

# 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	6.50

**DISPLAY ADVERTISING RATES:**

Single insertion, per inch	.30
Yearly Contracts:	
One insertion a week	\$ .27 1/2
Two insertions a week	.25
Daily insertion	.20

**Rates For Legal and Miscellaneous Advertising**

First insertion, per 8 point line	\$ .10
Each subsequent insertion, 8 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02 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 16.

THE IDEAL WAY:—They helped every one his neighbour; and every one said to his brother, Be of good courage.—Isaiah 41:16.

### NEWSPAPER ADVERTISING PULLS OVER LONG PERIOD

Many advertisers are prone to look upon newspapers as an advertising medium possessing one particular inherent disadvantage, namely—a "short life" period during which the ad is brought to the attention of readers.

This criticism of one certain phase of newspaper effectiveness is not altogether without foundation, but there are numerous instances indicating that the "life period" of a newspaper advertisement, during which it effects its purpose of getting results, is limited no more by the nature of the medium than by the character and appeal of the display itself.

A case in point is that of a Spreckels "Savage" Tire Company's campaign, which appeared in various western newspapers in the summer of 1921. According to the advertising manager of this tire concern, thousands of requests were received, as a result of this campaign, for a booklet the company offered containing the ads themselves in a compact form; and requests for this booklet are still coming in—two years after the last ad of this series appeared in the newspapers.

True, this series of ads was unusually interesting. In addition to the regular "selling copy," human interest and attention value in a marked degree were provided by distinctive illustrations drawn by "Indian" Miller, a full-blooded Apache artist and writer, and by interesting copy bearing on the history, customs and legends of the American Indian.

Really effective newspaper copy may pull over a long period in spite of the short life of the medium. This fact should induce users of newspaper space to aim at the improvement of their display, rather than to consider the medium as possessing an inherent disadvantage, which confines direct returns to a very limited period of time. The newspaper is, of course, particularly adapted to the use of continuous and regular advertising, where the advertiser depends largely upon cumulative effect for the full and final value of his returns. This is largely why the cost of newspaper space is materially lower than that of space in other mediums. A comparison of these costs will indicate why the regular use of newspaper space is considered by so large a majority of advertisers as preferred publicity, assuring maximum returns for any definite expenditure.

### LLOYD GEORGE IN CHURCH PLEA

Lloyd George, in a recent address delivered at the chapel of Westbourne fellowship, England, said:

"We spent \$50,000,000,000 in the last war and have not spent a thousandth part of that sum since the country came into existence remedying conditions perfectly infamous."

After advocating that the churches rally to support a movement to abolish such squalor and poverty, Lloyd George declared that religion must eliminate the region of force in the world "if we are going to obtain progress."

Referring to France's seizure of the Ruhr and Rhineland, he said:

"There has been an offer to France to refer this question to an impartial tribu-

nal. Will it be accepted, or will France and Belgium say, "No, we've got the force; why should we submit it to any tribunal? We have the army, we have the guns. Let them decide."

"Force! Force! Force! Unless there is a new temper introduced by churches into the world, I despair of future civilization."

### THE SMOOTH RUNNING MIND

A multitude of people are failing to accomplish superior results in life, as the result of some form of mental friction with the conditions they have to meet.

To many people their jobs seem just a little too hard. They worry and fret over their failures, which makes them still more likely to do things ineffectively. Their consciousness of lack of power is evident to others and affects their ability to get results.

Such a mental condition is sometimes due to too much self criticism. Many people are really doing excellent work, but they do not realize it. Their apologetic manner nullifies a part of the achievement they are just on the point of getting.

Other people find this mental friction with their work for the reason that they do some part of it poorly. If they could only perfect themselves in that part where they are weak, the feeling that they are being baffled by unconquerable difficulties would disappear. They would meet the day's work with a smile, and be ready for whatever came along. One needs a sense of power to accomplish things in life.

If a person is unfitted for his work he should make a change. More frequently all he needs is to supply some lack of ability by proper training.

Many people fail, for instance, because they can not talk well, can not express their ideas persuasively. What such people need is to practice conversation, go into social life, speak in public, take all possible pains to cultivate power of expression.

