

**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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 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 . . . . . 6.50

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 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

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 To run every issue for one month or more, each line, each time . . . . . 5c

**Classified Column**  
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 To run every issue for one month or more, 1/2c the word each time.  
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 Each subsequent time, per 8-point line . . . . . 5c  
 Card of thanks . . . . . \$1.00  
 Obituaries, the line . . . . . 2 1/2c

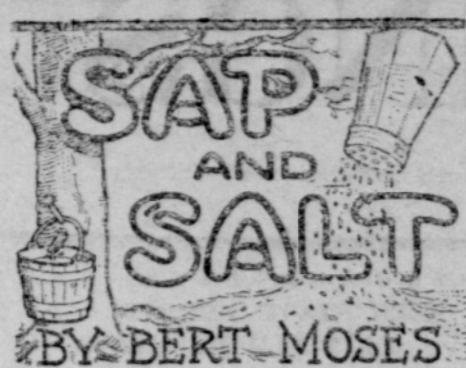
**Fraternal Orders and Societies**  
 Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

**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 FRANKLIN PRICE LIST**  
 During the past ten years, great changes have been wrought in the methods of selling commercial printing. Ten years ago, job work was estimated on a guess as to cost of production and selling price. Results were that printers have often guessed too high as too low. In the high guess the customer was fleeced. In the low guess the printer was bankrupt. Some better method was needed, and the demand arose for men capable of figuring job work cost. This demand brought forth experts in the work, but such expert service was valuable and costly, such an expense in fact that it took a large volume of business to justify an expert estimator. The large city office employed these men and the small country offices could not afford to employ them, because their volume was too small. That left the large city shops doing intelligent and profitable business, and the small country shops still guessing and trying to stay out of the hands of the financial executioner—the sheriff. The profitable business of the big city shop enabled it to acquire modern machinery and the best workmen. The had guesses of the little printer left him with no money to secure modern equipment or competent mechanics, as well as a dissatisfied clientele by reason of getting one price on a job today and another on the duplicate of the job another day. So the country job shop was left in a jumble of uncertainty, dissatisfaction and penury. Practically every country newspaper office and job shop was wobbling under a heavy mortgage, and their souls were not their own. The banker or politician who held the mortgage played the music to which the printer had to dance.

All that is now changed, and it came about by a scientific expert organization forming to estimate the cost of producing job work in the average shop in the United States. At first its work was received by the printers with more or less suspicion. Its compilations of cost were checked by the producers and, gradually, it was found to accord with actually proven costs in the average shops. And the popularity of the work of this organization grew space in the minds of the printers of the country. It filled a long-felt need.  
 Now it is generally accepted as a sound, correct and certain basis for properly estimating cost and selling price of commercial printing, and is proving a Godsend to country printers.

