

Ashland Daily Tidings

(Established in 1876)

Published Every Evening Except Sunday by
THE ASHLAND PRINTING CO
Bert R. Greer Editor
OFFICIAL CITY PAPER Telephone 39
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

By Mail and Rural Routes:
One Month \$.65
Three Months 1.95
Six Months 3.50
One Year 7.50

DISPLAY ADVERTISING RATES:
Single insertion, per inch30
Yearly Contracts:
One insertion a week \$.27 1/2
Two insertions a week25
Daily insertion20

Rates For Legal and Miscellaneous Advertising
First insertion, per 8 point line \$.10
Each subsequent insertion, 8 point line05
Card of Thanks 1.00
Obituaries, per line02 1/2

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 5.

GOD'S PROMISE KEPT.—There hath not failed one word of all his good promises.—1 Kings 8:56.

PEOPLE READ THE TIDINGS

There has been, and always will be, a few who cling to the theory that most people do not read the advertising in local papers, the Tidings being no exception to the erroneous impression. Were there not proof conclusive that the idea is wrong, some weight might be attached to the charge. The Tidings is read from top to bottom, advertising and all and the statement can be verified in many instances. Just as an illustration: In Monday evening's issue of the Tidings there appeared an ad, in which it was announced that an auto trailer was desired. Before 9:00 o'clock Tuesday morning one reply was received to the ad and thirty minutes later a second reply was received. The ad was a small two-line local, appearing with a hundred others of like nature. If a small inconspicuous two-line local is read and brings results within 12 hours after its appearance, how can any individual with any security persist in the argument that the display ad twenty times larger is not generally read?

The business firm that persists in the belief is only aiding his home-town competitor in building up at his expense, and at the same time is encouraging his patrons to trade at other towns. The hour that the merchants of any town realize that their business is built on newspaper advertising at just that hour will the business tide turn in their favor.

THE COMING OF DUDLEY

The announcement that A. S. Dudley, of Sacramento, has been selected as executive manager of the Oregon State Chamber of Commerce is a source of satisfaction and real pleasure to Ashland as well as to all other sections of the state. But Ashland feels a particular pride in the selection, not only because Dudley is known to be one of the most able chamber of commerce men in the nation but because the city had part in the selection. I. E. Vining, Ashland resident, was one of the committee of three in whose care the selection was entrusted. Mr. Vining, as well as other active members of the Ashland Chamber of Commerce, had for some time been acquainted with the ability of Dudley and realized the need of a man of his ability in the state. That he will become a great asset to the state is assured, and his coming, together with the renewed activity prevailing in the Oregon Chamber of Commerce, means a new era of development for the state. Dudley's association with the chamber means the transfusion of California booster blood into the commercial and development arteries of Oregon.

PACIFIC HIGHWAY FOR INSTANCE

A wrathful California motorist, arrived at the municipal auto park, addresses to us his letter of complaint. Entering the state through a remote and sparsely settled district, he encountered some stretches of bad road, and was nowhere greeted with what he terms "the glad hand."

There is a smooth and comely road, known as the Pacific highway, traversing Oregon from north to south.

The pavement runs bang up to the California boundary. There it halts. Beyond are California roads, unpaved, hilly and

dusty, and often in evil condition. It is said that Californians emit a sigh of relief when they have negotiated their share of it and are safely in Oregon. Certainly all Oregon motorists do. But naturally in this formative period of the highway system, if one attempts to better his traveling in California by seeking another entrance to Oregon he is likely to encounter difficulties. The thing to do, at present, is to stick to the main road.

It is in point perhaps, to recall that a year ago an important interstate meeting was called in Crescent City to devise a cooperative means of constructing a California connection with what is to be a grand new southwest entrance to Oregon—a great coast highway traversing the state. Oregon sent its governor and other important officials. California high officials gave the conference a cold snub.

In constructing highway portals it is advantageous, before a great sum is expended, to know whether and when one's neighbor is going to co-operate.

—Oregonian.

NEED MEN OF BORAH'S TYPE

The Old Guard, which never surrenders and never learns, wants to kill politically William E. Borah.

It is ever thus with men to whom organization becomes greater than principle, penning their minds in the moulds of the past, exalting office and patronage above the analysis and solution of political problems.

