

Ashland Daily Tidings (Established in 1876)

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WHAT CONSTITUTES ADVERTISING "All future events, where an admission charge is made or a collection taken is Advertising. No discount will be allowed Religious or Benevolent orders.

DONATIONS: No donations to charities or otherwise will be made in advertising, or job printing—our contributions will be in cash.

JULY 1. A WISE THOUGHT:—Let us search and try our ways, and turn again to the Lord.—Lamentations 3:40.

THE POWER OF PUSH

Two men who occupy the same job will have entirely different results. Suppose they are working side by side as clerks in a store. One's mental attitude toward his work is simply that of a plodding fidelity. He does his best along a limited line. He tries to wait on customers courteously and attentively, but has no conception of enlarging his job or making himself more valuable to his employer. The other is not content merely to hand goods across the counter and tell the prices. He is trying to see how he can increase his sales and make himself more useful. He studies trade papers and talks with salesmen and becomes able to give a more intelligent opinion about merchandise. Customers feel they get something of value when they trade with him. He tries to enlarge his personal acquaintance, so that people will come to his store merely for the sake of buying through him. A fellow like that is going to be a better business man every year, and he will achieve a constantly increasing success. A man of that type is usually a strong believer in advertising, for he is never content with the amount of success he has attained. He will have faith that his energy and his careful study of markets enable him to give his customers exceptionally good values. He will feel that if the public only realizes what he has to offer he can get a crowd of people coming to his store. He will believe that the greatest obstacle to his success is not any fault in his merchandise or his prices, but the fact that a lot of people may not be informed about the purchasing opportunities existing in his store. Hence men of that type are apt to be persistent advertisers, feeling that the secret of success is to let the public know what they have, and keep the public well informed of every buying opportunity that comes along.—Roseburg News Review.

GIVES EXCELLENT ADVICE

While various methods of community advertising were discussed at the recent Chamber of Commerce luncheon an idea was suggested by Judge Watson that rang true and is worthy of adoption. Judge Watson urged that business men and women of the city visit the park whenever opportunity affords, meet the visitors there, and tell them in a direct conversation of the many advantages of the city and surrounding territory. "People who have spent only a few hours in Ashland and in our beautiful park are hungry for information relative to our resources and advantages. They are strangers, usually longing for a conversation with someone, and are always ready to absorb information."

The idea submitted by Judge Watson is that of personal contact, which is one of the most effective methods of convincing people of the advantages and opportunities of a particular section. Like opportunities for meeting strangers, greeting them and imparting to them information relative to Ashland prevail at the hotels, garages and on the streets. Let us carry out Judge Watson's "ask me, I'll tell you" idea.

Whenever possible spend Ashland dollars for Ashland-made products.

HINDER ENFORCEMENT

Governor Pinchot says: "It is not the solemn ass (who hinders prohibition) who gets up in an assemblage and ponderously announces that 'prohibition can not be enforced.' It is not the flappers and 'sheiks', who rather take to the idea that it is clever and devilish to break the law. I don't mean, either, those of permanently immature minds, who seem to be congenitally incapable of thinking there is anything more sacred than a cocktail before dinner. These folk do some harm but not much. Their world consists of a few families. The real harm is done by able, influential people of the community who set themselves on the side of the bootlegger and against the law. All that is necessary to straighten them out is to have them come to a realizing sense of what they are doing."

ENTHUSIASM AND ADVERTISING

It is impossible to think of advertising without linking enthusiasm up with it. Plainly speaking advertising can not result successfully without enthusiasm behind it. Enthusiasm over one's stock in trade is the foundation upon which his advertising must be erected. Frequently a merchant is heard to say, "Why, I haven't anything to advertise." May the Saints pity him. It is purely an admission that there is nothing in his store over which he is enthusiastic; that he has nothing which he considers of exceptional merit or exceptional value which to offer to the buying public.

The firm that advertises regularly and consistently is the firm that holds enthusiasm for its business. It is the firm that is always getting in something new, something of usual quality for the price it commands. Leaving out entirely the matter of advertising, no man can be successful in business without enthusiasm.

FOOD PRICES RISE IN CITIES

While the price of food was rising in most of the large cities between April 15 and May 15, as reported by the Bureau of Labor Statistics of the Department of Labor, the prices of most of the principal agricultural products were steadily declining. The farmer was reaping no benefit from the upward range of prices for what in large part he had produced.

In the middle of the present months hogs sold for less money than they brought to the producer since 1912. Wheat and other crops have been dropping in price for two years.

Last year's potatoes sold at the farm for an average of 60 cents a bushel, according to the Department of Agriculture, but the consumer in the cities had to pay never less than twice that much for them.

The Klamath Falls Evening Herald emerged Tuesday evening with a 24-page special edition, featuring the coming Rodeo, as well as the industrial life of the thriving little city. The edition is made up of a series of excellent articles and appears in two colors. The special is brim full of display advertising from the wide-awake firms of Klamath Falls. The edition is a credit to the publishers of the Herald and the city in which it appears.

