

ASHLAND DAILY TIDINGS

(Established in 1876)

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Six Months	\$11.00
One Year	\$21.00

DISPLAY ADVERTISING RATES:

Single insertion, per inch	\$.30
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Yearly Contracts:

One insertion a week	\$2.75
Two insertions a week	\$5.00
Daily insertion	\$10.00

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 25

There is no man that hath power over the spirit to retain the spirit; neither hath he power in the day of death: and there is no discharge in that war.—Ecclesiastes 8:8.

THE VALUE OF IRRIGATION

Those who accompanied the business men's excursion over the territory of the Talent Irrigation district Thursday know their district and territory better than many of those who remained at home. They were privileged to view through the powers of their own vision the effect of irrigation on land that formerly was all but arid. They beheld landscapes of green instead of gentle hills and dales of dry and parched grass and other vegetation. Where only a few head of stock ranged during the early months of spring waving fields of alfalfa and grain, full-bearing orchards, new vineyards, all but cover the entire district and crops are growing twelve months in the year.

A number who accompanied the caravan recalled the prediction, made at the time the Talent Irrigation district was organized and plans put under way to bring water to dry areas, that irrigation would do the land no good, that the soil could not be worked successfully. A view of the Suncrest and Davenport orchards, a glimpse at the waving fields of alfalfa and other crops on the Jim McCracken farm, and the rapidly growing vineyard on Farmer's farm have refuted the prediction to a degree that the anvil chorus is forever stilled. Seeing is believing and to use the slang expression, those who were members of Thursday's excursion "got an eyeful" of the splendid results of irrigation. The various districts now under water within the official irrigation district, have undergone a transformation during the past 12 or eighteen months that seems all but unbelievable. That their productivity has been increased from two to five times is evident. Considering the fact that the lands is now under water for the second season and that for most part owners were unacquainted with the methods of handling water, the showing is more than could be desired and is such to indicate even to the most skeptic that the area within the Talent irrigation district is only entering an era of prosperity which is destined eventually to prove a source of revenue greater than ever dreamed.

The accomplishments around Talent and in Valley View will be duplicated, if not exceeded in Bellview district, adjoining Ashland. Within a stone's throw there is located 2000 acres of land on which owners at present are struggling for a bare existence. But the tide of battle will turn with the coming spring. The Talent irrigation district is developing the Emigrant creek unit and will supply Bellview with necessary water. The coming of water to Bellview does not mean that prosperity will come immediately, but it will afford land owners of that district an opportunity to strike and even balance and begin the climb upward.

Irrigation means five or ten times the present population in Valley View and Bellview. It means a corresponding increase in trade volume and will be responsible for marked growth and development in Ashland as well as in the districts directly affected.

Irrigation is bringing this section into its own, and deserves the encouragement of all. The Talent irrigation district, ably officered and managed, is an organization meriting confidence and support at every turn.

THEY SAY SOMETHING

With the graduation exercises of the educational institutions, the country is hearing some real speeches today. It has become a habit with some individuals to poke fun at the graduation address without regard for what it contains. No one, of course, contends that the members of the class that has just finished its course know it all. Some of their confidence may be amusing. But in the main they know their subjects, and what is best of all, they say just what is on their minds, regardless of what their auditors may think. Compare the utterances of a straddling politician with the oration of some young graduate. It is then that the commencement oration gives the impression of a real speech.

The graduate either is for some proposition or against it. The trouble is that after graduation some of the members of the class fall themselves into the ways of political expediency. They become trimmers where formerly they had given promise of standing valiantly for principles. As time goes on, they may laugh at some of the things they said in their school orations, but there is one thing in the latter that never should fail to impress them. This is frankness of tone, courage.

The person who makes a mark in the world is the one who holds unwaveringly to the principles of right, he espoused in his youth.

Wouldn't it be great if a suit lasted as long as the vest?

One thing you can do best on an empty stomach is eat.

Graduation dresses are harder to make than graduation addresses.

A beautiful little dancing frock may be made by cutting down a one-piece bathing suit.

If you take a fly in and treat her nice she goes home and gets the rest of her family.

Have you seen the new earrings that reach the shoulders, and keep the ears from flapping?

