

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 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.

AUGUST 15

THE INFINITE PROTECTOR:—If I take the wings of the morning, and dwell in the uttermost parts of the sea; even there shall thy hand lead me, and thy right hand shall hold me.—Psalm 139:9,10.

CONCENTRATING IN ADVERTISING

How many business firms give attention to the important matter of concentrating in their advertising? Experience leads the writer to believe that those who do are in a small minority. Concentration is a matter of utmost importance in the advertising program, and consequent success of any firm. The majority of business men are liberal in their advertising programs but they fail to accomplish that which they desire for the simple reason that their efforts are scattered in so many directions and through so many channels. It is admitted that there are various forms of advertising that bring results, but if success is attained it is always through concentrating the advertising in one, or not more than two channels.

Many merchants and business men have erroneously acquired the belief that successful advertising consists in spending money for publicity in a score of different channels. Their plans call for advertising in the columns of their local newspapers, through circular letters and posters, on billboards, in show programs, in road maps, on hotel directories, in the picture show, and in a dozen other different mediums, with the result that the amount spent for each is so insignificant that they do not obtain value received through any of them. The same amount of money expended through many channels concentrated in one or two of the recognized leading channels of publicity would not only simplify the work of advertising but would be a volume of sufficient force that results would be certain.

The newspaper is recognized as the most valuable of all advertising mediums, for the reason that it provides a regular source of publicity and for the further fact that it reaches a larger number of people than any of the other mediums, and at a less cost. The results obtained by the larger and more successful retail firms of the country bear out the foregoing statement.

It is only simple reasoning to realize that if all the funds appropriated annually by the smaller retail firms were concentrated in the columns of the local newspaper the volume would be such as to assure good returns. With a firm's money expended in many channels the result attained is like that of a scatter gun. With all the funds provided in the budget expended through a single channel the result is like that of a high powered rifle that concentrates all its mighty force in a shot that gets results.

Merchants and others firms are also expending a lot of money for advertising service when there is no need of it. The wide-awake paper of today is provided with the best advertising service the country affords and places it at the disposal of advertisers free of charge.

One of the greatest leaks in the advertising budget of the retail merchant is the calendar habit. Calendar advertising is comparatively a recent thing, yet it grew by leaps and bounds and today absorbs millions of dollars of advertising money and gives comparatively little in return. If any merchant questions this all he has to do is to visit the homes into which his calendars have gone and note that for each hundred distributed not more than one bears the name of the donor. People like them for the pretty pictures and as soon as

they receive them, remove the name of the firm and all other advertising appearing thereon, destroying their advertising value. The same results attain with money expended for advertising in time tables and other useless channels.

The practice of advertising along scatter gun methods not only is more expensive than if advertising were confined strictly to the newspaper, but brings less results. There is another important point entering the question: If all the money expended by the retail firms of any town for advertising went to the local newspaper the publishers would transact a volume of business that would justify greatly improved papers.

Think it over, Mr. Merchant. Consider the question strictly from a business standpoint. If you do you can not help but realize that concentrating your advertising in the local newspaper will be cheaper not only for you, but will bring better results, and in addition will permit your paper to improve and grow in circulation and influence, which it can not do when it receives only about one-fifth of your advertising business.

YOUTH AND MATURITY?

The question whether youth is to be preferred to a more mature period of life has furnished food for controversy from the earliest times, and fortunately we are no nearer a final answer today than we were when Cicero glorified old age. For this is one of the few questions in which the impossibility of a definite solution need not deprive the parties to the controversy of any fun.

As a theme to inspire poets, youth has a shade the better of it over old age. The writers who laud the pleasures of the declining years of life seem to be somewhat on the defensive as if they were rescuing old age from becoming considered a necessary although mild affliction. While those who tune on their lyre to youth, sing with the assurance of one who scents victory in the air. They tell us that for youth life is still in the making and that youth is free.