As between the celebration to be held in Portland and in Ashland President Harding is going to be the loser in not being able to attend the latter.

The monthly booster letter of the First National Bank is out. As usual it is complete with the right kind of boosts for many important institutions of Ashland and vicinity. Let us all get the habit of boosting the city. There is much to be gained in concerted efforts.

Jacksonville is going to enter a float in the grand parade on July 4th. Jacksonville has the happy faculty of being able to produce excellent floats and that the town will be creditably represented is a foregone conclusion.

More dairy cows and a better grade will mean increased bank balances, fewer store bills, and increased prosperity generally. The good cow, properly cared for never fails to return a check ten months in the year. There is less fluctuation in cream and butter than any other product marketed.

It is a great deal easier to secure a presidential nomination in a straw vote than in an old party national convention.

Scarcely a day passes that a fatal accident does not result in Oregon from automobiles. The condition should serve as a warning to every person who drives an automobile. Too much caution can not be exercised.

A real, grand Fourth of July celebration holds just a bit of tingling sensation for the grown-ups as well as the boys and girls. We all enjoy a good celebration.

FAST TENNIS GAMES HERE THIS SUMMER

Quite an aggregation of talented tennis players are being gathered to Ashland this summer, among the most prominent of which are Marion Kinkaid, who was captain of the Oregon Agricultural college tennis team this past year and claims the singles championship of Oregon through his winning in all the state tournaments in which he took part. Kinkaid attended high school here, and Dwight Gregg making up the high school team of that time.

Barclay Leeds from Stanford is another promising player as also Paul Wagner, Bill Allen and Lyle Sams. With such an aggregation of talent it is certain that some exciting contests will be staged here during the summer months.

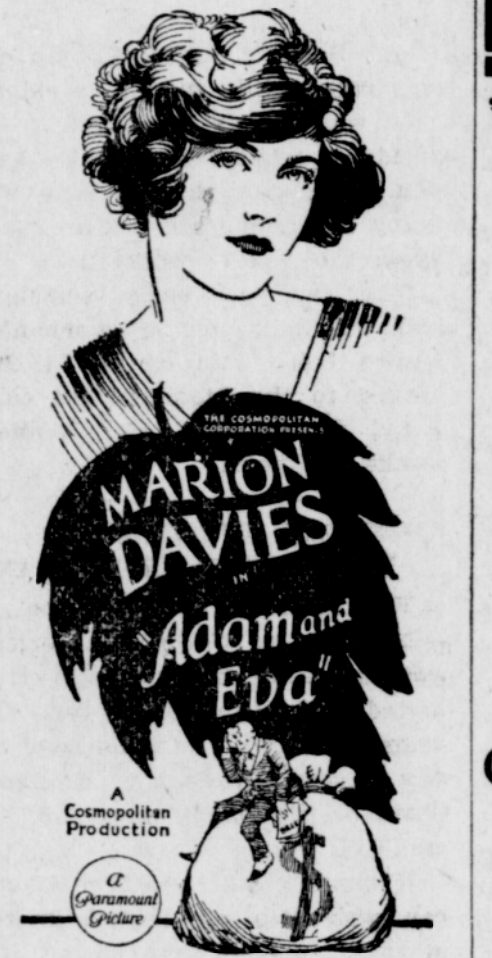
SAYS NO RELAXATION OF DRY LAW PLANNED

LONDON, July 2.—"There is no chance for the relaxation of the United States dry ship regulation until the American congress modifies the laws unless Washington is able to make treaties with foreign powers on the subject," Secretary of the Treasury Mellon declared here today. He said he believed America had a technical right to seize liquor bearing ships which flouted the national law, but that no such action was contemplated by the government.

GRANTS PASS BAND TO PLAY HERE ON JULY 4TH

Twenty-five members of the Grants Pass concert band will play at the Ashland Fourth of July celebration, states Director Higginbotham, who says that the organization this year will finish

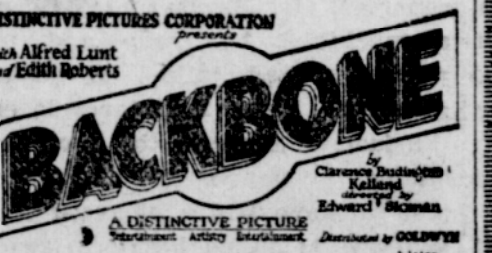
VINING THE THEATER BEAUTIFUL LAST TIME TODAY



Tuesday Only July 3rd



You'll like this picture of the wild North country where strong men battle with the elements and beautiful women go to the mightiest by right of conquest.



Coming July 4th and 5th "The White Frontier"

playing at 5 o'clock in season. The band will leave here at 6 o'clock on the morning of the Fourth. They are to be in Ashland ready to play at 9 o'clock. They will finish playing at 5 o'clock in the afternoon, in order to give the four orchestras in the band an opportunity to get to the places they are to play in the evening for dances. The very best grades of standard and popular music will be presented to the celebration crowds, says the director.—Grants Pass Courier.

