

**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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 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, 1/2 cent 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.

dead, in fact, that they did not wake up for a long time after they came over and, when they did they were the same old persons, with the same old desires and notions, ready to continue the same old life in the spirit world that they had in this. It was all interesting.

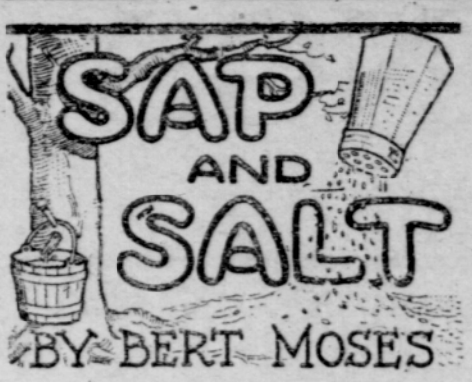
We were informed, however, that over there, while the contest was hot for domination, the constructive forces were always in the saddle, just by the skin of their teeth. It was through this contest between construction and destruction that spirits found the way to advancement. Every once in a while some destructive spirit saw the light and came over onto the constructive side. This occurred in just a fractional proportion greater than the destructive spirits came in from this world—because a majority from here were of the destructive type—and consequently the constructionists were gaining ground, slowly, indeed, but persistently, that, although they did not know, they believed—for, ever there, spiritual discernments, like here, were all matters of faith—that finally, the spirits of destruction would be overcome completely, and they would all progress happily and rapidly toward the perfect state.

We noted particularly the statement that, over there, the constructive forces were always in the lead. That was not always so in this country, especially in Ashland. But the constructionist party here have, at least, the same ambitions that the constructionists have over there. They live in hope that some day they will completely prevail here and that with irrigation, with a fine tourist hotel, with a forward-looking hope, that this section of this old mundane sphere may develop as time goes on, and some day we will all move happily and rapidly toward a more perfect state.

There is some indication of that here in the last few days. Already the conversion of some of the anti's is apparent. It looks like almost a miracle when we see those who have fought such forward movements as irrigation with all the vim that was in them in the past, coming over to the constructive side. There is hope in that, if the conversions prove lasting instead of temporary political expedients.

Besides, we have always felt that the constructive spirits were in the majority in Ashland, but they were passive, while the opposition was militant. Really, we think, the obstructionists have dominated the affairs of this community with a minority, because they were acting with a single purpose, continually dividing the constructive forces through false issues and personal attacks in the hope of gaining power, while the constructionists settled down, content with what God had done for this section, forgetting that by the law of progression, they had a duty to perform—that in order to advance, they must become active constructionists and that temporal, as well as spiritual development, comes only through active, earnest effort.

We do not say that we believe that the messages heard came from the spirit world—we are more inclined to faith in the doctrines taught by the lowly Nazarene—but, we do feel that a good lesson comes to us through contemplation of the difference between the constructive and destructive forces, in this world, especially, as well, possibly, as the



Prohibiting a thing is one way to make it take a deeper root.

A few things come to you, but most things you have to go out after and get.

The two easiest things to make a mess of, are carburetors and home plumbing.

You can't fool a dog the second time on the same bait, even if you can a man.

A little silliness on proper occasions is absolutely necessary to attain popularity.

You can lay your bet on the boy of 17 who goes to work, against the boy of 17 who goes to college.

HEZ HECK SAYS:  
 "Men save up most of their courtesy fer wimmin that ain't their wives."

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on in the spirit world.

As far as this section, in this sphere is concerned, we have to do with that and the opportunity will be offered, through the wise provision of a secret ballot, at the coming municipal November election.

ing municipal November election, to change the dominant spirit of Ashland, and we think it will come to pass.

**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-1f

**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-1f

**CRIME AND THE PULPIT**  
 The press of the nation is carrying at present, long stories, lurid in their details, of a clandestine love affair between a prominent eastern rector and his choir leader, both of whom were found murdered. Prominent in the headlines are the words, "rector," "pastor" and "minister." This is not done primarily to cast reflections upon the pulpit.

Whenever any man is in a position that places him before the public, be he a minister, politician, banker or actor, he assumes a responsibility to that public. His everyday life becomes an open book. He is placed where he is looked up to by the community in which he resides in every case, and in a great many instances, he is looked up to by an entire nation.

In the event his life is not as it should be, he is pitilessly exposed. Not because he is a minister, or a politician, nor an actor, but because he is symbolic of a certain creed or profession. It is to be expected that certain classes of people are unsavory in their everyday lives. Tales of their past, present and predictions as to their probable future, arouse but a passing interest. A tiny splotch of black upon a spotless robe is noticed readily, when a blot cannot be detected upon a darker garment. Even when it is seen, it passes in inspection without creating comment.