It is this last note on which a recent writer on the subject seizes in an effort to appraise the alleged freedom of youth. Youth, he says, is a "time when one did what one didn't want to. One was helpless—much as in the army—one drifted through the years with bewilderment.*** often in a state of apprehension as to what was going to happen next. It is the time when the born bolt and nut manufacturer is obliged to study English poetry, when the inspired painter or musician is compelled to master Conic Sections. It is a period of introspective morbidity, of callow religious hysteria, of agonizing shyness."

The most delightful thing about this whole controversy is that anything that may be said on the subject is so tinged with personal feeling and reflects so much the individual's own experience that what may be true of him may still be wholly untrue in the case of another individual. Many grownups, looking today at youth about them will wonder where anyone ever get the idea that these young people were afflicted with "agonizing shyness." And one may conceivably find many old people who will readily admit that if anything has got hold of youth about them it is not "callow religious hysteria."

Fortunately this theme will continue to invite writers and speakers of all sorts. We shall learn more and more about old age and youth; but unless the future is not to be interpreted by the past every individual will gather his final solution to this question from his own personal experience. We shall learn more and more about old Woodrow Wilson and William H. Taft, Wilson is a physical wreck, while Taft is still in the pink of condition. Many are of the opinion that the latter never lost any sleep over the arduous duties of the presidential position.

Some months ago Dame Fashion decreed red shoes with hose to match. The edict was a little slow in reaching the remote sections of the country but the order is being observed with the same enthusiasm that it met in the larger centers. Dame Fashion only desired to unload an additional ten million pairs of shoes on the gullible public before the end of 1923, and that she will succeed is attested by the rapidity which women and girls take up each fashion, no matter what the cost. Black, brown and suede shoes, worth millions, will go into the discard to satisfy fashion's decrees. "On with the dance!"

Now that the attorney general has declared September 20th as the opening date of the deer season, it will now be in order for the slaughter of Oregon deer hunters. The open season on hunters begins on the same date as the open season on deer.

The individual who bangs away at every moving object while deer hunting is not a sportsman—he simply a fool with the strongest kind of an adjective preceding it.

Daily News Letter

ST. LOUIS, Aug. 15.—Through the halfway leading to the naturalization office in the Federal Building here one hears joy, comedy and sorrow mingled in one of the "miniature melting pots" of the nation.

Those given the right to become free American citizens take the examiner's decision with an ecstatic shout of joy, while those denied this right take the denial as a disgrace, and many have wept bitterly before A. J. Stack, chief naturalization examiner. "The average American doesn't realize the intense earnestness of most of the applicants for citizenship," Stack declared in commenting on the serious manner in which foreigners regard this step in their lives. "The would-be citizens look upon this choosing of a new country as a tremendously solemn matter, a sort of re-birth."

"If their applications are refused, or action is postponed, they think they are disgraced and almost invariably weep. 'What will my children say—what will my friends say—that I cannot become an American?' they ask."

Stack tells of an Italian who when his case was postponed for action appeared crestfallen to the point of being broken-hearted.

"He was the most downhearted man I ever saw," Stack said. "A few days later I was told he was in the City Hospital. He had cut his throat in an attempt at

suicide because he thought the continuance was a complete rejection of his application for citizenship. He recovered rapidly after I told him he would soon become an American."

The examiner's daily life, however, is not composed entirely of sorrowful sights. Amusing incidents and letters keep the smile on his countenance. The other day he received the following from an applicant:

"Now sir, with Grate Honor to you I tell you that it is a Grate Apurtunity to git to be a Citysoyn of the Grate Home of the Braves. In the year 1918 i offert to go with the boys of the Red, White and Blue to fite but no they would not let me go because i am not a Brave. My Frind i want to be a brother of you an American. i am one at hart now."

Stack tells one of a modest Hungarian who has been applying for citizenship since 1916 and says he wants his papers to pair with his beauty so he can get a wife.

"Although I am the handsomest man that ever came out of Hungary," said modest Albert Bruder, "the women here call me a big bohunk. I want citizen papers so I can get a wife."

