

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.

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

REMOVE FAR FROM ME vanity and lies: give me neither poverty nor riches: feed me with food convenient for me.—Proverbs 30:8.

NATIONAL DEFENSE

At the request of the Secretary of War the press of the nation is giving wide publicity to the plans and purposes of National Defense Test Day, September 12.

In order to allay the apprehension of some earnest citizens who fear that the Defense Test Day may be used to create a military atmosphere and so stimulate a war spirit, the Secretary says:

"The event to take place on September 12th will not be a general mobilization. A mobilization would mean the bringing to war strength men, animals and material of the armed forces of the Nation. Our military establishment will not be increased for an instant on September 12th. The 'Defense Test' will be only a demonstration of mobilization plans. It will be an endeavor on the part of the Federal Government to inform our people as fully as possible on the present status of our security. Our whole purpose is to present to our country the new citizen Army of the United States and to indicate what action would have to be taken in a national emergency by our individual citizens, and by communities, if our country is to be defended successfully. The simple demonstration planned might be compared to a fire drill in a school for the safety of the children. Just as fire escapes and exits are of little value if the children do not know how to use them, so also are the best plans for our safety, if our people do not know what the plans are, and what they should do in a crisis. We firmly believe that our action is in the interest of more intelligent citizenship."

There is no doubt that the sentiment of the people of the United States is for peace against war, but so long as there is any danger of a national emergency the national defense must be maintained without impairment and in this purpose unquestionably the citizens of the nation will heartily cooperate with the national government.

THE MAGNETIC POWER OF ADVERTISING

You can take the career of some prominent business man who has always been a good advertiser, and you can show by perfectly logical processes how it was that his good publicity work enabled him to attain success. But the question may be raised, as to what induced the people to come to such a store in the first place, before it had built up any big volume of business? To that it can be replied, that there is a certain magnetic quality in the Advertising spirit. The store that advertises suggests an atmosphere of hope and confidence, and enterprise and push and get there spirit. It looks as if it was hustling to get the business. The American people always admired hustlers, and when people demonstrate that spirit in looking after trade, it naturally wins friends. Advertising spirit indicates that a firm has complete confidence in its goods, and confidence is contagious and creates confidence. The people in many cases do not stop to argue and analyze as to just why an advertised store is a good one to patronize. They feel intuitively that it is the kind of place they like to go to. Even if the prices advertised were no lower than the stuff could be bought for elsewhere, there is an air about the advertised store that draws trade. It has impressed itself on the popular consciousness, it has made a dent in people's busy and occupied minds. It gives the idea that it is doing a good business in a successful way, and success draws like a magnet. The popular intuition in this respect is correct, since once a man gets the crowd coming to his store, he is in a position to give low prices. He can handle larger lots of goods, get special discounts from buyers, and do business on a narrow margin of profit.—Roseburg News-Review.

INTERNATIONAL FRANKNESS

Ramsay MacDonald, the British premier, in welcoming the Soviet delegates to discuss the possibility of recognition by Great Britain, made a plea for frankness and sincerity in diplomatic exchanges. It was a blow aimed at the old-fashioned diplomacy of chicanery and double dealing. Such policies defeat themselves.

Said he: "If we begin by trying to deceive each other, we shall go on to deceive the peoples we represent, and end by deceiving ourselves."

True words fitly spoken. Duplicity has been the curse of international relations and lies always breed suspicion, mistrust and fear. From these spring war and chaos.

The first step toward permanent peace is candor, frank-speaking and sincerity. For this principle the United States has always stood.

It's funny, but those who won't talk about the weather because it is a trivial subject do not hesitate to talk about themselves. But we must admit weather is getting to be decidedly a dry subject.

There is a tide in affairs of men when if taken at the flood leads to victory, but most of us attempt to act sail when it is ebbing.

John W. and Calvin have had their say. It now remains for Bob La Follette to give the public his prescription for our governmental ills.

Lake of the Woods will remain a rather exclusive resort so long as the road leading thereto remains in the present condition.

WOMEN IN CONGRESS AIM OF CONVENTION AT WESTPORT, N. Y.

WESTPORT, N. Y., Aug. 16.—Workers from twelve States have arrived here for the "Women for Congress" conference, which opens on August 15 to continue for three days.

Among the Woman's Party workers who have joined in the active preparations here is Miss Anita Pollitzer, national secretary for the organization, the youngest national officer of the party. Miss Pollitzer, who is from Charleston, S. C., has campaigned in every State of the Union, and during the last two years has gone into every Legislature fighting for Equal Rights bills. She is engaged now in organizing new groups of members in all the Adirondack villages to affiliate with the New York State branch, which has assumed much of the responsibility for the business arrangements of this conference.