GERBER TO INSTALL WATER METERS SOON

GERBER, Calif., June 30.—H. K. Sears, owner of the Gerber Water works has been authorized by the state railroad commission to place in effect a schedule of rates which will produce an adequate return on his investment. The board also authorized him to install a water meter service if he so wishes.

The water supply comes from a large artesian well and heretofore the users have been charged the same rate regardless of the amount of water used, but under the new plan restaurants, hotels, etc., will pay in proportion to the amount used.

Half-finished Teel irrigation project to be revived. Yaquina Bay tonnage to exceed 200,000 mark this year.

COURT ORDER CLOSES THREE REDDING HOMES REDDING, Cal., July 2.—Judge Walter Horsinger made an order here last week which closed three dwellings belonging to William Gross for a year period. Gross has permission to move his furniture and personal effects else where though. The order came about as a result of Gross being convicted of

blind-pigging for the third time. The first time he was fined \$50, and the second time \$400.

planning to break camp here Saturday to return to their homes.

Hunting Boys—The local police have received a communication requesting them to be on the lookout for two boys, McCollum, aged 16, and Williams, aged 14, who ran away from their home in California, and are going to Washington in a Ford.

MAKE THE PLAZA YOUR OASIS

During the Two day Celebration July 3-4. Drinks that are Cool, Refreshing, Invigorating. ICE CREAM The kind that you like. Confectionery The kind that makes you ask for more. Excellent Fountain Service THE PLAZA

Efficient Service Brings It's Own Reward (By One Who Knows)

Go to Rose Bros.; the well known Ashland firm and see what a heap of facts, you'll very soon learn about their many fancy drinks and choice ice creams. The best of goods, most civilly served. The secret of the trade, so long deserved! Champions of what is socially right. They are firmly on the spot, when business is in sight. Rose Bros. Confectionery is the name While other purveyors are not the same See what it means to achieve a notable place. In business demanding push, tact and grace. Music from the Celebrated VICTROLA Accompanies Each Order

AUTO MOVIES BY LEEDOM'S TIRE HOSPITAL



HEY! WAIT! YOU'D BETTER TAKE US ALONG! YOU'RE APT TO NEED US TAKE a couple of tires along. You may not need them on your next trip, but the time is coming when you will wish you had taken the kindly advice of this ad. Don't wish—do it now—we have the ones you need.

SPEND THE FOURTH at Portland with President Harding

GRAND MILITARY PARADE 9:15 P. M. Headed By President Harding

PATRIOTIC ADDRESS 2:00 P. M. By President Harding

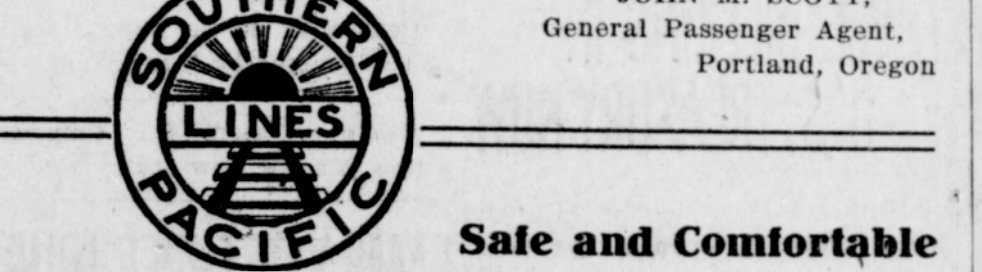
REGATTA ON RIVER 4:00 P. M.

Crews from U. S. Fleet of Destroyers will Take Part

FIREWORKS DISPLAY 9:00 P. M. EXCURSION TICKETS ON SALE! From All Points

\$16.50 ROUND TRIP From Ashland

For Further Particulars Ask Agents or Write,



YOU'LL HAVE TO HURRY! Shop July 3rd.

For your dressed spring chickens—Fryers, Broilers, Roasters. Other 4th of July lunch meats Boiled Ham, Minc'd Ham, Lunch Ham, Pressed Ham, Bologna and all kinds of cooked meats.

Market Will Be Closed All Day Of The Fourth

BROWN'S CASH MARKET Enders Block



Place Your Order Now For a Ford

Father starts it—mother finds she can add a little—even the kiddies will contribute their pennies and in a surprisingly short time, the whole family is enjoying the pleasures of owning a Ford. Here is how you can do it through the

Weekly Purchase Plan

Bring the first \$5 in to us. Enroll under the terms of the new, easy way to buy a Ford. Select the car you want. We will deposit your money in a local bank, at interest. Add a little each week. You will be surprised at the rate the money piles up when everyone is helping. Soon the payments, plus interest paid by the bank will make the car yours. Come in—let us give you full particulars.

Harrison Bros. Ford and Fordson Dealers ASHLAND, ORE.

In Stock

Duplicating Sales Books WITH CARBON

Two Books 25c Per Dozen \$1.25 Two Dozen \$2.25 One Hundred \$8.00

ASHLAND TIDINGS