Then the sense of power to meet people on even terms would come. They would radiate a sentiment of victory, the feeling of friction with difficulties would vanish. It is amazing to see how a person can go ahead after he has worked his way over and around some difficulty so that now he faces his problems with the feeling that he is adequate for them and that they can be solved.—Klamath Falls Herald

Now that new sign boards are to be erected along the highways setting forth advantages prevailing in Ashland why not erect one at the depot? Thousands of people pass through Ashland each year without obtaining the slightest idea as to the beauty and commercial importance of the town. Some effective advertising can be done at the depot.

Ashland has prospects of entertaining a number of honored guests. It is quite likely that President Harding will make a brief stop July 28th. The Cherrians, of Salem are coming on the 28th, and Senators McNary and Stanfield are expected to make our city a visit in the immediate future. Here's hoping they all come.

A bumper wheat crop is predicted for the Northwest. The announcement sounds good but when we think of the prevailing price of wheat and the inability of European nations to buy it all the joy is taken out of the announcement.

It is safe to venture that there are a number of sore editors in Oregon today. Yesterday was the day on which the members of the state editorial association were to climb Mt. Hood.

Now that an office has been established in Ashland for the registering of automobiles coming in from other states the auto camp ground at Lithia Park will be called on to accommodate an increased number of tourists.

Dempsey, Firpo, and Gibbons hold the center of the stage at present but will soon be compelled to give way to presidential candidates.

The opinion of some wives whose husbands always are going fishing is that they are a whole lot better going than they are at fishing.

Bathing pools are enjoying their regular season of popularity. Ashland is well supplied with swimming tanks.

Was it Davy Crockett, who said "look twice before you jump?" At any rate it is a good admonition to follow.

Tell it to the world: An office for the registration of out-of-state automobiles has been established in Ashland.

Some day there will be launched the good ship Sahara.

It is sweet music to hear strangers extolling the beauties of Ashland.

## NEW YORK BOY TAKES CROSS-NATION HIKE

Mike Brody, 20-year old boy, passed through Ashland yesterday on his way from New York to Los Angeles. Aside from "lifts" secured along the highways, the young man has walked across the nation. He left New York May 15, and hopes to reach his destination not later than August 16th.

In conversation with the young man he said: "I was never out of New York until I started west. One day I saw a car on the street with an Oregon license and I was immediately seized with a desire to see the broad United States, and especially Pacific Coast states. My mother is in poor health and she and father decided to go to Los Angeles, so I lost no time in starting. There are seven children in the family and there was no money with which to pay my railroad fare, so I decided to walk. I was lucky securing rides and received numerous "lifts" carrying me a hundred miles at a time. Since I arrived in Oregon the rides have been few and far between. "When Mike was informed of the reason why auto drivers seldom asked hikers to ride, he said: "That only makes it hard on the decent fellow."

**Started with \$15**  
Continuing he said: "I had only \$15.00 when I left home. Twice I have been compelled to stop and work for a few days. My last stop was near Eugene, where I earned enough to have my shoes repaired and buy my food for a few days longer. I will have to make at least one more

stop before reaching Los Angeles and I hope to obtain work as a carpenter's assistant and learn the trade. Father and mother may decide to remain out here."  
The young man had no blankets and said that his overcoat had served as his bed on the way across the continent. He was neatly dressed and carried a grip, which contained changes of shirts and socks, a towel, soap, and a razor.

**Is Scotch-Jew**  
The Tidings representative had always felt a pride in his ability to guess one's nationality, and immediately marked Mike for an Irishman. Mike said: "My father is Scotch, having been born in Glasgow, and my mother is a Jew."

"My father is a professional packer of China and hopes to obtain work in that line in Los Angeles. Neither my father or mother have been outside of New York since they located there. I have an older brother, who served during the world war and received an injury to his head, resulting in epileptic fits. He secures employment and never works longer than a week without a fit coming on, and he immediately loses his position. It has reached a point where it is almost impossible for him to secure employment."

**Had Two Years Hi School**  
The young adventurer stated that he completed two years in high school and hopes to complete the courses later on.  
When asked if he had made it a point to walk with other hikers, he said: "No I have dodged them all the way. In the first place there are some tough characters

## On Job First Time in 4 Years; Thanks Tanlac

"After taking Tanlac I got back on the job for the first time in four years, and a medicine that will fix a fellow up like that is certainly worth recommending," declared G. W. Divine, carpenter and tinner, living at 735 North 6th St., Walla Walla, Washington.

