

ASHLAND DAILY TIDINGS

(Established in 1876)

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George Madden Green Business Manager
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First insertion, per 8 point line \$ .10
Each subsequent insertion, 8 point line .05
Card of Thanks 1.00
Obituaries, per line .02 1/2

WEAT 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.

SEPTEMBER

IS IT NOT to deal thy bread to the hungry, and that thou bring the poor that are cast out to thy house? when thou seest the naked, that thou cover him; and that thou side not thyself from thine own flesh?—Isaiah 58:7.

REPORTS BLASPHEMY

Do you live close to the street and can you hear people talking as they walk by your home?

If so, you too have probably felt the embarrassment which one Tidings reader reported to this office. She stated that frequently men passing her house were heard to swear, the blasphemous words being as distinct in the house as they were to the party who was walking with the person cursing.

It is difficult to understand why some men will be so forgetful of decency as to walk past a home and curse loudly, when the same man would not even think of cursing if he was calling at the home or if he realized that his blasphemy was reaching the ears of the women inside the nearby homes. Men should guard themselves against blasphemy at all times and then they would not cause embarrassment to others.

CASHING STRANGERS' CHECKS

A tourist from an adjoining state was in the office yesterday asking The Tidings to assist him in solving a problem which confronted him when he had an automobile accident which completely depleted his financial resources.

He stated he had encountered difficulties in getting a check cashed and that he considered it a disgrace that the city or the Chamber of Commerce did not have some agency for handling such emergency cases. He, of course, was referred to the banks, where it is merely a matter of proper identification to have a check cashed. It should have proved an easy matter for him to establish his identity and financial responsibility by means of his home city bank writing to one of the local banks.

It would not be feasible for the city or the Chamber of Commerce to have any agency to handle such emergency cases. That is the function of the banks and The Tidings is sure that the Ashland banks are willing to cooperate with the tourists for the solution of any financial difficulties they may find themselves in while in Ashland. It would not be fair, however, for the tourists to expect individuals to assume the risk of cashing a check unless the identification is very definite and positive, any more than it would be fair to ask the banks to assume the risk of cashing checks under anything but the most favorable conditions.

A DISTINGUISHED VISITOR

When a distinguished visitor, such as William Jennings Bryan, visits a community it is of no consequence what the people's politics might be. Everybody will want to hear the gifted orator and political leader, even though they may not agree with him. It will undoubtedly take the building of largest seating capacity or the place of largest standing room to accommodate the crowd which will flock to hear the Commoner.

William Jennings Bryan has probably received more publicity and come in contact with his countrymen more than any other living American. While he has been defeated in several of his campaigns, his ideas have formed the inspiration for many beneficial reforms which we are enjoying today.

AND THIS IS COMMON SENSE

You must live first and accomplish afterwards. To do that which you want to do, whatever is your aim for success, requires time, and time demands of you money or its equivalent.

A youngster gets a job, joins the union and expects his pay to be raised the second week, with no thought why it should be raised excepting that he needs the money. He envies the man with a comfortable fortune but never considers the life-time work it took to get it, nor that he could have one like it if he obeyed the same laws.

We Americans have a strong money sense but a weak time sense. Impatient of delay we want everything today. From the way most of us act, one gets the impression that we all want to retire with a full competency this afternoon and spend the rest of our lives in ease and luxury. That spirit causes crime of sundry kinds and results in moral and physical degeneracy. It is reacting not only in individuals, but in social and industrial groups. It is the sole secret of all the unrest that pervades the world at this moment.—Warde's Words.

LIFE ON WHEELS

Since we have adopted the policy of taking our vacation on wheels instead of on foot or horseback, the automobile camp has become as much a part of American life as the frying pan and the dollar watch. Struggling villages on main highways have seen their bank clearings treble without another permanent resident joining the lineup at the postoffice window. Other towns have

jumped from insignificance of having their mail sacks thrown off the afternoon flyer, to the dignified position of receiving a one-minute stop, as a result of the increase in population due to automobile tourist traffic. Bankers of one Southern Oregon town on the Pacific highway report that about three-fourths of their bank clearings during the summer months represent the new wealth added by the traveling public that pauses in its motor trips along the Oregon-California boulevard. The village, hamlet or town will benefit most from the automobile tourist crop, that provides the best camping facilities and lets the touring public know that his presence is recognized as the asset that it is. "Where do we eat?" asks the sunburned pilot of the family flivver as he pulls up near the edge of town in search of the auto park. If the park is conveniently located, kept clean and has the advantages which keen competition in the matter of automobile parks has made necessary, the word spreads with the rapidity of a prairie fire. "Blinkville is not much of a town, but it has a good park, and the wood is already chopped." That is the magic talisman that decides Ma and Pa and the four little tourists that Blinkville, rather than Sleptown, shall be the stopping place on their miniature world flight. Treat them right, give them a good place to eat, and the city's fame will spread.—Marshfield News.

