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WHAT CONSTITUES ADVERTISING made or a collection taken is Advertising. No discount will be allowed Religious or

Benevolent orders.

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

AUGUST 8

PRAYER FOR TODAY: - O Lord God, I pray thee, send me good speed this day.-Genesis 24:12.

"SMALL TOWN STUFF"

The following is from the Pacific Record Herald, published at Medford:

"By their fruits ye shall know them" and inthe missle was projected from a small gun.

its attendant 'stuff" is the cause.

small people-folks who look into the distance and of selfishness and jealousy. behold nothing but their own shadow.

people, to whom our hearts go out in sympathy. spleen is hurled.

"They are not blamed for the misleading signcharged water, 'natural,'

by any persons or bill-board to the effect that because they can not. tourists must register in the city of Ashland, are malicious falsehoods.

"-Small-town-stuff, the object of which is to 'Small-towns,' and mismatic junk cussed and discussed a s'small-town-stuff.'

"By their fruits ye shall know them."

ed "small-town" stuff. size opinion of himself, will take the trou- his physical abilities will permit. ble to drive to Ashland he can ascertain Within less than three years the robust

It is about time for the Herald editor portrays forcefully the terrible price we vard Service station of the Standand his clique of Medford citizens to make exact of our chief executives. another raid on the State Capital, and threaten to blow up the whole official coterie if registration headquarters are ern Oregon except Medford,-they want price toboggan.

the cartin and cawl like babies if they

Frankly speaking, a rotten injustice was perpetrated when Medford was designated as the only point for auto registration in Southern Oregon, compelling the tourist side leaves one wondering why

into the state from the south to the inhabitants tolerate existing ceed through other towns and attrac- living conditions when the rest ive camp grounds before registering. Ash- of the country offers them so and was and is the logical point for the much more opportunity for the egistration of out-of-state cars, and the ivable. secretary of state recognized that fact Books and magazine stories when Ashland was designated. The only have failed to convey an accurpartiality ever shown in the matter was ate picture of this section of the when Medford was selected as the only teeming metropolis. One needs point of registration in the southern part East Side to learn that. The of the state. Since then Ashland and Grants imaginative picture falls short Pass have both been made points of reg- of the reality. istration. Here is where the shoe pinches: Wtih Ashland and Grants Pass both posses-With Ashland and Grants Pass both posses-sing registration offices, one to the south made a study of them and has and the other to the north of Medford, arrived at the conclusion that the that "metropolis" has lost the "land of- inhabitants remain merely be fice" business it enjoyed for several cause of a reason purely relamonths, and there is not sufficient sporting blood in them to smother their disap- better than those of the Russia pointment. They whine like whipped pups. they knew before they became

When Ashland made the fight for a reg- immigrants. Here, at least, istration office it was not because a bureau of food and a place to sleep. was established at Medford, but for the Their present life is so vastly sole purpose of benefitting the thousands less hazardous than that to of tourists pouring into Oregon from the which they had become inured south, more than half of whom desired to that they are content-ont knowspend a few days in Ashland and other gality, industry and perseverance points before proceeding to a point of reg- so typical of them, practised alistration. As it was they were compelled to most anywhere else in the Unitgo to Medford and then return, or else go ed States, would almost certainly on through the state without being permit- bring success. ted to remain here as long as they desired.

Some of the citizens of Medford desire to make their town assume the role of the East Side brings is the disaphog in Southern Oregon. How about the pointment experienced when the attempt to wipe Klamath Falls off the map "provincial" visits afoot that with respect to the highway reaching known far and wide as China-Crater Lake? That was "small-town" stuff town. Mott, Pell and Doyers was it not? At any rate they did not suc- streets are not much different ceed in the nefarious plan. There are some from others in the vicinity and deed, 'tis so. The small bullet mark indicates that in Medford who want the tourist to see seem to indicate that the China-Medford, spend all his money there, see town of yore is no more. rad reduces tariff on ore ship-"It is probably necessary that we have the small no other district in Southern Oregon, and ground, and what cannot be seen ments between Baker and Sumptown. It may serve some purpose in the body pol- after they have "cleaned" him, hustle cannot be justly gauged. itic. We always knew there was something the him northward or southward, as the case The war on Chinatown and its matter with it, and perhaps the small town with may be. That's the "big-town" stuff. That drug and vice dens waged by is the policy that has thwarted the growth in achievement of its purpose. "Small towns are made and kept that way by of Oregon for so many years—the policy The visitor who expects to get a opment of irrigation in Oregon,

