

Ashland Daily Tidings

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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.

AUGUST 31

FULLNESS OF JOY:—Thou wilt show me the path of life; in thy presence is fullness of joy; at thy right hand there are pleasures for evermore—Psalm 1:11.

ASHLAND AND THE TOURIST

When the warm days and evenings of summer and early fall have passed and in their stead there is ushered in the chilly winds of winter, the tourist quits the modern highways and auto camps. As yet there is but a slight decline in the number of tourists passing through Ashland, or in the number enjoying the advantages of our modern auto camp. At the close of the season announcement will be made of the total number of people who camped at the auto park. At this time it would be useless to attempt to estimate the number. We have, however, one bit of definite information in this respect, and that is that over 9,000 people stayed overnight in the camp during the month of July. That number does not take into consideration those who camped at Jackson Springs, and it is evident that more than 10,000 took advantage of the local camps during a single month. Naturally, one of the first questions asked is: "How much money did they spend?" Let the reader answer the question. If the tourists spent on an average of \$2.00 each, the total tourist trade for the month amounted to in excess of \$20,000. If the average expenditure amounted to \$3.00 the total is over \$30,000. The Tidings has made inquiry along this line and is of the opinion that an average of \$3.00 per tourist is not far from right. Assuming that \$30,000 represents the volume of tourist trade in Ashland during July, it is not unreasonable to assume that the total for the season will approximate \$100,000. Tourist travel during June was somewhat less than July. August travel will doubtless be near the point reached in July. September will fall under both July and August, yet the number during September will run into the thousands. This estimate does not take into consideration for five months will not fall far short of \$20,000.

The present season is a fair example of the value of the tourist trade, and has been such that it should leave no doubt, even in the mind of the most confirmed skeptic, of its real value to the community that is alive to the situation.

Up to the present time, Ashland has maintained its position as the tourist center of Southern Oregon, due to having the best equipped and most beautiful auto camp in the district. Until this season it has been possible to accommodate all. During the month now closing tourists were turned away on more than one occasion.

In addition to enlarging the present auto camp Ashland is confronted with the problem of providing more conveniences for the tourist and seeker after pleasure. Amusements must be provided not only for the young, but the older men and women. Facilities for entertainment must not be overlooked. Along this line it has been suggested that ground be provided for horse-shoe games, additional croquet courts, and a spacious swimming tank.

Other cities of the state and Northwest are leaving no stone unturned to attract and hold additional tourists, and if Ashland is to maintain her position it is imperative that a progressive program of improvement be adopted.

Work of enlarging the camp is under way, and it is hoped that by the opening of the tourist season in 1924 that sufficient ground will be ready to accommodate greatly increased numbers, and that the camp will be made more attractive and convenient in general.

With the volume of the tourist trade reaching \$100,000 this year it is not unreasonable to expect it to increase at least a half during 1924.

AMERICAN SENSE NEEDED

It is a curious thing that the various peoples of Europe do not perceive by the things which have occurred that there is but one way to restore peace and prosperity to all the countries over there and that is by finding a way to set them all at work. Austria, at first the most hopelessly down and out of all the late combatants, has been started on the right road and that example ought to teach something to the rest of Europe. In Austria an international loan helped to straighten out the financial system, and an American colonel, applying nothing but common sense, negotiated away sufficient of the trade obstructions created by the dismemberment of the Austrian empire to let all the people affected get back to business and to work.

To strip Germany of her merchant ships, a large share of her railroad equipment, her cables, and her colonies and to seize the control of her mines and chief industries while at the same time demanding an enormous reparation payment, does not promise anything but anarchy.

An injection of the American colonel's common sense into a dozen situations in almost every corner of Europe would go further to restore normal conditions, and to enable each country to pay what it owes, than all European efforts so far have been able to do.

