

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.

NOVEMBER 24: RIGHTEOUSNESS BRINGS PEACE: The work of righteousness shall be peace; and the effect of righteousness, quietness and assurance for ever.

MORE MONEY WASTED: Recently a traveling man came to Ashland with a scheme—we will not term it an advertising scheme, because of the so limited circulation it really offered—which he readily sold to local businessmen.

As in all such cases the cost was very high, considering the limited circulation, but there was a novelty about it which of course appealed to the business men.

Despite the fact that the merchants paid the solicitor sufficient for him to have paid three times what the local printers asked for the printing of the advertising material, this salesman sent the printing order to an outside city.

By taking a space on this practically worthless proposition, a local groceryman assisted in building up the trade of a grocery store in the other city; a dry goods merchant boosted a neighboring dry goods store; and so on down the line.

As long as the business men of Ashland continue to "fall" for these quack advertising schemes, which do not give them value received, so long will they fail to get the maximum returns and benefits which they would if they spent their advertising money in legitimate and business-like methods.

HOME BREW PRIVILEGES: There is a good deal of confusion as to what was really established in the celebrated acquittal of Congressman Hill of Maryland, on a charge of violating the Volstead Act. The result has encouraged home-brewers generally, as far as fruit juices are concerned.

There are two high points in the record of that trial. One is the judge's ruling that the usual Volstead restriction of alcoholic content to one-half of one per cent does not apply to fruit juices, because Congress has specifically excepted from that limit "non-intoxicating cider and fruit juices exclusively for use in the home."

If the judge's opinion of what Congress meant in the clause excepting fruit juice beverages is upheld, the only point at issue in any such case hereafter will be the same question that Congress wrestled with in vain: "What proportion of alcohol makes a drink intoxicating?"

LITERATURE MOVES WEST: Literary attention is drawn to the northwestern states by the notable success of Martha Ostenso, who won the \$13,500 prize offered by a threefold combination of magazines, book publishing house and film company.

And who is this Miss Ostenso, whose first literary efforts wins such laurel? A 24-year old school teacher, reared in Minnesota and South Dakota, the daughter of humble Danish immigrants and herself an immigrant.

The geography of this literary feat is even more significant than the personality of the author. Miss Ostenso is but the latest of a distinguished succession of American authors springing from that same section, which outwardly might seem rather inhospitable to the fine arts.

The first American literary center was New England. New York, too, had its day, but is now distinguished chiefly by its adoption of literary lights from the provinces. Latterly the course of literature has moved westward to Indiana and Illinois. Now it seems to be establishing itself in the great plains of the Northwest.

"GYM" FOR WEAKLINGS: Physical education used to mean only various forms of rather strenuous exercise, including calisthenics, athletics, apparatus work and folk dancing.

Today physical education does not aim simply to keep healthy students fit, but seeks the physically handicapped student and tries to build him up. A great many high schools and colleges now have "corrective" classes in which such pupils receive individual attention, with massage or rest or special exercise recommended according to their respective needs.

It is a very fine change in the school attitude toward pupils' physical needs. It means fewer breakdowns under the school regime. It often insures a steady improvement in the physical condition of backward or weak students. It must also mean a good deal more happiness during school years and an increase in mental efficiency. The principle might well be applied throughout the public schools.

NOT A "LEISURE CLASS": Reading "dope" on the football season, somebody remarked the other day that he wondered when college men get any time to devote to their studies. It seemed to him that from the beginning of the fall term until Thanksgiving football held first place in the curriculum of our modern educational institutions.

Because a popular sport and pastime naturally receives more publicity than the routine of class and lecture rooms, many persons attribute to it an importance in college life that it does not possess. In any college only a small percentage of the students go in for football as participants. The interest of the large majority is expressed only by their attendance at the games and most of the contests are staged Saturday afternoons.

While there will always be some slackers, most college students realize the significance of their job. They know what they are there for and the penalty for wasting time. The gospel of endeavor is being preached as never before. "Work hard" should be the motto of all, whether in or out of college.

As a testimonial for her goods, the pie-faced beauty parlor proprietor ranks with the bald-headed barber.

When you see a bloom of health in a distant cheek, you can't tell whether the girl has been roughing it or rouging it.

There's a big to-do lately because a certain battleship was "built to sink," which, speaking by and large, is what all battleships are built for.

PRIEST REBUILDS CALIFORNIA'S FIRST CHURCH AT SAN JUAN: LOS ANGELES, Nov. 24.—Its white columns flashing in the sunshine, the oldest church in California is now once again open for worship.

This church, located near here, at San Juan Capistrano and believed to be the oldest church-building in California, was originally wrecked by an earthquake in 1812 and, after crumbling to ruins for years, has now been fully restored.

A beautiful edifice, containing an ancient Spanish altar entirely covered with leaf gold, the church stands as a monument to the early fathers of California and to a modern padre — a priest from Kentucky, with an Irish name.

The Rev. St. John O'Sullivan, resident priest today at San Juan Capistrano, arrived there in 1909. He was dying. Suffering from an ailment said to be incurable, he came to die within the walls of the ruined mission.

For almost a century the San Juan Mission had been deserted when the Kentucky father came. Father O'Sullivan had no money; but he found a trowel, and he mixed mortar.

Under the healing caress of California sunshine, this padre labored. Lovingly he worked restoring an arch, a broken tile, a ruined flooring. Father O'Sullivan did most of the work of restoring the old mission. Then came aid from others. For more than twenty years the work went on.

Not any months after he first saw San Juan the padre's health improved, and soon he was almost well. Today he is completely recovered.

They want to rename the old church "Miracle Mission."

