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Wednesday, September 19, 1923

	Daily Tiding
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	TUES ADVERTISING where an admission charge is
made or a collection t	
	be allowed Religious or
Benevolent orders.	and the second sec
DONA	TIONS:
No donations to ch	arities or otherwise will be
	r job printing-our contribu-
tions will be in cash.	

SEPTEMBER 19

HOW TO GET ON :- Ask, and it shall be given you: seek, and ye shall find .- Mathew 7:7.

LOCAL CONDITIONS ARE ENCOURAGING

While some are inclined, on some occasions, to become len of the University of Oregon slightly afflicted with pessimism local conditions are promis- school of journalism in the Sept. 8 ing so far as the future of Ashland is concerned and few towns issue of Editor and Publisher, naof the state can face future with greater assurance of growth The interview, which occupies the and prosperity than Ashland. This is not the claim, of an leading news page of the magazine, idle dreamer, but is sound logic, based upon many natural re- was written by Ralph D. Casey, assources, which through intensive development will mean in- sociate professor of journalism at creased pay rolls, more people, and increased wealth. Yesterday's Tidings carried a news story of the operations being carried on by the Ashland cannery, a comparative- needs today, it is a spirit of searchly new, yet rapidly growing industry. From the story we learn ing, yet unexcited, self-criticism," that the average daily pay roll is composed of not less than Dean Allen said in part. "If there 70 people. We also become acquainted with the fact that the is anything that this stormy petrel, output of the cannery this season will total approximately 250 tons of tomatoes alone. To this is added tons of berries, out; passionate, yet none to sincere, peaches, pears, apples and other products of our gardens and rebutal from within-these do not orchards.

Governor Pierce was elected by one of the most decisive C votes in the history of Oregon, and the fair minded man or S. P. GIVES \$25,000 woman will find nothing in his six months' record as Governor to warrant even a hint of a recall. Governor Pierce, in his campaign, emphasized his determination to effect a reduction in taxes. This he has attempted to do with all his might. He promised a rigid enforcement of prohibition Southern Pacific Company subscribes laws. He has been zealous in carrying out that promise. He of the sum of \$25,000 toward the relief of the sufferers by earthquake in promised to bring about laws that would bring to bear their Japan. This is announced by Wm. share of taxation assets that in the past have escaped taxa- sproule, president Southern Pacific, tion .. He has displayed every evidence of fulfilling that Company, in the following statement: very promise. At this time he has been in office barely six "I am authorized to say that the months, or one eighth of his term, yet there are those who Southern Pacific Company subscribes the sum of \$25,000 toward the recharge him with failure and faithlessness.

It is evident that bootleggers and their ilk are detehmin- in Japan. ed to get Pierce. It is evident that rank party men are determined to oust him if possible. It is likewise evident that disbursed by out New York office the representatives of big business, which in the past has escaped its just share of taxation are determined to the past has escaped its just share of taxation, are determined to rid the is better for the company to make a

state of him. Aside from those and a few disgruntled office general subscription rather than un. seekers who failed to obtain political favors at the hands of which in scattered amount would GRL

The fact that no man, nor set of men, possessed the which is to relieve human suffernerve to step into the limelight as sponsors of the recall marks ing as promptly as possible and huit a failure from the beginning. It savors of revenge, of spite, man suffering is not a competitive of underhanded rickery.

The decent, right thinking men and women of Oregon, irto come.

People live on Mars, concludes Ryves the British astron- out delay or any complications as to Miss Miller for 18 months has omer. War profiteers do.

SAN FRANCISCO, Sept 19 .--lief of the sufferers by earthquakes

"One half of this sum will be

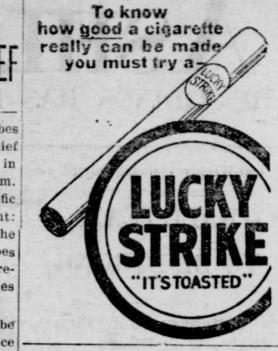
desirable in such an emergency."