SUMMER ADVERTISING

There are some business firms that make it their practice to let up somewhat on their advertising in summer. Sometimes they may argue that a good many of their townspeople are away. But if that is the case, it is also usually true that a good many visitors are in the region at the time, and are carefully looking over the newspapers and making such purchases of things as they need. When people are away on vacations, they have considerable time which they can put in shopping, and often buy more than they do at home. Frequently they like to carry some articles home as a kind of a souvenir of their trips. The firms that keep their advertising up through the summer must draw in a lot of transient trade of people who are visiting in the locality or who pass through it as tourists. A great many firms have goods in stock at this time that will be a source of expense if carried over to another season. Styles may change, money has to be borrowed to carry goods that do not sell rapidly. A great many enterprising firms find that they gain the best results by cleaning up their stock very largely as they go, and getting fresh goods on their shelves. They accomplish this result by advertising freely through the summer. It is a tremendous help to a firm if it can give the impression that it is pushing for trade every day and week in the year. The firm that advertises constantly gives that impression. It makes the public feel that it is alert all the time to pick up good goods at a bargain, and pass its good values on to the public. The department stores of the big cities know the game of merchandising, and it is noticeable that they keep up a great deal of advertising through the summer. It pays for them, it will pay for the stores of Klamath Falls—Klamath Falls Evening Herald.

Have we got to begin speculating now on whether we are to have an open September?

France is rapidly reducing Europe to a condition in which everyone is an under dog.

From the headline writer's standpoint, Cuno was Germany's best chancellor in a generation.

It may be necessary to call off the 1924 campaign on account of the discovery of this truth serum.

It will not amount to much of a saving. What a lot of autoists will save on gasoline they will spend on tires.

There's too much culture and refinement in the senate says Magnus Yonson. He should have used the past tense.

Press paragraphers, who deride movements for an extra session of congress are simply biting the hand that feeds them.

Those Los Angeles women who are wearing men's trousers are introducing themselves to the importance at times of a nail.

Much of this new freedom is old license.

Daily News Letter

CHICAGO Aug. 31.—In some cities visitors go to the art museums. In others the public parks attract them. Not a few are drawn by natural beauties. In Chicago visitors flock to the bathing beaches that front the city from end to end.

Bathing in Lake Michigan is not an amusement or sport with Chicago. It's an occupation, particularly on hot Sundays. The reason it attracts the attention of visitors is because it's done so differently than in most summer resorts.

Mr. and Mrs. Joe Brush, for example are riding atop a Sheridan road motor coach. The costly homes on the Gold Coast thrill them. So does Lincoln park. But of a sudden, they get the thrill of their lives.

They see a pretty miss in flawless bathing costume, wearing besides only sandals and a silkon dressing gown, walking through the streets as big as you please. She appears to have stepped right from her boudoir. She has walked blocks and blocks through the streets in her bathing suit and no one thinks anything of it—no one except Mr. and Mrs. Brush, that is.

While they are trying to determine if they really were not dreaming, they spy a man strutting along the drive in a bathrobe. As the beaches approached whole families are found parading toward the lake in their scanty dress.

Some folks think it's positively indecent, but usually no one minds them.

Persons who live within walking distance of the water put on their bathing suits in their homes to avoid the bother of renting a locker at the municipal beaches. Most of the city spends all of Sunday on the beach. Families come with packets of food, the Sunday newspapers and musical instruments and have parties.

One of the most popular musical instruments is the ukelele, which not so long ago appeared to have fallen into utter disrepute. The smart thing to do is to pack one along and know all the newest airs. At the first pick of the strings crowds gather around the player and oh! how they spread out "Louisville Lou" and the "Beale Street Mama."

Drug stores do a thriving business all along the lakeshore. They keep a little paragon and a bottle or two of liniment on their shelves for appearances' sake, and then turn the rest of the space over to bathing suits, bathing caps, water wings, ear plugs, rubber balls, rubber dolls, tin buckets and shovels for the youngsters, sandals, hose, cold cream for sunburn and even towels.

Everything along the waterfront is informal. Dripping bathers saunter into the drug stores and lean their wet persons against the soda fountain while they drink malted milk, eat ice cream and nibble hot dogs.

Each drug store has a negro boy standing by with a mop to swab down after each batch of customers.

