

ASHLAND DAILY TIDINGS

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Card of Thanks 1.00
Obituaries, per line .02 1/2WHAT CONSTITUTES ADVERTISING
"All future events, where an admission charge is made or a collection taken in 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.

APRIL 30

THOU ART A GOD READY TO PARDON, GRACIOUS AND
MERCIFUL, SLOW TO ANGER, AND OF GREAT KINDNESS.—
Nehemiah 9:17.

A GOOD INVESTMENT

The long suit of statisticians is figuring out the annual cost of human extravagances and vanities. They don't explain whether it is their purpose to moralize, lecture on economics or just corroborate with cold figures what everybody already suspects. Whatever the ulterior intent and the possible result it remains that every other edition of the daily press publishes bulletins on the annual expenditures of the nation or world for candy, soda fountain dispensations, automobiles, jewelry and other so-called non-essentials.

What milady spends for toilet requisites is concerned in the most recent of this brand of statistics. An adding machine expert has figured it out that American women spent \$750,000,000 for toilet preparations in 1923. \$150,000,000 for hair nets, \$14,500,000 for scented soaps, \$63,000,000 for cosmetics and so on ad nauseum.

Somebody with heavenward-cast eyes and arms spontaneously exclaims something about the United States out-declining Rome herself, another figured our how many European and Asiatic refugees (spelled "immigrants" in the United States) could be fattened to fight on this sum of money each year, churchman visioned the money in church edifices and missionary funds, educators counted the number of new school houses it could build, stock promoters counted it in gilt-edged certificates, in fact all those in the money-receiving game applied the statistics to their respective interests. That is all have expressed themselves except the fathers, husbands, brothers and sweethearts of the women who spent the money which furnished the statistics.

Speaking of these latter, let it be said that they count these millions of dollars as invested at good interest in the greatest assets of womanhood—cleanliness and loveliness. Every hair net represents so many unsightly and unsanitary stray hair encompassed. Every ounce of expensive perfume, each box of face powder and those innumerable lipsticks, rouge containers, and eyebrow pencils lend much to the charm and loveliness for which American womanhood is noted.

THE REPUTATION BUILDERS

Have you ever been in a store where you felt in your bones that it was necessary to keep one hand on your watch and the other on your pocketbook, and where the goods offered for sale convinced you that if you spent a dollar you would be making a bet with the proprietor, with all the odds in his favor, that he couldn't skin you? Did you ever buy merchandise with the firm conviction that if it proved defective, if you found out when you got home that it was not what it was represented to be, you couldn't get your money back?

If you have had these experiences, you have probably been dealing with a non-advertiser. The advertiser is a man who has invested a certain amount in reputation. Generally he expects that if he sells to you once, he will sell to you again. To make his advertising pay, he must give you a square deal. Sometimes he even spends more to get you into his store the first time than the profit on the first sale amounts to. And yet he gains in the long run, because he knows that if you buy the first time on his solicitation you will buy the second and third times of your own accord.

We don't say that every merchant who doesn't advertise is a cheat. We say that the safest way to avoid being cheated is to patronize merchants who have a reputation to sustain.

Every regular newspaper advertiser is engaged in building up a reputation for fair dealing. His faith in himself justifies you in having faith in him.

TRY A LITTLE JAZZ

Statisticians figure the number of suicides in the United States in the past year at more than 15,000, and some among them charge the high number to the "jazz spirit."

Jazz has enough to answer for without charging to its account items that can not be fairly so listed. Such an item is the above. The jazz spirit makes for frivolity and coarseness, but it does not make for morbid depression or stimulate the desire for death. On the contrary, it increases the love of life among its devotees, stirs them to seek and find pleasure and generally adds to gaiety.

It is logical to infer that the large number of suicides chargeable to morbidness and despair are by-products of some other spirit than that of jazz. Let the downcast and desperate one cast away gloom and go in for jazz,

even to the point of recklessness, and perhaps fortune will relent and smile a little.

EASY MONEY AND HAPPINESS

An automobile for every family! A piano for every family! Overstuffed furniture for every family! A telephone and a radio set for every family! A silk stocking for every leg! A movie ticket three nights a week and a new hat every time Mrs. Jones invests in one! That's the modern American standard of living all of us try to attain and surpass. It is passed on the possession of things, more things, ever more things. And these things cost money: their operation, replacement and "living up to them" cost still more money. Money has been abundant during the past eight years; the opportunities to acquire it in large gobs by those who knew how have been endless. Not much effort was involved on the part of those having the money-making temperament and qualities, and the ease with which they got theirs aroused the cupidity and envy of their friends who tried to emulate them both in the acquisition and the spending of money.

