

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Bert R. Greer Editor George Madden Green Business Manager

OFFICIAL CITY PAPER Telephone 39 Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter

Subscription Price, Delivered in City table with rates for One, Three, Six, and One Year terms.

By Mail and Rural Routes table with rates for One, Three, Six, and One Year terms.

DISCOUNT ADVERTISING RATES table with rates for Single insertion, One insertion a week, Two insertions a week, and Daily insertion.

WHAT CONSTITUTES ADVERTISING. All future events, where an admission charge is made or a collection taken in Advertising.

DONATIONS. No donations to charities or otherwise will be made in advertising or job printing—our contributions will be in cash.

JULY 29. A MAN THAT HATH FRIENDS must shew himself friendly; and there is a friend that sticketh closer than a brother.—Proverbs 18:24.

THE WONDER WORKER

There is probably somebody in this great country who does not know that "advertising pays," but if there is, he, or she, is woefully ignorant of American business and commercial achievement.

All of America's phenomenal business enterprises can trace their growth to large scale advertising. By advertising the trade name "Kodak" the Eastman Company gained pre-eminence in the manufacture and sale of cameras and photographic supplies.

What has been accomplished in the past through advertising is being duplicated or excelled today by national manufacturers and local merchants. A new fabric is made famous and given a national demand almost overnight by widespread advertising.

GOING TO COLLEGE

Most boys and girls who were graduated from high school last spring have decided by this time whether they will continue their education by going to some liberal arts college or technical school.

It is a critical time in the life of every young person—the period when they realize for the first time that there are problems outside of school books, and the decision they reach now will have a very great influence on their life.

What the high school graduate does this summer determines what kind of a citizen he will be—whether he decides to go to college, enter a trade or just drift along without trying to get additional training to make himself more capable, his life purposeless.

Giving a boy or girl four years of education means to many parents considerable of a sacrifice and the loss of the companionship and help of their children, but in most cases, if that sacrifice is made now, the future years will be richer for both parents and children in every way.

Thousands upon thousands of high school graduates are lost to further education because not enough interest is taken in them and in their welfare.

President Coolidge recently said that the foundation of popular government is laid upon a sufficiently trained and enlightened intelligence, and that the real creative ability that develops the country is supplied by the genius of the people and not by the government.

How closely education is connected with the cultivation of the national genius is shown by the fact that one person in every four in the United States is directly concerned with education, either as teacher, student or administrator.

Aside from the personal benefit obtained, every young man and woman should seek knowledge so as to be better able to function as citizens of the United States.

Ignorance is an economic and moral waste and education is the only means of breaking the power of evil and liberating the spirit of truth.

CARELESSNESS AND FIRES

Four-fifths of the fires each year are man-made. All of them might be prevented by the ordinary exercise of care.

Just now it is especially imperative that every precaution be taken to avoid starting fires, because the dry season of the year is here and the danger of heavy loss is increased manifold.

Careless campers are the worst offenders. Fires left burning in the woods or lighted cigar or cigarette stubs tossed into the brush last season burned over timber-

land than was cut by all sawmills in the country during the whole year.

More forests are burned each year than are regrown and millions of dollars of property loss are the direct result of carelessness.

Fires in rural sections are much more hazardous because of the lack of fire fighting facilities, and campers and picnickers should be especially cautious with fire.

When people permit the use of their land for camping and picnic parties, it is nothing more than right that those enjoying the farmer's hospitality should take every precaution to avoid destroying his property.

A Virginia farmer 126 years old is dead. They say he could remember when farmers were not having a hard time.

Married life in a flat has a decided tendency to become that way.

Whenever there is a big prune crop the boarder calls to heaven for mercy.

The man who talks to himself doubtless wants to hear something he can believe.

Having a one or two dollar bill may be bad luck, but there is worse luck, that in having neither.

It matters not whether the weather is hot or cool, if your community advances you have got to boost and everlastingly keep it.

Oregon's most distinguished body of men will be the guests of Grants Pass during 1925. Modesty almost forbids us saying who, but we have reference to Oregon editors.

Cottage Grove — Woodward sawmill to resume work.

Klamath Falls—Gold discovered in vicinity of Diamond lake district.

DOPED CIGARETTE VICTIM IS ROBBED

SACRAMENTO, July 30.—Playing the part of a Good Samaritan Saturday night cost H. A. Crowley exactly \$38 in cash.

At 8 o'clock he was driving toward Sacramento when a wayfarer hailed him. He stopped and the man asked to ride to Sacramento. He told him to jump in.