The young man who wanted to die because he was being talked about doesn't know when he is well off. Supposing he was the weather.

Chamber Commerce Budget, Explaining Item No. 4; Literature, Signs, Publicity

Item 4.—"\$1000." The extent of our publicity program depends upon the amount of money available for this item, and we have already expended for the ensuing year nearly \$350.00 for folders, maps and etc., which must come out of this appropriation. Any further publicity program is entirely dependent on raising this entire amount. We need more road signs, our folders will not nearly last out the season, and whether Ashland shall keep pace with other towns and committees in this respect, depends entirely on the success of this campaign.

Grants Pass spent over \$4000.00 last year alone on publicity. Medford and Klamath Falls far exceeded the amount we have asked for. We are getting splendid results with our moderate program, advertising in a few selected road guides, like the Blue Book, etc., and will be able to place a new series of road signs on the highway, with our estimate fully met. We believe in a concerted plan for advertising all Southern Oregon, and that a consolidation of the forces of Ashland, Medford and Grants Pass would be beneficial to all. Shall we work toward such a plan?

CHANGE NAME OF KLAMATH POSTOFFICE

An order received yesterday from Washington, D. C., by John McCall, Postmaster, changing the postoffice name of Recreation to Pelican Bay has created a problem that will make life miserable for local post office officials.

until the public is educated to the change in names.

The problem arises, McCall said, from the fact that all mail addressed Pelican Bay or Pelican City is sent to the Pelican Bay Lumber company post office four miles north of Klamath Falls on the east side of Klamath Lake.

Ads. Imagination, Time saved.

World's Tallest Hotel Building



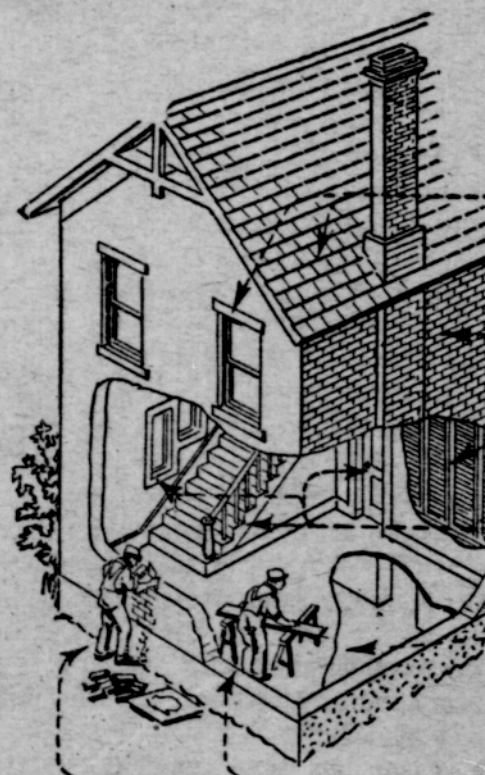
The Book-Cadillac—now being erected in Detroit and to be opened December 1st, 1924. There are 1200 bedrooms every one with tub or shower bath. It will be operated by the famous Book family of Detroit—descendants of Cadillac the French nobleman and pioneer. In the interior, Roy Caruthers of the Waldorf-Astoria, New York, and the Olympic, Seattle, who will also be managing director of the new Book-Cadillac.

What the World Is Doing

AS SEEN BY POPULAR MECHANICS MAGAZINE

Cost of Brick Is Small Part of Building Expense

Analysis of the cost of buildings shows that frequently brick itself represents only 8.3 per cent of the total



Flaming Oil Gusher at Sea Turns Night into Day

Passengers and crews of boats running between the island of Trinidad and the coast of Venezuela, in the gulf of Paria, report having seen the surface of the water illuminated for a great distance by a blazing column of gas and oil. It is explained by scientists that the Orinoco river carries into the gulf enormous quantities of silt and that this part of the coast is subject to earthquake shocks and also underlain with oil. A fissure developed in bedrock on the floor of the gulf will extend to an oil reservoir. The pressure is so great that the oil and gas, forcing their way upward and pushing along everything in the way, cause an island of silt to suddenly appear on the surface. Continued pressure beneath the island eventually causes it to burst like a bubble and free the accumulated oil and gas beneath, which immediately ignites and burns until the supply is exhausted, usually in from four days to a week. The gas has a rather low ignition temperature and heat developed by friction between it and the salt water is sufficient to ignite it.