Miss Alice Young, of Pittsburgh, a daughter of Pitts- burgh, is the director of the pageant and has been spending several weeks in organizing the local people and Summer resorters. Young people from as far away as Montreal and New York City are joining enthusiastically in the pageant preparations, which have surpassed all other Summer sports this year. Miss Young is the pageant director of the National Board of the W. W. C. A. and in 1919 directed the hundred plays and pageants in Columbus, Ohio, during the Methodist Episcopal Centenary.

In charge of the costume designing and the ritual work of the pageant is Miss Joan Wolf, of New York and Washington, who was instructor of aesthetic dancing last year at Vassar College. Miss Wolf has recently returned from Paris, where she has been doing further study in her line. She is conducting rehearsals in the various towns and directing groups of women, girls and boys who have entered with zest into the work and play of sewing and painting costumes.

Miss Dubrow, of Passaic, N. J., a national organizer, who has been with the Woman's Party since its beginning, is here organizing the advertising and arranging the programs.

Mrs. A. B. Rose, of New York whose husband is a prominent member of the Federal Court, is here with her daughter, Miss Cornelia, and her nieces, Miss Gertrude Kinsley and Miss Marion Walker. Mrs. Rose is general chairman of the conference, arranging for accommodations for the hundreds of delegates that will attend the conference, and their entertainment between the business sessions. Miss Rose and Miss Kinsley are members of the student council of the National Woman's Party and are preparing for their part in the meetings.

Miss Daphne Dodds, daughter of ex-Congressman F. H. Dodds, of Mount Pleasant and Detroit, Michigan, is arranging for the national teachers' council work and assisting in organizing local

branches. Mrs. Edith Newman of Havana, Cuba, wife of the chief clerk to the United States Marshal at Washington and chairman of the Cuban branches of the Woman's Party, has charge of the correspondence work here.

Miss Helen Betcher, secretary of the Illinois branch, is assisting her and taking care of hospital- ity. Mrs. Gaeta Wo'd Boyer, of Kansas City, Missouri, formerly connected with the large dailies of the Pacific Coast and now a contributor to the Ladies' Home Journal and other Eastern publications, is conducting the press work.

Miss Heath Jones, of Wilmington, Delaware, organizer of the Inez, Millholland chapters in the schools and colleges, is continuing her work here. Miss Ernestine Parsons, of Colorado Springs, who played the part of Susan B. Anthony in the pageant in "The Garden of the Gods" last year, is assisting Miss Pollitzer in her organization work. Miss Janet Hills, of Ohio, is assisting Miss Dubrow in organization.

Armenian Wait to Speak



It was today announced that Mrs. Gannaway, of Medford, and her adopted daughter, Zadi, an Armenian waif, will speak at the Union services Sunday, at the Christian church of this city. Mrs. Gannaway and her adopted daughter arrived in Medford from the Near East on August 14. They have been in Washington some time, and at the Ellensburg Normal School, Zadi passed the intelligence tests with a score of over 100 per cent.

Monmouth — West Side highway south of here nears completion. Albany—New Cameron sawmill 25,000 feet daily capacity, starts cutting.

AT THE CHURCHES

First Congregational Church W. Judson Oldfield, Minister Boulevard and Main street. Sunday school at 9:45 a. m., with classes for all grades and ages. Bring your Bible. Morning service at 11; subject "Christ's Consolation for Workers". Christian Endeavor at 6:45 p. m. The evening services will be a union service of all the churches at the Christian church at which Mesdames Gannaway and Zadi of the Near East Relief will be the speakers. The public is cordially invited to all these services.

First Church of Christ, Scientist Pioneer Avenue, South Sunday morning service at 11 o'clock. Subject of lesson, "Lord." Sunday School at 10 o'clock. Wednesday evening meeting at 8 o'clock. Reading Room open daily from 2 until 5 P. M., excepting Sundays and holidays.

First Presbyterian Church Rev. James Aikin Smith who preached last Sunday will occupy the pulpit again next Sunday. Theme of Sermon, "Paul, a Friend of Christ." Mr. Smith is Bible teacher in the State C. E. Summer Conference. He is to give a course of studies on Paul this year. The watchword of the National C. E. Society at the present time is "Friends of Christ." This sermon Sunday is a combination of this study of Paul and the C. E. watchword.

Trinity Episcopal Church Vicar the Rev. P. K. Hammond. Holy Communion at 8 a. m. Church School at 9:45. Morning service and sermon at 11. No Evening Service. Everyone cordially welcomed.

Nazarene Church Morning Services: Sunday School at 9:45; Sermon, 11:00. Evening Young Peoples' meeting 7:00; Preaching at 8:00. A cordial invitation is extended to all. O. R. Reider, Pastor.

