

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 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.

SEPTEMBER 19

HOW TO GET ON:—Ask, and it shall be given you; seek, and ye shall find.—Matthew 7:7.

LOCAL CONDITIONS ARE ENCOURAGING

While some are inclined, on some occasions, to become slightly afflicted with pessimism local conditions are promising so far as the future of Ashland is concerned and few towns of the state can face future with greater assurance of growth and prosperity than Ashland. This is not the claim of an idle dreamer, but is sound logic, based upon many natural resources, which through intensive development will mean increased 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 comparatively new, yet rapidly growing industry. From the story we learn that the average daily pay roll is composed of not less than 70 people. We also become acquainted with the fact that the output of the cannery this season will total approximately 250 tons of tomatoes alone. To this is added tons of berries, peaches, pears, apples and other products of our gardens and orchards.

An industry such as the Ashland cannery not only means increased pay rolls for the town, but it means a better market 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 at home.

In producing fruit and vegetables the district surrounding Ashland is unequalled in the United States. Not only are the harder fruits and vegetables produced to a profitable degree but many of the products of the semi-tropical regions flourish here.

We have our granite quarries, shale oil development, dairying, health restoring waters, the most beautiful combined park and auto camp in the state of Oregon, all of which form a solid foundation upon which Ashland's future will be constructed.

THE TOURIST PASSING THROUGH

Something is radically wrong when the out-of-state auto with its load of tourists and baggage passes straight through 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 offer.

Your local Chamber of Commerce is the agency through which you can work to solve this problem. Instead of insisting that a part of the Chamber's budget be used for foreign advertising to tell the world about the wonders of "Hometown," see that the money pays the bill for beautifying your main artery of travel. Have readable signs logically located to tell the tourist the things he really wants to know and see. At the soda fountain, on the hotel and the restaurant labels have attractive four-page folders with an illustration of the one thing you want every person to see and then tell about the productiveness of your industries. Every store should 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 the advertising.—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 significant fact connected with the movement is that there is no visible head to the movement. Thus far the activities of the sponsors 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 crazy laws, but all combined will fall far short of bringing to the grand state of Oregon, the disgrace the proposed recall will effect.

Governor Pierce was elected by one of the most decisive votes in the history of Oregon, and the fair minded man or 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 laws. He has been zealous in carrying out that promise. He promised to bring about laws that would bring to bear their share of taxation assets that in the past have escaped taxation. He has displayed every evidence of fulfilling that very promise. At this time he has been in office barely six months, or one eighth of his term, yet there are those who charge him with failure and faithlessness.

It is evident that bootleggers and their ilk are determined to get Pierce. It is evident that rank party men are determined to oust him if possible. It is likewise evident that the representatives of big business, which in the past has escaped its just share of taxation, are determined to rid the state of him. Aside from those and a few disgruntled office seekers who failed to obtain political favors at the hands of the Governor, there is no demand for his recall.

The fact that no man, nor set of men, possessed the nerve to step into the limelight as sponsors of the recall marks it a failure from the beginning. It savors of revenge, of spite, of underhanded trickery.

The decent, right thinking men and women of Oregon, irrespective of party, will not endorse the odious movement, and if it progresses to a point of voting they will register a protest that will serve as an effective example for many years to come.

People live on Mars, concludes Ryves the British astronomer. War profiteers do.

NEW ATTITUDE TAKING PLACE IN JOURNALISM

UNIVERSITY OF OREGON, Eugene, Sept. 18.—(Special)—The suggestion detected here and there of a new attitude taken by the newspaper worker toward his profession is cited as the best portent for American journalism by Dean Eric W. Allen of the University of Oregon school of journalism in the Sept. 8 issue of Editor and Publisher, national magazine devoted to the press. The interview, which occupies the leading news page of the magazine, was written by Ralph D. Casey, associate professor of journalism at Oregon.

"If there is any one thing the American newspaper has needed and needs today, it is a spirit of searching, yet unexcited, self-criticism," Dean Allen said in part. "If there is anything that this stormy petrel of the professions has never had, it is just that. Vituperation from without; passionate, yet none to sincere, rebuttal from within—these do not constitute an atmosphere in which good critical thinking is likely to be done.

"In one sense American journalism has no professional tradition. Its history is too short; it was thrust into an adult world too unprepared. The older and better established professions of medicine and law know well who have been the truly great men in their own fields in the past; they know, too, who have been the showy and successful quacks and shysters. The neophyte in these sister professions, unlike the journalist, has his mind formed in a correct knowledge and true judgment of the difference between professional worth and showy success.

"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 moral and intellectual confusion, 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 professional 'success.'"

Following is Home Service Chairman's report from Jan. 1st to Sept. 13, 1923: Taken from Red Cross treasury \$260, donations from individuals \$145.51, making a total of \$405.51 placed to Home Service fund. Expended as follows: Baby \$71.62; milk \$107.77; wood \$22.50, clothing \$21.02; rent \$6.00; glasses for child \$15.00; telegram to locate old woman's relatives \$1; shoes and rubbers \$13.35; care of children, blind woman, sick woman \$71; meals, lunches for children, \$13.25; nurse \$25; doctor services \$6. Total \$404.43.

INDIGESTION
causes bloating—gassy pains that crowd the heart—constipation.
Always find relief and comfort in
CHAMBERLAIN'S TABLETS
No griping—no nausea—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

S. P. GIVES \$25,000 TO JAPANESE RELIEF

SAN FRANCISCO, Sept. 19.—Southern Pacific Company subscribes the sum of \$25,000 toward the relief of the sufferers by earthquake in Japan. This is announced by Wm. Sproule, president Southern Pacific Company, in the following statement: "I am authorized to say that the Southern Pacific Company subscribes the sum of \$25,000 toward the relief of the sufferers by earthquakes in Japan.

"One half of this sum will be disbursed by our New York office and the other half through our San Francisco office in the belief that it is better for the company to make a general subscription rather than undertake to respond to local calls which in scattered amount would scarcely be worthy of the purpose which is to relieve human suffering as promptly as possible and human suffering is not a competitive question in our business. We will also carry free of charge over our rails food and supplies consigned to American Red Cross or regularly authorized representatives handling such relief for earthquake sufferers. We join in the desire that funds be available without delay and that relief supplies be moved forward without delay or any complications as to charges. We will co-operate with



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

GIRL WOULD BECOME CHIEF OF POLICE AT 22

LIMA, Ohio, Sept. 18.—Desire for women candidates for public office is shown by Democrats of Lima and Ottawa Township. At the August primaries Miss Gertrude Miller, of Lima, pretty and only 22 years of age, won a substantial majority over all other Democrat aspirants for nomination for constable. Miss Miller for 18 months has been stenographer to Justice Ernst

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 offender."

Where you find people eating Grape-Nuts You generally find healthy people There's a Reason

add a span to the life of your car

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	5.3 years	7 years
1 year old	4.3 years	6 years
2 years old	3.3 years	5 years
3 years old	2.3 years	4 years
4 years old	1.3 years	3 years
5 years old	0.3 years	2 years
5.3 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.

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 lubrication:

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

Thousands of motorists using Cyclo 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 Hexon process, used only by us.

For this reason Cyclo 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.

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

The Perfected Motor Oil - CYCOL

free from destructive "sulpho" compounds