

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

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DISPLAY ADVERTISING RATES table with rates for Single insertion, One insertion a week, Two insertions a week, 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.

SEPTEMBER 4: HE WILL SWALLOW UP DEATH in victory; and the Lord God will wipe away tears from off all faces.

THE COVERED WAGON LAND

Large looms the Columbia River in the history of our country. It is as the key that unlocked the Great Northwest and added three states to the Union.

It was in the mouth of the Columbia that Captain Gray, of Boston, sailed his ship Columbia in 1792 and raising the Stars and Stripes, took possession of the Northwest in the name of the United States.

Here, where the mighty Columbia tumbles its waters into the Pacific, Lewis and Clark, first to carry our flag across the continent, reached their western destination in the winter of 1805-06.

Another six years saw the Astor-Hunt expedition, traveling by land and sea, establish, at the mouth of the Columbia, the first permanent American settlement on the Pacific coast.

Then followed the outriders of empire—the missionary, the trapper, the adventurer.

Came 1843! Thrilled by the story of the paradise beyond the mountains and fired by the militant cry of "54-40 or fight!" of Senator Thomas Hart Benton, the ox-drawn covered wagon trains started moving westward on the greatest migration of all history.

NEWSPAPER ADVERTISING

A writer recently gave some of the salient reasons why newspaper advertising was the best method by which to reach the prospective buyers, as follows:

First, the newspaper has circulation. A single newspaper will often cover from 60 to 80 per cent of the homes in its territory.

Second, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct by mail advertising.

Third, the best of all, it is timely. The advertiser is able to appeal to his audience by frequent advertisements.

TWO IMPORTANT MATTERS

The city council considered two vitally important questions at its session Tuesday. These were interlocking questions, both looking toward the city's water supply.

An appropriation was made for the making of trails in the watershed of Ashland creek, so that in case of a forest fire in that region, the fighting of the fire would be made easier and more effective.

The council also brought the question of further dam construction in the watershed closer to real action when they decided to hold a special session soon for the hearing of the report of Engineer McKissick, who states he has found several points where the construction of a dam to give the city a larger and more certain water supply is feasible.

The Tidings has repeatedly stated that to increase the city's water supply is the most important question before the people of Ashland and it would be well if another arid summer, such as the one we have just experienced, could be avoided.

ON GOING BACK HOME

Just why going back to one's old home has so strong a hold on the imagination may need little explanation. There is perhaps an unconscious determination not to let the old ties be broken; and when one finds himself foot-loose for a few days or weeks, this latent desire springs into activity, and one resolves to go back and take up the threads of former associations where, upon his departure, he laid them down.

One may admit that there are undoubtedly other places quite as interesting to see; one may even secretly acknowledge that perhaps it would be well for him to enlarge the place of his tent by traveling, when he is free

to do so, in other sections of the vastly and variously interesting world. But he whose heart is old-homeward bent ignores all such allurements, or meets them with the unanswerable logic that home is "a dearer, sweeter spot than all the rest."

Such an one may know in his heart that, however loyally he clings to the past, the former bonds are nevertheless little by little dissolving. This secret knowledge may for a time make him only the more zealous to refresh the memories where he enshrines the former loves and friendships and happiness.

As the sojourner walks along the once familiar streets, he has the feeling that here and there other things, too, are missing. If the town be a thrifty one, new enterprises may have crowded out the remembered corner stores; or, possibly, the once favorite landmarks may have assumed a strange air of dilapidation.

If the wayfarer be wise, as he measures himself against his former status, he will acknowledge with new humility that he has outgrown, not what was good, but what was his own lesser concept of good. He knows that it has been well for him to come back home, to refresh pleasant memories, and to revive happy comradeships.

"All of good the past hath had Remains to make our own time glad."

CITATION: IN THE COUNTY COURT OF THE STATE OF OREGON, COUNTY OF JACKSON.

