

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

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.

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.

**COURTESY ALWAYS PAYS**  
 Strangers in a community remember a city by the little courtesies accorded them. Some gruff remark, or the act of a boor, will often serve to turn a person against an entire section of a state.

Courtesy is one of the cheapest and most valuable advertising mediums a city can offer. A kind deed, a pleasant word, each is easy to give and the returns are often in excess of the effort.

Recently, the Washington State college football team passed through Ashland en route to play the University of California. Their train was held up in the local yards for several hours on account of a wreck in the Siskiyou. When the chamber of commerce learned of this, they solicited automobiles, and took the football players for a ride over the city for an hour or so.

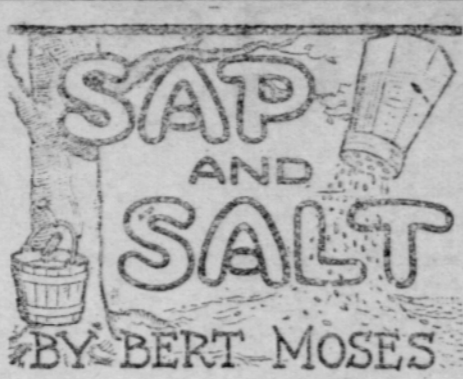
This was not much. It did not take much time. Yet the men from Washington did not forget Ashland. They will not forget the little courtesy that was accorded them here. Whenever they think of the trip south, and even the subsequent overwhelming defeat, they cannot help but remember Ashland, the little town in southern Oregon that was kind to the strangers within the gates. They will remember the ride long after they forget the names of the men who donated their time and the use of their automobiles. Ashland will often be upon their lips. The advertising resultant is worth more than can be estimated in dollars and cents. A live booster is worth more than yards of advertising matter, bought and paid for.

Proof that such courtesy is not forgotten is given below, in a letter received by J. H. Fuller, secretary of the Ashland chamber of commerce.

The letter, from the coach of the W. S. C. football squad, follows:  
 November 8, 1922.  
 Secretary Ashland Commercial Club, Ashland, Oregon.

Dear Sir:  
 I want to take this opportunity to thank you and the other members of your club very kindly for the courtesy you extended to us in showing us around your town during our enforced stopover in your city last Friday. I can assure you that we all appreciated this very much. We were very much surprised at the size and beauty of Ashland, for all we had heretofore seen of it was what we saw from the train in passing through.

Again thanking you, I remain,  
 Very sincerely yours,  
 J. F. BOHLER,  
 Athletic Director, Washington State College.



One sure way to get fired is to feel "too good for your job."

Many things pay without the pay being in the shape of cash.

Mighty few of us ever do anything without expecting to get back more than we give.

Perhaps if more work was done in the world there would be less need for "saving" it.

To take the blame yourself when you deserve it is as great a victory as a man ever won.

To write well, any kind of paper and ink will do if you supply the right quality of brains.

**HEZ HECK SAYS:**  
 "The devil knows a lot more about human nature than the preachers."

**PAID BY MOTOR OWNERS**  
 Nearly \$150,000,000 will have been collected by motor vehicle owners of the United States during the year 1922 in the form of license fees and gasoline taxes.

For the first six months the collections from license fees aggregated \$134,165,506 for all states and amounted to \$5,510,846 for gasoline taxes levied by 17 states. The gasoline tax collections for the second six-month period will be approximately \$6,000,000, while the motor vehicle license fees collected during the second six months will be an equal amount at least, making the total of at least \$150,000,000 for the year.

Oregon auto owners pay more per car than in any other state. The license fees are the highest in the Union with those of Connecticut second. More is paid per car for gasoline tax in Oregon also, as the tax in this state is higher than in any other state. But Oregon is expending more money for state highways in proportion to population than any other state and the motor vehicle owners of Oregon are thereby gaining a proportionate benefit.—Oregon Voter.