The fact of the matter is, Ashland has a field in the street is doomed to farming conditions. "These small people, who cause small towns are beautiful park and auto camp costing a disappointment. And if pervictims of their own ego. They actually believe that quarter of a million dollars, which with walking with a Chinaman more nothing matters beyond their puny conception of other attractions, makes a strong appeal likely than not she is a member to the tourist. Take the word of the tour- of one of the mission corps "Of course there are many broad-minded peo- ist if you are skeptical of the satement. which have done so much to ple marooned in small towns who are to be pitied. Some of the little guns of Medford are Americanize Chinatown. Like the healthy victims of a uarantine order, bitter jealous of the fact, and the Herald their plight is most pitiable. Ashland has many good is the tool through which their jealous Enforcement act has been re-

Ashland has no desire to grow at the mors of the city's being "wide board which seeks to keep the tourists from an expense of Medford. It is the desire of other state, from leaving the limits of the self-con- the red-blooded men of Ashland that every ed, according to natives apscious village without first having registered and town and district in Jackson county and proached on the subject. It's received a state permit. Yes we pity the good peo- the Southern Oregon district grow and just as easy here to get a quart ple of Ashland. Overwhelmed by a majority, they prosper. The aggressive, square shooting or a pint of stuff indiscriminare forced to live in a city where lying advertise- men of Ashland are working for Ashland, any other city or town. It all ments are considered virtuous, and artificially which is their inherent right, and the for- depends, in the last analysis, on ward movement will not be affected by the knowledge of the "open sesame." "The state of Oregon operates a registration whingings, and whimperings, and sob-songs bureau in Medford, so that any statements made of those who desire to hog it all, and rave any way you'll have it—as it was

ACTS OF FATE

Fate, that intangible, limitless power, the writer is particularly famildamage some other place. There is no reason for creates strange conditions and contrasts iar finds it so difficult to get the proumlgation of such lies other than a pos- in this world of ours. At the inauguration the joy fluid at "get-togethers" sible wish on the part of small-town-folks to of President Harding, March, 1920, there "Help Yourself" signs hung on live up to their reputation, as producers of participated in the ceremonies the outgo- them. And they say it's good ing president, bent, and broken in spirit stuff, too. and in health, a tragedy of eight years as chief executive of our nation, and a victim All one has to do it to read the above of the world war. The outgoing official, towners, let it be recorded that and immediately arrive at the conclusion with deep lines carved in his face, with at present beer is retailing in the that the writer knows whereof he speaks, his hair turned to silvery gray, walking city at twenty cents the glasswhen he says "the small bullet mark in- with the aid of a cane and with assistance two good mouthfuls. The bardicates that the missle was projected from of friends, represented the passing of an a small gun." The above is, indeed, a old reign and the price paid for serving the after effect doesn't dispute small bullet mark and came from a gun America and the world. Aiding the disabled this contention. But don't move with an exceedingly small bore. His sob- and retiring president at every opportun- here for the sake of the beer; stuff is nothing other than his oft repeat- ity in entering or alighting from the offi- New York is crowded enough as cial car, was President Harding, who, ro- it is-and good beer is really The charge that Ashland has erected bust, with steady step, and perfect health, sign-boards informing the tourist that he represented the new reign. Less than POSTAL SERVICE SCORES must register his ear in Ashland before three years have passed. Wilson, who at proceeding through the state is nothing the inauguration, was the subject of symother than an unadulterated falsehood. pathy and assistance at the hands of the There is no truth to the assertion that cit- incoming president, is still alive, although from Atlantic City on July 29. izens of Ashland are imparting informa- only a shadow of the Wilson who entered 1908, has just been received by tion to that effect to the tourist. It is true the White House in 1912. Today, the re- Miss Bertha Saltsgaver, Bellaire. that sign boards have been ereceted in- mains of his successor and aid, repose in Miss Saltsgaver, now deputy forming the tourist that he can register his a casket in the White House. Word comes former deputy inspector of workcar in Ashland. The sign boards read: that Wilson has notified President Coo-"Register your car at the Chamber of Com- lidge that he will participate in the funeral ed out that, had the card waited merce." If the small gimlet, with an auger- obsequies of the late president so far as another month it would have