scarcely be worthy of the purpose CHIEF OF POLICE AT 22

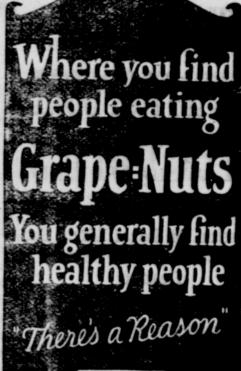
question in our business. We will LIMA, Ohio., Sept. 18 .- Desire for also carry free of charge over our women candidates for public office respective of party, will not endorse the odious movement, American Red Cross or regularly au- Ottawa Township. At the August rails food and supplies consigned to is shown by Democrats of Lima and and if it progresses to a point of voting they will register a thorized representatives handling primaries Miss Gertrude Miller, of protest that will serve as an effective example for many years such relief for earthquake sufferers. Lima, pretty and only 22 years of We join in the desire that funds be age, won a substantial majority over

available without delay and that re- all other Democrat aspirants for nom lief supplies be moved forward with- ination for constable.

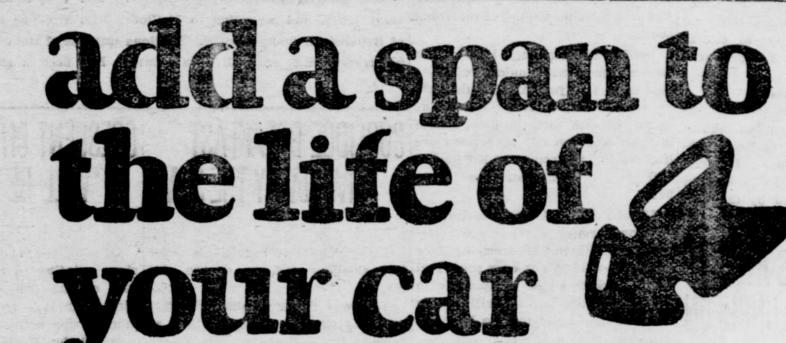
charges. We will co-operate with been stenographer to Justice Ernest



M. Botkin. She is planning her campaign for election next November. Giving up all thoughts of a vacation, she expects to devote her time to campaigning. She wield a gun readily and declares she would "rather shoot than eat." She asserted she would have no hesitancy in "bringing into court the largest offend-







An industry such as the Ashland cannery not only means good critical thinking is likely to be increased pay rolls for the town, but it means a better market done

for the products of the fertile fields and orchards of this district. It means that fruit and vegetables that can not find an outlet in other markets can be marketed profitably here into an adult world too unprepared. at home.

In producing fruit and vegetables the district surround- fessions of medicine and law know ing Ashland is unexcelled in the United States. Not only are well who have been the truly great the hardier fruits and vegetables produced to a profitable degree but many of the products of the semi-tropical regions showy and successful quacks and lourish here. shysters. The neophyte in these sister

We have our granite quarries, shale oil development, dairy- professions, unlike the journalist, ing, health restoring waters, the most beautial combined has his mind formed in a correct knowledge and true-judgment of the difference between professional park and auto camp in the state of Oregon, all of which form a solid foundation upon which Ashland's future will be conworth and showy success. structed.

THE TO RIST PASSING THROUGH

Something is radically wrong when the out-of-state auto with its load of tourists and baggage passes straight through moral and intellectual confusion, your town.

Did you ever stop to think of that?

Here is the man you've wanted to get hold of. You need men with money to build new industries. You need farmers who will come to your stores, buy your goods, pay the salaries of your clerks, increase the volume of your business.

Green fields a little further away often look more alluring. No so in this case. Your best bet is to concentrate your efforts upon the individual who has spent his own money to travel and see what opportunities your community has to 13, 1923: Taken from Red Cross offer.

Your local Chamber of Commerce is the agency through viduals \$145,51, making a total of which you can work to solve this problem. Instead of insist- \$405.51 placed to Home Service ing that a part of the Chamber's budget be used for foreign fund. Expended as follows: Baby \$71.62; milk \$107.77; wood \$22.50, advertising to tell the world about the wonders of "Home- clothing \$21.02; rent \$6.00; glasses town," see that the money pays the bill for beautifying your for child \$15.00; telegram to locate main artery of travel. Have readable signs logically located old woman's relatives \$1; shoes and to tell the fourist the things he really wants to know and rubers \$13.35; care of children, see. At the soda fountain, on the hotel and the restaurant blind woman, sick woman \$711 labels have attractive four-page folders with an illustration of nurse \$25; doctor services \$6. Total the one thing you want every person to see and then tell about \$404.43. the productiveness of your industries. Every store should

tional magazine devoted to the press.

