

ASHLAND DAILY TIDINGS

(Established in 1874)

Published Every Evening Except Sunday by
THE ASHLAND PRINTING CO.Best 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	3.75
One Year	7.50

DISPLAY ADVERTISING RATES:

Single insertion, per inch	\$.30
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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 printing—our contributions will be in cash.

JUNE 12

TRUST IN THE LORD with all thine heart; and lean not unto thine own understanding.—Proverbs 3:5.

ASHLAND, AN OREGON GATEWAY

When, at the close of 1923, the secretary of state announced the total registrations made in the various offices established throughout the state for the issuance of permits to non-resident automobile owners, the prediction was made by the Tidings and others that Ashland would lead all other towns and cities of the state in 1924. The records compiled each month of the year prove the truth of the prediction. This city is issuing more permits than any other point in Oregon. In fact the registration at the local office is nearly double that of any other city in the state, which proves to the satisfaction of all that Ashland is the most important gateway to Oregon. The preponderance of non-resident permits issued here indicates in no uncertain way the fact that more automobile tourists come into Oregon through Ashland than through any other point in the state.

This is a distinction worth while and an asset coveted by other towns of Oregon. There is still a greater significance however, in that the position held by Ashland points the way for the future. It provides irrefutable argument for further development as a tourist center. It calls for a concerted effort on the part of all to develop our tourist assets to the limit. In this development there should be no hesitancy; we are not following a blind lead; the position we occupy charts a course that is safe.

CONCENTRATE YOUR ADVERTISING

The Tidings again desires to call the attention of Ashland business men to the importance and value in concentrating their efforts and expenditures in advertising. On a previous occasion reference was made to the scatter-gun methods adopted by many in securing publicity they desire to give to their respective lines of business. The age-old admonition to concentrate in whatever you may be engaged in is no less applicable to advertising than a hundred and one other lines of activity. The firm or individual spending only a few hundred dollars annually for advertising can not hope to obtain value received if the expenditure is permitted to go into many channels. It gets nowhere and creates no effect on the buying public. Concentration in advertising is a requisite as prime as any connected with that line of salesmanship and the firm that splits its advertising appropriation between many different agencies for policy's sake is wasting money.

There is no advertising medium superior to that of the well established newspaper, and if all efforts are concentrated in that agency and appropriations are at all liberal, success will crown the efforts of the advertiser, and will bring results ten times greater than if scatter-gun methods are followed.

LABOR AND PROHIBITION

They took too much for granted who assumed that Samuel Gompers spoke with the voice of labor, in labor's totality, when he demanded liquor for the working man. Sam was speaking for himself, John, even though he may have sincerely believed that he was the spokesman of organized labor. There must be millions of members of organized labor in all crafts who do not agree with him. Indeed, the Brotherhood of Locomotive Engineers, as an organization, recently replied in scathing terms to the suggestion that it aid in the attack on prohibition. The brotherhood is, perhaps, as representative of labor opinion on prohibition as Mr. Gompers. Certainly it is representative of its own organization, one of the strongest and most responsible units in American industry.

John Gordon Cooper, member of congress from Ohio, is a member of the brotherhood. He asserts that railroad men have learned their lesson thoroughly. "We men in the railroad game," said Representative Cooper, "know that the eighteenth amendment has been the greatest blessing we ever received; we know that we are better off morally, financially, intellectually, and in every other way by the outlawing of the booze business." What these craftsmen know is commonly known. Denial of that knowledge by the liquor interests, or by men who stubbornly refuse to admit the truth, has no special significance.

There was pathos discernible in such old songs as "Where is My Wandering Boy Tonight?" and "O Father, Dear Father, Come Home with Me Now," but there were pathos and truth as well. A great many boys were wandering in the days of the saloon, and thousands upon thousands of fathers were lingering at a sloppy bar, drinking up the pay-check, when the clock on the corner struck twelve. The evils of liquor attacked men in all walks of life, but since this discussion pertains to labor, let it here be said that the lot of the average laborer and his family was not a happy one in those times. Poverty visited his home, and charity came to relieve poverty, and many laborers looked and acted as though life had abused them and theirs. Few of them owned their homes and none of them knew the luxuries of life. The coming of pro-

hibition was a real rescue expedition. There is a marked contrast between then and now.

Representative Cooper stressed the real motive behind the agitation against prohibition, when he said: "To say that the eighteenth amendment has been a total failure, that the drink habit is as bad or worse than before, we know is simply propaganda of those interested in the return of a business that has done more to retard civilization and human progress than any one thing in the world's history."—Oregonian.

Fliv within your income.

That school girl complexion and boyish clothes. Do they blend?

Three months, says a booksellers' convention, is the life of an ordinary American novel. Some of them lately seem to be very sophisticated for their age.

Old straw hats always show their mileage.

A lame duck cherishes the hope before every election that it will enable him to throw away his crutches.

