

ASHLAND DAILY TIDINGS

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Bert R. Greer Editor

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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 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.

MAY 3

THOU SAITH THE LORD that created thee, O Jacob, and he that formed thee, O Israel. Fear not: for I have redeemed thee, I have called thee by thy name; thou art mine.—Isaiah 43:1.

WE GO FORWARD

It is 300 years since the Pilgrims landed at Plymouth, and approximately 150 years since the republic was founded. To an H. G. Wells that is a mere yesterday; even to the casual student it is a brief postscript to the story of the ages. But what a postscript!

Never saw the world the like. This gigantic structure, built on the faith of the common people, has reared itself thus magically, until its shadow covers the world and its energy reaches to the uttermost limits of civilization.

The physical convulsions inseparable from this monstrous increase trouble us. The hugeness of the mere mechanism by which society organizes and directs itself conceals the vista which spread itself with such engaging simplicity before the Pilgrims three little centuries ago. Unable to grasp the whole, like pygmies in the canyons of a man-made mountain range, we become terrified, scream at shadows, and foresee disaster. The cloud floating across the sun is bound to burst, roll its fatal time down the mountain-side and sweep the pygmy humanity to the sea, Carthage fell, Rome fell! Greece fell!

An editor, in 1850, wrote: "Two hundred and fifty days at \$1.12 1-2 is \$281.25 per annum. This may seem a large amount to many but in fact it is not too much." The writer was Horace Greeley, and the men of whom he wrote, day laborers in the building trades, now get in New York generally \$10 to \$12 a day. While the building trades are the highest paid crafts in the world, it is indisputably true that labor's advance in every field, in working conditions and living standards, from needleworkers to brakemen, has been little short of sensational. So many minds to be turned in new directions! So many habits to be reformed! So many experiments with men and with machines to be made! So many new circumstances to be considered and so many new conditions to be accepted!

During the last decade, a little longer perhaps, group insurance, protecting the dependants of those employed in the vast industries, came into being, and that the protecting arm of the law was thrown about those who "earn their bread by the sweat of their brow." Measure the progress indicated by the two statements. Bring into the picture the far-flung humanitarian movements penetrating deeply the life of the people in every rank. Include, too, politics, so often derided, and note the courageous legislation which has given battle to monopoly, has regulated objectionable forms of competition, pursues steadily its regulatory processes for the public welfare. How small the occasional malfiance—so swiftly denounced and abhorred—in the vast panorama of American social and political growth.

It would be necessary to examine these things as minutely as the National Civic Federation has done in its preliminary report, to discover the greatness and soundness of this progress. What can such an item as \$15,000,000 in motor vehicles mean without the story of the people who use them, their work, play, home-life, education, health and safety?

Yet this American people is only six per cent of the world's population.

There are grave wrongs to be righted; scrupulous, anxious and loyal care is needed at the helm; reforms in many directions are passionately for fulfillment; there are still rascals to be found. But be fair to the past, and seize the whole story of this mighty and miraculous thing which is the American nation.

The time is so short; the race so young; the work so colossal.

That which is its noble part will be here, when these present ills have vanished. Our children in their turn will have fears and prophecies; and in their turn, too, will deal bravely, face forward, with the destiny of the republic. Their fathers can do no less.

SIGN POSTS ON THE HIGHWAYS

With the campaign to remove unsightly advertising signs from America's roads well under way, attention may well be turned to the character of signs and sign posts marking roads to show their destination and distances.

The historic "sign post" of wood, with a board nailed to the side, ending in a rude representation of a pointing hand. The board bears upon its face, usually in weather-obliterated letters, the name of the next town.

Such a marker was all right for a trail, or a wagon road, but is as much out of place on a fine, hard road as an ox cart among automobiles. Modern practice dictates that road signs and posts should be permanent, slightly, plain as to information conveyed, sturdy, and artistic.

For national highways, a beautiful bronze sign post

has already been designed by a famous sculptor. Road associations interested in some particular road have adopted distinctive markers, in many cases of a high degree of art and beauty, as well as utility. The Old Oregon Trail, for instance, which it is proposed to improve from the Missouri to the Columbia, is now in process of being marked with signs of real beauty and significance. Professor Fairbanks, of the University of Oregon, designed the marker, showing a typical covered wagon and pioneer family of early western days. Such a sign is particularly appropriate for this trail, which is the route followed by early-day pioneers in their ox-team emigration from the Eastern States to Oregon and Washington in the late forties and early fifties.