The natural and inevitable result of a prolonged period of easy money is general and wide-spread financial intoxication accompanied by a loosening of morals and a breakdown of standards. Throw a handful of gold pieces into a crowd of first-class citizens and watch the resulting scramble for the lucre; something similar happens on a national scale when speculation is rife, opportunities abound and many lucky ones amass fortunes in a short time with little effort.

The pity of it is that the production of great wealth should bring in its train consequences that undermine the national character and increase the burden of the individual without adding to his happiness and contentment.—May SUNSET.

The digging up by scientists of an egg 60,000,000 years old will hardly be looked on as an accomplishment if they were looking for a fresh one.

If you must use a hammer, build something.

POLITICAL ANNOUNCEMENTS

TREASURER
I am candidate for the republican nomination for a second term as Treasurer of Jackson county, subject to the May primary. If nominated and elected I will conduct the office as in the past, in accordance with the laws of the state.
Adv. tf A. C. WALKER

FOR COUNTY CLERK
I hereby announce myself as a candidate on the republican ticket for nomination for the office of County Clerk at the May primaries. I have served the past 5 years as a Deputy County Clerk and am familiar with every branch of the office, and if elected, I will give close attention to the duties of the office and feel confident that I will prove worthy of your support.
DELILIA STEVENS.

COUNTY SCHOOL SUPERINTENDENT
I am a candidate for republican nomination at the May primaries for the office of County School Superintendent of Jackson County. I have served the county for three and a half years as county superintendent, and will, if again elected, work as earnestly for the cause of education as heretofore.
SUSANNE HOMES CARTER.
Jacksonville

COUNTY CORONER
I am a republican candidate for reelection for Coroner of Jackson county, subject to primaries May 16.
Platform: Experience, personal attention, economic management. Being a substantial taxpayer I am interested in the economical management of all county offices.
JOHN A. PERL.

CORONER
I hereby announce myself as a candidate on the republican ticket, for nomination at the coming primary for the office of coroner of Jackson county.
By virtue of my profession as an undertaker, I feel that I have every qualification and the necessary equipment to properly handle any duties which may arise.
H. W. CONGER.

SHERIFF
As a candidate in the Republican primaries for the office of Sheriff, I desire to clearly define my position on the future conduct of that office if elected.
My experience as a deputy sheriff of Jackson County, and as a State Traffic Officer, has taught me that no peace officer can give satisfactory and efficient service to the public when his authority and responsibility are shared by another. The present unsatisfactory law enforcing conditions are largely attributable to divided authority between antagonistic peace officers, elements that are cer in to produce conflict, inefficiency and useless expense.
If elected I shall insist upon and expect to maintain the right to perform all the duties of Sheriff in this county, and it follows that I will be uncompromisingly opposed to special officers except Federal Agents, with whom I pledge full and complete cooperation. I am in thorough accord with both the letter and spirit of the prohibition laws and pledge my active and untiring efforts in their enforcement.
J. J. McMAHON.

POLITICAL ANNOUNCEMENT
I hereby announce my candidacy for County Judge, subject to the decision of the Democratic primary, on the following platform:
Reduce taxes through an economical and business-like administration of county affairs. Stop needless expenditures and waste and give proper support and attention to good roads, public schools and other vital and public necessities. Enforce the prohibition law efficiently and properly through proper agencies and eliminate special law enforcing organizations which are now causing divided authority and needless expense. Give to all a fair, square deal and not be responsible to any political faction, clique or organization.
1521* WILLIAM ULRICH.

CAMBERS FOR SHERIFF
To the Republican Electors of Jackson county, Oregon:
I hereby announce myself as candidate for the office of Sheriff of Jackson county, subject to the wishes of the Republican voters to be expressed at the primary election to be held on May 16, '36. In announcing my candidacy I wish to state for the information of the voters that I have had four years clerical experience in the Auditor and Recorder's office of Churchill county, Nevada; that I also served four years as Sheriff of said county, and feel that I am eminently qualified to fill the position.
I strongly favor law enforcement, especially the liquor laws, the violation of which has become a great menace to the commonwealth. I also favor the enforcement of the motor vehicle law to the end that the lives of people and property may be protected from the acts of careless and reckless drivers.
I shall, if elected, bestow special attention to the matter of collecting taxes, and the executive duties of my office.
Adv. J. J. CAMBERS

COUNTY CLERK
I am candidate for the office of County Clerk on the republican ticket, subject to the primary on May 16.
If elected County Clerk I will give to the office that high degree of efficiency which the people are justified in demanding of a public official.
CARL Y. TENGWALD
Adv. Medford.