Church of Christ Another fine audience greeted us on our return from a vacation. Two, a mother and son were added to the church. Next Lord's Day Bible School will begin promptly at 9:45 a. m. A fine class for all ages. Lords Supper at 11 a. m. Preaching, 11:15, the subject, "A Most Excellent Way" from 1 Cor. 13. Special music. Christian Endeavor at 7 p. m. Union services at Church of Christ, 2nd and B. streets.

Methodist Church The usual morning services at the Methodist Church. Rev. R. W. Nelson will speak on THE PRICE OF SUCCESS at 11:00 o'clock. Epworth League at 6:45. Union services at night.

The Baptist Church "Modern Miracles". Are they from God or the Devil? will be the subject for discussion by the pastor Sunday morning. Come and hear this subject discussed from Scriptural authority. This is a subject agitating many minds. Some even deny that miracles are being performed. Come and see. Union services in the evening. Sunday School, 9:45 a. m. Other services announced from the pulpit. C. B. Miller, Pastor.

Klamath Falls awarded \$279,350 building permits during one week recently. Pendleton — \$48,000 bridge to be built across Umatilla river on Columbia river highway.

CANNED HEAT WAVE GETS BAD JOKE

KLAMATH FALLS, August 15.—The "canned heat wave" which has been providing many in this community with alcoholic solace, was rudely jarred by the arrest of five men alleged to have been drunk on the substance. The arrests were made at the Modoc Park Hot Springs. The



(c) By Bernarr Macfadden

From position as illustrated make large outward circles, and large inward circles and then large parallel circles left and right in two counts.

With our modern greasing platform, we can Get Under Your Automobile which guarantees that every part will be thoroughly greased. Shell Gasoline and Products and the best of service to everybody

W. & N. Service Station On The Boulevard

PHILCO Diamond Grid Batteries in your automobile will insure the most dependable service at all times.

All sizes storage batteries

THE Ashland Electric Supply 240 East Main St.



The above sketch was made from an actual photograph THIS ACCIDENT KILLED A MAN

The car owner was held for reckless driving and suit was brought against him. Every car owner needs complete insurance protection. The constantly increasing number of cars on the road means greater danger to every driver.

Are YOU properly insured? Call on this agency of the Hartford Fire Insurance Co., for all forms of Automobile Insurance.

Billings Agency Real Estate & Real Insurance Estab. 1883 41 E. Main St. Phone 211



Jackie Coogan, A Circus Day

At the Vining SUNDAY and MONDAY

W. L. DOUGLAS Shoes

prove their own merit and wearing qualities the first pair you wear.

OVERLAND Shoe Shop



FOR HEALTH AND COMFORT

Health and comfort are essential to the happiness of every one. "One bath-room" houses seldom provide facilities for every member of the family to bathe daily. A larger measure of health, comfort and happiness will result from added bathing equipment. Let us install bath-a-day facilities in your home—inexpensively.

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FOUNTAIN PENS

ADJUSTED CLEANED and REPAIRED Your Fountain Pen that you think useless or unsatisfactory, we have found expert attention will make as good as new. Bring us your pen

Books and Stationery ELHART'S Drug Sundries Toilet Goods

"If a Printing Concern has more than one price—if any of its customers are given printing for less than what is charged other customers—someone pays too much."

No matter who you are or what the conditions may be, the price for a printing order is the same to you as it is to everybody else at

The Tidings PRINT SHOP

Leaders in "Women for Congress" Campaign



MRS. STEPHEN PELL, INEZ MILLHOLLAND, AJACE PAUL, & MRS. GEO. BROKAW

Miss Alice Paul is vice-president of the Woman's Party and head of the feminist movement of America. She will preside at the "Women for Congress" conference to be held at Westport, New York, August 15, 16 and 17.

Mrs. Stephen Pell, of New York, is chairman of the finance committee of the Woman's Party.

Sealed bids for the excavation for the New Hotel will be received to 12 o'clock, noon Tuesday, Aug. 19, 1924. There are approximately 3,300 cu. yds. to be removed. Blueprints and forms of bids may be had from the Secretary, at the Enders Store, in Ashland. The right to reject all bids reserved.

LITHIAN HOTEL CO. By G. M. Frost, Secretary. 293-317

Classified Ads Bring Results

THE WIRING

in your house or business store May Cause a Fire and the subsequent loss of property and business. We will be glad to assist you in arranging your building wiring and in the selection of your fixtures.

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

DANCE

with Frank and King's Comedians

Fairground Pavilion Medford

Wednesday, Aug. 20, 1924

A musical surprise

Frank and King's New Super-Jazz Orchestra

Adm. \$1.10, Tax Included Ladies Free