

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

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Subscription Price, Delivered in City

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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 18.

TO UNDERSTAND:—Make me to understand the way of thy precepts: so shall I talk of thy wondrous works.—Psalm 119:27.

THE LOCAL NEWSPAPER

The following article by Rex Grover White, of the Community news service, well outlines a number of important facts about newspapers in their relation to the community. White says:

"The local newspaper, like the local fire department, police department, and board of health, is accepted as an institution by the American public which must do its work, serve all interests, ignore danger, know no sleep, accept abuse, be always polite. It is looked upon as an institution that must give its wares, i. e., its columns, upon the slightest pretext to the aid of any sort of movement having the slightest tinge of charity, civic advancement, or social welfare. In the same breath it is called upon to protect and destroy, to blow hot and cold, to uphold the courts and to watch them, to support church and libraries, to befriend the helpless and uphold property rights, to be always right and to be super human in its swift gathering and presentation of news. Like the municipal departments mentioned, it receives few thanks for doing its duty, but bitter attacks for the errors that, being but of human energy, are sure to arise.

"No one that has not been active in the making of a newspaper has even a faint idea of the toil and the energy the sacrifice and the heart interest that goes into every issue of every daily paper in every city of America. Few have any idea of the enormous expense that must be met, of the problems that arise from a clear sky and must be settled without an instant's hesitation, problems, often, whose wrong settlement might mean a fortune if not ruin. The daily paper is as near a living thing pulsing, warm, keenly alive, as any man made product can ever come, as delicate as a web and as strong as steel cable.

"Expecting all things of his newspaper, the local business man gives, as a rule, only what he must, and the newspaper is yet to be published whose advertising department will fail to hear a grumble over its rates. The fact that there is not an immediate and tangible result from every insertion is the base for ceaseless mutterings, and even advertisers of years whose whole business has risen to success through printer's ink are prone to belittle the part played by the local paper.

"But should a matter arise wherein the business man feels the need of his paper, should his lodge or his club or his church desire to give an entertainment, should his telephone bill be too high, his street car lacking in seats, his treatment by the corner policeman unkind, his milk too thin, his children too little taught in school, his political party too dormant—ah. Then he runs to his local paper for support, for aid and comfort. Then he demands—and receives—its most valued asset, its space.

"The public supports the paper, the paper owes the public space," he cries. But might he not remember it is the public that supports him and he would be aghast should the public come in and ask his goods from his shelf without pay, no matter how great the need or how fine the reason. The church does not ask him to give it pews or carpets, the politician pays for his banners, the lodge for its hall, the gas company for its pipes.

"A business depression settles down. The first to feel it is the newspaper, for the

average business man, unless he is a skilled advertiser of long standing, cuts first at his advertising appropriation. In other words, he cuts away the greatest source of supply of life blood for his ailing business. If times are 'hard,' if money is scarce surely it is obvious that it will take more coaxing to draw it from its hiding places. In every other form of activity and industry, the greater the problem the greater the energy expended to solve it. Why, then, does the average business man in times of depression when his sales are his greatest problem, lower the energy of attack, withdraw his silent salesman from the newspaper columns and sit back grumbling at the present, sobbing for the past and crying but a faint optimism for the future?

"A sick man takes medicine to make him well, a well man takes exercise to keep well and to make him even stronger, and a very sick man seeks the doctor, regardless of cost. A well business advertiser to make itself greater, a sick business continues to advertise until it gets very sick and then instead of calling in Dr. Widespread Publicity, it dismisses even his assistants and wonders why it doesn't get well on general principles. Sometimes it does. Sometimes people recover from serious illness without medical aid or advice. But the chances are all on the side of the man who calls for understanding assistance.

"The right sort of a newspaper is the best friend the American public ever had or ever will have; it is the greatest support and aid to America's business men they will ever know. The sympathy between the business man and the local paper should be as near perfect as it can be made, and as long as each side asks for and expects only those things that a common justice allows, the union will be a mutual support whose value is limitless."

CRITICISING FRANCE

A great deal of criticism, some of it just, some unjust, is being directed at France these days for her so-called determination to get her "pound of flesh" from Germany. France has a legitimate claim upon Germany. That is recognized by the world but Germany claims she has been forced to promise reparations way out of reason with her ability to pay. To force her to pay, French troops have taken possession of the great Ruhr valley, containing Germany's coal and mineral supply and her great industrial works. But Germany's "passive resistance" has made the seizure more costly than profitable to France. Now the French threaten to go into Berlin unless the British cooperate more actively with them in forcing Germany to pay.

