

ASHLAND DAILY TIDINGS

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Bert R. Greer Editor

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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.

OCTOBER 23

GET THE TRUTH:—Buy the truth and sell it not; also wisdom and instruction, and understanding.—Proverbs 23:23.

THE SISKIYOU HOLDUP AND MURDER

The people of Ashland have not yet recovered from the shock of the indescribable holdup and quadruple murder that occurred fifteen miles south in the Siskiyou Mountains, October 8th. The horror of it and the atrociousness with which the young men shot to death four trusted employees of the Southern Pacific Railway company have dazed the sensibilities of all. The shock of it will not have vanished for some time to come. To the families of the four men who sacrificed their lives in the performance of duty the news came with double force. Their hearts will remain in the pangs of anguish long after time has effaced the brutality of it from the minds of those not so closely associated. Vacancies occur that never can be filled. Ears have gone that will never again hear the patter of the feet of little children nor the call of life-mates. But to dwell in sad reverie is not the brave thing to do. Instead the unparalleled holdup and murder calls for thought and action that may tend to prevent like occurrences in the future.

The question is asked hourly: what manner of men will, without even a semblance of provocation, shoot to death four innocent men? The answer can be given in a multitude of expressions, but each would be akin to the other, for only the most desperate and hellish fiend is capable of committing such a deed.

There also arises the question of whether or not guilt for the Siskiyou tragedy does not extend beyond the fiends who perpetrated it. What manner of training, what kind of surroundings were the fiends surrounded with? What were the principles instilled into them in their earlier days? Who were their associates? How much personal attention were they given by their parents? The foregoing are all questions that come to our minds when we contemplate the manner of men who killed "Dad" Bates, Elvyn Daugherty, Marvin Seng, and O. C. Johnson.

Even in the most feeble analysis that can be made of the earlier lives of the murderers, the fact is apparent that they were surrounded with influences that developed them into the arch-criminals that they are. The duty of rearing them and of teaching them the principles of right were delegated by parents to someone else. Those whose task it was to make real men of the Siskiyou bandits shirked a God-given duty, and society pays the price.

The Siskiyou tragedy is one that calls for sober thought on the part of every father and of every mother. How are you raising your boy? Are you sure that he is growing in surroundings that will make of him the man you desire him to be, or are you delegating the important duty to the Sunday School, the church or to the public school teacher? No organization, no individual is directly responsible for the future of your boy. God Almighty holds you, and you alone, responsible. If your boy becomes a Siskiyou bandit the Father of all will hold you responsible for his sins.

ADVERTISING AND IDEAS

A man in another city who has been complaining about conditions he has to meet in his business, was asked the other day why he did not advertise his product, which is a line of building materials.

He replied, "O everyone knows about our stuff. If they want it, they will buy it."

Probably most people in that section had heard about the kind of thing that firm was producing. But that does not prove that people generally knew much about it. Many people may never have heard anyone say there was any special reason for using that line of stuff. Very likely they had seen competing products advertised freely, and had gained the idea that these competing lines were the really desirable thing.

The sale of ice cream, for instance, has been much promoted in certain districts by persistent advertising. And yet some people might say that such a well known product needs no advertising, that it sells itself when people feel the need of it.

But human attention responds to those who try to interest it. If you talk in a newspaper about the good food value of ice cream, you get many people more interested in that product than they were before. They will be likely to order it more frequently. So with other stuff.

Any good product, and store that sells products, can change the conception which the public has of its business, by calling its merits to the attention of the public through advertising.

It will thereby find that a lot of people formerly regarded that business or product with some indifference, have developed a new interest in it. This applies to the management of a retail store just as much as to selling products from factories and farms—Roseburg News-Review.

It doesn't seem possible that there used to be an old-timer who complained, about this time of the year, that it got dark so early he didn't have time to put in a full day's work.

SOCIETY

MRS. GRACE E. ANDREWS, Editor

Phone Items to her at 345-R, between 10 A. M. and 2 P. M. and evenings.

Calendar of Events—

Monday, Oct. 22—Art Club, Monday evening, club house, hostesses

Mrs. Ruger and Mrs. Kinz.

Tuesday, Oct. 23—W. C. T. U., library, afternoon.

Tuesday, Oct. 23—Who-Do Class, regular meeting.

