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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 13.

BE KIND TO THE ERRING:—Brethren, if a man be overtaken in a fault, ye which are spiritual, restore such an one in the spirit of meekness: considering thyself, lest thou also be tempted.—Galatians 6:1.

"ADVERTISE THE PARK"

Recently there was no little discussion at a Chamber of Commerce Luncheon relative to the inauguration of a campaign to advertise Ashland and vicinity. Naturally the discussion hinged on what to advertise and how to advertise it. Some one suggested that Lithia Park, of which Ashland is duly proud and which is one of the city's best assets, be given special attention in the advertising campaign. It is recalled that one or more speakers took issue with the suggestion, and declared that Lithia Park has been well advertised. It is not the purpose of this article to take issue with those who claim the park has been sufficiently advertised, but in weighing the question the views of non-residents must be given due consideration and accepted at full worth.

L. L. Andrews, a resident of Corona, California, but formerly a citizen of Ashland, is here visiting old friends. He was accompanied by his father and two brothers, and informs the Tidings that on leaving Redding they were much intested to know whether or not Ashland had been sold to the tourist. "When we left Redding I took the wheel and asked my brother, who sat in the front seat with me to take particular notice and from the time we left Redding until just a few miles outside of Ashland he saw only two rather inconspicuous signs on which the name Ashland appeared. For miles and miles we were greeted by sign boards advertising Medford.

"I want to say to the good people of Ashland that your city is not properly advertised, nor is your Park. There should be a series of sign boards all the way from Redding to Ashland, calling at least particular attention to your beautiful park. Not only hundreds, but thousands of automobile parties and tourists are passing through Ashland without seeing Lithia Park."

The foregoing presents the views of a man, who not only formerly lived in Ashland, and who still maintains an interest in the town's future, but who has for several years been president of the Calousa county chamber of commerce, and is therefore interested in community advertising.

COOPERATION TO AVOID BLOCKADE

The prompt moving of freight this fall rests on the heartiest cooperation of every shipping interest and of the railroads in the matter of car loading, unloading and moving of trains.

Grain production of 2,341,000,000 bushels is predicted by the government crop report for June. The freight demands of the country in October, according to railroad figures, will be 65,000 car loads a week in excess of the highest demand of 1920, and this excess is likely to run to 200,000 car loads a week during the rush period.

To meet this unprecedented demand the railroads contracted this year for 223,616 new freight cars and 3,639 new locomotives to bring their equipment up to normal. Three-fourths of the new cars have been delivered and about half the locomotives. The way to prevent a tie up of agricultural products is to start preparations now for the fullest cooperation of every shipping interest this fall during the peak

period. Let the shipper and the railroads pull together and not apart and watch the greatest crops in history roll away on schedule to their destinations.—Grants Pass Courier.

FEWER JUNE MARRIAGES

Marriage licenses issued in the month just closed show a decrease the country over compared with the same month last year. Cupid, of course, is not to blame for the situation and he probably is not as cautious as he may be given credit for being in some quarters.

A probable reason for the situation is the lack of homes for the newly-weds. It is likely that many who are working steadily, and are not only willing but eager to assume matrimonial bonds, are deterred by the fact that they can have no home to go to following the ceremony. It is the dream of every bride's heart to have a little nest to fix up and attend to and be mistress of. Marriage changes lives of the newly married to a degree scarcely realized even by those who have long known the wedded state and one of the changes is an intense desire experienced by the bride and bridegroom to have a home of their own.

Couples long wedded are prone to forget the joys they experienced in fitting up their first home. They think of their early struggles and forget all about the triumphant feeling that came with each addition that tended to increase the comfortableness of their abode. The newlyweds, however, look forward to all such little occurrences, enjoy the elation of achievement, which they later will recall only as a struggle, but still feeling satisfied with themselves because they made the effort and were successful.

PREDICT RAILROAD CROSSING ACCIDENTS

One class of occurrences as to which prediction is reasonably safe is the grade crossing accident involving automobiles, as to which the interstate commerce commission says that there will be approximately 1400, with more than 700 fatalities during the three months beginning on July 1. Estimates are based on progressive rate of increase since 1917 and on allowance for the fact that July, August and September are the busiest in the year, bringing out the greatest number of inexperienced drivers in unfamiliar situations and the highest average of passengers per car. The figures do not include automobile accidents of other kinds, with which the commission is not officially concerned, but they do suggest especial caution in the most perilous time of the year. It is not to the credit of the average citizen that the extraordinary publicity received by these casualties should have apparently had no effect on the death rate. There decidedly are times when the spirit of independence can be carried to absurd extremes.—Morning Oregonian.