It is not necessary to wait for some large association to design or place markers. Every town can help by seeing to it that the sign posts along its entering and leaving roads are plain as to intent, yet handsome and distinctive. Placing such markers embodies the spirit of welcome to the tourist, which is "good business" for any town, and is most excellent work for local civic organizations to take up and follow through.—Ex.

You can't get ahead of the game unless you play.

Resting is considered excellent for that tired feeling.

Nothing is so effective as marriage in convincing some men there are a lot of things they don't know about women.

Appeals not to make a joke of prohibition enforcement sound particularly incongruous coming from some dry officers.

Training children at home is among the lost arts, says "Tom" Marshall, who may be remembered by some as a former vice president of the United States. And seldom are the public authorities able to supply what the parents neglect.

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.

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 five 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.

DELILLA 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.

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 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 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.

D. A. LYONS, Central Point.

OFFICIALS OF Y. W. C. A.



Left: Mrs. JAMES S. CUSHMAN, Secretary of the National Y. W. C. A. Right: Mrs. FREDERICK W. PAIST, Vice-President of the National Board.

Mrs. Paist is a sister of the Secretary of the Navy and president of the National Y. W. C. A. She will preside at the convention in New York City April 30 to May 6.

Mrs. French is chairman of the executive committee of the National Board, Y. W. C. A., and Mrs. Cushman is first vice-president of the National Board.

GERMAN TEACHERS HIT BY ECONOMY

20,000 Instructors in Elementary Grades Are Cut Off Payrolls.

BERLIN, May 1.—The economy dictator's axe is at work in Germany. It does not even spare the "trees of knowledge," for no less than 20,000 teachers in elementary schools have fallen a victim to it.

A storm of indignation has been roused by the announcement of the Government that the "Kulture" budget will be considerably reduced within the next few months. It became obvious through numerous press comments that the nation of Goethe, Schiller and Kant considered it a "penny wise, pound foolish" policy to destroy the last and certainly not the least powerful instrument that had been left to Germany after the armistice.

But the Government remained firm and decided in favor of a large scale. "It is a matter of existence or non-existence for the State that our finances should be balanced as soon as possible," declared the Prussian Minister of Education in a speech delivered in the Prussian Diet. "Another inflation would mean a complete breakdown of the administration machine."

"I do not see German Kulture endangered by our measures, hard though they may be to all whom they concern. We have to bear in mind that the number of children attending schools has fallen short of one million and a quarter against pre-war figures, while at the same time the number of teachers has increased."

"By slightly raising the total of attendance of one class at a time and by making the teachers give some more lessons a week we hope to maintain the mental pre-war status. At the same time, however, superannuated and physically unfit teachers have to be dismissed ruthlessly. It is through this 'selection' of the fittest that the Ministry of Education hopes to save the German school from slow but steady decay."

—Lithia—

Means Pep Quality

That is why our bakery goods are superior—made to give satisfaction in richness, purity, flavor.

Lithia Bakery

TOMORROW is on the way

If you knew today that tomorrow fire would destroy your home, you'd prepare today. You can't know what will happen tomorrow. But you can protect yourself against financial loss through property loss. Fire insurance is one of the many forms of dependable property protection we offer to those who would be prepared for tomorrow's eventualities.

THE

Billings Agency

41 E. Main Phone 211

Representing the INSURANCE COMPANY OF NORTH AMERICA Founded 1782

Your Tires FREE!

You can make big money and get your own tires FREE by selling our high quality tires and tubes to your friends and neighbors. **Direct From Factory** representative. We want an auto owner in each locality to advertise WINCHESTER tires. No experience or capital necessary. Make your spare time earn money. PROFITS DAILY.

Guaranteed under the Standard Warranty compiled by the Rubber Association of America

Write today for our low prices and wonderful Special Offer to Agents

FORER RUBBER CO.

412 W. Pico Street ••• Los Angeles, Calif.

Are You A PROPHET?

Are You Looking Into the Future For Your Business?

INVESTING in the future is the common rule of business. Nearly all advertising is directed more to future than to immediate returns. The publicity advertiser, the one who advertises persistently expecting no immediate results other than publicity for his goods or his line of business, is investing almost entirely in the future. He may notice some immediate returns, but they will seldom be in proportion to his expenditures.

