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 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39
 C. K. LOGAN, Editor

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 One year 7.50
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 Three months 1.95
 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, 1/2c 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 priceless heritage in after years.
WEDNESDAY, DECEMBER 6
THY KEEPER:—The Lord is thy keeper; the Lord is thy shade upon thy right hand. Psalm 121: 5.

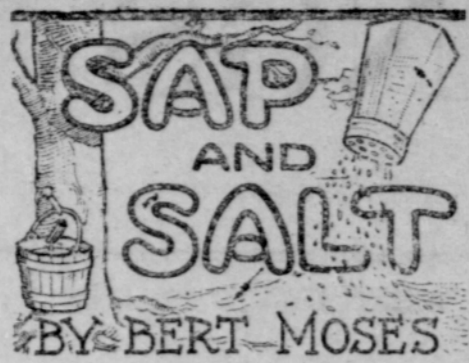
TRAINED JOURNALISTS
 Dedication of a new three-story brick building which will house the school of journalism at the University of Oregon will be made early in the spring. This building has long been needed, and its erection was hastened by the destruction by fire of the small wooden framed "snack" during the past summer. The new building will have 28 offices, lecture rooms and laboratories. When completed, it will be one of the best-equipped schools of its kind in the country.

Until a comparatively few years ago, the average newspaperman grew up in the office, "chasing copy," running errands and performing like duties. If he showed an aptitude for writing, he was given an opportunity to report minor activities, and if he possessed the proper qualifications, was finally advanced to a position on the news staff of the publication. The trained man was regarded with suspicion and deemed unprepared to intelligently write up any happening or to interview any notable, because of lack of experience. It was believed that the only way to equip a reporter for a newspaper was by the apprenticeship system.

Journalism has become recognized as a separate and distinct profession in recent years, and as such is commanding the respect of veteran newspaper men, who have come to realize the value and necessity of employing trained men for the gathering and handling of news. Men, who a few years ago scoffed at the idea of "manufacturing reporters," are today seeking to fill vacancies with such men.

Completion of a fine building on the Oregon campus to be used exclusively for the training of future newspaper men and writers is one great stride forward in the general march of progress. Not only are news gatherers taught here, but latent genius is stirred and literary efforts along all lines are encouraged. During the past year several underclass students have had stories accepted in nationally-famed publications, and other talents developed.

There is not a daily newspaper in the state that has not at least one trained newspaperman, or woman, for many of the future journalists



New ideas that everybody laughs at are the big ideas of the future.

A man's convictions are largely influenced by the dividends they produce for him.

The feminine art of fainting depends for success upon selecting the proper occasion.

When you turn a difficulty into a tonic, you have all the capital you need to go ahead.

Some let their brains loaf, some their bodies, while the general inclination is to do both.

It is often the case, when you want to do the right thing, that you find a law forbidding it.

HEZ HECK SAYS:
 "When patience is carried too far, it becomes just plain laziness."

are of this sex, on its staff. All of them are not from the University of Oregon, but all have received training in some institution that specializes along this line. The country weeklies in several instances are owned and published by men who a year or two before were classed as "rah rah boys." In either case, with the daily or the weekly newspaper, the "manufactured" reporter and publisher is making good.

Newspapers have ceased to become mere distributors of news, printed messengers of gossip and the medium by which fake stocks are sold. Instead, they have assumed a distinctly literary appearance. Trained men are writing about and explaining world events; the larger newspapers are devoting more and more space to educational features; literary efforts are encouraged, and, in general, the tone and quality of the printed matter carried is far above that of the newspaper of a few years ago.

In order to keep abreast with the times, the newspaperman must continue his studies as much as his professional brothers, the minister, the physician and the lawyer. Let any of these classes cease study and their product will deteriorate. The minister will deliver his message to but a comparative few, while through the medium of the press, the newspaperman's words will be read far and wide and are preserved for future reference. Hence the great need for trained men in this line of life work. The journalist is realizing his responsibility as never before. Institutions of higher learning are recognizing this responsibility. For this reason, such a building as will appear on the University of Oregon campus, not a work of art alone to be dragged forth for the approving admiration of a visitor, but a symbol of more and better trained men to whom the public will look for guidance, is being built.

PEOPLE'S FORUM
 To the Editor:

Did you ever watch, O! Dweller in the Valley, from your home on the hillside, the twilight come in this enchanted vale of ours?

Have you gone out from shadowing walls into the big outdoors, just as the sun had painted the cloud-tips and was sinking slowly behind the western peaks of our mountain-gift home—and then—waited?

