

**Ashland Tidings**  
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 C. K. LOGAN, Editor

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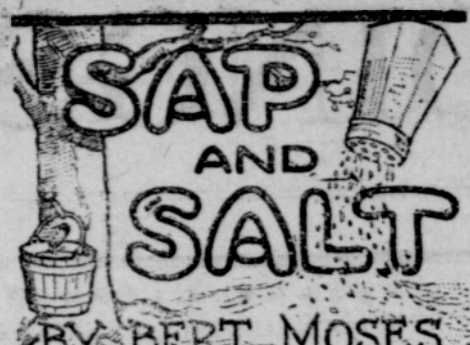
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 Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising  
 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we give 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.  
 YE WOULD NOT—O, that thou hearkened to my commandment! then had thy peace been as a river, and thy righteousness as the waves of the sea.—Isaiah 48: 18.



In a dozen opinions, twelve are apt to be wrong.

A small business that pays is better than a big one that doesn't.

When a man can't think of anything, he either whistles or lights a cigarette.

More and more does the hope grow that Henry Ford will go into the gasoline business.

In the theory of marriage, too little consideration is given the landlord and the grocer.

Fool politicians start new parties, but the seasoned politician knows that the real graft is to be found only in the old.

HEZ HECK SAYS:  
 "Nervous prostration don't come from behavin' yourself."

For or against any ticket he desires, Mr. Winburn says it is not so much what ticket he is FOR, as it is the one he is against.

He says he is utterly opposed to the further domination of the city of Ashland by a self-constituted coterie of self-styled "prominent" citizens who insist and persist in using the powers of the city to throttle development and punish any citizen who refuses to bow to its dictation.

He says he wants to see the municipal government of Ashland in the hands of honest, open-minded officers, who believe in her future and will conduct the affairs of the city in the interest of all and not in the interest of a bunch of flathead leaders who throttle the advancement of the city and try to damn every man who comes to town and refuses to be used as their tool and follows sullenly their every dictation.

He says unless the hold of that bunch can be jarred loose the city of Ashland will never amount to a continental. The Tidings believes every word of this. We think that Mr. Winburn is, and has reason to be, absolutely against the domination of that old crowd, and we glory in his spunk in fighting them to a finish.

He says his future investment operations in Ashland will be determined by the attitude of the people toward this bunch of political high-binders, who, he thinks, (and so do we) have dominated and do still dominate the movements of the present council, who compose the Blake ticket in the coming election and are all, save one, candidates for re-election.

He opposes these candidates, and so do we, not so much on personal grounds as upon the fact that these sinister, overshadowing influences have been able to force policies in their administration that tend to throttle the forward movement of the city and which will, if allowed to continue, result in dwarfing and ruining the future prospects of Ashland.

He says he thinks that as long as men more interested in personal gain than they are in the good of the city are in the saddle, and dominate the public bodies of the city, it will be impossible for the city to advance and he wants the affairs of the city in the hands of square, open minded men, who will act unselfishly in the interest of the town and not block possible movements for greater things for Ashland.

The Tidings thinks Winburn is right. Ashland needs a big tourist hotel and now has a plan on to get one. Mr. Winburn is very much interested in the hotel project and has offered to take a large share in the undertaking. We think there are some "prominent" men, or some, at least, who are self-constituted prominent men, in Ashland, who will throw their entire influence against any new hotel project in which Mr. Winburn is interested. They do not like Winburn because they could not handle him. And these same men are behind the Blake ticket.

The Tidings is with Mr. Winburn on the issue. We think he has done more for Ashland in a year than all the rest of them put together have done unselfishly for the town in all their lives. We think Winburn will prove worth more to the town in the immediate future than any dozen of them. Winburn is not only a man of large means, but he has the good will to spend it for those things that Ashland really needs, and we are in favor of helping to remove the influence of those men in power who will hamper his good intentions toward the town. Ashland has a big chance for the future if

Read your home-town paper.

the drones, backbiters and backstoppers are laid on the back shelf, and the Tidings joins Charlie Loomis in the effort to put them there.

The results of the coming municipal election means much more than that either Loomis or Blake is elected mayor. The results will tell plainly whether the majority of Ashland electors are for the advancement of the town, or whether they stand with those who have shown a disposition to block progress. Ashland can have a big \$300,000 hotel. If conditions look right Mr. Winburn is ready to back such a project to the limit. He wants to know first whether Ashland people are for such a development, or against it. If Ashland is behind the blockers of progress he wants to know it, because he feels that such an investment would be no less than throwing money away, if the non-progressive blockers are left in the saddle. The campaign is not against Dr. Blake as a man, nor against any candidate on the Blake ticket as citizens and men, but it is a square showdown as to whether Ashland is going to remain in the clutches of the influences that have held her back in the past and will hold her back in the future.