And these are but a few of the cases of human joy, comedy and sorrow that pass in and out of the examiner's office daily.

Survey for The Dalles-California highway south of Bend between Lava Butte and Paulian prairie completed.

JOSEPHINE PLANS MINERAL EXHIBIT

GRANTS PASS, Aug. 14.—

With plans formulated for one of the best mineral exhibits ever displayed in Southern Oregon, Frank South has started work on the collection of ores for the Josephine County fair next month. It is desired that an unusually fine exhibit of ores made, states Mr. South, as it is hoped that the owners will permit their use for a permanent display. This would allow tourists and other visitors to see the mineral resources of the country and would stimulate the mining industry, he says.

Mr. South has divided the county into units and has placed a number of mining men in each unit in charge of a display from that section, these to be incorporated into the large showing at the fair.

JANE NOVAK TAKES LEAD IN "JEALOUS FOOLS"

SAN FRANCISCO, Aug. 15.—Jane Novak will play the feminine lead in Maurice Tourneur's "Jealous Fools" to be produced by M. C. Levee at the United Studios.

Contracts were signed yesterday by Mr. Levee and Chester Bennett, who has Miss Novak under a long term starring contract for his own production. The portrayal in "Jealous Fools" by Miss Novak will mark

her return to the First National fold. One of her early First National characterizations, her part in Marshall Neilan's "The River's End," won Miss Novak a large following. After that she starred in various productions. Her last picture for Mr. Bennett was "The Lullaby."

Others in the cast for the Tourneur film include Earle Williams, for twelve years a Vitagraph star and Bennie Alexander, whose recent appearance in "Penrod and Sam," won him a place in movie stardom. Actual "shooting" will be started in the very near future.

Bob Crawford, O. L. Conway and J. Peach, three Portland young men who are making a summer vacation tour, stopped yesterday in Ashland.

Umpqua pears bring \$40 per ton at Salem.

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



Bend—Deschutes county to vote \$130,000 bonds for completion of state highway.

BRUISES
Alternate applications of hot and cold cloths—then apply
VICKS VAPORUB
Over 17 Million Jars Used Yearly

BUILDS for health
Grape-Nuts
with milk or cream is a complete food!
Crisp, sweet and ready to eat.
"There's a Reason"

What is your car worth today

The accompanying chart tells a graphic story of the money value in perfected lubrication. The third column shows the value that may be expected after five years of perfected lubrication. You may not plan to keep your car five years, but its value will always be relatively higher if you follow the three important steps in securing perfected lubrication:

1. Clean the crank case thoroughly every 500 to 1,000 miles and when changing from one brand of motor oil to another.
2. Flush the crank case only with fresh motor oil—never with kerosene or so-called "flushing" oils.
3. Lubricate with correct grade of Cycol—the perfected motor oil, as shown on the Cycol Recommendation Chart.

Cycol is the motor oil free from destructive "sulpho" compounds. It is perfected by the new Hexcon process which removes these impurities. Thus Cycol does not break down nor thin out rapidly under engine heat. It maintains the essential lubricating film between moving parts and keeps down friction wear. Let it extend the life and value of your car, too.

ASSOCIATED OIL COMPANY

Executive Offices, 79 New Montgomery St., San Francisco

The Perfected Motor Oil—

CYCOL

free from destructive "sulpho" compounds

AUTOMOBILE LIFE EXTENSION CHART

Age of Car	Life left for average car with ordinary lubrication	Estimated life left for average car with perfected lubrication
New		
1 year old	5.3 years	7 years
2 years old	4.3 years	6 years
3 years old	3.3 years	5 years
4 years old	2.3 years	4 years
5 years old	1.3 years	3 years
5.3 years	0.3 years	2 years
		1.7 years

Five and three-tenths years—this is the actual life of the average automobile, as shown by national figures. Seven years and more—this is the potential life—as estimated by authorities. The difference of one and seven-tenths years (or one-third the car's life) is the difference between faulty lubrication and perfected lubrication.