial investigator on the ground for the past month and will have him here for the next two months if it is necessary," Reddington stated.  
 He declared it probable that Siskiyou county would not receive any smaller apportionment for forest service work next year than this one. He also declared the forest service in accord with the proposal of the Northern California Counties association to postpone deer hunting season until October 1 and limit the kill to one buck. He said such a change would postpone the menace of hunters' fires beyond the bad fire season.

**PEOPLE'S FORUM**  
 Editor of the Tidings—  
 Please tell our Ashland friends and acquaintances that we are located at 1952 Glendale boulevard, and shall be glad to see them here—one at a time! Mrs. Barnhill's folks are at 3960 Dalton avenue, west of Exposition park.  
 We are only five minutes ride from Echo park, where Mrs. McPherson is erecting her \$250,000 Angeles temple. Three blocks down the street from here is the Mack Sennett moving picture studio. No, we haven't stopped to see the bathing beauties.  
 Arrangements have been made for issuing "Orchard and Farm" with both the Los Angeles and San Francisco Sunday Examiners. This will give a combined country and suburban circulation of over 300,000, making it the world's second largest farm weekly. In some ways we shall excel the Country Gentleman, having eight pages covered with superb rotogravure pictures, for which much expensive apparatus is being installed. Over \$200,000 worth of new equipment will be needed to issue Orchard and Farm in its new form.  
 It will keep Mr. Knollin and me busy to fill 24 pages a week. Today we received an article from Luther Burbank, one of our exclusive contributors. Yesterday I visited a

**30 Million Bottles Sold**  
**TAN-LAC**  
 A SPLENDID TONIC  
 Makes You  
 EAT BETTER  
 SLEEP BETTER  
 WORK BETTER  
 FEEL BETTER  
 Sold By ALL LEADING DRUGGISTS



\$100,000 poultry farm at Lanker-shim, and tomorrow I shall attend the district fair at Riverside. Later on, the editor-in-chief and myself expect to take turns in managing the office. Our temporary quarters are in the main editorial room, a short distance from the theatrical section, where two cigarette-smoking flappers grind out copy about the show people: Our first issue is slated to appear November 19, by which time we expect to have a room of our own.  
 Sunday, we heard Dr. Brougner preach at the Temple auditorium.

He has apparently lost none of his pep and is still running in high gear. He preceded his sermon with a strong denunciation of Mr. Woolwine, wet candidate for governor.  
 The weather here has only lately gotten cool enough for comfort. We have a locust tree in our tiny front yard and many tall geraniums, that bloom here the year around. But tomatoes, peaches and apples are a nickel a pound. Nothing here is cheap but air and skates.  
 O. H. BARNHILL,  
 Los Angeles, Calif.



**THE LITTLE BROTHERS OF THE NATION**  
 There is no phase of the achievements of our government more creditable to us than that dealing with the acquirement and handling of our outlying possessions.  
 A foreigner speaking of the United States colonization work says: "There never was a colonizing power which set out so fast to teach and educate the native races with which it came in contact. One great fact in development which citizens of the United States understand is that money spent on essentials is bound to pay itself back."  
 An interesting account of our insular and other outlying possessions is given in the latest booklet of the series on Our Government being issued monthly by this Institution. Are you receiving them?  
**Citizens Bank of Ashland**

(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."