FOR COUNTY CLERK
I am a candidate for the republican nomination at the May primaries for the office of county clerk. If nominated and elected, I promise the people a square deal. My principles are economy and strict adherence to the duties of the office. I will endeavor to keep the office up to its present high standard.
W. H. CRANDALL

COUNTY COMMISSIONER
I am a candidate for renomination of the office of County Commissioner subject to the Republican primary of May 16th. If nominated and elected I will endeavor to keep Jackson county on a cash basis and continue to give my best efforts to the business interests of the county.
VICTOR BURSELL

SHERIFF
I hereby announce myself a candidate for the nomination of Sheriff of Jackson County on the republican ticket, subject to the wishes of said county at the primaries in May. If nominated and elected I pledge myself and the deputies whom I shall appoint to enforce all laws including the 18th Amendment with efficiency and economy. If you do not want the laws enforced, do not vote for me.
D. A. LYONS, Central Point.

SOUTHERN OREGON DESIGNATED A PARADISE

(Continued from page 1)

surpass all competition, and they do. There are acres and acres and miles of the orchards. They grow from a soil that God intended for those very things. They have lusciousness and flavor that hits the palate squarely on the funny bone. When people in New York go to one of their fancy fruit dealers and pay from 15 to 25 cents for a single apple or pear, they perhaps do not know that those same apples and pears grow here in such profusion that you can buy them for a cent or two apiece.

Strawberries, blackberries, loganberries, and raspberries thrive like weeds around a compost pile. In many places in the town where I live the strip of ground between the sidewalk and the curbing is planted with strawberries. In May and June these plants are heavy with the red luscious berries, and as the people pass to and fro along the walks they never think of disturbing this delicious fruit. We, too, have our ethics, and the one paragraph that is closely observed is the one that tells us to keep our hands off other folks' things.

Southern Oregon is prolific of rivers, creeks, streams and brooks. They come tumbling down the canyons and ravines singing a never-ending lullaby. The water is as clear as the conscience of a saint and as cold as chastity. You don't know the taste of real water until you have sipped the stuff I am here trying to write about.

We have hot and cold sulphur springs, naturally carbonated lithia and naturally carbonated soda water. Thousands have partaken of these hygienic beverages and found them helpful in many diseased conditions.

In these mountain rivers and streams swim uncounted numbers of the suspicious wary, pugnacious trout and salmon. All us men folks and quite a few of the women folks have rods and reels and artificial flies, and we go fishing more, perhaps, than we should. Such fishing as this surely is a great handicap to industry, for who is able to resist the temptation to cast the fly when he knows there is a certainty of its being snapped up by a greedy trout?

Ashland, Oregon, where I live, is on the Pacific Highway. Every year thousands and thousands of tourists go dashing through this Eldorado, headed south, always south, for California. Lured and obsessed by the advertising of California, they are forever stampeded in that direction. They sweep through this Paradise, little realizing that they are overlooking the best bet on the map. They come from every State in the Union, as the license plates on their cars indicate. They have but one thought—but one destination—magical, mythical, mysterious California!

Why is this so? Why do these tourists overlook these snow-capped mountains, these colossal pine and fir forests, this marvelous oil, these virgin pure waters, this ideal environment where every prospect pleases and none but politicians are vile?

One answer only—California advertises and we don't. We have better goods to sell than California, but ordinary goods, when advertised, sell far better than the finest goods when not advertised. We are primitive to the degree that we look upon advertising as a sheer waste of money. When we get a dollar we keep it, not knowing that by putting that dollar into advertising space we would get back three or four in return.

Back east there are many men who could come out here and get riches and health on a 50-50 basis. They could take this place and lift it up before the eyes of the world. They could get away from the murky mob, away from the smell and noise and greed and hypocrisy of the congested spots, and settle down where the air and water are unpolluted. Here they could think and work and do. There is no limit to the outlook. Anyone with vision can see a hundred ways to build up both a fortune and a constitution. If there are any two other things that rise above money and health, I do not know what they are.

I am eternally doing the very things I oppose in my writing. One of these things is the spread of so-called propaganda, and here I am drawing heavily upon my vocabulary and spreading it. But there are degrees of everything. To indulge in propaganda from a purely selfish standpoint is odious, but propaganda that will help people find health and prosperity can hardly be so classified.