All indications point to a very successful celebration of Defense Day in this state, as more than fifty towns and cities have reported detailed programs to the governor.

Pie is reported to be the favorite dish with Americans and roast beef makes a close second. No investigation of the consumption of these two dishes was made among the physicians, who say they are eaten too frequently, but one writer is willing to wager that the physicians do justice to their portion of these favorite dishes.

THE FORUM

Articles of timely interest are welcomed under this head. Communications must bear the signature of the author.

Editor Tidings:—You invite us to talk to the people through this column on the vital subject of water—Thank you for the opportunity.

We "live and learn." This dry year has been a revelation to many of us, certainly to me, proving that our two small dams up the canyon are a joke, when it comes to supplying us with even domestic water and fire protection. Here-to-fore we have thought of canyon improvement in relation to irrigation only, having been told by expert authority that our present water system was sufficient to supply a city of twenty thousand. To solve the irrigation problem we bought 600 acre feet from the Talent Irrigation district to take care of large acreage tracts and supply the prior water rights in Ashland creek. It was a good business transaction, and will pay out. We did not have to bond the town for it. Old Ashland creek and the canyon are still ours, but we have unfortunately acquired the reputation this summer of being the driest town in Oregon.

We are entering on an era of undreamed of prosperity. One good thing after another is coming to us and they are just the first of the ones yet to come. Next year our Tourist Hotel will be in operation and our Ashland hotel will have a hundred rooms. We must and will do our part by providing fire protection, green lawns, beautiful flowers, fresh fruit and vegetables. This is no time for idle words. Delay is perilous. It is predicted we may have another dry year or even two. For thirty days the city has had a surveyor and crew in the canyon. He will report in a few days to the council and through the Tidings to the people. We are looking for a dam high enough up to give power to our electric plant. The bonds, (\$100,000) voted a few years ago for canyon improvement were never used. The bond houses will require a more recent voice of the people. When Ashland goes after water she is going to get it just as she gets every other good thing, bless her heart! And she is going on the map of Oregon in big capital letters. The old Rip Van Winkles will wake up in a few years and think they are in New York.

MRS. W. M. BARBER.
Rainier—Local cannery running day and night on string beans, excellent crop.

VEE D O L Oils and Greases

All grades You will find these oils and greases give you satisfaction.

FREE CRANK CASE SERVICE ALEMITE GREASING SERVICE W. & N. Service Station BOULEVARD and SHERMAN

ANNIVERSARY SALE PROVES A SUCCESS

Hardy Brothers, local grocery-men advertised again in The Tidings yesterday, as a follow-up to the Anniversary sale which they held last Saturday and Tuesday, again featuring some of the products which proved so popular during the two-day Anniversary sale.

Incidentally, it might be mentioned that J. H. Hardy stated this was the most successful sale which his store has ever conducted. He also added that the sale netted probably more than any two-day grocery sale ever held in Ashland. The total amount of the receipts in the grocery store during these two days, Mr. Hardy stated, was \$1800. When one realizes the small amount represented in many grocery purchases, it will be seen that the Hardy Brothers force of salesmen must have been stepping fast during every minute of the two days.

The sale attracted a large crowd of purchasers down town especially Saturday evening, when the store was crowded until the doors were closed. The only advertising used to make this sale so successful was a display advertisement in The Daily Tidings, which proves that if you tell the people about your business proposition they will respond.

STORE COMPANY IS FORMED IN EUGENE

EUGENE, Sept. 6.—A company with a capital stock of \$250,000 has been organized in Eugene for the purpose of establishing a chain of department stores throughout Oregon and Washington, according to announcement here yesterday. Eugene will be headquarters and offices have already been opened. The name of the company is the Cosmopolitan Five Cent to One Dollar Stores, Inc.

SEARCH REVEALS DESERT TRAGEDY

WINNEMUCC, Nev., Sept. 6.—A tragedy of the desert was discovered...