Mail order advertising also is based largely on the future. One starting in that line of business who thinks he is going to get back his advertising expenditures in orders resulting from his first campaign, is going to be sadly fooled. You may be practically certain that a heavy mail order campaign continued for a few months and then suddenly terminated, has either resulted in discouragement to the promoter, is a part of a future plan, or is some fake proposition. The latter, of course, cannot expect future business. Its clean-up must be quick and must yield at least 1,000 per cent on every order received. Even so, many of these get-rich-quick promoters trying to snare the mail order customer, have been surprised at their lack of success.

Every experienced legitimate mail order advertiser is satisfied if the ad he puts out today brings in enough immediate business to pay for itself, leaving him a loss on the cost of production, overhead, etc. Frequently it does not bring in enough orders to pay for the ad alone, but that does not stop him from advertising. He knows that repeat orders and the month-to-month advertising in satisfied customers will bring in enough future business to satisfy his advertising outlay, his costs, and leave him a profit. He expects to continue in business and to have successors continue it after he is gone. Therefore, he invests money today to make sure of future business. It is rare for a legitimate mail order business to show a profit, over and above all costs, short of about five years. After ten years, profits begin to come in good measure from the advertising done during that period.

Publicity advertising is figured on a slightly different basis, but it follows pretty much the same rule. It is regarded as an investment; neither experimental nor a red ink item on the ledger. This investment idea—building for the future—pertains to all lines of legitimacy, or at least the enduring imate business. In fact, the leg-qualities of a business may be judged by the extent to which it looks to the future.

Letterheads, statements, to your order at the Tidings Office. We have a good job printing department.

For Congress



W. C. HAWLEY
Republican Candidate for Renomination

A Native Son of Oregon who is:

Clean,
Capable,
Experienced,
Faithful

Successful
Service, Steady Achievement, Increasing Influence and Wise Statesmanship in Voter's Pamphlet. (Paid adv. by Ronald C. Glover)

MORTON HOMELIKE HOSPITAL

Our expert doctors and surgeons, excellent food, and quiet surroundings bring you real health.

1055 PINE STREET, SAN FRANCISCO, CALIF.

Drive A

Used Car

2—1918 Dodge Touring \$350 and \$425
2—Chevrolet Tourings 3—Fords

All in Good Shape

Tip From Dan—Gabriel Snubbers after 1,000 miles need belts taken up; checked and greased occasion-ly.

This is an authorized Gabriel Snubber Service station.

Automotive Shop

Cor Main and Pioneer

JAP CURIO DEALERS HARD HIT BY QUAKE

Fragile Glassware Easily Smashed by Tremors; to Raise Prices.

TOKIO, May 2.—Not the least of those who worry over the repeated shakings of the earth in Japan are dealers in glassware and curio dealers in Japan. Undaunted by the first great quake on September 1, 1923, those who supply the foreign tourist with expensive, but breakable curios, and those who supply the Japanese people with all sorts of glassware made arrangements to reopen their shops, and were just beginning to catch up on their business when the January 15 quake came. At that time, it is estimated, the glassware dealers and those who sell curios were among the hardest hit, as their stocks were most easily damaged by the very strong earthquake.

"Scientists promised us, after the first shock in September, that Japan would be free of such things for many years to come," one local glassware dealer told a newspaperman recently. "Working on this assurance, glassware dealers in Tokio ordered to have them destroyed in a few weeks after they had been put in place. Now we feel that under the circumstances we must raise the price of our wares considerably if we are to have any sort of protection in the future."

\$107,276 TURNED OVER

SALEM, May 2.—A total of \$107,276.69 was turned over to the state treasurer by the land department during April, according to a report prepared here today by George G. Brown, clerk of the state and board.

In Grants Pass Yesterday—Mr. and Mrs. T. H. Simpson, accompanied by Mr. and Mrs. Hal McNair spent yesterday in Grants Pass on business.



There is This and That, and Other Things, But Only One

Kelly Tire

Spoken of so praisingly by Miss Lotta Miles, pictured above—she has tried them and found Kelly's trustworthy.

CTC Hood Mason

Also

Stromberg Carburetor

Detroit Springs

McQuay-Norris

Pistons

Pins

Bearings

American

Hammered

Rings

A Fan Belt for Every Car and Sudden Service To All—

Leedom's

Tire House

Drop In For A Chat

Beaver Block