This organization is the Porte Publishing company, of Salt Lake City, and its price list, "the little black book," is becoming the business Bible of the printers throughout the country. It has proven at once their business saviour and salvation. The guessing is stopped and penalty transferred to those few printers who still think they cannot afford to pay the price asked for the service.  
 The Porte Publishing company is an independent business concern. It has no connection whatever with newspaper or commercial printers' associations. It is selling its service on its merits to individual producers. It does not smack of the trust principle. One printer in a town may be a subscriber to the Porte service, and his competitor still be a member of the "guessers' club." Its estimates are based on proven costs and average costs, and works out in the practical experience of commercial printers generally, as sound, conservative, correct and fair, to both printer and customer.  
 About three years ago, the Tidings became a subscriber to this service. It costs considerable money, but it is worth it. It eliminates the element of guess and fixes a definite and fair selling price on practically every job of printing that comes up in the course of the business, from a large bank balance ledger to the smallest gum sticker. It fixes a fair basis upon which jobs can be charged where no former estimate is given, and that charge is precisely the same as if the work had been placed after hot competitive bidding by numberless firms who know how to arrive at cost and a fair selling price. It does not attempt to compete with the guesser. The guesser's bid might be two hundred dollars on a fifty dollar job, or fifty dollars on a two hundred dollar job. The correct figuring of commercial printing costs is complicated and technical, and there is not one printer out of five hundred who can quickly and properly figure cost or correct selling price.  
 Mr. Porte has surrounded himself with a large staff of the most expert estimators to be found in the country. These estimates are compared and proven before they are given to the producer as a selling basis, and when they come to us, as they do, revised each week to meet the changing conditions of the paper and labor market, we can depend on them as reliable. That kind of service is worth money if conscientiously adhered to. It is a boon to the trade and to the printer. It standardizes the business on a fair basis to both producer and customer.  
 The Tidings subscribed for the Franklin Printing Price List service about three years ago. Since then we have conformed strictly to the prices set down in the "little black book." We have found it a valuable aid, worth much more than its cost, because it gives us a feeling of security in our dealings with customers and a feeling of certainty that we are doing the right thing both by our customers and ourselves.  
 We do not "bid" against anybody for the business. There is a right price and we feel that we are prepared to state it, and we do state it, regardless of whether we are in hot competition for the business, or the business is left by our good customer without asking us for an estimate before the work is done.  
 If the "little black book" was used by every printer in the valley, and you asked them to bid on a specific job, all of their bids would be the same, but it would be the right price—not the result of combination or trust—but the result of earnest effort to arrive at a correct and fair price for the work.



The more you believe, the less you are able to think.

Two things only are required in swimming—water and courage.

Between passing the buck and passing laws, not much else goes on any more.

Living on a small salary is so easy that most of us stick to the habit, through life.

To start somewhere is important, but to keep going on until you arrive, is really all that counts.

Solomon holds his record for wisdom because no one cares to take on thirty wives to compete for the distinction.

**HEZ HECK SAYS:**  
 "Wherever you find no 'advertisin', you find a dead town."

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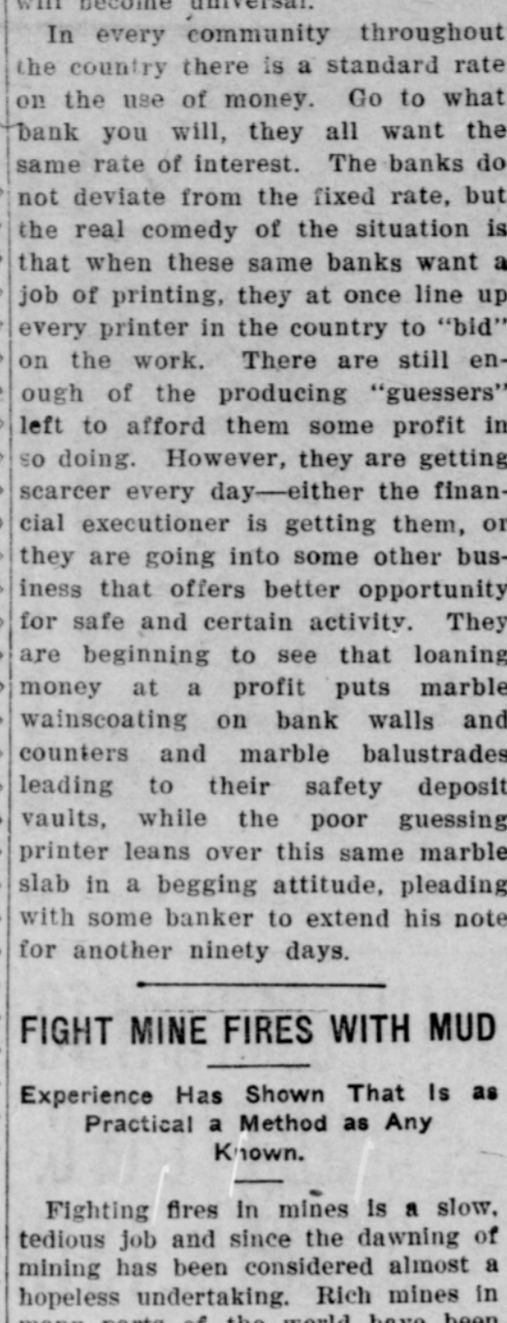
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 Some day, the producer and the customer will come to a realization of the value of such standardization and some such service as Porte's will become universal.  
 In every community throughout the country there is a standard rate on the use of money. Go to what bank you will, they all want the same rate of interest. The banks do not deviate from the fixed rate, but the real comedy of the situation is that when these same banks want a job of printing, they at once line up every printer in the country to "bid" on the work. There are still enough of the producing "guessers" left to afford them some profit in so doing. However, they are getting scarcer every day—either the financial executioner is getting them, or they are going into some other business that offers better opportunity for safe and certain activity. They are beginning to see that loaning money at a profit puts marble wainscoting on bank walls and counters and marble balustrades leading to their safety deposit vaults, while the poor guessing printer leans over this same marble slab in a begging attitude, pleading with some banker to extend his note for another ninety days.