Borah is virile, conscientious, determined that he shall give service to the limit of his ability in making of government a better agency for the happiness of The People.

Toward that end he does his own thinking.

He wears no labels, nor like and automaton does he move from strings in the rear.

Disagree with him as you will, in this or that theory, Borah is an outstanding figure in the national government as a man of ability, forcefulness and high purpose.

Were more of our national legislators of similar brain power and independence, the country would be benefited immeasurably.

Political machines have unseated good men before, so even Borah is not above reach of the plotters.

If he be not returned to the senate, the country loses greatly, for the Johnsons and the Borahs unfortunately are not many in our public life.—Sacramento Bee.

QUEEN BETH

Queen Beth, Ashland greets you and pledges whole-hearted allegiance to you throughout the remainder of the year. May your reign be as successful throughout as were the two initial days under your crown and sceptre. May the splendor and beauty of your coronation and court attend each succeeding day.

Queen Beth, as ruler over the Lithians, may you be an inspiration to that fine body of men, for greater achievements and greater things for our city and community. May unbounded success attend you, the Lithians, and all others of your domain.

A GROWING MENACE

The reckless, careless automobile driver is in evidence everywhere. Pick up the daily paper where you will and the following are familiar statements: "The accident was the result of reckless driving."

It is high time to call a halt on these reckless drivers, who take a toll of thousands of lives every year. Strenuous efforts should be put forward by officers of the law to curb this dangerous practice. In our opinion there should be a law strictly enforced to deprive a person arrested and found guilty of recklessness or carelessness in driving an automobile of the right to drive one again for a period of one year and if arrested a second time to have the right taken away forever. Too many people driving automobiles hold human life too cheaply and unless some curb is put on them, homes will continue to be saddened by loss of loved ones and the hospitals will be filled with the victims of reckless drivers. Automobiles used for the purpose for which they are intended prove of great value, but the abuses to which they are often put make automobile driving a dangerous occupation.

—Western Farmer.

One of the best things that have come from the great medical gathering in San Francisco is the advice by Dr. Ray Lyman Wilbur of Stanford: not to wait for a doctor's services until you are sick, but get an occasional or annual medical examination, and have disease nipped in the bud, so to speak. Neglect of this wise procedure, especially in the case of adults often results in a malady getting a strong hold before the patient even suspects its existence, particularly with respect to disorders of the heart, lungs, circulation, kidneys and other organs.—Sacramento Bee.

Daily News Letter

SAN FRANCISCO, July 5.—Will there be another car shortage?

This question is beginning to agitate the minds of California fruit producers as the time draws nearer for marketing their crops. Annually the problem arises. Last year it was heightened by the shopmen's strike, which came when the shipping season was at its height.

Opinions differ this year as to whether a real car shortage will exist. Seth Mann, traffic expert of the San Francisco Chamber of Commerce, believes there will be. He is leading a movement to have an investigation made by the Interstate Commerce Commission. The Commission has already arranged to investigate the situation in the Northwest scheduling hearings for both Idaho and Washington.

On the other hand W. J. Handford, examiner for the service department of the State Railroad Commission, after an exhaustive investigation believes the California carriers will be in a much better position to handle the heavy movement of fruits and other products requiring refrigeration from California points to Eastern destinations in 1923 than they were last year. He found that a total of 46,000 refrigerator cars have been provided by the California carriers for movement of the perishable products.

Admittedly the crux of the problem is the co-operation of the Eastern carriers in returning promptly to empty refrigerator cars. It is to this end that Mann seeks the co-operation of the Interstate Commerce Commission. The Commission under the law is in position to direct the prompt return of these cars and Mann is anxious to have the Commission fully informed as to the problem faced by the California shippers and railroads.

Here are the high lights of Handford's report on the situation:

"The refrigerator car supply is at present in good volume, there being approximately 2,500 to 3,000 more cars available for service now on the lines of California carriers than existed at this same period of last year, and the movement westbound is daily accumulating more of this character of equipment which will be available to care for the seasonal business when it increases in volume.