In the Matter of the Estate of JOHN W. HERRIN, Deceased. To William F. Herrin, David C. Herrin, Fred W. Herrin, Edward W. Herrin, Caroline B. Dixon, Mary Kilgore and unknown heirs, if any there be, of said estate, and to all other persons claiming any interest in the estate of said deceased:

IN THE NAME OF THE STATE OF OREGON. You and each of you are hereby notified that on the 25th day of August, 1924, E. D. Briggs, the duly appointed, qualified and acting administrator of said estate filed in said Court a petition, duly verified, praying said Court for an Order of sale of the whole of the real property of said estate on the grounds and for the purposes therein set forth, which said real property is described as follows:

Beginning at the southeast corner of the Northeast corner of Section 33, Twp. 33 S. R. 1 E. of W. M. in Jackson County, Oregon; Thence North on the section line between Sections 33 and 34 60 rods; Thence West 40 rods; Thence South 60 rods; Thence East 40 rods, to the place of beginning, containing 15 acres, there being a small house on the land, 11 acres improved and 4 acres unimproved, of which he is the owner in entirety in his own right.

The Estate of his father has never been divided and distributed among the heirs, and the real property belonging to the said estate, of which he was the owner of a one-eighth interest therein, is described, as follows: The W 1/2 of SE 1/4, the S 1/2 of NW 1/4, and the SW 1/4 of Section 2;

The S 1/2 of NE 1/4, the SE 1/4 of NW 1/4, the SW 1/4, the N 1/2 of SE 1/4, and the SE 1/4 of SE 1/4 of Section 3;

The E 1/2 of SE 1/4 of NW 1/4, and the diagonal N 1/2 of NE 1/4 of SE 1/4 of Section 4;

The diagonal NE 1/4 of NE 1/4 of Section 9;

The N 1/2, the N 1/2 of SE 1/4, the E 1/2 of SW 1/4, and the diagonal NE 1/4 of NW 1/4 of SW 1/4 of Section 10;

The N 1/2 of NW 1/4, the SW 1/4 of NW 1/4, the NW 1/4 of SW 1/4 of Section 11;

The N 1/2 of SE 1/4, and the E 1/2 of SW 1/4 of Section 21;

The NW 1/4, the W 1/2 of NE 1/4, the SE 1/4 of NE 1/4 and the S 1/2 of Section 22;

The NW 1/4 of NE 1/4, and the N 1/2 of N 1/2 of NW 1/4 of Section 27;

Select Tomatoes Table use and Canning H. S. Glein Wagner Creek Road TALENT, OREGON

year in particular, with many parts of California and Oregon hit by the drought, is a good year for them to see the products of the sections represented and to know that a total crop failure is unknown here.

Interview Tourists: It is proposed to station men at Grants Pass, Ashland and Medford beginning on September 9th, the day before the opening of the fair, to stop and interview every tourist and extend to them the courtesy of a free admission ticket to the fair.

The actual count, authorized by the State Highway Commission, a week ago showed twenty-six hundred cars passed along the Pacific Highway in front of the fair entrance gate between the hours of six a. m. and six p. m. At least sixty percent of them were tourists so that the estimate of getting three thousand cars, out of the six thousand that will pass, to stop and see the fair is conservative.

At an average of three people to the car some nine thousand tourists will enter the grounds this year and carry with them a vivid impression of a splendid agricultural and horticultural exhibit and a cordial feeling of hospitality that was extended to them.

Ashland Day at the Jackson County Fair will be on the second day, Thursday, September 11, and it is expected that there will be an exodus of at least seventy-five per cent of the citizens immediately after the noon hour.

The fair this year will be an exceptionally good one and two adjacent localities will be represented by community displays. These are Bellevue and Valley View districts.

There are a number of Ashland citizens connected with the conduct of the fair and two citizens, A. C. Ninger and D. Perozzi are members of the board of directors. Stores To Close

Ashland has always shown her loyalty to the County Fair and the Fair Board has always refused the use of the fair grounds on the Fourth of July as they believed that Ashland was rightfully entitled to celebrate on that day without any counter attraction in Medford.

The store keepers have been asked to close at twelve o'clock noon on Ashland day in order to give their employees an opportunity to attend.

Lumber Exhibits: The development of the lumber industry in Jackson county is of vital importance to future prosperity and at present the leading topic of conversations is about the new box factory at Ashland and the mill of the Owens-Oregon Lumber Co. together with other branches of lumber manufacturing which this company will engage in.