Wednesday, Oct. 24—Wednesday club calling day.

Thursday, Oct. 25—P. T. A. convention, Club House, afternoon and evening.

Friday, Oct. 26—Entertainment and social, Reoso Creek, 7:30 P. M.

Saturday, Oct. 27—G. A. R., at armory.

D. A. R. Meets—

The D. A. R. held its regular meeting at the home of Mrs. Van Sant on Oak Street on Friday of last week.

The usual order of business was followed, that is a definite part in every Chapter meeting. At the business session, one of the important things discussed was relative to the action of the Chapters regarding the furnishing of the Oregon room in Memorial Hall and what part this Chapter should take.

The program was particularly entertaining. Miss Hicks read a group of poems from Oregon writers very pleasingly, and Mrs. Galey read Arthur Guiterman's poem dedicated to the early Oregon immigrant in her interesting fashion.

A paper written by Mrs. O. A. Stearns some time ago for the D. A. R. was read by Mrs. O. A. Stearns at this meeting.

It deals with the very first school and the building of the first school house in Jackson County. The paper is written very clearly and concisely and tells the story graphically.

It may be possible to secure the paper for publication a little later.

The decorations and refreshments were in keeping with the Halloween time. Miss Mitchell presided at the coffee urn. The hostesses were Mrs. H. O. Anderson, Mrs. VanSant, Miss Mitchell and Mrs. H. W. Andrews.

Visitors of the afternoon were Miss Athalyn Blake, Miss Margaret Hargus, Mrs. Russell and Mrs. Keltling.

Banquet for Bankers—

The banquet for the Bankers Association will be served by the Wednesday Club of the Presbyterian Church. It goes without saying that it is his club has in it charge the Association need have no fear that it will not measure up to their expectations and more.

The plans are made for a rather elaborate banquet.

Bellevue P. T. A. Met Friday Night

The Bellevue P. T. A. met Friday night with a large attendance of members and those interested in the fine meetings that this organization have. As usual, the house was filled to overflowing knowing that there would be a good program and a splendid social time afterwards.

The earlier part of the evening was taken up with the program, the first number of which was a duet by Mrs. Fred Homes and Mrs. Kenneth McWilliams, which was particularly pleasing and merited the hearty applause that it received.

A number of those present gave short informal talks on "What can be done to make our Circle a definite part of the community life"; all bringing out thoughts that were of real value in the plans for the P. T. A.

Kermit Froboes sang two songs, with Mrs. Lloyd Moore at the piano, very entertainingly, and Mrs. Kenneth McWilliams read James Whitcomb Riley's "Bear Story," in a charming way that delighted the audience.

A group of children from the first four grades sang two songs very well indeed and were heartily applauded.

Miss Hicks gave a splendid address on "Better Films" a subject that all alike were deeply interested. The interest was evidenced in the very close attention that the address received.

The program closed by another delightfully rendered duet by the Mesdames Homes and McWilliams.

The social committee in charge of the evening were Mr. and Mrs. Froboes and Mrs. Harkins and right well did they accomplish their trust.

The refreshments were served in the Primary room in Cafeteria fashion and consisted of the most delicious pumpkin pie and doughnuts with the accompaniment of fresh cider served by two little ghosts, Kermit Froboes and Nelda Crews.

The Grand March was led by Mr. and Mrs. C. B. Lamb, whose marriage occurred recently. Heartly congratulations were tendered the happy couple by their friends.

Many joined the P. T. A. at this time. Interest is keen in the work. Men as well as women are added to the membership at every meeting and seem just as interested.

Hawthorne Circle Meets—

The regular meeting of the Hawthorne Circle occurred today at the Hawthorne Library. No doubt there

was a fine attendance as special plans for an excellent program had been made.

Miss Hicks had a message of vital importance for parents and for everyone, in an address on "Better Films" to be given at this time.

Mrs. Fred Nell had consented to sing, and pupils from Miss Williamson's room were to give one of their class songs.

Unfortunately notice of this very important meeting came too late to get other than a formal notice of the meeting in Saturday's issue, but a full account of the meeting will be given in Thursday's paper.

Married at Burns, Oregon—

Mr. Walter Mauxey and Miss Emma Joortetz were married at Burns, Oregon, October the tenth.