Germany throws up her hands and appeals to the world. That's what her poison gas and flame throwers did in the late war whenever they were cornered. France may be exacting too heavy a penalty from Germany, but the fact of which we must not lose sight before we let our sympathies run away with our judgment is that Germany is not paying anything. In the meantime her capitalists and industrialists, who could pay, are concealing their assets in such a manner as to make one of our own income tax slacker-jugglers turn green with envy. Listen to these figures.

The Darmstadt National Bank, which recently declared a dividend of 200 per cent, owns 121 buildings, valued for assessment purposes at one paper mark. Their actual value today is close to 100,000,000,000 marks. All German state paper, all foreign stocks and bonds, all obligations of foreign banks, all industrial undertakings by works and factories which are the property of the bank are grouped under the three headings, each unit valued at one mark. There are over 300 industrial undertakings in which the bank is interested, including many of the greatest industrial works of Germany. The worth hundreds of millions of dollars, the shares of all these are listed at one mark each. This bank's system of concealing its assets is typical of the others.

France may be pressing Germany pretty hard, but she undoubtedly is not without cause. But of course France will have to go it alone if she brings on another war, and without England or U. S. help she will get and awful trimming.

Again the Tidings scores in advertising. The single appearance of a "For Sale" ad in the classified columns was the means of selling a beautiful six-room cottage within 12 hours of the paper's appearance on the street. Every day there is a direct example of advertising results in the Tidings. What Tidings advertising is doing for the other fellow it will do for you.

A modern hotel is one of the greatest needs of Ashland at this time. Let there be no delay in beginning a campaign that will not end until the town is supplied with a hotel that will command the patronage of that class of tourists who are demanding the best accommodations.

Do not fail to tell the tourist along the street about Lithia Park.

Daily News Letter

LOS ANGELES, July 18.—"Derelict Row," that queer and quaint haven of human "hulks" and failures from all parts of the world, a famous landmark in San Pedro, is to go.

Commerce, which knows no sentiment or sympathy, has sought it out. The channel of Los Angeles Harbor is to be widened and "Derelict Row" lies in the path of the new improvement, and soon ships from every port will be weaving real romance where before shabby denizens of the wharves merely spun yarns.

"Derelict Row," is on Terminal Island. It is a pleasing and fine place to watch life idle by, if you are no longer essential to it. That is what these poor unfortunates long have been doing. Every port city has its "Derelict Row."

The local "Derelict Row" started 35 years ago, when a sea captain lost his papers, because of too much fog, or perhaps something more serious, and settled there.

There is an old saying that "success attracts the successful". So does failure attract failures, and soon others who had been trodden on by defeat were pouring in from everywhere.

There were men whom youth had deserted; fishermen who had been unsuccessful in their catches, or perhaps they were unseeking; able-bodied seamen, who at one time sang a mean chanty and swarmed along the docks with the best of 'em; dock workers without jobs or hopes of getting any; adventurers who had failed. They had come from everywhere, and their one ambition was to hibernate where those who had been successful would not stumble on them. They found that haven in "Derelict Row."

A better location, considering the purpose, could not have been chosen for "Derelict Row." Here those who are unable to seek out a hand-to-mouth existence get enough fishing for a meal from this man, supplies from another and make extra money occasionally by selling fish to outsiders.

Though it is in the very heart of the harbor district, "Derelict Row" is isolated. It lies across a quarter of a mile of sand dunes, and because they are hard to traverse they are safe from prying eyes. Their homes, such as they are, are usually small houseboats and shacks, with no landlords or traffic cops to mar their living.

The Row is close to the channel, and the inhabitants can not only see the ships pass but can command a bird's-eye view of the entire San Pedro district. The residents do not get lonesome. They are too close to the water, and to nearly all of them the water is their home element.

By day they listen to the hum of commerce, and at night they gather around a fire and tell vivid stories of when they were in their prime. They admit they are at least satisfied.

"Why did we name it 'Derelict Row'?" One of the failures repeated the question. "You know," he said seriously, "a derelict is—a wreck piled on the beach, or a vessel that is no longer useful, drifting this way and that.

"Well, that's us. But now we will have to drift along somewhere else. Our only hope is that we can find some place where they don't charge rent and where we can end our days in peace."

The decision to drive the derelicts from their haven on Terminal Island was reached when the business of the harbor had expanded to such an extent that added facilities were necessary.

It has been definitely decided upon to widen the channel, and "Derelict Row" lies in the path of the improvement. Port Warden Terry has already served notice to the "residents" of Terminal Island that they must "move on."

Where will they go? That is what they are asking themselves.

Farmers, Attention!

Look to your Mowers, Rakes and Binders early so in case I should not have the worn or broken parts in stock I will have time to send to Portland for them.

