

# ASHLAND DAILY TIDINGS

(Established in 1876)

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Daily insertion	.20

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First insertion, per 8 point line	\$ .10
Each subsequent insertion, 8 point line	.05
Card of Thanks	1.00
Circulars, 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.

**JUNE 18**  
LOVE NOT THE WORLD, neither the things that are in the world. If any man love the world, the love of the Father is not in him.—1 John 2:15.

### A REAL ACHIEVEMENT

There is no such word as "failure" in the vocabulary of Ashland men and women with respect to the proposed new hotel. There is evident a determination to win and those who have noted the enthusiasm with which our citizens are entering into the spirit of the occasion have all but marvelled. It reveals a condition that can not result in anything other than success. It will require unceasing labor and cannot be completed without a struggle, but this has been taken into consideration by those who are heading the movement. This with the enthusiasm that prevails, and the flood of assurance of moral and financial support indicates nothing but success. The accomplishment of the task will mark a signal achievement for Ashland.

Ashland is one of the many towns in Oregon that has grown along conservative lines and as a result is established on a firm basis. There has been no boom, and at no time has the town and community been compelled to resort to holding themselves up by their bootstraps. As a result of the steady growth and the conservative policy an impression has prevailed that Ashland was devoid of a community spirit. There are some who are obsessed with the opinion that Ashland can not accomplish the big things that tend to build a progressive city. Already there is concrete evidence of the fallacy of this opinion. Community achievements are not unknown to Ashland. The most beautiful park in Oregon, costing a quarter of a million dollars, is ample evidence of a real community spirit. The best equipped and most comfortable tourist auto camp in Oregon is another evidence of a progressive people. Substantial business blocks, beautiful homes, paved streets, and many growing industries are other evidences of men and women with vision and ability.

But, with all our accomplishments of the past, the completing of the new tourist hotel at a cost of \$250,000 will be the culmination of our greatest community achievement. The results of the past indicate most surely a successful outcome, and its completion will be a signal for more and greater community accomplishments in the future.

### THE VALUE OF THE NEW HIGHWAY

Many efforts have been made to enumerate the many advantages accruing to Ashland through the completion of the Ashland-Klamath Falls highway, but no individual has been able to vision its real value from a tourist standpoint. The bulletin issued by the superintendent of Crater Lake National Park, and which appeared in yesterday's Tidings, reveals that although the road was not dedicated until June 4, the travel over it to Crater Lake via Ashland and Klamath Falls is heavier than that via Medford. The report says:

"The Klamath and Medford entrances are running neck and neck, the former leading by 209."  
There is great significance in this announcement. Entrance to famous Crater Lake has never been advertised by way of Ashland and Klamath Falls, and it is evident, even to the most casual observer, that with proper advertising and in due time, the bulk of travel to that famous resort and scenic spot will be routed from Ashland. Only those who can vision the Pacific Coast of a quarter of a century from now, and who, with the past as a guide post, can judge the future volume of tourist travel, can conceive the value that will result from the construction of that beautiful highway. Many conditions are combining to make Ashland the leading tourist center of Oregon, but none are of greater value than the new thoroughfare which is now the leading entrance to Crater Lake.

### UNCLE SAM, THE REALTOR

Long before Christ, in lands of little rain, men knew the art of irrigation.

Even as early as Nebuchadnezzar's day, governments helped people move water from river to field, on big projects too costly for private enterprise. Now and then, certain projects have proved too costly even for a government, measured by net returns from the reclaimed land. In parts of our own west this has come to pass. In our haste to "make the desert blossom," error has crept in. The blooming is fine; but here and there it costs too much.

To think straight and understand why some desert bloom now costs too much, you must look back a bit and learn how we began to farm in the arid west. At first the pioneers settled only near the streams. They took up choice land that "lay right," easy to irrigate by crude dams and simple ditches. Gradually, however, more and more people moved west. A day came when all good land close to streams, easy to irrigate, was taken up. Later immigrants had to settle farther back from the streams, where land was rougher, higher, and harder to water. The more people that came the harder it grew to get water enough for all. Dams had to be built bigger, and ditches

longer. This cost more and more. Finally, the job got too big for private enterprise. Then Uncle Sam stepped in. Now he is in trouble. Too many people, living under the projects, owe him for water. Some can't pay; others simply do not. The reasons are various. But the facts have been found and set before Congress in a late report from a commission set up by Uncle Sam to diagnose his irrigation project pains and to suggest a cure. The report is thorough, comprehensive and constructive. It points out our errors. It asks for a new reclamation policy and new laws to save Uncle Sam from more loss and to save certain debt-laden farmers from total ruin.—The Nation's Business.