ENGINEERS AND ARCHITECTS	6.56%
OVERHEAD	11.21%
GENERAL	8.12%
PROFIT	7.48%
BRICK AND MORTAR	8.30%
LUMBER	15.12%
MILLWORK	9.66%
CONCRETE	5.71%
EXCAVATION	6.36%
LABOR	20.15%
COMPENSATION, INS.	1.33%

expense when overhead, profits and engineers' fees are included, and 11.25 per cent when only materials and labor are used as the basis for figuring. These percentages will vary in different localities, but, according to a large appraisal company, they represent typical costs. Under modern conditions, the labor bill approximates 27.5 per cent of the total expense when work and materials only are figured, millwork 13.2 per cent, and lumber 20.5 per cent. When the value of the furniture or the stock is added to other costs, the expense of the brick in the "all brick" structure is negligible.

Iron and steel rust causes damage estimated at \$3,000,000,000 in the United States annually.

Preserving Fish Lines

Silk casting lines are often allowed to lie around in the tackle box on a shelf and are thus exposed to all changes of temperature and humidity.

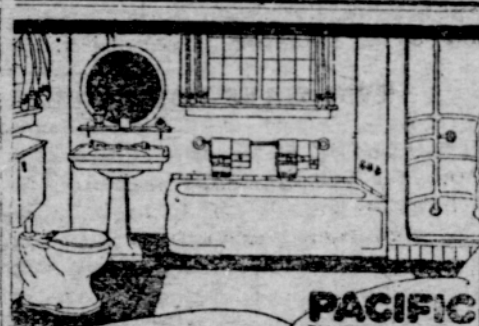
DETAILS COMPLETED FOR PIONEER PAGEANT

3200 People to Participate in "How the West Was Won."

WALLA WALLA, Wash., May 23.—With massive scenery constructed, 3200 performers enlisted, administrative details completed and advance reservations indicating an attendance which will exceed last year's 30,000, everything is in readiness here for the presentation of the second Pioneer Pageant, "How the West Was Won," May 28 and 29.

The pageant was written by Dr. S. B. L. Penrose, president of Whitman College, as a tribute to the pioneers who conquered the west, and as a review of Northwest history from the coming of the Lewis and Clark exploration party in 1805 to the building of the first western railroad here in 1875. The cast includes actors, singers, musicians, and dancers—many of them the descendants of the pioneers.

Complete performances will be given both days of the pageant, on a field said to be the largest ever used in American pageantry, and before a "mountain scenery" background 350 feet in length, 60 feet in height, and of sufficient strength to support hundreds of actors and animals.



For Vigorous Health

Enjoy the practice of a bath-a-day. A hot bath at bedtime promotes restful slumber. On the other hand, a cold shower on arising is a healthy stimulant. It gives the "peppy" feeling that makes days go smoothly. Call on us and learn how inexpensive adequate bath-a-day equipment is.

Jerry O'Neal

Plumbing Heating
Phone 138 207 E. Main

Rexall

Foot Comforts

Corn Solvent 25c
Foot Powder 25c
Bath Tablets 25c

Talcums

Cool and Refreshing
For Summer Comfort

Jontell 25c
Bonquet Ramee 50c
Cora Nome \$1.00

Waterman Ink — Eastman
Films — Fine Stationery

McNair Brothers

The Rexall Drug Store

background 350 feet in length, 60 feet in height, and of sufficient strength to support hundreds of actors and animals.

Chautauqua Advertising Out—

Chautauqua advertising is fast being put before the public. A bulletin board to keep the public familiar with programs, has been placed in the plaza square, bulletins and posters have been placed in store windows and this morning streamers were hung over the streets. Tickets have been put on sale at various drug stores.

Vacation During Week-end—

Mr. and Mrs. Clem Anderson plan to leave this afternoon for Kirby, where they will enjoy the week-end fishing and recreating.