The Tidings stands unqualifiedly for the hotel and the forward movement and against the sinister influences of those whom we know to have blocked progress in the past.

That influence desires further control and a lot of lies about Charlie Loomis and Jesse Winburn are floating around, inspired in the hope that they may stay in the saddle. One of them the Tidings has attempted to nail in the political street talk printed at the head of this article. There is too much of such bunk floating around in Ashland and we expect to nail a lot more if them before the campaign closes. And the best way to nail them down for keeps is to print the names of citizens who circulate them.

TWEEDLEDEE AND TWEEDLEDUM  
 Congressman Hawley's statement of the terrific sums saved in administration of the government since the republicans went into power, would have appealed strongly to the writer, had it not been for the fact that we had heard Mayor Lamkin reiterate so often the large sums he had saved the Ashland taxpayers since his administration started, none of which the writer has ever been able to find. Now, if we admit that raising water rents and cutting down the number of kilowatt hours of electric juice for a dollar, without reducing the tax budget, is saving money for the city, it might enable us to understand how Mr. Hawley et al. have reduced our national taxes without letting us feel it. It may develop that Walter Pierce can get some cogent pointers as to how to reduce taxes without letting folks know it, from either or both of these gentlemen. This year we are strong for Hawley, because there is nobody running against him. Also, we are now strong for Lamkin—that is, after the first of the year—because he won't be in a position to do it any more, and we will no longer be compelled, when we attend council meetings, to listen to his assertions of tax savings, which we are never able to find.

THE PERFECT MAN  
 Oh, what does it take to make man complete  
 From the crown of his head to the soles of his feet,  
 With naught to subtract and nothing to add,  
 A man not too good, and a man not too bad?

Is a man but an arm, a leg and a boot—  
 An eye, and an ear, and a tongue and a throat?  
 Is there nothing more in him to extol?  
 A brain—or a heart—or a conscience—or soul?

Is the hunchback, the deaf, the mute and the blind  
 The only unfortunate the trail world can find?  
 Is there no pertified heart? No brain out of plumb?  
 No conscience deep-seared and withered and dumb?

Is the miserable gristle in place of a spine,  
 The shrunken ideal, the hope out of line,  
 The twisted desire, the wish-washy will,  
 No cause to suspect the make-up is ill?

Is there no vision to look through the skin,  
 And see the deep voids that may lie within?  
 The crack on the inside, where the outside is whole?  
 The warp in the heart and the limp in the soul?  
 —Dudley A. Reid, Bethany, Mo.

Read your home-town paper.

**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

**Compensation Is Claimed By Six Former Soldiers**

War veterans of Ashland took advantage of the recent visit of W. F. Loomis, special contact representative of the United States veterans' bureau, who spent two days interviewing former service men of this vicinity relative to their disabilities and telling them of offers of the government relative to compensation, vocational training, hospitalization and war risk insurance. Mr. Loomis interviewed 20 former service people, and of this number six filed claims for federal compensation, he announced just before his departure.

Veterans who failed to meet the government representative and believe that they have just claims against the government, should get in touch with the Portland office of the veterans' bureau by letter.

Upon leaving this community, Mr. Loomis urged every war veteran, who has allowed his government insurance to lapse, to have it reinstated immediately.

Project training, or giving the war veteran a start on his own land, a new way of rehabilitation, is proving very popular among former service men this summer, and promises to be one of the most successful means of making injured war veterans self-supporting, the government agent stated.

"A total of more than 200 veterans in this district have already taken up work on their own projects," stated Mr. Loomis. "Over 700 ex-service people are training to follow agricultural pursuits. Compensation of \$80 and \$100 plus allowances for dependents paid project trainees assist them materially in paying for their land and establishing themselves on small farms. Training of this kind is especially fitted for middle aged people, veterans with little education and men with large families.

Mr. Loomis announced a new move on the part of the veterans' bureau to dignify vocational courses under the government and help the trainee who has finished his course secure employment.

**KLAMATH RIVER ROAD FINISHED; TO OPEN SOON**

YREKA, Oct. 19.—The spectacular Klamath River road project under construction by the federal government for the past four years, is finished, and will be opened to the public in a few days, according to official announcement. Although built by the government with the

primary object of opening up the vast interior region of the Klamath national forest with its 28,000,000 feet of timber, this road will have a far-reaching effect upon the development of the whole northwestern part of the state.

**What Becomes of Rainfall.**  
 One ton of water to three pounds of flour is nature's recipe for making wheat bread, according to figures on rainfall published by the bureau of soils in the Department of Agriculture.

By controlling the water supply in irrigation, accurate measurement is possible, and this estimate is of the minimum requirement. Many crops need five times as much water.