A pedagogue says the world should cease to mention the flapper. What, and break her heart?

The skeleton in Booze's closet may not be complete, but the skull and crossbones are there.

New York introduces the cork hat. Throw it into the ring and we will have all varieties.

Let us have the chorus of the song, "How do you know it ain't going to rain anymore."

The Ashland spirit is enjoying a rapid growth. The swaddling clothes of infancy have been discarded and replaced with a man's size suit.

## SIGNS SHOW STATE FAST DEVELOPING

Farmers From Other States Write For Information In Large Numbers

### MANY MOVING HERE

Portland Chamber of Commerce is Distributing Oregon Propaganda in Other States

PORTLAND, June 14.—Eastern railroad officials, on a recent visit to Portland, stated that they have received more direct inquiries concerning agricultural opportunities in Oregon and the Pacific Northwest during the past five months than during the previous five years. They emphatically stated that this is the opportune time, in their opinion for close working cooperation between all Oregon land-settlement agencies, ahead of an assured population surge toward the Pacific Northwest.

The Publicity Department of the Portland Chamber of Commerce, operating under the Oregon State-Wide Development Fund, during the past month has received from printer 207,000 pieces of Oregon advertising printed matter. Their recent program of distribution includes individual letters to 8000 ticket sellers all over the United States. This already has resulted in the receipt of over 500 postcards asking for about 15,000 additional pieces of literature. Requests also are being received for hundreds of auto road maps which feature the Old Oregon Trail to Portland, as the best and most direct approach to the Pacific Coast. During the past month the Publicity Department received 3,730 direct letters of inquiry about Oregon, and since the first of the year over 11,000 such letters.

Received from various sources, the Land Settlement Department of the Oregon State-Wide Development Fund.

## Philco

A Real Battery

never has to be apologized for, and makes every owner proud to speak a good word for it.

THE Ashland Electric Supply

## Are You DECORATING YOUR AUTOMOBILE FOR THE 4th of July Parade?

YOUR WINDOWS AND YOUR STORE FRONT WILL NEED TO BE DRESSED FOR THE OCCASION. WE HAVE

DECORATED CREPE  
DENNISON'S FLAT CREPE  
CREPE PAPER ROLLS  
STREAMERS AND TISSUE

Tell us your problem and we will help solve it.

Books and Stationery **ELHART'S** Drug Sundries Toilet Goods

## MERMAID "VIEWED" BY ASHLAND WOMAN

Mrs. Oeder Impressed With Actualities of Creature in Curio Shop

Have all the wily tales about the adventuresome and entrancing mermaid worked so keenly on the minds of some talented anatomist that he has conceived a perfect specimen, or is the mythical creature a reality? This was the question presented to Mrs. Emma E. Oeder when she discovered a mermaid in a curio shop in Seattle.

Being intensely interested in following out the history of the much-written about enchantress she found in a curio shop, hanging well out or reach of sight-seers a specimen which was supposed to have come from the Indian ocean. The body of the creature is about 2 ft. long, made of a composition resembling dry fish skin. The face depicted is that of a woman with an aspect of anguish and pain, as the worry of finding food had left their traces. Long moss-like hair crowned the woman's head and over the thin arms and wrists patches of fuzz bore out the fact that at some earlier day she had been a sea animal. Fingers were tipped with claws and the teeth were much like those of squirrels.

The lower part of the body was exactly that of a fish, growing out to a huge curled fin. Scales ranging from the size of a quarter to the pin-covered lower extremity. A sharp fin, long since dried, extended down the entire length of the back and two smaller fins protruded from the sides as though to propel the creature the water.

Whether the form is real or whether it is faked by some exceedingly clever physician and anatomy, has given the bevy of

### FOLEY PILLS REACHED THE SORE SPOT

Mrs. Ellen Reighard, South Fork, Pa., writes: "I had been suffering with my kidneys and nothing seemed to touch the aching spot until I procured FOLEY PILLS, with wonderful results." FOLEY PILLS, a diuretic stimulant for the kidneys, gently and thoroughly flush and cleanse the kidneys and help to eliminate poisonous waste matter. Try a bottle today and you will be well pleased with the relief obtained. The use of FOLEY PILLS increases kidney activity. Sold everywhere.