Miss Joortetz will be so pleasantly remembered by many Ashland friends, for her residence in Ashland numbered several years although she has held a number of responsible positions since leaving Ashland.

Miss Emma Joortetz was, for a number of years in McGee's store; one of their trusted and efficient employees and has a host of friends that are very interested in her happiness.

Mr. Mauxey lives at Burns where he has a ranch, though it is understood that Mr. and Mrs. Mauxey will live in Burns, and not on the ranch.

Congratulations are Mr. Mauxey's in winning Miss Joortetz and good wishes are theirs for a very happy future.

Civic Club Party—

The Civic Club is planning a party at the Club house for November the third. Bridge and Five Hundred will be played and those who attend may be assured a most delightful time.

Further particulars will be given in a later issue.

Auxiliary to Trinity Guild Entertained—

Mrs. Elwood Hedberg, Mrs. Milton Friley and Miss Agnes Hedberg were hostesses at a very delightful affair given at the Parish House on Saturday afternoon of last week.

The afternoon was spent in playing Five Hundred, and the guests to the number of perhaps twenty-five, had a most enjoyable time.

There were a number of guests present other than the members of the Auxiliary.

The homey, cozy rooms were bright with fall blossoms and autumn leaves and the dainty refreshments served at the small tables closed a very delightful afternoon.

M. E. Social—

The M. E. Social that was held at the Methodist church last Friday night was well attended. There were more than two hundred there to enjoy the fine program and the social hour that followed.

The program had been carefully prepared and was really a musical program with a number of interesting readings. All the numbers were especially well received and brought merited applause.

This social was in the nature of a Harvest Festival and the refreshments were in keeping and proved most delicious.

Epworth League Social—

This coming Saturday evening there will be an Epworth League social that promises to be a very jolly affair and well worth planning to attend.

The cabinet of the Epworth League will have charge of all arrangements and are planning the games and all the things that make for its success.

On Sunday night, there will be a musical program at the evening service. It has been planned to have these once a month and music lovers will be interested in this departure.

Card Club Meets—

The Elks Ladies Card Club will meet Thursday afternoon of this week, in their club room.

The hostesses are Mrs. B. Ball and Mrs. Max GeBauer.

Cards will be played. Those who do not care to play may bring their needle work.

Pleased with Ashland—

Mrs. A. T. Mathews of Los Angeles, who has traveled widely and is familiar with many sections of the country, visited last week at the home of Mr. and Mrs. Wm. Roberts on the Boulevard. Mrs. Mathews professed sincere admiration for Ashland and it is hoped by friends that she will return for a more thorough trip here.

No Trace of Thieves—

No trace has been found of the thieves who entered the Presbyterian and Baptist churches last week. Chief McNabb was unable to secure a finger print artist, who would be the only feasible solution of the problem, and because papers were left in so bad a shape, the matter was dropped, tho not forgotten by authorities.

Daily News Letter

HONOLULU, Hawaii, Oct. 23—

Hawaii's active volcano, Kilauea is soon to be photographed from the air and a study of its gas and heat from a point directly over the pit made, under orders just received from the war department. Work will be started immediately on a landing field and airfield to be located in the Hawaii National Park, some- where near the active volcano, at an elevation of 4,000 feet. This will be a base for the army flyers while engaged in the photographic work which is to include besides the Volcano other interesting portions of the Big Island.

Numerous "islands" or reefs that have been pictured on charts of the Pacific ocean for decades and which were said to be located between Hawaii and Wake and Johnson islands do not exist, according to reports from the naval minesweepers Whippoorwill and Tanager, of Pearl Harbor naval station, which have been on duty westward from Hawaii for several weeks scouring the ocean in search of a number of reefs supposed to exist in certain localities there. Two reefs for which special and unavailing search was made were the Krusenstern and Shipman reefs, which have been given credit on the maps for many years.

Mrs. Rose Sayers, teacher of the second grade class at Central Grammar School, Honolulu, put this question to her youngsters the other day:

"Who can tell me his father's last name?"

A wide-awake little Japanese boy, neatly dressed, put up a spotlessly clean hand and replied: "My father's last name is Consul General."

It was Dan Naito Yamasaki, son of the Japanese Consul-General. Kellehi Yamasaki, Dan had seen the words "Consul General" written so many times after his father's name that there was no doubt in his mind

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