

ASHLAND DAILY TIDINGS

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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 30: THOU ART A GOD READY TO PARDON, GRACIOUS AND MERCIFUL, SLOW TO ANGER, AND OF GREAT KINDNESS.—Nehemiah 9:17.

CIVIC PRIDE

A man driving through Ashland a few days ago in an automobile tossed a newspaper from his car into the street.

A housewife opened a can of vegetables and the empty can found its way into the alley.

A young man and woman wandered aimlessly down the street engrossed in themselves and the candy they were eating and the box was dropped on the sidewalk.

A farmer's horse lost a shoe in the street and a passerby, afraid of a puncture, picked it up and threw it into a vacant lot.

A convivial spirit in a secluded spot up the alley swallowed his last drink and dropped the bottle where he stood.

And so it goes on from day to day, year to year, and has been going on for many years.

A discarded article thrown down here, another there, something somewhere else, but always something that adds to the rubbish which clutters up the streets and alleys and makes the landscape less attractive.

It is pure thoughtlessness—nothing else. But the continued practice of these sort of habits on the part of a majority of the people would soon make a deserted junk heap out of any community.

Stop and think before you do anything that will detract from the attractive and cleanly appearance of Ashland.

JAY WALKING

In a good many cities nowadays the "jay walker" is considered as a law breaker and punished as such. There is a well-founded idea obtaining among pedestrians that the streets as well as the sidewalks belong to them; and while this in a sense is true, by virtue of the fact that taxpayers pay for the upkeep of the streets as well as the sidewalks, it equally is true that in the course of time it has come to be agreed by common consent that vehicular traffic is entitled to use the streets while the pedestrians are accorded the safety of the sidewalks.

Jay walking is a dangerous practice, at any rate. You can scarcely pick up a newspaper any more without reading about some person being struck by a motor car while crossing the street improperly, and in nine cases out of ten, statistics of the police department show these persons have taken a risk that they had no business to take. Jay walking in a city like Chicago or New York would be physically impossible, but in smaller communities it offers a tempting opportunity to some persons who think they are in more of a hurry than they really are.

THE POWER OF IMAGINATION

Here is a familiar fact: What is to be made of it? Two brothers are born under the same roof and are given the same advantages. In the course of years there comes a moment of decision. The one goes ahead. The other lags behind.

Or, two playmates have grown up together. They go to the same school and start out in life side by side. For a time the race is neck and neck. Then suddenly and without apparent cause one goes upward. The other stands still.

What is it, fate or the man? "Our fate dear Brutus is not in our hearts but in ourselves."

It is either the possession or the lack of imagination which makes for mastery or mediocrity.

Time spent feeling badly is time wasted.

When people marry for money that is usually all they get.

All kinds of flowers are loved, except wall flowers.

Marriage is an institution, and someone has well suggested, of learning.

It is all right to be sorry for something except yourself.

Another great need of this country at present is more backbone and less jawbone.

The Weather Bureau plans to forecast six months ahead. That's easy: January: Much cooler and increased precipitation.

According to a Chicago dispatch, the House of McAdoo is divided, presidential candidates having caused the twain.

A news report says Lady Astor likes to pay her income tax. So would we if we had her bank account.

CALENDAR OF THE WEEK

Friday, August 1. Foreign Missionary Society, Methodist church, 2:30 P. M. Friday, August 1. Missionary Society, Christian church, 2:30 P. M. Saturday, August 2. W. R. C. meets. At I. O. O. F. Hall. Afternoon.

Luncheon for Mrs. Ellen Galey—Mrs. Elizabeth Van Sant was hostess at a very attractive luncheon at one o'clock Tuesday, honoring Mrs. Ellen Galey who is spending the summer in Ashland with friends laid for a number of old friends of the complimented guest.

Those who enjoyed this delightful affair and who spent the afternoon in the interesting visit of

A Painted House

Has two distinct advantages

- 1—It presents a better appearance. 2—It increases the value of the property.

