

ASHLAND DAILY TIDINGS

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

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

OCTOBER 2

DEFAUD NOT—For this is the will of God... that no man defraud his brother in any matter.—1. Thessalonians 4: 3, 4. PRAYER—Help us, Lord, to be honest with Thee, and then we cannot be dishonest with ourselves and with others.

MESSENGERS OF FAITH IN CITY

The presence of the advertisements of two merchants of this city in today's issue of the Tidings, who will be represented regularly in the Tidings during the next 12 months, is a reminder of the "Let's Go Ahead" spirit which is being felt more and more each day by the merchants of Ashland.

At present The Tidings is carrying the advertisements, on a regular schedule and on a contract for a year, of six merchants of this city, who previous to the last three-months' period had not been regularly soliciting patronage by means of daily newspaper advertising, which is recognized today as the quickest and most effective method of reaching the purchasers of a community.

These merchants, instead of depending upon a haphazard appeal to their prospective customers, will make a continuous and systematic appeal in this newspaper.

In addition to these new advertisers, those advertisers whose contracts have expired during the last three months have renewed them for another year, positive evidence that they have found business good and believe that business will be even better than it has been. They are messengers of faith in Ashland.

HALF-BAKED REPORTS INJURIOUS

A few days ago a committee appointed by the state executive issued a report in which an organization closely related to this community was attacked, indirectly more than directly, but just the same attacked.

The special committee report recommended a cessation of sales by the local organization until further investigation could be made. The attorney for the local organization in a reply stated that the organization's books were open for inspection by the probers, who had promised him no report would be made until further conferences with officials of the local organization.

The investigation has not been extensive enough nor was the report of a sufficient scope to justify a judgment either favorable or unfavorable to the local organization, and no judgment should be made.

The point to be brought out is the necessity for more care in making reports by probers until the investigation fully justifies a comprehensive report which would leave no doubt either in favor or against the company which is being probed.

To merely create doubt and uncertainty and anxiety as the report relative to the local organization did is injurious and should be discouraged.

JAPAN AND THE UNITED STATES

The controversy in the League of Nations in connection with the protocol and the rumor that Japan would refer the question of American exclusion of the Japanese to the league for arbitration does not have even the semblance of menace to this country.

The recent receipt of a huge shipment of silk, which was rushed by special train from Seattle to New York, is one of the strongest indications as to what attitude the Japanese will take as regards America. Japan wants the United States business and will try a lot of diplomacy before they resort to arms—and the victory on the protocol shows that they know a little about diplomacy too.

THE GOLD HILL SPEED TRAP

The pernicious effect of the latest speed trap, as operated in Gold Hill with the approval of the mayor, directs attention to the need for legislation that will standardize traffic matters throughout the state, and afford some sort of central supervision by the state. These abuses of local authority are common. No sooner has one been corrected than another arises. It may well be suspected that fat profits rather than a zealous regard for public safety have something to do with the persistence of the village speed trap.

Nor is it at all uncommon for the merchants of the city so afflicted to protest against action of the city authorities, as the merchants of Gold Hill have done. They are in a position to see what rewards come from an unfair and arbitrary practice, and they understand that the speed trap creates sworn enemies and gives both community and vicinage a bad name. Of the many cases tried in recorder's court in Gold Hill, since July, it is said that only one defendant escaped without a fine. Is not that significant? Whether it is or not, every condition of this sort smells intolerably of greed, and even of official graft, and the municipal authorities of such a town have only themselves to thank for the suspicion.

It is true that traffic regulations must be enacted and enforced in every Oregon town and city. But the motor-

ing public should know what those regulations are. It should know that it is not encountering a speed trap when its cars enter any municipality within the state. It should understand that the regulations for one are the regulations for all. Such a law would be a most desirable one. But in the meantime there is no occasion for the profitable installation of speed traps in this or that town or city.—The Oregonian.

FROM OX TEAM TO AIRPLANE

The venerable trail-maker, Ezra Meeker, like a numerous company of whom he is a type, may fairly be said to have earned the right to select his means of transportation across the continent. Mr. Meeker chooses the airplane and if official orders are received in time he will presently be wafted in about two days across the plains that in his youth it took six months to traverse. Surely no student of contrasts could find a more striking illustration of material progress within the short span of the life of one man.