Whenever a man assumes a position of trust or respect, he becomes the guardian of that position. His deeds and life should be such as to bring about no unfavorable criticism, either upon him personally or upon his profession.

See Carl Loveland about having your boy learn some band instrument, and join the Boys' Band. Studio 135 E. Main. Phone 465. 4tf

**A Great Girl Rider**



Doris McCleave is probably better known to the general public than any other show horse rider in the west. Her youth, her magnificent riding and daring combine to make her an idol with the people. The picture shows her on her horse "Victoria," going over the bars. She will be at the Night Horse Show of the Pacific International Live Stock Exposition, Portland, Ore., November 4-11.

The Night Horse Show became so popular last year that three matinees were added to the program, and they will be continued this year, of course.

**Cutlery Sale**

Pocket Knives, \$2.50 values ..... 97c  
 Pocket Knives, \$2.25 values .....  
 Pocket Knives, \$2.00 values .....  
 Pocket Knives, \$1.50 values .....  
 Scissors, \$2.00 values—Sale Price ..... \$1.19  
 Scissors, \$1.50 values—Sale Price ..... .96  
 Scissors, \$1.25 values—Sale Price ..... .83  
 Scissors, \$1.00 values—Sale Price ..... .49

While They Last—Get Busy!

**SIMPSON'S HARDWARE**  
 37-39 North Main St. Phone 203

**NOTICE OF SCHOOL MEETING**

NOTICE IS HEREBY GIVEN to the legal voters of School District No. 5, of Jackson County, State of Oregon, that a SCHOOL MEETING of said district will be held at the City Hall, Ashland, Oregon, on the 14th day of November, 1922, at 2 o'clock in the afternoon for the purpose of discussing the budget hereinafter set out with the levying board, and to vote on the proposition of levying a special district tax.

The total amount of money needed by the said school district during the fiscal year beginning on June 30, 1922, and ending June 30, 1923, is estimated in the following budget and includes the amounts to be received from the county school fund, state school fund, elementary school fund, special district tax, and all other moneys of the district:

**BUDGET**  
**ESTIMATED EXPENDITURES**

PERSONAL SERVICE:	No.	Total
1. Superintendent	1	\$ 3,000.00
2. Principals	3	5,250.00
3. Teachers	37	47,425.00
4. Janitors	3	3,360.00
5. Clerk salary, census and stationery		500.00
6. Stenographer		100.00
7. Other services (truancy)		100.00
<b>Total</b>		<b>\$59,635.00</b>

**MATERIAL AND SUPPLIES:**

1. Furniture (desks, stoves, curtains, etc.)	\$ 500.00
2. Supplies	2,035.00
3. Library books	250.00
4. Flags	250.00
5. Playground equipment	625.00
6. Janitor's supplies	3,320.00
7. Fuel	315.00
8. Light	100.00
9. Water	680.00
10. Postage and stationery, telephone, freight, etc.	
<b>Total</b>	<b>\$ 8,685.00</b>

**MAINTENANCE AND REPAIRS:**

High school building and grounds	\$ 750.00
Junior high building and grounds	400.00
Hawthorne building and grounds	150.00
<b>Total</b>	<b>\$ 1,300.00</b>

**INDEBTEDNESS:**

1. Bond reduction	\$ 7,000.00
2. Interest on bonds	3,500.00
<b>Total</b>	<b>\$10,500.00</b>

We are now required by law to reduce our bonded debt each year 10 per cent of the amount outstanding.

**INSURANCE** ..... \$ 600.00

**Total** ..... \$ 600.00

**MISCELLANEOUS:**

Hawthorne Annex, rent and fuel	\$ 660.00
Model Cottage, fuel, water, light, etc.	165.00
Commencement	250.00
<b>Total</b>	<b>\$ 1,075.00</b>

**EMERGENCY:**

Slate blackboards and incidentals	\$ 1,500.00
<b>Total</b>	<b>\$ 1,500.00</b>

**Total estimated amount of money for all purposes during the year** ..... \$83,295.00

**ESTIMATED RECEIPTS**

From county school fund during the coming school year	\$14,500.00
From state school fund during the coming school year	2,500.00
From elementary school fund during the coming school year	6,000.00
Estimated amount to be received from all other sources during the coming school year	3,250.00
<b>Total estimated receipts, not including proposed tax</b>	<b>\$26,250.00</b>

**RECAPITULATION**

Total estimated expenses for the year	\$83,295.00
Total estimated receipts not including proposed tax	26,250.00
<b>Balance, amount to be raised by district tax</b>	<b>\$57,045.00</b>

Dated this 21st day of October, 1922.

Attest:  
 F. S. ENGLE, District Clerk.  
 W. H. McNAIR, Board of Directors.  
 44-mon-thurs

**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 caused 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 Demand, 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.