J. O. RIGG Fuller Paints and Varnishes

Well Known DEODORANTS and DEPILATORYS

- Nonspi .50c, Odo-Ro-No .35c, Mum .25c, Deodor .25c, Spiro Powd. .30c, Amolin Powd. .30c, "4711" Depilatory \$1.00, Neet, Tubes .50c, Delatone \$1.10, Vogue .50c, De Miracle .65c

McNair Brothers The Rexall Drug Store

those who have known each other long, were Mrs. J. P. Dodge, Mrs. Rebecca Kinney, Mrs. Eugenia Atkinson, Mrs. Ellen Wagner, Mrs. A. H. Russell, Miss Mabel Galey, Mrs. Mary Dunn, Mrs. Ellen Galey, and the hostess Mrs. Van Sant.

The Reliable EXIDE

will answer the purpose, regardless of what your storage battery need is. We have them in all sizes and styles.

Murphy Elec. Co. Our Phone 82 Main - Plaza Ashland

For Your Protection. You KNOW you are safe if your insurance is in the hands of this agency. The Billings Agency Established 1883

NEW TENTS AND ALL KINDS ALL SIZES

If you want a wall or auto tent, we have just received a new shipment in all sizes and all grades. We also have tarpaulins in all sizes.

Prices Will Suit You Army Goods Store Biggest Little Store in Ashland

CREAMY The creamy richness of this milk makes all food better, It's Nestlé's ALPINE. Image of a milk can.

After the Deluge

IT was one of the foolish kings of France who said, "After us the deluge." By that he meant that he would spend all his reserves and didn't care what happened afterwards. This would be a good motto for the foolish person that never saves money. For the deluge is pretty sure to come.

The Citizens Bank of Ashland Ashland, Oregon

THE CALIFORNIA OREGON POWER COMPANY

7% Preferred Capital Stock Price \$98 per Share YIELDING 7.14%

The proceeds of the sale of this stock will be used exclusively for new, income-producing additions to and betterments of property and equipment.

THE COMPANY

The history of The California Oregon Power Company shows a substantial growth in facilities and earnings resulting from the large sums of money invested in its properties and from the development of the territory which it serves.

Steady Growth in Customers Served

The territory now served by The California Oregon Power Company includes parts of Jackson, Josephine, Klamath and Douglas Counties in Oregon, and Siskiyou County and parts of Shasta and Trinity Counties in California. This is an area equal to the combined areas of the States of Massachusetts, Rhode Island and Connecticut.

During the ten years from 1913 to 1923, the number of consumers has grown to the present total of 18,225, an increase of 177%. Due to the increasing use of electric power for industrial, agricultural and domestic purposes, the Company's output has grown from approximately twenty-six million kilowatt-hours in 1913 to one hundred and fifty-two million kilowatt-hours in 1923—an increase of 475%.

In addition to its local consumers, the company enjoys a large and advantageous wholesale contract demand from other power companies, thus greatly expanding and diversifying its field.

Increase in Facilities

The company owns and operates eight hydro-electric plants in Southern Oregon and Northern California. In building these hydro-electric plants, natural resources are developed which will be productive forever.

The Company's main trunk high tension and distribution lines at the end of 1923 were 1550 miles in length.

The actual investment in the construction of these facilities has increased from \$4,787,624.35 in 1913 to \$11,752,616.19 in 1923, exclusive of valuable water rights and intangible assets.

Immediate Future Development

The Company is now engaged in building a new 4,250 horse-power plant on Link River at Klamath Falls, and an additional power plant with a generating capacity of 40,000 horse-power at Copco on the Klamath River, together with an important extension of its high-tension lines. A large part of this increased production has already been contracted for, in the case of the new Copco plant, and it is estimated by the Company that the new facilities alone will increase its net earnings by more than \$400,000.00 a year.

THE STOCK

Par value \$100 per share.

Dividends have been paid on The California Oregon Power Company Preferred Capital Stock each quarter since issuance, without interruption, at the rate of 7% per share per annum. Dividend checks are mailed every three months.

Proceeds of all securities sold are devoted exclusively to additions to and betterments of the Company's properties.

The stock is not assessable by the Company for any purpose whatsoever. It is non-callable, and if purchased at the present price, yields a return of 7.14% on the investment.

It is exempt from Federal Normal Individual Income Tax.