Home is a place where a woman, in approximately 15 seconds, can find something for which a man has searched one hour.

GRUBB REGISTERS KICK AGAINST PARKING HABIT

Millard W. Grubb took the opportunity to drop into the Tidings yesterday afternoon and register a healthful kick against the practice of some people taking too much room for parking purposes. Millard states that when there is room available for two cars, most people drive right into the middle of the vacant space and hog it all, shutting out the next fellow who comes and frequently putting others to great inconvenience.

SACRAMENTO RIVER IS LOWEST IN HISTORY

SACRAMENTO, June 11—The Sacramento river is now lower than at any other time in its history during the month of June.

A gauge reading taken by N. R. Taylor, meteorologist of the local branch of the Federal weather bureau at 7 o'clock Saturday evening showed the river had reached the zero stage. Although June is usually a high water month because of the runoff from the mountains, the American, the Feather and the upper Sacramento are now lower than at any other previous time.

NEVADA GAMBLER DIES; WAS 86 YEARS OLD

RENO, Nev., June 11—Word has reached Reno friends of the death of John Quinn, proprietor of the famous gambling resort in Reno fifteen years ago, at San Francisco. Quinn was eighty-six years old and fell a victim to pneumonia.

Shortly before the Nevada anti-gambling law was enacted in 1910, Quinn was one of the proprietors of the noted Palace gambling resort, on Commercial Row and was one of the best known sporting men in the West. He was long associated with Jim May, later killed in South America, and R. Nolan. Local property forming part of Quinn's estate is valued at \$15,000.

There is wisdom in reading ads.

If every wife knew what every widow knows—every husband would have insurance.

An ad this week by the Prudential insurance company in national magazines.

Good Insurance—Phone 53

Carter & Mills
Office Hotel Ashland

Boost For The New Hotel

—and Fuller Paints—

J. O. RIGG

SWIMMING SEASON IS HERE

You will find us stocked with the latest shapes in

BATHING CAPS

AND DRIVING CAPS FOR MEN AND WOMEN, BOYS AND GIRLS

25c AND UP

Books and Stationery

ELHART'S

Drug Sundries Toilet Goods



Low Roundtrip Local Fares

You can now obtain stopover privileges on 15-day roundtrip tickets between stations in Oregon which are served by Southern Pacific Lines.

This is a new service which means much to you in added convenience.

In addition, special week-end roundtrip tickets from all stations to Portland are on sale Fridays, Saturdays and Sundays, the final return limit being the following Tuesday.

And, of course, you know how much less it costs to travel on Southern Pacific trains than it does to go in any other way, comparable in convenience and comfort.

See any agent for full information

Southern Pacific

Local Agent: G. N. Kramer; Phone 14 or 43

GERBER STATION AGENT GIVEN FEDERAL POST

RED BLUFF, Calif., June 10—Edgar R. Bonsall, for nearly two years special agent at Gerber for the Southern Pacific company, has received notice of his appointment as federal naturalization examiner. He has resigned the former position and will assume his new duties July 1st.

Bonsall's work will consist of examining applicants for citizenship in the courts, filing briefs in naturalization cases, presenting bills for cancellation of papers improperly granted, instituting criminal proceedings where citizenship papers are fraudulently obtained, co-operating with schools having naturalization classes and instructing classes where citizenship is the subject of study.

Work progressing on market road between Olney and Young's river falls.

All Will Be Proud Of The New Hotel and American Gentleman Shoes.

OVERLAND Shoe Shop

If You Had To Pay Its Real Value a

Universal Electric Range

would be two or three times its present price for the saving, convenience, safety and labor eliminated by its use.

Boost The Hotel

THE Ashland Electric Supply



For Your Protection

Don't worry about the future. See The Billings Agency and INSURE your future.

Boost for the Hotel

The Billings Agency
Established 1883

A big, new, modern, up-to-date, hostelry—an attractive hotel—will start Ashland to a realization of what has always been predicted it should be as a tourist center.

Sure The New Hotel Will Have Electric Fixtures

Boost for the New Hotel

Thor Washers need no boosting, but those who have them do it gladly.

Murphy Elec. Co.

Main - Plaza Ashland

A Man's Meal



Eagle Market

N. Main Phone 107

WARM WEATHER COLDS

Warm weather, a wrap left off, a little violent exercise, some perspiration, a cool breeze, the result is a cold. Be prepared to check this cold with a few doses of the well-known Foley's Honey and Tar Compound. Best for coughs, colds, hoarseness. Ben-

jamin Thomas, 712 West Lackawanna Ave., Scranton, Pa., writes "Your Honey and Tar Compound did me good, as I had a cold in my head and chest." Get a bottle today. Sold everywhere.

Gold Beach—Wedderburn Fish Cannery is now in operation.