I own no property in Southern Oregon. I have nothing to sell or promote. I deal in no stock certificates and control no leases on oil lands. I am merely putting in the time in a manner that will contribute to my health and happiness, and I know of no kind of happiness that equals that which settles

(Continued on Page 3)

WISE CRAX

The modern girl does her need-to-work on the family photograph.—Steubenville Gazette.

Old Dobbin wasn't perfect, but it wasn't necessary to walk into town to get something to fill him with.—Akron (O.) Beacon-Journal.

There is nothing the average man would like better than to have the chance to read his own obituary in the paper from back home.—Steubenville (O.) Gazette.

No evidence that the new Attorney-General has ever been a rolling stone.—Bellefontaine (O.) Gazette.

Gold Beach—Grading of 2.6 miles Myers Creek section of Roosevelt Highway to be done soon.

Arlington—New home of Palm drug store completed.

INTERESTING TRIP RELATED BY J. E. VINING

(Continued from Page One)

far famed 'Round-Up' city, Pendleton. From the towering hills overlooking the Umatilla basin we gained our first view of the 'Round-Up' valley.

"The hospitality of Pendleton was first manifested in a luncheon tendered by the business men at the Commercial Club. The address there was followed by a splendid reception and an enthusiastic meeting at the Pendleton high school. We were then taken to the far famed Pendleton Woolen Mills and to the Umatilla dam now under construction. In the evening dinner was given by President Johns, of the Commercial Club, and that evening we were entertained for Portland.

Attends Bridge Dedication
"Arriving in Roseburg on Sunday morning, the 27th, participated in the dedication of the Winchester bridge to the loyalty and service of Mr. Robert A. Booth. 12,000 people assembled to pay honor to the spirit of service and to express its appreciation of the great road program that has been accomplished and is now being furthered through this state of Oregon.

Oregon Spirit Praised
"One can but contrast the conditions now existing in the national Congress where men of reputation and world wide responsibilities are being questioned as to their integrity and service while Oregon citizens met to pay tribute to the very qualities which Congress needs so vitally. All honor to the spirit of service exemplified by the manhood of our

state. "This spirit was further promoted on the following day when the 'Hospitality Clubs of Oregon' met to form an organization and to bring into closer relationship the spirit of loyalty and cooperation and all enthusiasm to promotion of Oregon municipalities. No more impressive banquet was ever held in the state than that tendered by the Umpqua Chiefs to the visiting delegates. It was one round of enthusiasm and raree and exchange of good natured rivalry and above all an enthusiastic dedication of community service for the development of a state-wide program.

"The Ashland Lithians, the Medford Craters, the Grants Pass Caversmen, were always in the foreground in presenting the southern Oregon spirit to our neighbors to the north, and the reaction of such a meeting upon the cities represented can be estimated only in the spirit of service and progress which found its beginning in the dauntless heroism of 'The Covered Wagon' and continues its inspiration for the building of a greater community development that shall continue to justify the recent Babson report that Oregon stands first in the soundness of its business and financial interest."

ONE OF THE STRONGEST COMPANIES IN AMERICA

The greatest amount of
PROTECTION
per dollar

An insurance policy is protection. The greater protection it provides, the better the investment.

A Perfect Protection Policy in the West Coast Life provides for every contingency.

If the insured dies from natural causes, the company pays . . . \$5,000
If the insured dies from accident, the company pays . . . \$10,000

In case of permanent total disability, the company will

1. Waive all premium payments
2. Pay \$25 per week for one year and in addition
3. Pay \$30 per month for life and
4. Pay \$5,000 to beneficiary when insured dies.
5. If disability involves loss of limbs or sight as result of accident, the company will pay \$5,000 immediately in cash in addition to other benefits.

In case of temporary disability, as a result of either sickness or accident, the company pays \$25 per week for a limit of 52 weeks.

"A Service That Endures"

West Coast Life
INSURANCE COMPANY
HOME OFFICE—SAN FRANCISCO

(Opportunity available to experienced Life Insurance salesman as District Manager).

WEST COAST LIFE INSURANCE CO.
405 Market Street, San Francisco
Gentlemen:—Without obligation on my part, send me more information.

Name _____
Address _____
City _____
Date of Birth _____ MONTH _____ DAY _____ YEAR _____

145-45

DODGE BROTHERS
TYPE-A SEDAN

Aristocrat of a sturdy line, the Type-A Sedan represents the finest craftsmanship of an organization perfectly equipped for quality production.

Recent improvements give it a degree of elegance and riding ease that might be expected only from Dodge Brothers in a car so moderately priced.

\$1385 f. o. b. Detroit; \$1615 delivered

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