NEW ATTITUDE TAKING

PLACE IN OURNALISM

UNIVERSITY OF OREGON, Eugene, Sept. 18 .- (Special) -The sug-

gestion detected here and there of a

new attitude taken by the newspaper worker toward his profession is cited as the best portent for Ameri-

can journalism by Dean Eric W. Al-

"If there is any one thing the American newspaper has needed and of the professions has never had, it is just that. Vituperation from withconstitute an atmosphere in which

"In one sense American journalism has no professional tradition. Its history is too short; it was thrust The older and better established pro-

men in their own fields in the past; they know, too, who have been the

"Journalism, however, has not yet digested or made up its mind about its own past. It has not established its traditions. The cub reporter is still initiated into a world of where it is almost impossible for

him to discover what are the higher professional aims of his calling. Any conspicuous name in journalism is 'great' to him, and any newspaper of regrettably large circulation may be taken by him as a model of pro-

fessional 'success.' Following is Home Service Chairman's report from Jan. 1st to Sept.

treasury \$260, donations from indi-

5 years old

Age of Car

1 year old

2 years old

3 years old

4 years old

New

and seven-tenths years (or one-third the car's life) is the difference between faulty lubrication and perfected lubrication.

Longer automobile life is easily possible. Care in lubrication is the main requirement. The Automobile Life Extension Chart clearly shows the estimate of the results you can expect from perfected lubrication. It is based upon a national investigation among automotive experts. Here are the three important steps in securing perfected Iubrication:

Clean the crank case 2. Flush the crank case 1. thoroughly every 500 only with fresh to 1,000 miles and when motor oil - never with changing from one brand kerosene or so-called of motor oil to another. "flushing" oils.

Life left for average

car with ordinary

lubrication

5.3 years

4.3 years

3.3 years

Lubricate with correct grade of Cycol - the perfected motor oil, as shown on the Cycol Recommendation Chart.

Thousands of motorists using Cycol find that it is the prime factor in prolonging engine life. That is because of its freedom from destructive "sulpho" compounds. They are removed by the new Hexeon process, used only by us.

For this reason Cycol does not break down nor thin out rapidly under engine heat. It maintains the essential lubricating film between moving parts, sustains an oil tight piston seal and prevents early engine depreciation.

7 years 6 years 5 years 4 years 2.3 years 3 years 1.3 years 2 years 1.7 years 0.3 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 esti-mated by authorities. The difference of one

AUTOMOBILE LIFE EXTENSION CHART

Estimated life left for

average car with per-fected lubrication

have colored post cards to give FREE to tourists. They crave local scenes on cards on which they can mail a message home. They pay the postage. You get theadvertising .- Oregon business.

RECALLING GOVERNOR PIERCE

After many weeks of rumors of recall, petitions are at last being circulated looking to recalling Governor Walter M. Pierce. A significent fact connected with the movement is that there is no visible head to the movement. Thus far the activities of thesponsors have been carried on in the dark. The public has no information whatever except that in some instances the names of those holding petitions have been announced.

Much has been said about the odium brought to Oregon through fool politics, so-called inefficient officials, 'and erazy laws, but all combined will fall far short of bringing to the grand state of Oregon, the disgrace the proposed recall will effect.

INDIGESTION causes bloating-gassy pains that crowd the heart-constipation. Always find relief and comfort in CHAMBERLAIN'S TABLETS No griping-no nauses-only 25 cents

COCOA DOOR MATS No. 1-14x24\$1.00 No. 2-15x27\$1.25 No. 3-17x28\$1.50 They're a necessity in every home. Buy them here. Ashland Furniture Co. 94 N. Main

ASSOCIATED OIL COMPANY Executive Offices, 79 New Montgomery St., San Francisco

Jhe Perfected Motor Oil-



free from destructive "sulpho" compounds