Garden Hose and Tools of every Description

PEIL'S CORNER

VACATION

For sunburn, bites, soreness, poison ivy or summer colds VICKS VAPORUB Over 17 Million Jars Used Yearly

UNIVERSITY WOMEN HEAR MANY TALKS

PORTLAND, July 18.—The responsibility of university women in public affairs" was discussed today by the American Association of University Women, here today. Among the speakers were Dr. Esther Phol Lovejoy, Nettie Galbraith, principal of St. Pauls school, Walla Walla, Washington and Dr. C. Mann, executive of the American Council of Education.

Mrs. Josephine Corliss of Preston, Superintendent of Public Instruction for the state of Washington, was toastmistress at luncheon. Greetings from the North Pacific section were extended by Mrs. Frank Baker, of Tacoma, and Mrs. A. Cooper of Portland. Over 200 are here, with others arriving on each incoming train.

Active agitation has been carried on to launch the government into the field of crop insurance

SAVE ICE As Well As FOOD In One Of PROVOST BROS Refrigerators

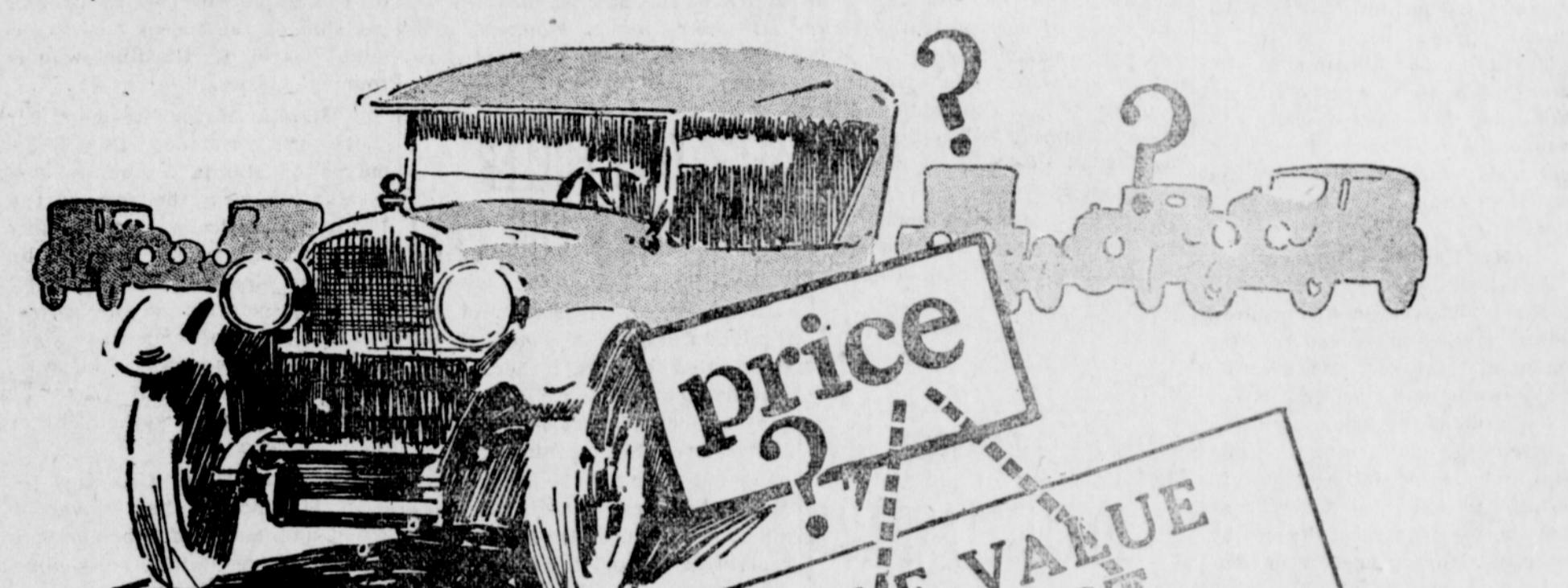
but a report just issued by Department of Agriculture, while emphasizing the necessity for crop insurance, does not favor a government agency.

11 4 more cigarettes 24 for 15c

Can't Sleep? When Coffee disagrees Drink Postum "There's a Reason"

Keep the air "Alive" for Better Business! G-E Fans use no more current than a single lamp

"FOR SALE - USED CAR"



AUTOMOBILE VALUE EXTENSION CHART table with columns for car value, average turn-in value, and estimated value with perfect lubrication.

Why does one used car bring a higher price than another of the same make and year? "Better condition," is the only answer. And "better condition" means, in most cases, better lubrication.

- 1. Clean the crank case thoroughly every 500 miles... 2. Flush the crank case only with fresh lubricating oil... 3. Lubricate with correct grade of Cyclo...

ASSOCIATED OIL COMPANY The Perfected Motor Oil - CYCOL free from destructive "sulpho" compounds