Our Reputation Depends On

the service, mileage and personal satisfaction you get from daily use of

CTC TIRES KELLY TIRES

And while we play the Double B Flat bass horn in the band for the entertainment of others, we're going to do a little cornet solo arpeggio for our own business and hope you'll enjoy it.

America's Hammered Piston Rings for Every Car—A Fan Belt for Every Car—Thermoid Brake Lining for Every Car—Stromberg Carburetor for Every Car—Alumite Oiling System for Every Car—McQuay, Norris Pistons, Piston Rings and Bearings—

Have You Tried Our Sudden Service For Every Car?

Leedom's Tire Shop

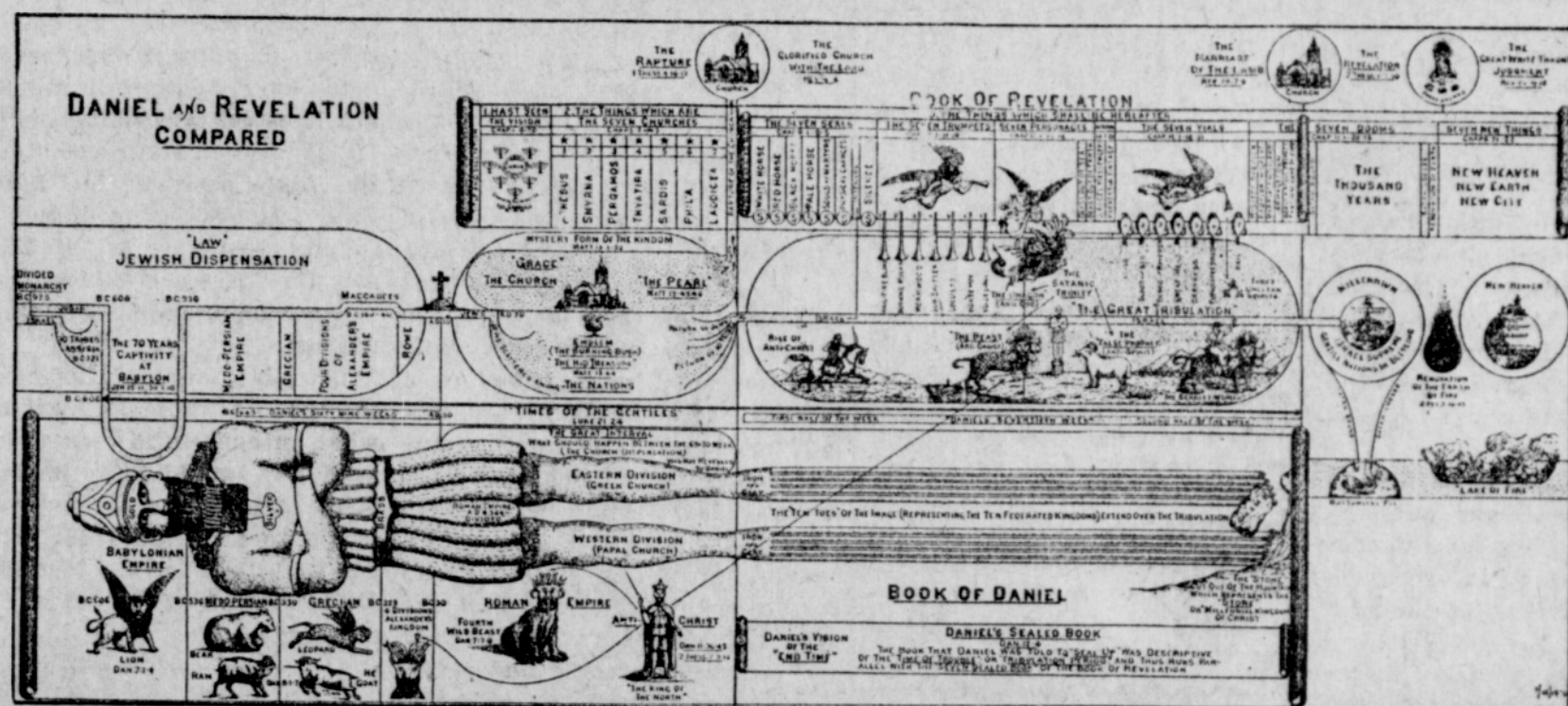
Beaver Block Drop In For Chat

Boost for the New Hotel

AUTO RACES!

Fair Grounds Speedway, Near
Medford--June 19 & 20

DARE DEVIL DRIVERS!
FASTEST RACING CARS!



TEMPLE TURNER—GET THIS Next Great War

America's Part in It—Prophecy, Dispensation, Truth—4,000 years of History.
Red Blooded 100 per cent Americans Get Wise

STARTING JUNE 16TH

5 Nights -- Lectures -- 7:45 Sharp

Look for the big tent First and Main



All prophecy being fulfilled—Kings and Rulers are Troubled—Interest is at High Pitch, and the Reign of the Gentiles is Closing.
(the era of return of Jewish supremacy is being ushered in)