CULTIVATE TOURIST TRADE

A news story appearing in the Tidings of last evening gave the information that 291 tourists spent Wednesday night in the auto camp at Lithia Park. Possibly a greater number of tourists have been at the park on previous dates, but the number there Wednesday night was such as to firmly establish Ashland as the leading tourist center of Southern Oregon. Will Ashland maintain her position? The answer rests with Ashland citizens. There are other points in the district that are striving with might and main to wrest the tourist trade from Ashland. At present our position is strategic; the advantage, at present, is with Ashland, and our position can be maintained with reasonable efforts. The point that requires emphasizing is that no one must rest secure in the thought that it will always be thus. Tourist trade, already worth thousands of dollars to the business interests of the town will more than double within the next ten years. The thing to do is to not only maintain the present excellent conditions for the tourist but improve them as rapidly as time and finances will permit.

Alertness is a necessity in the proper growth of any town, and it is highly important that we be alert in giving the tourist that which he desires. It is necessary that Ashland lose no opportunity to improve every condition that will tend to attract and hold the tourist trade.

Since the management of the Tidings inaugurated the policy of a better newspaper there has been a happy response from the citizens of Ashland and vicinity. Not only are many favorable comments being received but the list of readers is growing at a rapid rate. The condition will permit the paper to enlarge its scope of influence for the betterment of Ashland and this section of the state. Mention of these facts is not made with a spirit of bragadocio but to express appreciation of the support being received.

Tell it to the world—about Ashland.

FIRE LOSS OF STATE REPORTED VERY HIGH

NEW YORK, July 12.—In view of the persistent shortage of housing facilities in Oregon as in every other state, it is not a little alarming to learn from figures made public today by the National Board of Fire Underwriters, through its Actuarial Bureau, that Oregon burned, during the five-year period of 1917-1921, dwelling house property valued at \$1,685,059. This was only a portion of the total fire destruction in Oregon, it represents a per capita dwelling fire loss for the state of \$2.15. At \$10,000 each, 168 comfortable homes could have been constructed with the money thus thrown away, and the scarcity of suitable housing accommodations in Oregon materially relieved.

It appears further that the total loss in dwellings for the entire country, during this term, exceeded a quarter-billion dollars, standing at \$321,453,878. Chief among the originating causes cited by the Board as responsible for this unexampled destruction were "Defective Chimneys and Flues," "Sparks on Roofs" (usually wooden shingle) "Stoves," "Furnaces, Boilers, and Their Pipes," "Electricity" (misused), and "Matches-Smoking." "Significantly enough," said W. E. Mallalieu, general manager of the National Board, in commenting upon the losses, "four of these five causes long since were pronounced by fire prevention engineers to be 'strictly preventable,' for sheer carelessness in some form is, of course, at the bottom of an overwhelming majority of all blazes in dwellings as in every other type of structure."

ROWDY MAN EJECTED FROM CRATER LAKE BY RANGERS

Edward Chandler, a young man claiming Oregon as his residence, made himself obnoxious to the authorities of Crater Lake National Park by raising a disturbance at the Lodge, fighting, breaking



Suffered 25 Years

"I AM entirely free from my Piles and aches and pains," writes one of my former women patients who, after suffering 25 years, was cured by my painless, non-surgical treatment. But this case is no exception, as scores of letters in my FREE illustrated book will testify. I use no knife, anaesthetic, clamps, ligatures, stitches, burning or other disagreeable or dangerous method in treating Piles, and GUARANTEED results. Remember my guarantee means a positive and permanent cure no matter how severe your case may be.

DR. CHAS. J. DEAN
AND MORRISON PORTLAND, OREGON
MENTION THIS NAME WHEN WRITING

down a door and creating a general rumpus. Near midnight he was taken into custody by Chief Ranger Oard and Ranger Taylor and taken before Superintendent Thompson, who after a hearing had him escorted to the western entrance of the Park. When ejected from the Park he was started afoot for Union Creek, 11 miles distant, and further points west. There are but a half dozen "don'ts" in effect in the National Parks, the entire effort of the National Park Service being to impress upon all visitors that the Parks belong to them with only such restrictions necessary to preserve the Reservation intact, protect wild life and to assure the absolute safety of tourists. An ample ranger force, however, is on hand to see that are now busy digging the snow out from the deep drifts along the Watchman. Twenty three miles of the Rim Road are already open for travel. The Klamath road has already been graded these few regulations are observed uniformly without fear or favor.