**FIGHT MINE FIRES WITH MUD**  
 Experience Has Shown That is as Practical a Method as Any Known.  
 Fighting fires in mines is a slow, tedious job and since the dawning of mining has been considered almost a hopeless undertaking. Rich mines in many parts of the world have been burning for generations. Underground fires no longer are considered unquenchable. In the Butte district a process of fire fighting has been developed by a mining company which is salvaging an ore body of tremendous extent. Fires that have been burning for 15 years in three connecting mines are being smothered under 1,000,000 tons of mud.  
 At the end of 1922 2,000,000 tons of metalliferous ore, containing, according to expert estimates, at least 80,000 tons of copper, once more will be accessible.  
 Sand, decomposed rock and other materials which came originally from the stopes and were discarded as tailings in the process of copper extraction, simply have been turned back into the fire area. Water, which in many cases has proved its uselessness as an extinguisher of underground fires, is used for transportation. It conveys the tailings down to the fire regions, 1,500 to 2,200 feet underground, where the souplike slime fills the abandoned drifts, cross-cuts and stopes and literally smothers the fire.

**Striking New Red Cross Poster**  
 American Red Cross  
 Chartered by Congress To Relieve and Prevent Sufferings In Peace and In War. At Home & Abroad



Riveting the attention of the beholder on the fact that the American Red Cross is chartered by Congress as an official volunteer relief organization, the dome of the Capitol at Washington, upon which is superimposed a large Red Cross, is the central figure of a new poster for the Annual Red Cross Roll Call. The poster, which has been pronounced one of the most striking of innumerable representations of the famous dome, is the work of Franklin Booth, a New York artist of wide renown. It will be displayed throughout the country during the Roll Call period, Armistice Day to Thanksgiving, when the Red Cross membership for 1923 will be enrolled.

**PRIVACY OF A GOLDFISH**  
 Ruth Evelyn Ziegler, whose poses as "Autumn," "Mother," etc., have pleased patrons of a well-known circus, has just posed in court in a matrimonial scene. When she married her husband, she and he made their home in her mother-in-law's vocal studio in the Metropolitan Opera house, New York. Her testimony in seeking to divorce William J. Ziegler, a critic, is reminiscent of the "Seven Keys to Baldpate." "I couldn't sleep late in the mornings because the pupils would begin to arrive at seven or eight," she declared. "All told, seven individuals had keys to the studio. I had no privacy. I couldn't change clothes or take a bath without fear of some one's entering suddenly. I protested to my husband, but he thought it was all right. He read most of the time anyway. I had about as much privacy as a goldfish."

**Home spun Jeans.**  
 A suit of clothes made from Kentucky homespun jeans now is a rarity but the cloth still is produced in a small way in remote sections of the mountain country. There the old-time methods of carding the wool, spinning and looming are practiced in the production of the finished cloth for which Kentucky once had a nation-wide reputation.  
 Kentucky statesmen of the older period always appeared attired in jeans and occasionally now men are to be seen wearing a home-spun jeans suit of the most modern sartorial cut giving the wearer an air of distinction.  
 In most cases the mountain looms now are devoted to weaving rag carpets in which handwork many of the women are experts. Many visitors have marveled at the blending of colors and the artistic designs in rag rugs woven on a mountain loom.—Louisville Courier-Journal.