BITTERLY ATTACK SOUTHAMPTON PORT: LONDON, Nov. 24.—Pungent criticism of the state of the approaches to Southampton Harbor, the largest and most famous English port, is being made by prominent steamship companies using the port.

The steamship companies aver that the bad state of the channel constitutes a grave menace to shipping while the association representing the pilots of the port even more strongly protests that the work of the pilots is made more hazardous.

In the letters to the harbor authorities, the White Star Line and the Cunard Line state that in many places where there should be thirty-five feet of water at low Spring tide there is much less.

Advertisement for Bartlett, the Furrier, located at the New Theater Building in Medford, Oregon.

400,000 men is revealed by a Prague semi-official newspaper. Czecho-Slovakia, avers the publication, has a standing army of 150,000 men and mobilization strength of 1,000,000.

South Slavia has a standing army of 135,000 and a war strength of 1,000,000. Roumania has a standing army of 125,000 and a war strength of 2,400,000. Poland, which is not a member of the Little Entente, but is more or less bound to it due to treaty obligations, has a standing army of 230,000 and a war strength of 2,000,000.

"With a war strength of 6,400,000 and a standing army strength of 640,000 men, the Little Entente is a force to be reckoned with," comments the newspaper which also points out that the combined forces double the military strength of France.

SWEAR AND BE WELL BUT SWEAR LUSTILY ADVISES BRITISH M. D: LONDON, Nov. 24.—That one should swear for health's sake is the theory of Dr. F. W. Broderick, a well-known physician of Bournemouth.

"Worry, the enemy of civilized mankind," says Dr. Briderick, "is to the body what friction is to the machine, and will wear out that body as quickly. It is, in its essence, nothing but fear, or rather, the alternate emotions of fear and hope, succeeding rapidly."

"Fear produces in beasts all the conditions favorable to great physical effort. The stimulation of the heart and lungs is necessary to enable the animal or primitive man to make the supreme effort to fight or escape, and the increased activity of the endocrine organs to the same end increases the fuel available for the great increase of work the body must undertake."

"Civilized man inherits that reaction, and now when the emotion of fear is felt strongly, certain of his organs are stimulated and certain inhibited, and his body is immediately prepared for action."

"If worry is a modification of fear brought about by civilization, and consists of rapidly recurring stimulations caused by this emotion, then it will happen that the secretions of the endocrine glands will be continuously in the blood in greater quantities than they should be. As Nature's way of burning up these secretions as fast as they are formed, by fight or flight, is forbidden by the rules under which we live, we need to bring about the same results by other methods."

"Golf and tennis are the ideal methods for the harassed brain worker of today, and all energetic hobbies are in this way more than justified. But in many instances of worry these hardly meet the case. What other ways, then, have we of consuming our own secretions, and overcoming that which, if to our ancestors an advantage in the struggle, to us is a constant danger?"

"Laughter and tears are muscular efforts, for both are brought about by great muscular movements of the chest wall and surrounding parts, and the relief of both is recognized in times of emotional stress. Handicapping, boating, yawning all come within the same category."

"There are, however, times when these methods of relief are denied us, and it is here that the explosive — the more violent and explosive the better — comes in so useful. A full-hearted oath really meant, even though said under the breath, is as we all know, very useful in helping us to bear our troubles."

"Personally I believe that men, particularly harassed men, swear not from any profane reason. Rather it shows that the persons concerned have discovered automatically that they are definitely relieved thereby and feel the better."

IN THE COUNTY COURT OF THE STATE OF OREGON FOR JACKSON COUNTY NOTICE OF SALE OF REAL PROPERTY

In the Matter of the Estate of John W. Herrin, deceased. NOTICE IS HEREBY GIVEN That under and by virtue of an order of the Hon. G. A. Gardner, Judge of said Court made and dated November 1st, 1924, I, the undersigned, as administrator of the estate of John W. Herrin, deceased, will, on the premises on and after December 2nd, 1924, proceed to sell at private sale for cash, the real property belonging to said estate, and described as follows, to-wit:

Beginning at the southeast corner of the Northeast Quarter of Section 33, Twp. 38 S. R. 1 E. of W. M. in Jackson County, Oregon; Thence N. 20 degrees E. 60 rods; Thence S. 20 degrees E. 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, which he is the owner in entirety in his own right.

A one-eighth interest in: The NW 1-4 of Section 8, Twp. 35 S. R. 2 W. of W. M., containing 160 acres.

A one-eighth interest in all the following described property, the same being situated in Twp. 38 S. R. 1 E. of W. M. in Jackson County, Oregon: The S 1-2 of NW 1-4, the SW 1-4, and the W 1-2 of the SE 1-4, Section 2, containing 320 acres.

The N 1-2 of the NE 1-4, the SE 1-4 of the NW 1-4, the N 1-2 of the S 1-2, the S 1-2 of the SW 1-4, and the SE 1-4 of the SE 1-4, Section 3, containing 400 acres.

ter for it. "Swearing becomes then not a sure's way of keeping the body in health, acting as a safety valve wicked act at all, but rather Na- to the emotions."

Frazier & Son advertisement for Thanksgiving dinner, located at 353 E. Main Street.

Eagle Market advertisement featuring a turkey illustration and text for Thanksgiving specials.

Thanksgiving SPECIALS advertisement listing various food items and prices.

Swenson-Peebler Furniture Company advertisement for an Italian dining set.

Mother's Housework advertisement for Jerry O'Neal's cleaning services.

"LITTLE ENTENTE" HAS HUGE ARMIES advertisement for Prague, Nov. 21.

Advertisement for Edward I. Mitchell, located at 207 E. Main Street.