

ASHLAND DAILY TIDINGS

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Bert R. Greer Editor
George Madden Green Business Manager

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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.

JULY 15

FOR GOD SO LOVED THE WORLD, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life.—John 3:16.

GOING AFTER BUSINESS

"Good business" and keen salesmanship are more responsible than automotive progress for the summer outcropping of new automobile models. Of course there are many and very desirable improvements and engineering advances represented in the new models, but they were not the motive for the new creations in the motor world.

The real reason for the many new models in automobiles is the unexpected depression experienced by the automobile industry and trades in May and June. A record business had been expected and prepared for. When the expected business was not forthcoming the industry turned to the ever-effective stimulants—new models and increased newspaper advertising. The result has been a general increase in volume of business during the first day of July, with some factories oversold and many dealers unsupplied.

Early in its history the automobile business learned the valuable lesson of never waiting for business but to make business where it hadn't been before, and in those periods and seasons when less progressive businesses accept depression as inevitable and are content to rest on their oars until it picks up from natural causes. The manufacturers and dealers of automobiles know new models and improvements, coupled with newspaper advertising, will sell automobiles anywhere and at any time.

What the automobile industry—the world's second largest industry—is doing in the promotion of business by daily newspaper advertising is also being accomplished by the moving picture industry—next in size to the automobile industry—and by those local businesses most recognized for their progressiveness and greatest public service. The stores having the most to sell and selling the most are also doing the most summer advertising. They have disproved the old idea that summer is a poor time for business and with the aid of extensive advertising are equaling, if not exceeding their fall and winter sales. Business progress goes hand in hand with advertising progress.

CIRCLING THE GLOBE

The trio of intrepid American fliers, accompanied by a like number of mechanics, flew triumphantly into Paris yesterday and were the recipients of congratulations from General John J. Pershing. From Paris to New York is a long, long way, yet the fact that the nervy fliers have arrived at the French capital brings relief and joy to the millions of Americans who wished them Godspeed when they departed from the states intent on circling the globe through the air, for it seems that they are almost home. With the broad and frozen expanses of the Pacific behind them, and having successfully passed through the torrential rains and typhoons of the far East, they bid fair to bring distinction to their country in being the first to circumnavigate the earth by heavier than air machines.

To those who felt an interest in the epoch-making flight and who admired the nerve and pluck of the daring aviators every step of the journey has been watched with marked interest. The thoughts, prayers and best wishes of Americans have been urging them on and on, much as we urge our favorite horse when he lags in a race. Now that they are headed for home we are crying for them to come on, and the closing days of the flight will be watched with as much interest as that which marked their departure. Every American wishes them success in the flight across the Atlantic. Once that body of water is spanned to America will come the distinction the aviators have fought so nobly to bring to their native land.

It remained for the brave men of the old world to accomplish most of the daring achievements of discovery and travel, but it now seems certain that to America will come the honor of being the first nation to chart the course around the world through the air, a feat that calls for no less bravery, fortitude and intelligence than that of discovering America. This recalls the fact that America is a nation of achievements in many fields of endeavor and proves that the spirit that permeated the hearts of the brave men and women who set out to cross the plains and build a new empire in the West still lives in the hearts of their sons and daughters. The spirit of heroism and adventure still survives.

CALIFORNIA DISCOVERS OREGON

Have you driven much on the Pacific highway lately? If so, what did you most remark? That's it; the answer is unanimous: California license tags! California is beginning to discover Oregon. The Californians have always known in a general way that a lot of folks were up here to the north of them, but their interest in

us, for the most part, was hardly more than faint. Now Californians are coming to Oregon literally by hundreds daily. They are coming by automobile and they are seeing this state.

In natural resources Oregon outmatches California. In development and in advertising—especially in advertising—California has always outmatched us. Now, with daily hundreds of Californians seeing this state who never saw it before, Oregon is reaping benefits. Some of these California tourists will become Oregon residents without going back home. Many others will go back home, sell the cottage, give away the family car, and come back to Oregon to live. They will do this because Oregon is alluring; because the great outdoors of Oregon is unmatched at this season of the year by any other anywhere; because prosperity sticks out wherever the visiting tourist goes in Oregon because our wealth of resources is so great and so apparent and comparatively so untouched that it cannot fail to impress the most casual flivver tourist driving by along the highway; because things up here are fresh and green in contrast to California's brown and forbidding dryness as this season of the year; because there is pure water available in every rill at every roadside in our mountains—again in contrast to California's parched dryness.