**Important Qualifications.**  
 "I have heard that you do not regard any man as well fitted as yourself to fill the position to which you have been elected."  
 "I never said that," replied Senator Sorghum. "Possibly a number of men could fill the position. But I will say that nobody I know of has the experience and the fortitude to stand the campaign primaries as well as I do."—Washington Star.

**Extravagant Sympathy.**  
 "Did you get any satisfaction when you reported the theft of your car to the police?"  
 "Not much," replied Mr. Chuggins. "The idea seemed to be that I ought to be ashamed of myself for being so careless as to own a car and leave it around as a temptation to some poor chap who don't own one."

**Send Us News**  
 If some athlete's turned prize fighter, If some big boy's getting lighter, Let us know, you bloom'n' blighter, 'Cause it's NEWS!  
 With a pen or pencil write it, In a minute you'll indite it, Put on it a stamp and smite it— SEND US NEWS! (Old Oregon)

**Here from Talent—**  
 C. C. Bond, of Talent, was a visitor in Ashland Monday afternoon.

Phone 39 before leaving the city and also upon return. Many of your friends would like to know where you were.

**Visit Copco Sunday—**  
 Mr. and Mrs. H. A. Stearns and Mr. and Mrs. Sam Oslin were among the Ashland people who motored to Copco, Calif., Sunday for the opening of the new unit of the Copco power plant. They report having had a very enjoyable and interesting day at the plant.

Cliff Payne makes fire screens.

Cheap insurance is costly at any price. For sound insurance at reasonable rates, see Billings Agency. Established 1882. 341f



**Two expert mechanics, formerly of Salt Lake City, have taken charge of the repair shop of the Buick Sales Agency. All work guaranteed. 51-mo**

**DR. CHAS. J. DEAN**  
 222 AND MORRISON PORTLAND, OREGON  
 MENTION THIS PAPER WHEN WRITING

**Buy's Fine Cattle—**  
 J. L. Barthouse has purchased 11 fine Hereford steers from Benton Bowers and is killing them as needed for sale over the counter at the Plaza market.  
**Good reliable dentistry at reasonable prices.** Dr. Henry B. Parl, Beaver Bldg. 441f  
 Does your stove smoke—even refuse to work? Phone Fixit Shop, 115-R. 48 444-Y.

**Here from Port Orford—**  
 Mr. and Mrs. John Loucks, of Port Orford, Oregon, are visiting Mr. and Mrs. Harris Dean, 242 Granite street. From here they go to Los Angeles where they will make their future home. Mrs. Loucks will be remembered as Miss Edith Porter who was in business here for many years.  
 Ashland Granite Monuments, finished to work? Phone Fixit Shop, 115-R. 48 444-Y.

**7 billion!**  
 Over 7 billion Chesterfields are smoked every year— 20 million every day  
 —that shows what good tobacco can do!  
**Chesterfield CIGARETTES**  
 They Satisfy  
 LIGGETT & MYERS TOBACCO CO.

**Are you among these thousands?**  
 THOUSANDS of people keep on trying, year after year, to build health from food that has been robbed of certain elements required for perfect nutrition.  
 If your food doesn't contain the mineral properties that go to build up nerve, tooth and bone structure, there is no other means by which you can get these vital elements.  
 This is one reason why so many well-informed people eat Grape-Nuts  
 —the food that enriches the blood, and builds sound, healthy bodies.  
 Grape-Nuts is made from whole wheat flour and malted barley—baked for 20 hours, which develops the natural richness of the grains and makes for ready digestibility.  
 And Grape-Nuts is perfectly delicious—served with milk or cream, or made into an appetizing pudding for dinner.  
 Get a package of Grape-Nuts from your grocer today, and give the family a help to health.

**Grape-Nuts**  
 —the Body Builder  
 Postum Cereal Co., Inc. Battle Creek, Mich.