In with the exhibit of the U. S. Forest Service at the Jackson County Fair will be a display of the Owens-Oregon Lumber Co. which will present to the public for the first time authentic information of the proposed im-

School Books AND SUPPLIES Eversharp Pencils 50c to \$5.00 Waterman Fountain Pens \$2.50 up McNair Brothers The Rexall Drug Store

Hall's Catarrh Medicine will do what we claim for it - rid your system of Catarrh or Deafness caused by Catarrh. Sold by Druggists for over 40 years F. J. CHENEY & CO., Toledo, Ohio

MORTON HOMELIKE REASONABLE HOSPITAL Our expert doctors and surgeons, excellent food, and quiet surroundings bring you real health. 100 PINE STREET, SAN FRANCISCO, CALIF.

Clatsop and North beaches, were passing. The mayor took the center of the street and for more than an hour played the part of traffic officer. Finally hunger overcame his ardor and, managing to catch the eye of a member of the local police force, he left a substitute in charge.

SET HEARING DATE: SALEM, Sept. 4.—The public service commission set October 2 as the date for the formal hearing of complaints of the Portland housewives' council relative to the rates and service of the Portland streetcar system.

Coquille — Sheer wall in Coquille river, 517 feet long and costing \$8,000, being built to raise level and open river for passage of 20,000,000 feet of logs in Middle Fork.

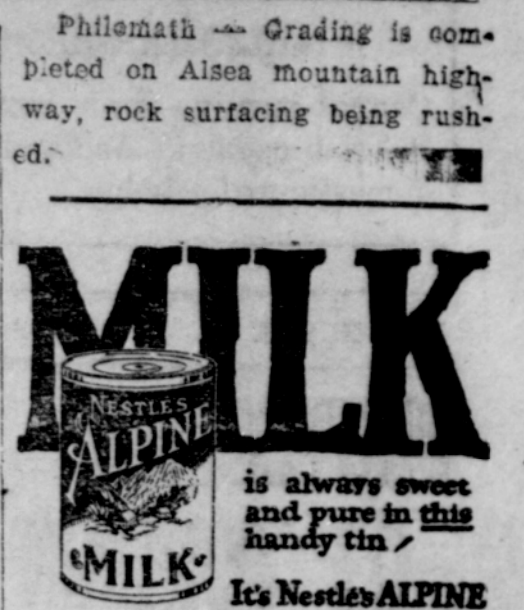
Don't Delay Your House Painting: To do so may mean heavy carpenter bills, in addition to larger painting expense. J. O. RIGG

A Shower Saves Time: Shower bathing is quick bathing. No waiting; and you bathe in clean running water. Jerry O'Neal Plumbing Heating

Army O. D. Wool Serge SHIRTS \$4.00 Army Goods Store Biggest Little Store in Ashland

HORNS \$3.85 FOR SMALL CARS Leedom's Tire House Across from the new 9-story Tourist Hotel

FREE! Belcano Facial Treatments BY BELCANO BEAUTY SPECIALIST Friday and Saturday Women of sensitive preferences will particularly appreciate the clean daintiness of Belcano, and the comfort and ease with which it is used.



FINGER PRINT EXPERT LEAVES SCOTLAND YARD

LONDON, Sept. 4. — Inventor and perfecter of the system of telegraphic codes for finger print, transmission over thousands of miles. Superintendent Charles S. Collins, has just retired from the finger print department at Scotland Yard.

Collins is internationally known for his system and his books upon the subject and during his term of office at Scotland Yard he has built up an index of 470,000 finger prints of world criminals.

ASTORIA MAYOR DIRECTS TRAFFIC

ASTORIA, Sept. 4. — When Mayor Setters left his office to go home last night he noticed that automobile traffic was in difficulties at Fourteenth and Commercial streets, where hundreds of tourists autos, headed for the

BOYCE-ITE

The MATERIAL THAT Adds More Mileage

W. & N. Service Station BOULEVARD and SHERMAN

VINING THE THEATER BUILDING

FINISHING TODAY



ICEBOUND A William de Mille PRODUCTION WITH RICHARD DIX, LOIS WILSON

FRIDAY and SATURDAY

BLUFF



SAM WOOD PRODUCTION Agnes Ayres, Antonio Moreno A Paramount Picture

Webster didn't put BLUFF in the dictionary for nothing and Agnes Ayres uses it with all its synonyms to make the grade.

ALSO "The Telephone Girl"