Not only the basic science or heavier-than-air navigation but the incidental aids that have made it feasible are the products of comparatively recent time. The internal combustion engine, but for which no flying machine could hope to leave the ground, is an infant by comparison with Mr. Meeker himself. The distillation of petroleum, which had not been conceived of three-quarters of a century ago as a source of power calculated to revolutionize travel, has since had profounder consequences than the most daring pioneer would have ventured to predict. Mr. Meeker came west in a time when there was not a railroad west of the Mississippi, nor a telephone in the United States, when mail in Oregon came by way of the isthmus of Panama and the telegraph was yet an experiment. To hark back to the days of the ox, which Mr. Meeker himself has so often and so eloquently apotheosized, would be to discard far more than the superficial advantages of speed in getting from place to place; it would be to revert to a state of hardship and discomfort, of unremitting and often unrequited toil, which, however it may have served in its own time to develop sturdy men and women, has given place on the whole to indubitably better things.

There ever have been, there are now, and there always will be pioneers, since pioneering is a matter of the spirit and not of geographical frontiers. It has been Mr. Meeker's fortune—as it is that of all other elders—to have lived in two pioneer epochs superficially as widely apart as the poles but in fact as nearly alike as the ambitions of men in all ages. In the kind of craft in which the pioneer of 1852 will return to the land beyond the Ohio a bevy of aviators have just encircled the globe. It is impossible to differentiate between the motives which rule our modern Marco Polos and those which actuated the explorers and the trail-blazers of a remoter time. It is a mistake to assume that the opportunity of the pioneer ended with the passing of the ox team.—The Oregonian.

General Dawes has not said "Hell'n Maria," not even once, in the present campaign, but he is creating a little interest just the same, and we will miss our guess if he does not have at least one characteristic explosion before November 4th.

The Independents claim that Dawes' explosion is coming when the votes are counted—and they say it won't be the result of joy either.

Why the Republicans thought Brookhart, Nelson and Hiram Johnson would remain silent is beyond our understanding. They are not built that way, nor have they made their reputation by remaining silent.

Judging by the poor reception which Senator Pepper's keynote in one of the New England states was received, the cancellation of his speaking tour because of a disagreement with General Dawes might be advantageous.

For the life of us, we can not criticize President Coolidge because of his silence and the resultant isolation in the present era of babble.

Have you registered? There are more than 300 candidates in the state of Oregon—of course not all in Jackson county—but there will be sufficient for you to select from.

Pioneering in Southern Oregon by C. B. Watson

(Continued from Tuesday)

The importance of the fur trade was early recognized and the fortunes that were being built up by it aroused the cupidity of others. Monied men were at all times ready to invest where the harvest promised such great returns and plenty of reckless adventurers were ready to brave the dangers of the wilderness, for the "fun" and thrill of it under circumstances which promised them uncontrolled liberty and freedom of action. Other organizations were formed and these adventurers were enrolled for action in the wilderness. Great activity between competing companies soon arrayed the followers of each in antagonisms. Independent trappers not in the employ of the Hudson Bay Company were soon in feuds with the great organization's trappers, and in the conflicts resulting the Hudson Bay trappers had the advantage of Indian support. The Indians soon learned that these independent adventurers were to be discouraged from pursuing their chosen vocation because it antagonized the powers that dominated them and to which they were pledged to fidelity.

It was only the exercise of natural human instincts, uneducated, uncivilized and practically uncontrolled that prompted the attitude of these savages toward all comers not in harmony with the great organization with whom they were related in trade. The trappers who had taken wives among them and had adopted tribal relations conferred among themselves in the interests of the company and, even though the higher-ups of that organization were, perhaps, not directly instigating the savages and often punished them for inhuman acts against the whites,

yet their trappers scattered through the wilderness were under no present direction from their employers, and naturally only half civilized themselves filled their savage comrades with antipathy against all who were in competition with them. It is not at all strange that these Indians should have been made familiar to a certain extent with white encroachments for many generations back and covering a large part of the American continent. The Indians were also kept informed from the same source of the coming of those who were to be discouraged because not allied with the Hudson Bay Company. They were also kept informed of the attitude of the United States and Great Britain toward each other on the all important subject of ownership of the Great Northwest. So we see that from the beginning the Indians were made to understand that it was the wish and aim of the great Nation to which the Hudson Bay Company, belonged that the American Government's claim to the Oregon Territory should be defeated, and they adopted the only methods known to them to aid their great ally. Some people have expressed surprise that Indian tribes at great distances from each other should be kept informed on current events of importance to them. It must be understood that these savage tribes had their own methods of communication, some of which were ingenious and others daring. When white men first came into the country they found a well traveled trail from the Columbia river to the Sacramento valley over which communication was kept up and from various sources the doings of the outside world were learned. They learned of the war between the United States and Mexico, even before Fremont had received his orders to return to California while he was yet at the head of Klamath lake in Oregon.