SUPERINTENDENT INDIAN AGENCY WILL RESIGN

PENDLETON, May 23.—Major Swartlander, for 25 years superintendent of the Umatilla Indian agency, announced today that he would leave Pendleton in

about three weeks to accept a position with a special intelligence unit of the federal treasury department. He will be stationed in California in his new work. Byron H. Sharp of Phoenix, Ariz., has been designated to succeed Major Swartlander and was expected to arrive here about June 1. Mr. Sharp was formerly superintendent of an Indian school in Wisconsin.

Graduation Stationery

It would be difficult to choose a more acceptable gift for most graduates, than

A Box of Stationery
or Correspondence Cards

Our stock is most complete—Special Gift Packages at right prices.

Think of Elhart's when you think of Stationery

Books and
Stationery

ELHART'S

Drug Sundries
Toilet Goods

Progress of Nation Measured By Improvement in Its Homes Says U. S. Specialist in Housing



Wholesome homes are a primary source of strong individual character and of national progress. Because of this, the Better Homes movement in America is trying to reach every American family, paying particular attention this year to families of moderate means, and extending the educational benefits of the campaign to the rural sections of the country. Dr. John M. Gries, chief of the Division of Building and Housing of the U. S. Department of Commerce, and a director of the Better Homes organization, says on this subject: "A nation's progress can be measured by the improvement it makes in its homes, for the homes are the visible and enduring product of the efforts of its people, and from them come the men and women who make the nation. Hence the better the home the better should be our future citizens. 'Better Homes' does not mean merely better built houses, but it means better design, better equipment, better light and air, and more comfort—a place where the family has every opportunity for developing its best qualities. We all want better homes, but some do not know how to make them, and others think they cannot afford them. The Better Homes movement helps communities to find out and to demonstrate what constitutes a good home, and how a commonplace house can be made into a better home at a minimum expense." Mrs. Charles Schuttler, a member of the Advisory Council of Better Homes in America, formerly was chairman of the Women's Division of the Federation of Farm and Home Bureaus. Mrs. Schuttler says: "The American Farm Bureau Federation and the American Country Life Association both are vitally interested in seeing the farm home approach the ideal of prosperity, peace and stability that it must attain to make it attractive to the type of people that our country needs on its farms. That is the source of our deep interest in the Better Homes movement."

DODGE Special Touring Fully Equipped

Balloon Tires and all accessories made and recommended by the Dodge Bros.

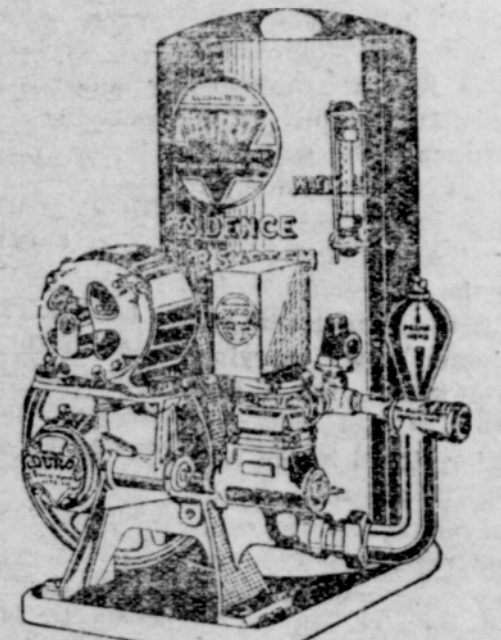
Being Shown By
Automotive Shop
Cor Main and Pioneer

Duro Water Systems

For the Farm

"Just Like City Water Service"

Duro is Automatic Electric or Gasoline Power



Keeps water at 25 pounds to 30 pounds pressure, hot and cold, makes the farm home enjoyable.

Picture of a shallow well Duro Water Pressure Machine.

Makes the Farm Home Modern, Sanitary; a Joy

A good water supply is the first essential to a healthy, comfortable living. Water, under pressure, available at the turn of the faucet, is a necessity in every home. You will more than enjoy its delightful uses.

No longer is it necessary for the farmer's wife to carry water in a bucket, from the antique relief hand pump. Even city homes, which have wells, where water is a problem, could enjoy one of these, profitably.

Made for Shallow and Deep Wells, and they don't cost as much as you might think. Let us tell you what it will cost to install a Duro Shallow well system.

Murphy Electric Shop

Main - Plaza

Phone 80

Ashland