They had not driven far when the man gave him a cigarette. It was doped, and when Crowley "came to" several hours later, his car was parked on a street in this city.

While Crowley was in slumberland under the influence of the cigarette, his companion robbed him, then drove him to town and parked the car.

DIFFICULTY EXPERIENCED RAISING GERMAN FLEET

LONDON, July 30.—Tremendous difficulties are being experienced by the salvagers now engaged in raising the sunken German fleet at Scapa Flow, Scotland. Those in a position to judge

U. S. SCHOOL BANK ARMY NOW NEAR 3,000,000 MARK

By S. W. STRAUS, President American Society for Thrift.

ARE the children of America learning thrift? The best answer to this question may be gained from a study of the school savings bank system of our country.

A recent survey of these institutions indicated that during the last school year the number of depositors in school banks was close to 3,000,000, with deposits in excess of \$12,000,000 and balances in school banks of more than \$15,000,000. These figures are only approximate, inasmuch as many school bank systems make no official reports, but they are of sufficient completeness to reveal the rapid growth taking place in this department of thrift education.

Generally speaking, the increase in depositors and deposits is at the rate of 25 per cent. Steady increases are found both in the percentage of depositors to pupils enrolled as well as in the average amount of individual deposits, thus showing that the practices of thrift among American school children are becoming more intensive. It is estimated that there are now between 7,000 and 8,000 school banks successfully operating throughout the country located in some 500 cities and towns.

While this gratifying progress is being made, the start in the development of our school savings banks has only begun. If all available children were enrolled in the school bank systems of the country the number of depositors would be in the neighborhood of 25,000,000 instead of 3,000,000, and the amount of deposits would be \$100,000,000 instead of \$12,000,000.

In the development of school banks one important fact should be kept constantly in mind—namely, that thrift does not consist entirely in saving money. While it is most commendable that everything possible be done to encourage youthful Americans to save money, they should, at the same time, be taught that true thrift means not only saving, but the rightful use of money, time and energy.

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Interesting Reminiscences By A Southern Oregon Pioneer

Being a series of interesting articles dealing with early day events and pioneer men and women who made history and bulidled for succeeding generations. (By C. B. WATSON)

Chapter Thirteen We Camp in John Day Valley a Few Miles South of Prairie City. At the Ranch of a Former Resident of Rogue River Valley.

Permitted to Smell Ripe Apples and to Thump Water Melons, But Are Offered None.

After passing Prairie City we traveled southerly up the valley toward John Day City, for a few miles and camp at the ranch of a former resident of Rogue River valley, with whom, again, Walrad, Cardwell and Myer had been acquainted. I have forgotten the name, but remember that the proprietor of the new farm seemed delighted to meet his former acquaintances. He was very proud of his new possessions and took delight in showing us around. He had come here about the time of the gold discovery, and remembering the harvests reaped by his Rogue River brethren who chose farming instead of mining he picked out a most eligible spot and laid his plans for a reward for the miners who would furnish him a market for his product. The Blue mountains rose grandly to the east and unclaimed square miles of pasture and meadow lands spread out around him. From the mountains he secured the timber for improvements and fuel and a beautiful mountain stream furnished an abundance of pure water. Among his first exploits was to secure a good variety of apple, pear and other fruit trees and berries. His first efforts at agriculture assured him that he had made no mistake and he calculated upon the day when this beautiful valley would be teeming with population and the valley producing rich harvests for agriculture and horticulture.

When we reached there his little orchard was in its second year of bearing and had a good crop. I remember how proudly he piloted us through this beautiful young orchard and pointed out his variety of fruit with which it was loaded. One tree loaded with a crop of early apples now ripening; great big yellow fellows. He bent down a limb and invited us to smell the delicious fruit, but did not authorize any closer acquaintance with it. It had been many months since we had been so tempted and our mouths watered for a bite as he turned us away to inspect his splendid water melon patch near by. They were ripening also and we were permitted to thump them, but were given no invitation to make a more formal acquaintance. We examined his splendid hogs and cattle and listened to his eloquent words of boasting the beautiful valley. We bought milk and fresh vegetables with which we regaled ourselves and prophesied that in a few years our friend would be a very wealthy man, for he knew how to charge for his produce. I suppose he has long ago passed to his reward without knowing that we had both apples and melons that night. Not much, but enough to awaken that taste we have all known the delight of.

That night we had an all night serenade from what appeared to be a thousand coyotes. There was, perhaps, but one, but he made up a full orchestra all by himself. In the night I got up and shot in the direction I thought the sounds came from and heard him run away from the opposite direction. These rascals are ventriloquists and will throw their notes in all directions.