**THIS IS THE MONTH**  
 To give thanks.  
 To eat fresh pork.  
 To get the oats sprouter started.  
 To cut and burn the fence row weeds.  
 To clean the roof gutters of accumulated dirt and leaves.  
 To feast your eyes on the gorgeous colors of autumn forests.  
 To watch the price of eggs mount and prod the pullets into laying.  
 To stop every draft in the hen house and guard against colds and roup.  
 To gather a good supply of garden soil for use in window gardens and starting boxes before the ground freezes.  
 To see that the seed corn is thoroughly dry before hard freezing weather. Make sure you have plenty—don't guess.  
 To feed the young pullets heavily. Proper care this month will do a lot to bring abig egg yield in December.  
 To get all the corn fodder under cover, where it can be fed conveniently. One of the slavish winter

**PAID BY MOTOR OWNERS**  
 Nearly \$150,000,000 will have been collected by motor vehicle owners of the United States during the year 1922 in the form of license fees and gasoline taxes. This figure does not include payments of license fees to municipalities or states for the privilege of operating stage lines, motor freight lines or other for-hire motor vehicles. It includes simply the state license fees and the state gasoline taxes.

**PILES**

Cured without Knife, Operation or Confinement

THOUSANDS of reputable and responsible Northwest people can testify to my unflinching skill in curing Piles. Why suffer the pain and discomfort when my non-surgical method will cure you to stay cured?

I remove all doubt as to results by agreeing to refund your fee if I fail to cure your Piles, no matter how severe or chronic the case. Write or call today for my FREE booklet.

**DR. CHAS. J. DEAN**  
 2ND AND MORRISON PORTLAND, OREGON  
 MENTION THIS PAPER WHEN WRITING

jobs is hauling fodder every few days from the field.

To begin to make friends with the birds. A little regular feeding will make one's home a real bird haven, and many can be coaxed to stay with you through the winter.—Farm Life.

**ADDITIONAL LOCALS.**

**Undergoes Operation—**  
 Miss Claudie Klum, of Medford, underwent an operation for appendicitis in one of the Medford hospitals the latter part of the week and is reported as getting along very nicely. Miss Klum is quite well known in Ashland, and her friends in this city wish her a speedy recovery.

**Cheap Insurance is costly at any price.** For sound insurance at reasonable rates, see Billings Agency, Established 1883. 34tf

**Returns from Portland—**  
 Mr. and Mrs. T. H. Simpson returned Sunday evening from a several days' trip to Portland and other points in the northern part of the state.

**Get \$20 a Day—**  
 Legitimate plan and lady's valuation secret, 25 cents (coin). Address Franklin 593, Ashland, Or. 39-1mo

**Law Violators Fined—**  
 Five violators of the prohibition act received little sympathy at the court of Justice Glenn O. Taylor and were fined \$250 each, with 30 days in the county jail. The party were enjoying themselves in a Medford hotel.

Just received, a car of mill run, Crown egg mash, scratch feed, for those chickens. Plaza Market, 61 N. Main. 57-1mo

Ask your grocer for Golden Sheaf Bread. 52tf

**Entertain for Daughter—**  
 Mr. and Mrs. A. Dahuff entertained Saturday evening at their home on Palm avenue with a fine turkey dinner in honor of the birthday of their daughter, Mrs. Everett Smith. The dinner guests were Mr. and Mrs. W. P. Smith, Mr. Earl Dahuff, Mr. and Mrs. Everett Smith and son Mark Quentin.

If you want the best there is in bacon, boiled hams, chipped beef, lard and shortening, get it at Detrick's. We sell for less. 48tf

**Suffers Severe Burn—**  
 W. S. DePeau suffered quite a painful accident a few days ago while endeavoring to repair an electric coffee percolator with the heat turned on. He caught the little finger of his right hand in the bottom of the vessel and was unable to get it out until it was almost cooked and then only by pulling the flesh from the bones. Two other fingers on the same hand were also badly burned, but he was around the following day with a small bandage around his finger.

Cliff Payne makes fire screens.

**Education Week, Nation Wide, Set For December 3-9**

WASHINGTON, Nov. 14.—Sponsored by the Bureau of Education, the National Education association, and the American Legion, a drive to assist educators and educational means and methods will be conducted in December from the second to the ninth of the month. Governors of the states and the people in the states are to be called to action in favor of education by a presidential proclamation, according to plans made public by the Hon. J. J. Tigert, commissioner of education. Each day of the campaign is to be dedicated to some one particular educational work.

One of the results hoped for from the drive is an increased public consciousness of the need of more money spent on the school. Speaking of this, Dr. Frank Ballou, superintendent of schools in the nation's capital, says:

"The financial resources provided for public education are not sufficient to do more than maintain the educational standards existing before the war. The war revealed educational conditions which demand larger appropriations for public education. There is a real danger that the financial burdens of the war are likely to be visited upon the public now in our schools through reduced educational opportunities for them.