It takes precedence as to assets and dividends over common stock amounting to \$4,441,100 par value. This means that all dividends on the Preferred Stock must be paid in full before any dividends may be declared on the common stock; and that the Preferred Stock has a claim on the assets of the Company prior to the common stock. The equity in assets back of the Preferred Stock amounts to more than \$9,000,000.00 as of May 31, 1924—over two and one-half times the par value of the Preferred Capital Stock now outstanding.

Upon the completion of the new Copco power house, the new Link River power house, and other projects now commencing construction, approximately Five Million Dollars in new and productive property will be added to the company's physical assets.

The stock may be purchased in any amount from one share upward.

It may be purchased either for cash or on our special savings plan, namely, \$5 per share as first payment, and \$5 per share per month. Interest is not charged by the company on unpaid balances.

Interest is paid by the company, however, on all partial payments under the savings plan at the rate of 6% per annum. Interest checks are mailed to subscribers under the savings plan every three months.

Subscribers who find it necessary to cancel their installment subscriptions will be allowed a refund of all payments made, plus interest earned, either in cash or in paid-up stock. (A deduction of \$1.00 per share will be made to cover the expense of cancellation.)

The stock is listed on the San Francisco Stock and Bond Exchange.

THE RECORD OF TEN YEARS' GROWTH

Table with 6 columns: Year, Value of Physical Properties (not including water rights, etc.), Gross Revenue, Operating and Maintenance Expense, Net Earnings without Deducting Interest or Depreciation, Kilowatt Hours Generated. Data for 1913 and 1923.

THE CALIFORNIA OREGON POWER COMPANY

Offices: Roseburg, Medford, Grants Pass, Klamath Falls, Oregon; Yreka, Dunsmuir, California

Ask any member of our organization, or mail this coupon—today!

THE CALIFORNIA OREGON POWER COMPANY MEDFORD, OREGON Please send me full information about your 7% Preferred Stock and special partial payment plan. Name Address

PHILCO Diamond Grid STORAGE BATTERY \$16.33 Battery Repair THE Ashland Electric Supply 240 East Main St.

GABRIEL SNUBBERS For balloon and low-pressure tire users. The newest product of the Gabriel plant, which adds greater comfort to balloon and low-pressure tires. BOYCE-ITE we have it Automotive Shop

PROFESSIONAL PHYSICIANS DR. MATTIE B. SHAW—Residence and office, 108 Pioneer avenue. Telephone 28. Office hours, 10 to 12 a. m.; 2 to 5 p. m. only. DR. ERNEST A. WOODS—Practice limited to eye, ear, nose and throat—X-ray including teeth. Office hours, 10 to 12 and 2 to 5, Swedenburg Bldg., Ashland, Ore. DR. E. B. ANGELL—Chiropractic and Electro-Therapy. Office phone 48; residence 142. First National Bank building. DR. HAWLEY—Above Tidings office, Phone 91. DR. C. W. HANSON Dentist Special attention given to pyorrhoecia. Office upstairs in Beaver Block. Phone 178-J. 233-1f.

MONUMENTS ASHLAND GRANITE MONUMENTS Oregon Granite Co. S. PENNISTON, Salesman. Res. 476 Laurel Phone 444-Y PLANING MILL JORDON'S SASH AND CABINET WORKS, Cor. Helman and Van Ness. 194tf TRANSFER AND EXPRESS Whittle Transfer & Storage Co. for SERVICE. Experienced movers and packers of household goods. Dealers in coal and wood. Phone 117. Office 89 Oak St. near Hotel Ashland T. L. POWELL—General Transfer—Good team and motor trucks. Good service at a reasonable price. Phone 83.