the wording of the signs. Is there anything Harding has passed from life and the pres- STANDARD OIL COMPANY unethical about the wording of the signs? idency. His predecessor in office, and Has any grave crime been committed be- whom he extended every assistance and cause the Ashland Chamber of Commerce consideration, will in his enfeebled condiand active citizens of the town are calling tion return the respect of which he was at total in Ashland this week with the attention of tourists to the fact that one time the receipient. It is a picture in the installation of special air they can register their cars in Ashland? which is represented tragedy, and which and water service at the Boule-

There is still hope for the poor and down work in addition to the regular not removed from all the towns in South- trodden-gas and sugar are both on the

into New York's famed East chings which make life really

only to venture afoot into the

Why do such condtiions exist? There comes to mind only one

Conditions here are so much

surprise a faring forth into the district off the savory Bowery

"kick" out of the sight of a dope also promoting betterment hance he sees a white woman

Although the State Prohibition pealed and there have sen ru open," New York's prohibition status has not materially chang-

Broadway is as dry or weta month ago, or when the Mullan-Gage law was being enforced natives says.

The clubs "carry on" enforcement or not. One with which

ST. CLAIRSVILLE, Ohio, Aug. been just 15 years in reaching its destination.

A special feature in the Ser ard Oil company. From now on there will be a special employee at this station for this gasoline service man.

Classified ads bring results.

Daily News Letter! KLAMATH RIVER DAN FOUGHT BY GAME MEI

SACRAMENTO, Calif., Aug. 7. -The next move of the state fish and game commission in its Metals Company of San Francisco over the latter's application to appropriate water from the Klamath River for its proposed power project at Ishi Pinhi Falls will be decided upon at a meet-

ing of officials here today. The commission is opposed to the granting of the application on the Electro-Metals Company will destroy the salmon run of the Klamath River, which is described by the fish and game officials as the last stand of these fish

A temporary victory at least was scored by the Electro-Metals of the American Legion recent-Company about ten days ago, ly held their annual climb of when the division of water rights Mt. Hood in which 221 persons of the state department of public participated, including a delegaworks issued a ruling to the ef- tion from the Oregon State Edifect that the company had shown torial Association, who an application filed in Siskiyou honor guests of the legion, county several years ago.

The commission plans to ap- starting as soon as breakfast had peal this ruling to the effect that been served. They went over the company had shown due dil-the top at 1:15 p. m. While a igence in prosecuting an applicalm prevailed on the east slopes cation filed in Siskiyou county of the mountain, a gale of icy several years ago.

The commission plans to ap- which curtailed a long view of peal this ruling, and through its the landscape. Meanwhile lerepresentatives has announced that it will fight the base to the bitter end.

Those who will attend todays conference are F. M. Newbert, president of the commission; George Neale, exective officer W. H. Shelby, in charge of the department of fish culture, and R. D. Duke of San Francisco, attorney for the commission.

Harrisburg-5.294 cars cross ferry in week.

Baker-Oregon irrigation congress, while working for devel-

CTOUT PERSONS incline to full feeling after eat-Relieved and digestion improved by **CHAMBERLAIN'S TABLETS**

Station Oeser & Son Cleansing and comforting - only 25c

To know how good a cigarette really can be made you must try a-

MEMBERS OF HOOD RIVER

PORTLAND, Ore., Aug. 8 .-

Members of the Hood River post

wind met the party at the top,

country were sweltering under

for erection of \$20,000 hotel.