## This Young Lady Wants You to Ride With Her



Get a set of Kelly tires—we have Kelly balloons, too—and ride with Miss Lotta Miles at the same time you ride with any other lady, and you'll both be pleased.

Stromberg Carburetors for every car—fan belt for every car—

Have You Tried Our Sudden Service?

### Leedom's Tire House

Beaver Block Drop In For Chat

## Yellowstone THE WONDERLAND

Is the Nation's Greatest Playground

Every American should share in the inspiration of its towering peaks, leaping geysers, growing groves, boiling cauldrons, in the midst of which are magnificent hotels, charming cottage villages, 300 miles of matchless boulevards and all the comforts of home.

Send for our booklet. It tells the thrilling story of nature's wonderland. Our

### THROUGH SLEEPING CAR

Service DAILY between Portland and West Yellowstone by the

### UNION PACIFIC SYSTEM

makes the trip very comfortable.

Let our representatives make your itinerary and arrange your reservations, etc.

J. H. O'NEILL  
Traveling Passenger Agent  
with headquarters at  
637 Pittock Block, Portland

will call personally and arrange all details; drop him a card or address

W. M. McMURRAY  
General Passenger Agent,  
Portland, Oregon

curio-seekers something new to think about. The likeness is said to be so perfect to those written about, that the specimen has attracted untold comment pro and con.

Mrs. Oeder and daughter returned yesterday from a busy two weeks vacation trip made primarily to see Seattle. Both were charmed with the busy city and would live there in second choice to Ashland. A totum pole and cuckoo clock were relegated from their oblivion and brought to the Oeder home as keepsakes.

Roads through to Washington are paved and the party noted with admiration the new road that has replaced the seeming cow-trails over which they came four years when en route here from Connecticut.

Portland—Catholic interests building \$5,000,000 sanctuary northeast of city, with large grounds, beautiful modern buildings where tourists, visitors and travelers of that faith can secure shelter, entertainment and the benefit of a spiritual atmosphere.

Myrtle Point—New store and apartment building nears completion.

# WINNING

THE THEATER BEAUTIFUL  
Finishing today "BIG BROTHER"  
"Boys to Board"

Tomorrow and Saturday

CARL LAEMMLE  
Reginald DENNY  
in a dazzling story of the Younger Set  
**SPORTING YOUTH**  
UNIVERSAL JEWEL

Hailed as "The Great American Speed Picture," "Sporting Youth" surpasses anything you've ever seen in tense, exciting moments. The climax is one of the most spectacular ever filmed—a full-fledged automobile race, witnessed by frenzied thousands, crammed with suspense, packed with roaring, crashing, splintering speed thrills!



## ZEROLENE helps win the PACKARD CONTEST

In 1922 the City Motor Trucking Company of Portland, Oregon, won the Packard's low upkeep contest in the State of Oregon with its 4-ton Packard No. 180-590. During the period of this contest Zerolene oil was used exclusively, and the Company writes us as follows:

"In consequence of our success in this contest, and because of our uniform satisfaction with the use of Zerolene in all other equipment, we naturally consider Zerolene as an absolutely dependable and correct lubricant. We most cheerfully recommend it to any and all truck operators to receive real efficiency in lubricating oils."

It is records like these that month after month and year after year are cutting the ground from under the superstition that there is something mysteriously "better" about eastern oils, just because they cost more.

Zerolene sales have increased severalfold in seven years. The more experienced the motorist, the more likely he is to discover that the Zerolene-lubricated car delivers better gasoline mileage, accumulates less carbon, costs less for upkeep, and has a longer working life.

Why pay tribute to a superstition? Insist on Zerolene—a better oil—even if it does cost less.

## STANDARD OIL COMPANY (CALIFORNIA)

# ZEROLENE

The Standard Oil For Motor Cars

—the Standard Oil Company's new improved oil for Ford cars "Feeds Those Oil-Starved Fords."

Why pay tribute to a SUPERSTITION?

This booklet reports independent service tests of Zerolene made by a number of large users. Ask any Standard Oil Company sales representative or Zerolene dealer for a copy.