Talk to a few of these California tourists. They can see for themselves what a beautiful city Eugene is and what a marvelous country surrounds and backs it. But tell them how well people do here who are industrious and thrifty and who live right. Show them our material as well as our natural advantages. We have room for a lot of Californians here of the right kind. And a lot of them are going to stop here within the next few years and replace their California license tags with Oregon license tags and settle down among us. They are for the most part desirable people of fine community spirit. Let's encourage them.—Eugene Guard.

The direction in which the eyes of most men turn is only another proof that beauty is only skin deep.

Undoubtedly Senator Henry Cabot Lodge has a better idea of how it feels to be a real isolationist, especially since the recent Republican national convention at Cleveland.

The lounge lizard's life isn't always a pleasure. At times he doesn't know where the next cigarette is coming from.

There is a great deal of religion in America still, but someone has suggested that it seldom interferes with anything.

Medical men say dirt eating is caused by hookworm. We might add, also by a desire to keep up with the car that just passed.

Thrift Called Foe of Divorce



Poverty Deadly to Happy Family Life, Declares Woman Economist

DAYTON, Ohio, July 12.—Three-fourths of home disruption and divorce proceedings over the country follow disagreements over family finance, according to the courts of domestic relations.

"When poverty comes in the door, love flies out the window," quotes Edith McClure Patterson, known to women's clubs over the country as the "thrifty lady," pointing to court records.

Mrs. Patterson recently held a Thrift Conference in New York, attended by Mrs. John D. Sherman, General Federation of Women's Clubs chairman of education; Mrs. Maggie W. Barrie, College Station, Texas, chairman of home economics, and other specialists, together with 5,000 interested spectators, and outlined a family budget, which, if lived up to according to Mrs. Patterson, will make divorce a dead issue and every little home a paradise all its own.

"The American woman spends the family income, so it is she who sets the national standard of living good or bad," says Mrs. Patterson. The wife's buying is of greater national importance than that of Rockefeller, Morgan and other Wall Street dictators. As a wife buys so will her family be. If she spends more than her husband makes, woe be to that home.

Greater efficiency in the expenditure of the net family income will result in:

"Increased quantity and quality of industrial production; greater family harmony and, therefore, fewer divorces; elimination of sickness; improved environment for children and more money for recreation; happiness for everyone which, after all is what the whole world is looking for."

CORN SHIPPED ON ICE AS EXPERIMENT

MARYSVILLE, Calif., July 15.—In the way of an experiment, C. B. Huntington, manager of the Farm Bureau Produce Exchange, has made a shipment of feed corn to Portland, Ore., hoping thereby to solve the problem of sweating which always accompanies the consignment of corn to distant points in open crates or boxes. Huntington placed the corn in

a sealed box with feed packing, and upon the report he receives from Oregon will depend further shipments.

To California—Mrs. Overmire and two children, who lived near Seattle, has spent the past fortnight as house guests of Mrs. Van Fossen. The Overmire family left recently for California, where they will seek a permanent location.

NEW AMERICAN GUNS WILL LIMIT PERIL OF ENEMY PLANES

WASHINGTON, July 14.—For every move on the chessboard there is a checkmate, and it is just as well established a fact that for the development of every new weapon in modern warfare there is the evolution of a countering means.

This probably has never been demonstrated so completely as during the last three months, when the Coast Artillery Corps of the American Army has developed and tested successfully a number of anti-aircraft machine guns and cannon that are calculated to seal the doom of the airplane of future wars, be it a fighting plane, a reconnaissance plane or a bombing plane.

U. S. Achievement
It was not until late in the World War that the development of anti-aircraft artillery became successful, but it was left for the American inventive genius to carry on the work until now it is practically complete. The Coast Artillery, which took over the anti-aircraft defense from the field artillery at the close of the war, now has the following weapons in action and three others nearing completion:

1. 50-calibre machine gun, firing 500 shots per minute at vertical ranges up to 4,000 yards.

2. 37-millimeter (one pounder) machine gun, firing 120 high explosive shells per minute at vertical ranges up to 8,000 yards.

3. 3-inch anti-aircraft cannon, firing fifteen 15-pound shells per minute at altitudes up to 7,000 yards.

4. 4.7-inch anti-aircraft cannon firing fifteen 45-pound high explosive shells per minute at altitudes up to 15,000 yards.

In addition to these four powerful weapons, a newly designed 37 millimeter and a new 3-inch cannon have been developed and are now being tested out by the Ordnance Department at Watertown Arsenal.

Thousands of 30-calibre anti-aircraft machine guns are still in the service, but they will be replaced by the 50-calibre piece as soon as quantity production can be secured. This gives the army at present seven types of anti-aircraft defense weapons, more than any other nation in the world.