"Conditions at Roseville, which is the assembling and icing station for the Ogden Gateway, are materially better than they were last year, new side tracks having been added and some enlargements having been made to the icing plant at such point. In addition, the Southern Pacific is at present constructing some 12 miles of double track over the Sierra Nevada Mountains which will be completed and placed in service in the month of July; also double tracking is in progress in Nevada, and this double tracking particularly as regards that in progress over the mountains—the most difficult operating point on the entire route—will materially facilitate the handling of through trains on ice, fruit and similar perishable commodities.

"The condition of motive power, both on Western and Eastern lines, shows more serviceable locomotives as of April 1, 1923, than at any time since the commencement of records by the Car Service Division of the American Railway Association, which began in August, 1920. Locomotives in need of repair are decreasing materially, and the clearing up of the large accumulation of locomotive repairs, brought about by the shopmen's strike, has advanced to a point where normal conditions may be said to exist with some catching up on the average condition as existing during the Spring months of each year.

"Notwithstanding the very heavy traffic movement now existing—approximately 20 per cent more revenue freight moving during the month of March, 1923, as against the corresponding month of 1922, and with approximately the same percentage as against March, 1921—the general movement of freight is being promptly handled and without delay."

COUNCIL MEET ADJOURNS IN ORDER TO CELEBRATE

The meeting of the City Council on Tuesday evening was short and snappy, according to Mayor Loomis, as the members desired to enjoy the celebration with everyone else, so the only business brought up was a motion to adjourn till next Tuesday evening, July 10.

Pendleton—\$77,000 contract let for completing wing of asylum.

OREGON C. OF C. TO BE RUN BY DUDLEY

PORTLAND, Ore., July 3.—(Special).—A. S. Dudley of Sacramento, said to be one of the best Chamber of Commerce men in the United States, has been selected as Executive Manager of the Oregon State Chamber of Commerce, beginning August first.

The Board of Directors of the State Chamber authorized the appointment of a highly-trained organization man as a step in the state-wide development program to be undertaken jointly by the Portland and State Chambers. Dudley was selected by a committee of the Directors composed of E. B. Hall of Klamath Falls, I. E. Vining of Ashland and Roy T. Bishop of Portland.

The new State Chamber executive will devote a major part of his time to the state outside of Portland, particularly along the lines of cooperative marketing and the general strengthening and betterment of agricultural conditions, according to State Chamber officials. This line of work is one in which Dudley is particularly well qualified, and is exactly in line with the state-wide development program for which a fund of \$300,000 is now being raised in Portland. Dudley was formerly an assist-

ant secretary of the Los Angeles Chamber of Commerce, and for the past three years secretary-manager of the Sacramento Chamber. Under his supervision, the Sacramento Chamber has developed into one of the leading development organizations of California and recognized nationally as a model of its kind. J. W. Brewer, General Secretary of the State Chamber, will be retained in his present position.

Dudley Known Here
Ashland residents feel an unusual interest in the selection of Dudley, not only because of his ability, but because of a personal acquaintance with him. During the recent military pageant and governor's greeting day, Dudley was a guest of the city, coming as the official representative of Governor Richardson.

The Southern Oregon Society of Applied Psychology will meet this evening at Chautauqua Pioneer hall to perfect plans for an organization. Dr. J. B. Webster of Talent is chairman of the committee on organization. All persons interested in the subject are cordially invited.

9 Cent Sale

Kiddie Kandies

Molasses Kisses, with peanut butter center, 1/2 lb. 9c
Straight Molasses Kisses, 1/2 lb. 9c
12 day Suckers, wrapped, 1 lb. 9c
Regular standard candy bars, assorted kinds, 2 for 9c

You save and the kiddie saves in buying candy here. Some of the above are priced at less than regular wholesale price.

"Where your dime is a baby dollar".

VARIETY STORE
89 Main St.

If coffee disagrees drink Postum
There's a Reason

BILIOUSNESS
sick headache, sour stomach, constipation, easily avoided.
An active liver without calomel.
CHAMBERLAIN'S TABLETS
Never sicken or gripe—only 25c

Your Summer Vacation

Where To Go And What It Costs

NEWPORT "Oregon's Old Favorite Resort"	SOUTHERN PACIFIC	PORTLAND "The City of Roses"
\$17.15 Season Fare Sale Dates Daily		\$16.50 Season Fare Sale Dates Daily
\$14.40 On Sale Fri. and Sat. Good 15 Days		\$13.75 Good 15 Days On Sale Fri., Sat., and Sunday
San Francisco "The City Loved Around The World"		Los Angeles "Cosmopolitan and Ideal Tourist City"
\$23.50 Season Fare Sale Dates Daily		\$45.75 Season Fare Sale Dates Daily

EXCURSION TICKETS, also on sale to Oregon's Mountain, Lake and River Resorts, Yosemite National Park, Shasta Resorts and Eastern Cities, one or both ways through California.