The next morning we moved on to John Day City and recognized the activity of a mining camp. Our route from here was west with some points south over a high rolling prairie with an occasional sage plain. Innumerable jack rabbits and coyotes were in

never have reached a remedy. Clerk Richards to again take the matter up with the officials. Property owners along the A street track have complained of the nuisance many times, but

FOUR KILLED WHEN NEW PLANE FALLS. LOS ANGELES, July 29.—Four persons were almost instantly killed here yesterday when the newly built cabin monoplane California crashed to the ground shortly after beginning an exhibition flight before hundreds of spectators.

The craft was the embodiment of Osmond Belcher's dream of a new type of plane. Belcher, the designer, his wife, their son and Bud Creeth, pilot, were all killed. Defective airlooms, or movable wing tips are blamed for the mishap.

Ladies Free TWO LADIES OR LADY AND ESCORT With One Paid Admis.

ASHLAND'S BIG TREAT TONIGHT, ON BUNGALOW LOT, OPPOSITE LITHIA PARK. COME WITH THE CROWD LADIES FREE AT TENT THEATRE TONIGHT. KINCAID DRAMATIC CO. PRESENTS "TOBY, THE COUNTRY BOY," A SCREAM COMEDY DRAMA VAUDEVILLE BETWEEN ACTS. Prices 10-25 and 35c

evidence everywhere, with occasional bands of antelopes to vary the monotony. I shall not trouble my readers with our various camps, only to say that water was scarce until we struck the headwaters of the Ocheo river. Grass was good all along the route. One camp was Old Camp Watson, another out-post garrisoned in the more troublous days. These vast prairies have since been a great hunting field where thousands of deer and antelopes have been recklessly slaughtered simply for their hides and horns until few have been left. We were drawing nearer to the Cascades day by day and scanning the snowy summits of the Three Sisters where we expected to cross this mighty range. Traveling the long stretches of the Ocheo, our way was uneventful. We had no band of horses to keep our attention as we had going out, and the hot sun and monotonous bred drowsiness, and we slept as we rode. Finally we came to Prineville, a shanty town of four box houses and several "dug-outs" that housed the meagre population. To the south and immediately across the Ocheo rose Bear Creek buttes, six thousand feet high and marking the geographical center of Oregon. Many years afterwards I was destined to have experience there and on "the desert" beyond. In this immediate part of the state are remarkable forests of juniper timber. These trees are unlike any other and are very picturesque. Some of the bodies are very large and the branches spread mightily, like the cedars of Lebanon. This timber is valuable chiefly for fence posts and firewood. The bruised foliage is full of odor and the freshly cut bodies give off a strong pleasant aroma. The table-lands lying to the north were high and covered with bunch-grass and sage brush. Since then extensive wheat fields have been developed and the higher lands given over to sheep and cattle. Between John Day and Prineville we did not see a white man nor a budding settlement. We stopped at this pioneer settlement only a short time to get directions for our crossing of the Cascades. From this point there was a wagon road which crossed the Cascades to the Santiam river and thence to the Willamette valley. We followed this road to the Deschutes river where we camped. In my next I will tell of our adventures crossing the mountain. Ashland, Oregon, July 26, 1924. C. B. WATSON.

TOWN AND COUNTRY NEW SPORT SHIRTS, IN LEATHER, CORDUROY AND WOOL PLAID Buck Skein Shirts \$3.75 See Them in Our Window Army Goods Store Biggest Little Store in Ashland

Quick Sales of Your Surplus Articles. Is the wood-shed cluttered up with equipment which has a value to somebody, but is worthless to you? Is the store-room or attic filled with articles which are not in use? Make a quick disposal of these surplus articles by using a classified advertisement in The Tidings. If You Need Water I will be glad to estimate with you. I can locate water. Expert well drilling and locating. Write V. ZBORALISKI Box 147, R. F. D. Ashland, Oregon

OIL and GAS New Independent Oil and Gas STATION. The W. & N. Gas and Oil Station, an independent concern handling Shell gas and products, on the Boulevard, is fully ready to give you the most modern station service. Many of you have already become customers and know the quality of our products and the courteous service we render. We will be glad to have other motorists also drive in and we will prove that our service is the best. We handle the well known Diamond Tires and Tubes, also Veedol Oils and Greases. Modern greasing and oiling platform. Thoro greasing and oiling is thus guaranteed at our station. The W. & N. Service Station On The Boulevard