"The last federal census showed there were 4,931,905 illiterates in the United States. Of these 3,084,748 were native born. These figures are not so much an evidence of failure to do well what the school system undertook to do, but rather failure to make the educational system as comprehensive as it ought to be."

**STOLEN AUTOS FOUND BY YREKA POLICEMAN**

YREKA, Calif., Nov. 14.—During the past week, Traffic Officer Young picked up three stolen cars on the highway in Siskiyou county. One of the cars belonged to George Ball, owner of the Nash hotel at Medford. The other car belonged to a party in Medford. The occupants of the car, it is understood, merely "borrowed" it for the occasion.

The third car taken up belonged to R. E. Miller, of Portland. It was driven by a man who gave his name as Earl Hartman. He had changed the license numbers to avoid detection. Young has picked up a number of cars this year, some abandoned and others in the possession of the parties who took them.

Investigate our Ideal  
**Arcola**  
 HOT WATER HEATING SYSTEM  
 For Small or Large Houses  
 Our New Line of Heating Stoves Are Now In.  
**Provost Bros.**

**Why the Nation Demands Calumet**

—because it has more than the ordinary leavening strength; it raises millions of bakings every day to a light perfectly baked perfection that cannot be equaled.

—because it contains white-of-egg—the vital element that gives the housewives protection against using a baking powder that has lost its original leavening strength. It assures light, tender, tasteful things every time you bake.

—because it is economical—pure, sure and wholesome.

That's why the sale of Calumet is over 150% greater than that of any other baking powder.

A pound can of Calumet contains full 16 ounces. Some baking powders come in 12 ounce instead of 16 ounce cans. Be sure you get a pound when you want it.

**CALUMET**  
 The Economy BAKING POWDER  
 THE WORLD'S GREATEST BAKING POWDER

We have our 1923 model Buicks on the floor. Come in and look them over. You will appreciate them after a demonstration. Buick Agency. 60tf

IT'S TOASTED  
 one extra process which gives a delicious flavor

**LUCKY STRIKE**  
 CIGARETTE

**CROWN MILLS**  
 Flour and Cereal  
 Demonstration  
 All this Week  
**EAST SIDE GROCERY**

**OLYMPIC**

Keep dry OLYMPIC BUTTERMILK EGG MASH or OLYMPIC EGG BUILDER in self-feeding hoppers before the hens constantly. See that the hens eat at least as much dry mash by weight each day as scratch grain. The mash is very largely the egg builder and hens may eat 55 to 60 per cent of OLYMPIC BUTTERMILK EGG MASH or OLYMPIC EGG BUILDER. Don't mix anything else with OLYMPIC laying mashes.

**ASHLAND MILLS**

**BON TON BAKERY**  
 now under  
 NEW MANAGEMENT  
**QUALITY BREAD**  
 Made in Ashland  
 ASK YOUR GROCER—MONEY BACK IF NOT SATISFIED  
 Corner Fourth and A—Phone 199

**Typically American**

The checking account is a typical American Institution. This is because the American man or woman is quick to see the convenience, the safety and the desirability of paying by check.

We invite you to enjoy the advantages of a checking account with us.

**The Citizens Bank of Ashland**  
 Ashland, Oregon

**To get the most out of life, you must enjoy it.**  
*The rules are simple  
 The reward is priceless*

THE whole scheme of progress is based on the desire for enjoyment. But without health, you cannot enjoy life.

If your nerves are irritated and weakened by the effects of coffee or tea drinking, you cannot have good health. If you can't sleep nights, and you suffer from headaches, and are generally depressed, stop coffee and tea. Drink delicious Postum instead, and see if you don't feel better.

Postum is a pure cereal drink that satisfies the most exacting taste for a refreshing hot beverage.

Order Postum from your grocer today. Give this delicious beverage a fair trial, and like thousands of others you will never go back to coffee or tea again.

Postum is sold by your grocer in two forms: Instant Postum (in tins) prepared instantly in the cup by the addition of boiling water. Postum Cereal (in packages, for those who prefer to make the drink while the meal is being prepared) made by boiling fully twenty minutes.

"There's a Reason" for Postum

Made by Postum Cereal Co., Inc. Battle Creek, Mich.