That's how bathing is done in Chicago.

FORGOT SELF IN COURT WHEN HE SAW WHISKEY

NORWALK, Conn., Aug. 31.—Daniel Horan, public school janitor, has lost his taste for sitting in the city court room here listening to trials during his off-duty periods. Daniel, engrossed in a recent liquor case hearing, forgot where he was when the chief of police, in blue and gold sat on the witness stand, exhibiting a bottle of Bourbon and telling where he found it.

"Open her up and pass her around, Chief," suggested Horan at the top of his voice in the open court, and immediately was forced to part with \$5 to purge himself of contempt.

FUNERAL HELD FOR COLFAX HOTEL MAN

COLFAX, Calif., Aug. 31.—Funeral services were held Monday for Fred Marvin, pioneer hotel proprietor of this place, who died Saturday at the age of 66 years.

Marvin came here from New York forty-two years ago and has been engaged in the hotel business practically continuously since that time. He is survived by a wife, a son, Nellis, of Santa Rosa, a daughter, Melba of this place, and two brothers in New York.

Funeral services were conducted by the Grass Valley Lodge of Elks of which he was a member.

Harrisburg—Paving on Pacific highway completed to city limits.

Hillsboro to build school gymnasium.

People's Forum

Editor Tidings:

Continuing the discussion of governments and their power for good to society, depending upon their form, characteristics, powers and duties discerned by the Courts upon their inquiry into the Constitutions and Charters, we give you the following regarding City governments as now existing in this country. Up to the beginning of the century the form existing was council or aldermanic. If social betterment or progress was made of justice secured it was made in spite of and not because of ignorance, indifference and lethargy associated with a lazy willingness to endure the ills that are than to change even with a prospect of betterment. Many city governments are such that justice weeps and inequity is on the throne at the city hall. Even in our own beloved municipality, the government of which is about as good as should be expected with a government having a councilmanic form, the voice of the people as expressed by the people at the ballot box, on a question put up to them three years ago is, and has been unheard and is now so low that it is only an inarticulate whisper. This is not the only time the voice of the people failed to penetrate the walls of the City Hall. It is only one of many miscarriages of justice. They are so frequent occurrence that they seem to be taken as a matter of no consequence. Much more might be said regarding the inefficiency of Miss Ashland and occurrences showing her helplessness due to her form, characteristics, and her limited powers, but what is the use. If anyone thinks that she really is useful to the attainment of right conditions or to enforce the decree of her Courts or equality in the administration of justice, let them ask city officials or ex-officials—if she is? If they do, they will find that they have another think coming. The lethargy, mental indifference and ostrich-like security of the people regarding worn-out forms and immoral characteristics of governments, having no power to act for the common good in time when action is imperative, is indeed lamentable.

The people of eastern Texas received a rude awakening from their apparent municipal slumber, lethargic condition, and had their heads jerked out of the sand, figuratively speaking, following the Galveston disaster that occurred the last year of the last century. However, out of the womb of suffering and following said disaster was born the "Galveston Plan." Said plan was the beginning of Commission form of City governments. Nearly, if not quite all of the cities of Texas have the Commission form. Hundreds of other cities have adopted Charters creating the Commission form. Said form has stood the acid test of twenty years. The experimental stage is past, satisfaction and success have and is written all over the historical page. For confirmation of the above statement, the reader is referred to Bradford's book, "Commission Government in American Cities."

DAVID MARK.

NAPA VISITOR DIES ON START OF TRIP HOME

NAPA, Calif., Aug. 29.—Geo. Allen Moore, 61, a wealthy resident of Ross, Marin County, died at the country home of William Watt, northeast of Napa, Sunday afternoon, just as he was terminating a day's visit.

Moore, who had been in ill health for some time, came by motor to Napa Sunday, accompanied by his son, Kenneth, and his nurse. They had proceeded by a short way toward home when Moore suffered a heart attack. He was hurriedly driven back to the Watt residence, but expired before a doctor arrived.

The Tidings office for all kinds of printing.