A Wonderful BUY! \$170 Rebuilt Electric Range \$85

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

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

closed today when three local residents who made a search for a colt which was reported crazed from thirst within a few miles of this city, found that it had been torn to pieces during the night by coyotes.

County Clerk J. W. Devey and his son, Gordon who were traveling in an auto the previous day, reported, the animal staggered to the machine. They gave it all the water in their canteen, which perceptibly revived it. The driver of a truck traveling behind them also gave the suffering animal all the water he had and on arrival here made plans for its rescue.

The mother was nowhere to be seen and it is supposed she met the same fate as the colt, after the two animals had wandered apart while crazed with thirst.

ANTELOPE RACE WITH MACHINES

PORTLAND, Sept. 6.—Fleet-footed antelope in the stretches of desert land in northeastern California and southeastern Oregon have acquired the habit of racing motorists, running parallel with their cars at some distance from the road. Speedometer records show the desert racers were capable of 45 miles an hour.

This California-Oregon herd is estimated to be the largest in the United States. According to the Oregon Fish and Game Commission it numbers from 5,000 to 8,000 head, scattered between Elturas, Cal., Klamath Falls and Lakeview, Oregon.

Another and smaller herd makes its habitat in the northern end of the Shasta national forest.

MARKSMAN SHOOT'S BALLOON FROM SKY

SACRAMENTO, Sept. 6.—Swaying and tugging at the rope which held it at an altitude of one thousand feet, a gigantic advertising balloon today suddenly began to shrivel and in a few minutes sank to earth near Thirtieth and M streets.

Investigations developed the fact that some marksman had punctured it with nine bullets. Since no report of a gun was heard it is supposed the weapon was equipped with a "silencer."

GOVERNOR FAVORS MAKING NEW ROAD

SALEM, Sept. 6.—Construction of the skyline drive over the crest of the Cascade mountains from Crater Lake to Hood River would make Oregon the playground of the world, in the opinion of Governor Walter Pierce of Oregon.

An increase of a cent to the state gasoline tax will make possible the completion of state gasoline tax will make possible the completion of state highways into Lake county, providing an outlet to that territory into Willamette valley, Pierce stated. Improvement of the road to the Josephine caves and construction of the Roosevelt highway can also be carried on with the additional revenues, he pointed out.

OESER'S Ashland Service Station

HIGH PRESSURE ALEMITE GREASING

This is the ONLY thorough and up-to-date method

A real benefit for your car A real satisfaction for you

New cars are equipped with Alemite fittings

If yours is not, we will equip it and make a new car out of it Alemite fittings are a necessary equipment not a fancy luxury.

We have the only HIGH PRESSURE (2000 pound) COMPRESSOR in town

A Real Service Station

DR. OESER & SON

NEW LAMP BURNS 94% AIR

Beats Electric or Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 35 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94 per cent air and 6 per cent common kerosene (coal oil).

The inventor, V. M. Johnson, is offering to send a lamp on 10 day's FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him to-day for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

ENGINEER DIES

EUGENE, Sept. 6.—H. Hoey, first assistant chief engineer for the Southern Pacific for the past thirty years, died at the company camp near Oakridge of apoplexy at midnight last night. Hoey was in charge of engineering the Narrows cut off.

Eugene—More than 50 people employed in Eugene woolen mills.



The man of Tires and the cigar is the sign of MICHELIN

Where

there is a Snubber—Gabriel is the only snubber—there is never a bonnee.

Raybestos Stops you just out of danger—have brakes adjusted regularly

Automotive Shop

Chevrolet and Dodge Sales, Repairs

CALIFORNIA RIVERS ARE BECOMING LOW

REDDING, Cal., Sept. 6.—Official measurements of the water in Fall River show that this stream is less than 10 per cent below its normal flow at this late date in the driest season California has ever known. The same is true of Hat Creek and Rising River, which come into Pit River from the south. Fall River empties into Pit River from the north, or rather it did empty into the Pit until the Pacific Gas and Electric Company diverted the whole stream through a tunnel to Pit No. 1.

It is the constant flow of these streams winter and summer, that makes them so valuable for power development purposes as at the two power houses on Hat Creek at Pot No. 1 on Pit River and in the future at four more power houses farther down the river.

Confidence Rules Credits

And, determines your standing in the community. The size of your bank account isn't necessarily the gauge by which

You Are Judged

More often it is the beginning of proper bank connections, and the manner in which you handle your money, the way you make it and how you spend it. Sometimes advice on business policy has been the factor in making a business a success.