A considerable crew of men morning on the stretch from Goved and work began Tuesday entrance Camp to the Medford entrance. Recent rainfalls have served to put down the dust.

Beet sugar mill assured at Prineville.
Eugene plans \$150,000 Junior high school.

SOUR STOMACH
causes bad breath, gassy pains, coated tongue and belching.
Always find relief in
CHAMBERLAIN'S TABLETS
Sweeten your stomach and breath—only 25c



WAVERLY Motor Oils come from under Pennsylvania—whence comes the world's best crude petroleum. They are 100% paraffine.

Waverly, All Pennsylvania, Motor Lubricants are your car's best guarantee of long service.

That's why we sell and recommend Waverly, All Pennsylvania, Motor Oils.

Kay & Morrison
ASHLAND, ORE.



20th Century Grocery

20th Century Stores were the original Pioneers.

of the Cash and Carry System, of selling food stuffs, in the Northwest.

The plans was a success from the beginning. No other plan has ever produced such beneficial results to the consumer.

Your Neighborhood Store

20th Century Store Offer Saturday and Monday.

PURE CANE SUGAR 10 pounds for 98c.

One Lot To Customer.

Ivory Soap 3 bars, 20c	Lunch Wax Paper, the 5c size 3 rolls for 10c
Fancy Blue Rose Stock 3½ pounds, 25c	Mazola Oil Pints, each 28c
Solid pack tomatoes, No. 2½ cans 18c	Campbells Pork and Beans Big Value 2 cans for 25c
Royal Baking Powder large cans 40c	Sliced Pineapple large No. 2½ cans 25c

20th Century Coffee—Warranted to be full weight, full strength, finest flavor and lowest priced, Pound 35c, 3 lbs. \$1.00

CRISCO—Best of all shortenings for all purposes, 3 lb can, 69c, 6 lb, can \$1.29.

FLOUR—Crown, Olympic, or Drifted Snow, your choice, 49 lb. sack .. \$2.08

ASHLAND STORE
374 E. Main

MEDFORD STORE
31 North Central Ave.

PRICE REDUCTION VACUUM CUP TIRES

RANGING TO
15%

They are NOT higher priced

TWENTY-FOUR hours a day year-round production maintained by workmen trained in our own modern plant enables us, without curtailment of quality, to effect savings which constantly are passed on to Vacuum Cup Tire and "Ton Tested" Tube users.

HELP HERBERT HOOVER

RUBBER importations to the United States for the fiscal year ending June 30, 1923, show an approximate total of 775,000,000 pounds, an amount equaling fully three-fourths of the world's production.

Competent authorities assert that the American automobile utilizes not less than one-half of the world's annual rubber supply.

Responsibility for advancement in the art of tire building rests solely with the tire manufacturer, but safeguarding our future needs of raw rubber—fully 70% of which is imported from countries la-

boring under burdensome and uneconomic tax laws and recently enacted restrictions—makes it the duty of every motorist in the United States to advocate the placing of rubber production under the American flag and in tax-free districts.

It is the patriotic obligation of every American car owner, when opportunity affords, to express approval of the efforts of Mr. Herbert Hoover, our far-visions Secretary of Commerce, our far-visions Congress, secured appropriation for an already active campaign of world-wide investigation of the possibilities for an independent or, at least, a tax-free source of rubber supply.

SENECA G. LEWIS, Vice-President-General Manager,

PENNSYLVANIA RUBBER CO. OF AMERICA, INC.
Jeannette, Pennsylvania



GET VACUUM CUP TIRE SERVICE AT
WOOD'S
375 E. MAIN ST.

Tomorrow

Those suits that are left out of the lot that is dropping \$.00 a day will be priced at

\$12.75

What are left on Wednesday, July 18, will be offered for the balance of the week at \$9.75.

These are mostly small sizes but a few large sizes are among the lot.

Better select one you can use and get it before some one else gets it.



July
Clarence

July
Clarence