The kindness of Dr. McLaughlin, Factor of the Hudson Bay Company toward the early settlers and his encouragement of the establishment of Missions in the Willamette and along the Columbia, while recognized as an act of generosity and mercy, was no less an act of statesmanship, but not understood by those above him. The Missions established in the Willamette and along the Columbia were clustered about directly under his eye where the inevitable might best be shaped and directed. There were no efforts to establish Missions in Southern Oregon, and the first move in that direction by Dr. H. K. Hines in 1834 was discouraged by the Hudson Bay Company's representative stationed on the Umpqua river south of the Callippooia mountains, and he reported the Indians there to be dangerous and unreliable. Even at the time of Jedediah S. Smith's adventure with the Indians at the mouth of the Umpqua river in 1828, they were not ignorant of the power and importance of the Hudson Bay Company, for Dr. McLaughlin at once took the responsibility to punish them and recover the property they had taken from Smith. These Indians knew about the great power on the Columbia to which they had to bow, and doubtless they had also learned that prowling white adventurers not of that company should be discouraged. The leading chiefs in the subsequent Rogue River Indian wars were also informed of the feuds among white men that were coming into the country. (To be Continued)

LA FOLLETTE TO STUMP COAST AS RESULT ACTION

Robert M. La Follette, because of the adverse decision of the California supreme court regarding the placement of 1 is 13 electors on the November ballot in that state, is to invade Oregon and Washington in person, as well as California, this in direct inference from La Follette's own statement and by the direct insistence of the La Follette state headquarters.

That La Follette's coming in person to plead his case before the voters will have much and potent influence on the Oregon and the Pacific coast campaign cannot be doubted. It, in a way, tends to shift, for a time at least, the storm center of presidential campaign from the Atlantic and Midwestern to the Pacific and Far Western states. And, it may well develop, that it will tend to cause a different view to be taken of this part of the country from a campaign standpoint by the national headquarters managers of both of the Republican and the

Democratic parties.

Nor can there be any question about the California decision having an appreciable effect on the La Follette situation in the West. It causes La Follette to seek for the 13 electoral votes of California through the medium of the Socialist electors, or at least of electors put on the ticket by the Socialist organization of that state. La Follette and his California managers seeming to realize that the consequent reluctance of many voters to mark their ballots for Socialist nominees will, under ordinary and unattended circumstances, mean the loss of many votes in that state to the La Follette cause.

La Follette, so his friends here say, all the time has been insistent on a trip to the Northwest and Pacific coast sections. He had

When you start the hunting season tomorrow, you should wear a pair of our Weyenberg Real Wet Weather High Top Boots, the kind which will wear longer and give you maximum protection against water.

OVERLAND Shoe Shop

been persuaded against coming this far west because of what his managers deemed strategic reasons.

MEDFORD AND KLAMATH FALLS IN SCOUT MOVE

Klamath Falls and Medford joined hands last night and took preliminary steps toward the formation of a First Class Boy Scout Council for southern Oregon, says the Klamath Falls Herald.

At a meeting in the Chamber of Commerce rooms attended by representative citizens, committees and members from the Rotary and Kiwanis clubs, Chamber of Commerce, and churches, a motion prevailed to launch the project and enthusiastic support was expressed, promising a financial background which it is confidently believed will assure the movement's success.

Grants Pass Dubious Early in the meeting, presided over by Acting President R. C. Groesbeck of the Chamber of Commerce, it was learned through Gordon Holt, president of the Grants Pass Rotary club that his city was dubious about its ability to share in the program. Ashland was not represented, it having explained that the public of that city had not been fully apprised of the plan.

Undaunted and determined that the boys of southern Oregon shall have the advantages of a healthy scout organization, Klamath Falls and Medford delegates proceeded to organize and concluded their

action by a motion inviting Ashland and Grants Pass to join the movement. That these two cities will soon fall into line is the confident expectation of supporters.



THE real economist is the one who looks for quality in clothes. It isn't the price that counts; it's the value you get.

Clothes Tailored to Measure by Born are sold with the broadest guarantee for lasting service.

They are as good and look as good as clothes ordinarily sold at much higher prices.

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Make Things Hum This Fall FALL is here. Everywhere there is a quickening of activity, a preparation for handling increased trade and a reaching out for new business. You will find here a helpful ally. You can also receive the benefit of the cumulative experience of our officers as well as our correspondents over the country. Problems that baffle you may be identical or similar to those solved successfully by many others. Come in at any time for we want to know you better. Our entire facilities are yours to use freely. Bank Here Where Careful Efficient Service Rules First National Bank Ashland, Oregon

TONIGHT! Frank & King's Comedians After Sixteen Weeks in Medford in the Armory "The Girl in the Taxi" One Night Only Prices 10 and 25c. Reserved Seats 50c Vaudeville Between Acts