"Oregon Outdoors", "California For The Tourist" FREE and other booklets. Get your copy now!

Ask our agents for further particulars, or write, John M. Scott, General Passenger Agent, Portland, Ore.

Southern Pacific Lines

fresh from the factory
FRESH TOBACCO
now 15¢
ROLL YOUR OWN WITH Riz La Croix Papers Attached

COUGHING DISTURBS SLEEP
"My wife coughed all the time and could not sleep," writes Geo. A. Owens, Bridgeton, New Jersey. "She tried Foley's Honey and Tar and had the best night's sleep she had had for a long time. I used Foley's Honey and Tar and it helped me too." Coughs resulting from Whooping Cough, Bronchitis, Asthma, Hay Fever, and Croup quickly relieved with Foley's Honey and Tar. Contains no opiates. Ingredients printed on the carton. Largest selling cough medicine in the World. Insist upon Foley's Honey and Tar. Sold everywhere.

ASHLAND VACANTIZING WORKS
Harrison Bros. Ford Garage
GOOD YEAR
"Western Made for Western Trade"

WE do not sell you a Goodyear Tire and forget you. If we did, we'd lose the right to serve as the authorized Goodyear Dealer. We are pledged to see that you get out of the Goodyear Tires you buy from us every mile of the thousands built into them at the factory.

As Goodyear Service Station Dealers we sell and recommend the new Goodyear Cord with the beveled All-Weather Tread and back them up with standard Goodyear Service

Bathroom Walls that glisten like tile



A SPOTLESS FLOOR and fixtures—walls and woodwork glistening like white tile! Any woman would be proud of such a bathroom.

And almost any woman can have such a room—she can do the finishing herself, and enjoy it! If your bathroom has become dingy-looking, freshen up the woodwork with Silkenwhite Gloss or Semi-Gloss Enamel and apply a coat of Fuller's Varnish to the linoleum. And when you have done that, use Fuller's Washable Wall Finish on your kitchen, bedroom or living room walls—many soft, attractive colors and tints from which to choose.

Whatever your painting need, W. P. Fuller & Co. makes a paint for the purpose. Always ask for Fuller products by name. Your local dealer has them. Or write our Service Department for advice and for a free copy of our "Home Service" booklet.

W. P. FULLER & CO.
301 Mission Street, San Francisco
23 Branches in Pacific Coast Cities
Factories: San Francisco and Los Angeles

FULLER
PAINTS & VARNISHES

J. O. RIGG, Ashland, Oregon

MOSQUITOES
Good for the bites—good to keep the insects off too—
VICKS VAPORUB
Over 17 Million Jars Used Yearly

Boise Citizen Praises Tanlac For His Restoration



JACK H. YOUNG

In answer to some complimentary remarks regarding his fine physique and robust health a few days ago Jack H. Young, who lives on R. F. D. No. 2, Boise, Idaho, and is in the Civil Service at the Federal Building, said:

"I give Tanlac all the credit. It put my stomach in perfect condition and built up my health and strength when I was in such a bad fix that food seemed to do me harm instead of good. I had dropped down to 145 pounds and felt unfit for anything.

"When I finished my third bottle of Tanlac I was so built up that I didn't feel the need of any more medicine. Tanlac also started my weight on the increase and I now tip the scales at 190 pounds. There's nothing too good to say for Tanlac."

Tanlac is for sale by all good druggists. Accept no substitute. Over 37 million bottles sold.

Tanlac Vegetable Pills are nature's own remedy for constipation. For sale everywhere.

Sally Ann Says--
"Give Bread first place on your table."
It's the only economical food today. Every thrifty housewife knows this, and makes bread the basis of each meal.

Sally Ann Bread
is the loaf always crisp and fresh, supplying new strength and energy. Protected by sanitary wrapper.

LITHIA BAKERY