Powerful Beam

For night-firing against speeding aircraft the army has recently brought out the 60-inch Sperry dishpan searchlight, which has an effective range of 6000 yards. To illustrate the intensity of its illumination, a person standing in its beam can read a newspaper when twenty miles away from the source of light. This means that an airplane traveling at the rate of 100 miles an hour (which few fighting machines ever attain) would require twelve seconds to go through the broad beam, and from this it can be seen that an aviator incurs considerable difficulty in endeavoring to get away from the searchlight once he has been illuminated in its beam.

Foreign ordnance experts and skilled military attaches are watching the new American anti-aircraft developments with keen interest, for the attacking, bombing or reconnaissance airplane was the biggest unchecked danger of the last war. It now appears that it will be a tame weapon, and the wonderful strides in aviation development and the prognostications that the bombing plane would rule the battlefield of the future have received a severe setback at the hands of the Yankee Ordnance and Coast Artillery experts.

These guns can be put into action without delay day or night. The super-calibre machine guns can be relied upon to effectively protect zones to an altitude of at least 3,000 yards, while the artillery.

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

Classified Ads Bring Results

Why Not Have UNIVERSAL ELECTRIC RANGE?

Is there any good, sufficient, plausible reason why you have to put up with the old house heating range style of cooking?

Electricity Cool Cheap, Economical

And Universal is a range steadfast and sure; lasts a lifetime; fool-proof; bakes accurately with a much less cost than gas, coal, wood or any other fuel burning stove.

THE Ashland Electric Supply

fulfill another important mission, that of bursting shells all around the aviator until he is forced to change his course and return without accomplishing his purpose.

Guns Take "Lead"

The gun is aimed often at a point a mile in advance of the speeding airplane, and the apparatus issued to the gun crews and observation stations are capable of computing automatically the lead to be given a gun and the setting of the fuse of the high explosive projectile. While it is the hope in firing on aircraft, as in shooting game birds, to bring them down, nevertheless anti-aircraft gunnery does efficiently

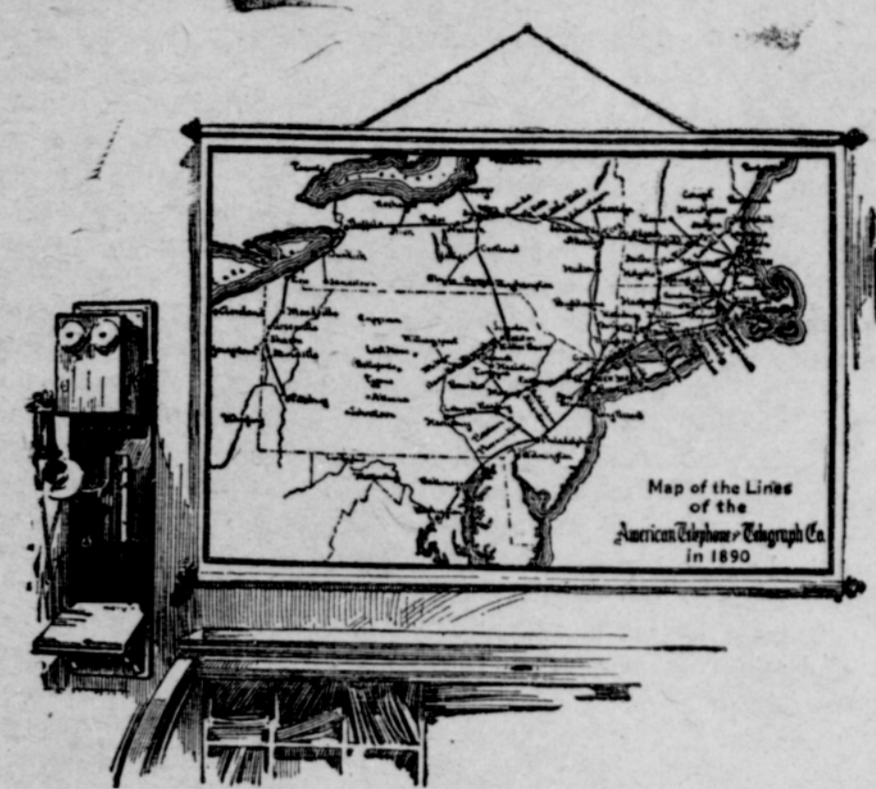
Although official records show that American anti-aircraft batteries brought down one airplane for every 605 rounds of 75-millimeter shells, it is also on record that of the 483 German airplanes sent against Paris in 1918 alone only thirty-seven flew over the city, and thirteen of these were brought down. The searchlights employed at night not only blind the enemy airman and cause him

W. L. Douglas
One Pair Leads To Another, Men
OVERLAND
Shoe Shop

SUMMER COLDS
are lingering and annoying.
The very first night apply
VICKS
VAPORUB
Over 17 Million Jars Used Yearly

to change his course but keep him constantly in the beam for anti-aircraft guns to shoot at and for defense airplanes to attack.