What becomes of all the water? Of a ton of water falling on a dozen square feet of soil during the year, about one-third sinks through and is drained off underground. Only a little runs off the surface if the field is well plowed. A little evaporates immediately and the rest is held in the soil. As the surface dries, the moisture in the soil soaks up by capillary attraction and evaporates off the surface. But by far the greater amount is drunk by the roots of the plants, drawn up into the leaves and breathed back in vast quantities into the atmosphere.

**One Little Grain of Wheat.**  
 One grain of wheat will produce 100 hectillion grains in the tenth year, an agricultural professor told a group of visiting farmers at the Pennsylvania State college. He wasn't quite sure that "hectillion" was the correct word, but here is the way he wrote it: 100,000,000,000,000,000,000. There would be wheat grains enough, he said, to string four billion chains of it from the earth to the sun. Indeed, the crop of wheat, long before the tenth generation, would be so large that the earth would not be big enough to provide space to replace the entire crop.—Bucks County Daily News.

**Statue to Red Cross Man.**  
 Capt. J. A. Pedlow, the American Red Cross commissioner to Budapest, is said to be the most popular man in the Hungarian capital. Out of gratitude for his relief work among the starving war victims, the Hungarian government has erected a monument to him in the city park, which was recently unveiled on the seventy-fifth birthday of Count Apponyi, the "grand old man" of Hungary.—The Argonaut.

**Sentiment and Appetite.**  
 "I understand that one of your colleagues voted for prohibition, in spite of the fact that he personally consumes convivial fluids."  
 "Yes," replied Senator Sorghum, "his heart was in the right place, but his stomach wasn't."

**Relief to Friend Husband.**  
 "Has the woman in politics improved the conditions of life?"  
 "Undoubtedly," replied Miss Cayenne. "Women now argue great questions among themselves instead of making husbands try to explain matters they do not understand."

**EVANGELIST DENIED RIGHT TO ADDRESS H. S. STUDENTS**

CHICO, Calif., Oct. 19.—Bruce Brown, evangelist, appearing at the local Christian church, last night was denied permission to address students at the Chico high school by the board of education.

Brown's application for permission to speak came to the board in the form of a letter after he had been refused the right by Principal James Ferguson of the high school. Ferguson maintained that due to the various religious creeds represented in the school, it was necessary to deny Brown's application on the ground of partiality and prejudice.

The board of education sustained Ferguson's stand.

**IDENTIFY BODY FOUND ON ROAD NEAR AURORA**

SALEM, Oct. 19.—The body of the aged man found at the side of the road near Aurora, north of here, October 1, has been identified by Dr. John C. Evans, assistant superintendent of the state hospital for the insane here, as that of Milton E. Hearn, former patient at the hospital who disappeared from the institution on July 9, two weeks after his commitment from Marion county. Identification of the body was made possible through the clothing which was the same as that issued to hospital patients. Hearn was first committed to the hospital from Lane county in October, 1920, being released as cured a year later and recommitted from this county last June.

Cliff Payne makes cupboards. 281f

Protect your stove against rust and wear by using **BLACK SILK STOVE POLISH**.  
 Easily applied and adheres 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 Sterling, Illinois  
 Use Black Silk Air Drying Iron Remover on grates, registers, stove pipes—prevents rusting.  
 Use Black Silk Metal Polish for silver, nickel, or brass. It has no equal for use on auto. mobiles.  
 A Shine in Every Drop

**Desire Upholds Business**

The basic changes that have taken place in business during the past year or more—specifically the change in price levels and price tendencies—have cause business men everywhere to think less superficially and more fundamentally about business.

Great basic facts which were but little realized, except by thinkers along economic lines, have now become clearer to the public at large, and to business leaders in particular.

One such fact is that Desire is the foundation of business. It is the desire of the people for any article of commerce that makes it profitable to produce it. When this desire fails all the agencies of its production must cease to operate.

This fact was considered academic until the nation-wide cessation of liberal buying made it a matter of cardinal importance, and the question of the hour became the means, if any, of restoring the popular desire to do business—the desire to buy.

It came to be seen that the public desire for the products of a business or an industry was the only real and permanent

asset. Every other assumed asset became a liability when that desire subsided.

It is upon this basic fact that Advertising rests.

It is the function of Advertising to create Desire.

The desire that is created by Advertising is always some specialized form of an elemental need. Elemental needs, in their simple form, are the raw material out of which must be created the Demand for the products of industry. This Demans, in its turn, upholds civilization itself. It is the one necessary thing that inspires all human activity.

It is the function of Art and Industry to take the raw materials of nature and refine them into products that constitute Supply. It is the function of Advertising to take the raw materials of elemental need for food, shelter and clothing, and refine them into the desires for the finest products of Art and Industry, and these desires constitute Demand. Each function is as important as the other. And now the time has come when this fact is realized as never before.