First National Bank

HEADQUARTERS for School

TEXT BOOKS AND SUPPLIES

All books from First Grade to Senior Year in High School are in stock.

YOU CAN GET EVERYTHING your children need at our store—(Your stationery and book store) SPECIAL—Fountain Pens purchased here, engraved with your name FREE.

Books and Stationery ELHART'S Drug Sundries Toilet Goods

Fit to Fight

Back in the wars that were, poor sanitation was more deadly than bullets. This, you remember, was true in the Civil War, and again in our spat with Spain.

When the boom of the late war was heard the whole world around, the first thought was of sanitation.

Before soldiers are fit to fight, they must be clean and healthy. Then they must be kept clean and healthy, else they will not stay fit.

Today every camp for soldiers—every National Guard camp, every Boy Scout camp—is well plumbed and made sanitary.

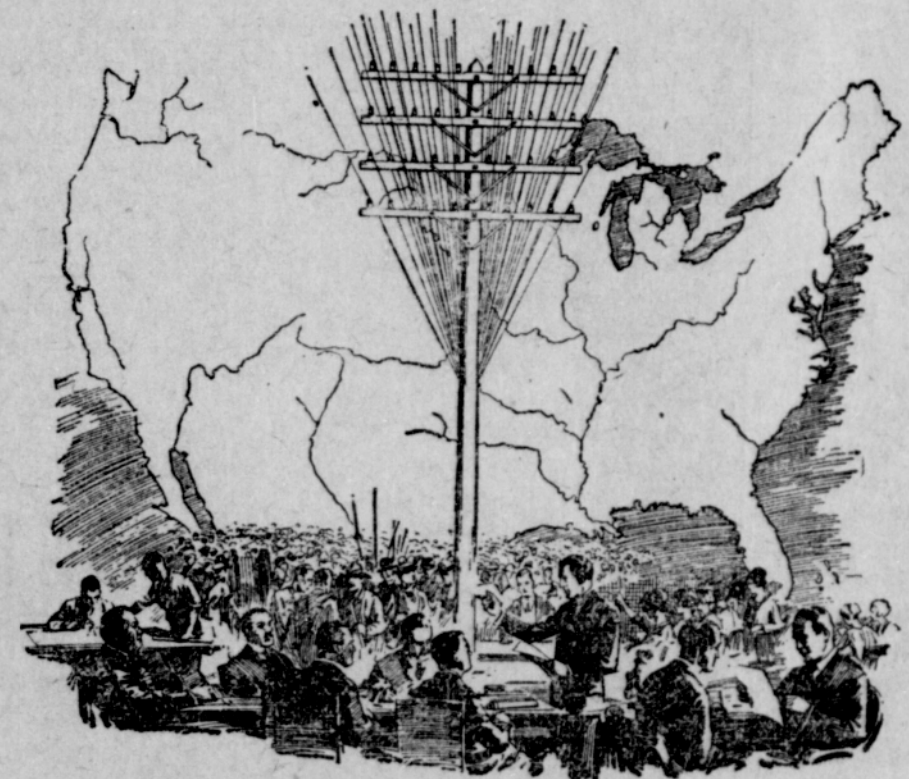
Without plumbing there could be no large huddles of humanity. They would die as they did in days of old—like flies.

Plumbing—pure water, perfect sanitation, proper sewage disposal—is the most needed thing in every home in every community.

To neglect having the best plumbing in your home is like saying, "I don't care anything about my health or my family's health."

Jerry O'Neal

Phone 138 207 E. Main Plumbing Heating



Engineering for Service

WITH the twang of a clock-spring, carried over a short stretch of wire one June day in 1875, came a discovery that was to be of incalculable value to mankind. On that day the telephone was born, and a new vocation came into being, the profession of telephone engineering.

Today, 49 years later, a host of men, successors of Bell and his single assistant, are applying their trained abilities to the complex problems of meeting the nation's demand for telephone service. They explore the

unknown and adapt the known in Science. They bring the thoroughness of specialists to the tasks of construction, operation, management. Their common objective is an improved service whereby man may substitute his voice for his physical presence in distant places.

Engineered and not haphazard effort has brought the triumphs that mark advances in the convenience of the telephone. Because of this effort there is a communion of communities without which America, as we know it, could not exist.



The Pacific Telephone and Telegraph Company BELL SYSTEM

One Policy - One System - Universal Service