I have. You do not have long to wait, for twilight comes quickly.

Across from my front porch—a matter of miles—is a frowning rampart, a silent reminder of when the world was new. This fragment of the old fortifications against change stands inscrutable, detached, aloof.

Above, and to the left, as you face it, is the Giant's Seat.

I know a giant sat there . . . for the great chair remains—our legacy. There—back of his battlements—he watched the ages come and go.

His chair is vacant now; but as I watch, his hosts pass in review. I know . . . for I have seen them come up the valley from Shadowland and pass in solemn procession before his dais.

How silently—and how swiftly—they come. The gayer, brighter spirits first—brilliant hued, ever-changing, passing rapidly on beyond the eastern horizon. A crimson stain on the sentinel tree-tops, and they are gone.

Yet others come—less glowing but no less beautiful. Pinks, violets,

blues and greys; company on company trooping past; till the colors deepen and at last the creeping purple shadows envelop all.

Still I can dimly see the seat of the Giant; the background—the unchangeable and ever-changing Grizzley; in the foreground a bit of the embattlements—the frowning Pompadour.

There it is—facing the Gateway of Change. What, in bygone ages has passed, from the Eastland, before its occupant.

What will yet pass. Quien sabe? So it waits. Shadows pass—bright and sombre—in ever-changing, never ending procession.

As twilight falls, only the rugged outlines of Old Grizzley are seen. The light is blended. A faint glow on distant hills tells us Shadows are gone. Strength remains—and hope for the morrow.

—A Dweller on the Hillside.

Native Sons Oppose Suggested Changes In Historical Names

SAN FRANCISCO, Dec. 5.—Vigorous protest against the proposed change in the name of the town of Sisson, Siskiyou county, to Mount Shasta, is made in a resolution recently adopted by the board of grand officers of the grand parlor, Native Sons of the Golden West. Request is also made that the postmaster general disallow the petition for the change. The action is based primarily on the opposition of the organization on any and all changes in the historic names of California.

The resolution follows in full: "Whereas, The town of Sisson was named after Justin Hinkley Sisson, one of those sturdy pioneers who blazed the trails to California in 1848, and helped to found this great commonwealth.

"Whereas, The chamber of commerce of the town of Sisson has seen fit to petition the postmaster general to change the name to Mt. Shasta, although we have here in California towns called Shasta and Shasta Springs.

"Whereas, The Native Sons of the Golden West have regularly and consistently gone on record as opposing any change in any and all historic names in California; therefore, be it "Resolved, That the board of grand officers of the Native Sons of the Golden West, representing thousands of Californians in every section of this state, does herewith enter a vigorous protest against the proposed change and humbly beseeches the postmaster general to disallow the petition. Be it further

"Resolved, That copies of these resolutions be mailed to the postmaster general, Grizzly Bear Magazine, Sacramento Bee and Effie Hoerl.

RUSTIC HOTEL AT DIAMOND LAKE NOW WELL UNDER WAY

PORTLAND, Dec. 6.—Construction of a rustic hotel at Diamond lake, 20 miles north of Crater lake, is well under way, according to announcement of Walter Leve, formerly of the local bureau of planting, United States forest service, now stationed at Roseburg as forest examiner of the Umpqua forest. Leve is a visitor in Portland on two weeks leave.

The new hotel, which is of peeled logs, 40 by 100 feet, will have tent accommodations and cottages to attract visitors to the new reserve next summer. The lake will be easily accessible by motor over the new road and last year was visited by more than 4000 persons. It is located in an unusually scenic spot near the summit of the Cascade range at an elevation of 5200 feet. There is excellent fishing.

The forest service has set aside a strip three miles long for camp grounds and there are 25 summer home sites available, most of the permits for which have already been applied for. There are also a dozen boats on the lake which may be rented to fishermen. This road which leads from Crater lake will be completed this summer as far as Crescent lake, making an exceptionally interesting tour.



In the heart of the Baltimore business district, on the roof of the five-story Franklin building, A. C. Frankenfeld has started a chicken farm. He and his wife have lived in a small cottage on the roof for five years, and have laid out a little garden, with a dog, pigeons and the usual country features to complete their lofty farm home.

VINING FRI. DEC. 8

FOR ONE NIGHT ONLY
 The management of the Vining Theatre announces the Extraordinary Attraction coming to Ashland on above date, being the original New York cast and company en route from Helig Theatre, Portland, to the Columbia Theatre, San Francisco—



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