Needless to Suffer

WHY suffer the inconvenience and pain from Piles when you will be guaranteed a positive and permanent cure by my non-surgical, painless treatment? Treatments may be taken weekly if it is inconvenient to be here for daily attention.

Write today for my FREE book on the proper treatment of Piles. DR. CHAS. J. DEAN 2ND AND MORRISON PORTLAND, OREGON

PENDLETON ROUNDUP OFFERS MANY PRIZES

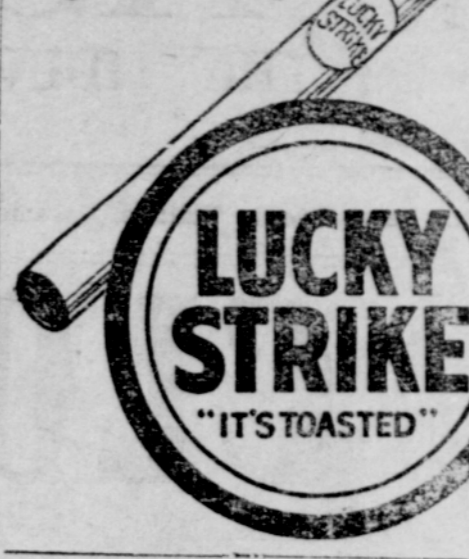
PENDLETON, Ore., Aug. 30.—The prize list for the Pendleton Round-Up, to be held September 20, 21, and 22, will be greater this year than ever before.

All events will command their cash and merchandise prizes, but in addition four beautiful saddles triumphs of the saddlemakers' art will be given. One, presented by the Union Pacific System, is for the winner of the world's championship bucking contest. Another, presented by Hamley & Co., is for the winner of the Northwest bucking contest, while a third, presented by Happy Canyon, the night show held during the Round-Up, will be presented the winner of the steer roping.

The fourth saddle will be a ladies' saddle, presented by Al Kader Shrine temple, of Portland, to the winner of the first day of the Round-Up. The Shriners, a thousand strong, are to be in Pendleton on the Wednesday preceding the Round-Up for a big Wild West ceremonial, and will remain on Thursday to see the show. They will come to Pendleton in three special trains from Portland.

This year will mark a precedent, for a prize is being offered the meanest buckler at the big show. The prize will be a bag of

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



Umattilla county oats, and the donor is Phillip Ashton Rollins, author of "The Cowboy," and whose articles have appeared in the Saturday Evening Post and other publications. He visited the Round-Up last year and decided that the buckers, which share honors with the human performers, should receive a prize for their efforts. The bag of oats will bear a silver plate with the name of the donor and the lucky winner.

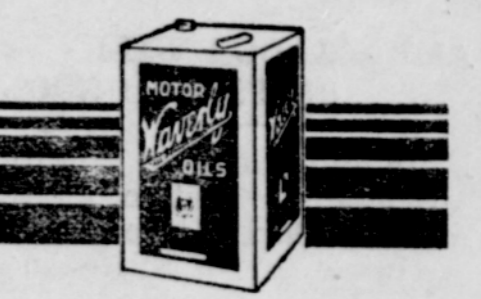
Mr. and Mrs. Sam Jordan returned this morning from Dead Indian where they have been camping since the early part of the week. So great were the attractions that they plan to return Saturday night to remain until Monday.



Look for the WAVERLY sign You'll find the WAVERLY Oil Sign on the places of dealers who know the value of a motor oil that is

ALL PENNSYLVANIA 100% PARAFFINE BASE—and you'll know it, too, when you've seen the effect it has on the operation of your motor.

Kay & Morrison ASHLAND, ORE.



HOLIDAY MONDAY This Store will be closed all day on Monday Labor Day. Do Monday's Shopping on Saturday.

Saturday Specials table listing items like Silk Shirting, Saxton Muslin, School Handkerchiefs, Children's Durability Hose, etc. with prices.

20th Century Grocery advertisement listing various food items like Royal Baking Powder, Crisco, Ball Mason Jars, Sardines, etc. with prices.