SERVICE

Some people wonder

why we are always

busy. The reason is that

we give our customers

real service and good

products-the kind that

We are at your service

Ashland Service

satisfy.

Bend-Plans being completed

Increase in yield of more than in Union county, following ad- reach 800 tons. vice of county extension agent in selecting variety of winter wheat to be planted.

Hood River-Total amount of 48,000 bushels wheat without ex- cheries handled at Libby, McNeil tra labor, was reward of farmers & Libby cannery for season will

> Forest Grove-Work on \$86 000 Masonic home progressing.

LAY IN

Your Coal

FOR THE WINTER

NOW

Rock Spring

Utah Coals

Why not buy when the coal is cheaper and plentiful.

Carson-Fowler Lumber Co.

Woman's Day

Woman's day is every day at this bank. This bank caters to the patronage of women.

The Citizens Bank of Ashland Ashland, Oregon

A SAVAGE TIRE "AD" --- WITH COMMENTS

The other day I went through a factory where perfectly familiar, every-day, ordinary things were being made There was much more to the process than I had any idea of - and my trip proved mighty interesting. It has occurred to us that the same thing might apply to other people, as regards to the "manufacture of advertisements We will, therefore, escort you through the

"mental processes supporting a Savage Tire "ad This will be done by making comments on the side—a rather unusual procedure in advertising you ll admit If this little insight into an ordinarily hidden phase of ad vertising proves interesting to you, we will feel happy indeed, for we want you to read our ads - with interest Royal B Lee, Advertising Manager



There was a time when cord tires were strictly quality tires. This was when the sole purpose of building tires of cord construction was to render increased mileage

It is really to be regretted that tires cannot be purchased by this same standard today. It is to be regretted that a tire of "cord construction" is no longer a guarantee of

The advent of cheap and unreliable tires of a construction that permits the name Cord to be applied, but does not embody with it the elements for increased service, has altered the original meaning of the word. Today the motoring public can only be guided by the integrity of the manufacturer in determining tire quality.

As a direct example of what we mean, it is a recognized fact that we are making fabric tires that outwear many cord tires on the market - and our two makes of cord tires are proportionately better than our fabric line. We attribute this to the quality standards.

For Satisfaction, Quality or Price Buy SAVAGE TIRES

NEARBY DEALERS

COPYRIGHT

This illustration carries out the 'constructional" idea we wish to convey. It implies that the building of a quality tire is no small matter and that the process needs a lot of attention. To emphasize this thought we have used "artists" license" and the tire is greatly exaggerated in size. Inasmuch as accuracy and detail are not involved, this procedure is quite per-

A heading that brings people u

with a jolt and sets them to think-

ing can often be used to good

advantage. Some types of adver-

tising carry this to extremes but I

think in this case we are giving a

uctive of only good.

gitimate warning that can be pro-

We got this thought from the ad o another tire company. It is true and worth repeating. If that company recognizes this statement, we don't mind admitting to them that we admire their advertising greatly Usually they are very fair in their statements in their own behalf. and they usually leave room for other good tires on the market. The Best on Earth, like so many others do, but in the main they refrain from superlatives - a practice we have committed ourselves to and appreciate in others.

The purpose of our advertising is of course, to create a desire on your part to buy our particular brand of tires. To help you make this decision we name a number of worth while considerations which you are apt to want in the next tires you buy - and we remind you that these can be had by making your selection from our complete line. We make several types of tires

We feel it would be unwise to ask you to buy our product and then make you "hunt all over" to find one of our dealers - so we list them here. We think you'll find they are good people to do business with or we wouldn't be doing this advertising for them.

ENDERS COMPANY ASHLAND, OREGON

"BAVAGE" TIRE CO. FACTORY AND SAN DIEGO, CALIFORNIA