"I suffered an accident that left me in such bad shape I was completely down and out, and so far as work was concerned, I had no appetite, was way under weight, and had such dizzy spells I couldn't stand up and didn't dare try to climb a ladder.  
"Well, Tanlac gets all the credit for my being able to follow my trade today. I gained

and then when you are with others it is more difficult to secure a ride."  
Refreshed with a noon meal and carrying a lunch to serve him in the mountains during the evening Mike left Ashland and started on for California.

The adventure of this young New Yorker, who was born under the rays of the great white way and who, until his departure for the West, had never been out of sight of Broadway, proves that adventure still courses through the veins of man.

### AMATEUR RADIOS MUST MAINTAIN QUIET HOURS

HARTFORD, Conn., July 16.—Quiet hours are to be maintained by amateur radio telegraph stations between 8 and 10:30 P. M., local standard time, according to regulation of the Department of Commerce, the American Radio Relay League Headquarters was advised today.

Under the general authority of the radio law of 1912, all amateur licenses are being recalled by the department and stamped as follows: "This station is not licensed to transmit between the hours of 8 and 10:30 P. M., local standard time, nor Sunday morning during local church services."

This regulation does not differ materially from the policy first advocated by the League as a voluntary measure when broadcasting became popular and a restriction of amateur air traffic was undertaken on a cooperative basis. The hours of 7:30 to 10:00 P. M., were those most recently recommended to all amateurs by the League's Board of Direction and affiliated amateur clubs.

### From Dead Indian—

H. J. Moore was in Ashland from his Dead Indian ranch yesterday, taking his family, which has been in Ashland all summer, back with him. Mr. Moore reports that he is doing a thriving business making lumber for houses which are being built at Lake of the Woods.

Lebanon to be connected with mountain States power system.

key went straight to Police Headquarters and reported that he had been held up by two policemen in uniform. The next morning the entire night force was lined up, and Unadkay picked out the unfortunate pair.

Hinrichs and Assen will have plenty of time to regret their lack of judgment, for the former was sentenced to five years at hard labor, the latter to three years in jail.

**111 4 more**  
cigarettes  
**24 for 15¢**

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.

### TWO GERMAN POLICEMEN LOSE JOBS FOR ROBBERY

BREMEN, Germany, July 16.—Former Police Sergeants Hinrichs and Assen today are bemoaning the fact that when they picked out Joe Unadkay, cook on an American tramp steamer, as a likely hold-up prospect they picked the wrong man.

To be sure, Hinrichs and Assen got forty dollars in precious American money from Unadkay, but they didn't keep it long. Unad-



Sally Ann Says—  
"Bread and Butter  
Come to Supper."

The supper call brings a hearty response when there's a plate piled high of golden crusted bread.

The children just love buttered bread with lots of jam or jelly, marmalade or honey. And they like it quite well with a big bowl of milk.

### SALLY ANN BREAD

has such a good home-made taste, and is as nourishing as delicious.

LITHIA BAKERY



# You

Are the loser if you neglect, through any cause whatever, to read the advertisements that are appearing daily in the Tidings. Ashland firms are carrying a daily message of interest—a message that means added economy in your home. Do you believe in Economy? Then follow the Ads.

## On the Mountain Top

**C**LIMB the mountain—stand on the peak—and before you there unfolds a panorama extending as far as your eye can reach. Stay in the valley, and your view is restricted by the surrounding hills.

This newspaper—properly used—will guide you to the mountain top. Read it and your vision is enlarged. You get a bird's-eye view of world events. You glimpse the doings of the day.

Fail to use it, and your view is limited—you remain in ignorance not only of events at home and abroad, but of much that concerns you even more vitally—news of the very things that have to do with your personal, every day life.

Some one might be selling a new, better and more economical food; or a utensil that would add immeasurably to your comfort and well-being; or some better material for shoes or clothing—but you would never know, because of your restricted view.

You may read every line of the news columns, but if you overlook the advertising, you are still living in the valley. You remain uninformed about many things you ought to know in order to live a happy, useful, profitable life in this age of progress.

Climb Out Of the Valley to the Mountain Top  
Read the Advertisements

## Ashland Tidings

### Horseback Radio Set the Latest



It took John Osborne, a well-known Philadelphia business man and member of the Riders and Drivers' association to devise the horseback radio. Osborne created a stamped on the bridle-path in Fairmount park the other day by appearing on his horse completely equipped to receive radio messages.