FEHIGE-ROACH Transfer—Express—Storage Hauling—Dray work of all kinds. Quick motor service. Dry wood of all kinds. Phone 410-R 375 B. St. 112-1f KING'S TRANSFER—Service day or night at reasonable rates. Wood for sale. Phone 113. Res. 231 Van Ness. 265—1mo

Blacksmith Shop Blacksmith Shop, East Main St. Horseshoeing, Automobile Spring work a specialty. Auto parts. IRA YERIAN. 252-1 mo. GET YOUR STOVE repaired at Eagle Iron and Brass Works. Oberlain street. New grates and liners made to order, any style stove. Stock on hand. Stoves for sale. 264-1mo. Second Hand goods bought, sold exchanged, repaired. Collected and delivered. Chair Doctor, Cor. 3rd. and A St., Phone 295R. 232-2mo. I DO FANCY cement work: chimneys, septic tanks; also cemetery work, etc., J. D. Peffley, 143 6th St. 227—1mo\* ANY GIRL IN TROUBLE—May communicate with Ensign Lee of the Salvation Army at the WhiteShield Home, 565 Mayfair Ave., Portland, Oregon.

Classified Column Classified Column Rates One cent the word each time. To run every issue for one month or more, 1/2c the word each time.

FOR RENT FOR RENT—Furnished apartments, 75 Bush street. 279-1f FOR RENT—Splendid two room furnished apartment with kitchen and bath. Adults only. Phone Vista Apartments, 122. 279-1f FOR RENT—Large airy, well furnished front room, \$10 per month, 62 Fourth St.

FOR SALE FOR SALE or TRADE—10 acres under Talent irrigation canal in N. W. 4 of S. W. 4, of Sec. 2, Twp. 39, Range 1, Jackson County Oregon. Address J. H. Caustens, Yakima, Wash. 280-3\*

FOR SALE—R. I. Red fryers milk fed, crate fattened, Maxedons, 977 B St. 271—2mo\*

FOR SALE or TRADE—Twenty acres near Central Point for Ashland property residence or other. Inquire at The Tidings office. 280-61\*

FOR SALE—A good saddle and cattle horse. Phone 383R. 280-21f

FOR SALE—Piano cheap. 376 E. Main Apt. E. 279-3\*

MISCELLANEOUS APARTMENT for rent. Completely furnished. Electric range, Four rooms and bath. Call 108, Granite st. NEARLY NEW Piano for sale. Pioneer & B. 281-

FOR EXCHANGE—Business lot in Dunsmuir, Cal., value \$6,000, for residence property in Ashland of equal value. Small acreage home preferred. Address Box 10, care Tidings. 280-1f

WANTED—Children to care for by responsible girl, by day or week. Phone 478-J. 279-3\*

WANTED—To rent desirable 5 or 6 room furnished house for school year near Junior High school. 279-1f

HOMES BELOW COST We can sell you a home, all modern in way of conveniences, for much less than the house will cost and throw the lot in for good measure.

If you have limited cash, or your money is working we will give you such terms as are necessary to meet the deal. Here is a cheap place that you should look at: Six room house, bath, etc., well located in railroad district, always rented; price \$850.

And here is a splendid little ranch, near Talent, splendid soil and scenic location—30 acres, 27 under irrigation, 1 1/2 miles from school; good house and barn, electric lights, good well. In fact a real country home on easy terms at price of \$4000.

For trade, nice 3000 home at Gladstone, near Portland, near factories, plenty of work. Old people want an Ashland home. Here is a chance if you want to get near big payroll.

Here is a 5 acre tract on the Paved Highway, only 2 miles out, good soil, some fruit trees, fine building spot, panoramic view, for \$750.

A well built, plastered, 6 room bungalow, full basement, concrete foundation, first class porcelain bath and toilet fixtures, slightly front, close to center of town, and the price is only \$2100. Don't let the price scare you. It just happens to be a rare sacrifice snap.

City Lots, Acreage, Orchards, Farms, Stock Ranches and Business Opportunities.

If you wish to sell and your price is attractive, I will be glad to list what you have for sale. If I sell it will be at your price and you pay the commission. I do not speculate on the owner's property.

CALL ON THE MAN WHO ADVERTISES Ashland, Ore.

Staples Realty Agency 71 E. Main, Ashland Hotel Bld.

WANTED—Clean cotton rags. No overalls, underwears or woollen goods accepted. 5 cents per pound, Tidings office. —1f

FOR SALE—By owner. A good modern 5-room plastered house close in, good location. 550 Fairview St. 277-61f

For a smooth shave and quick service go to the Shell Barber Shop. Ladies and children get your hair bobbed and marcelled.

W. A. SHELL, Prop. 32 A. St. Ashland, Ore.