Eastman
Kodaks
and
Film
Developing and printing
McNair Brothers
270 Rexall Drug Store
Eastman Kodak Agency



Pushing Back the Wall

"THE vast territory covered by these lines at once strikes the observer, and some conception may be had of the importance of the long distance telephone in the business world of the east."

This was the contemporary comment of a scientific journal on the long distance telephone service of 1890. The "vast territory" ended with Pittsburgh on the west and Washington on the south. Along its frontier stood a wall of silence.

No such barrier now confines

the voice of man. To places and to people he has never even seen fly his wire-borne thoughts. Over distances which it would take him days to travel his words speed in an instant.

The 90,000 miles of toll wire of 1890 have grown to more than 4,500,000 miles carrying a daily average of more than 1,600,000 long distance conversations.

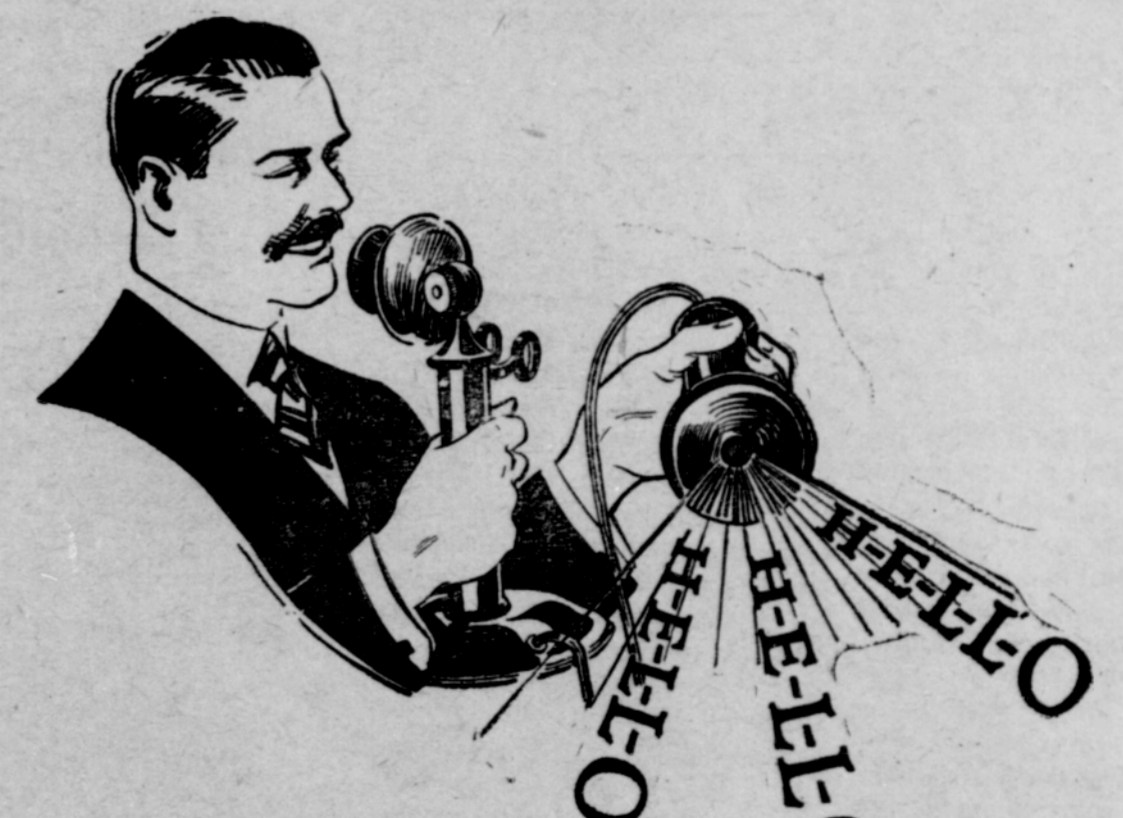
Thus has the wall of silence been pushed back to the edges of the continent. In its place is a nation-wide telephone service.



The Pacific Telephone and Telegraph Company
BELL SYSTEM

One Policy - One System - Universal Service

You Don't Have to Yell



At Us, Unless there is a Storm going on, to get our sudden service for tires, auto accessories and replacement parts.

Have You Tried Our Sudden Service

Phone 104

Leedom's Tire House

Beaver Block

Drop In For Chat