

# ASHLAND DAILY TIDINGS

The Tidings Has Been Ashland's Leading Newspaper For Nearly Fifty Years

(United Press Wire Service)

VOL. 22

Successor to the Semi-Weekly Tidings, Volume 42

ASHLAND, OREGON, THURSDAY, SEPT. 10, 1925

NO. 6

## NEW PLAN OF ADVERTISING IS ADVOCATED

### Hope to Combine Southern Oregon Cities For Campaign.

### PLAN IS DISCUSSED

### Favored by Members of Local Chamber Advertisers Committee

If plans discussed at an informal luncheon yesterday at noon at the Hotel Ashland cafe mature, Southern Oregon will enjoy the fruits of a cooperative advertising campaign, such as Southern California, the California, Inc., sections of Florida and other regions, have found so profitable in bringing in new settlers.

W. H. Crawford, of the California - Oregon Power company of Medford, met with the advertising committee and Secretary J. H. Fuller of the local chamber of commerce for a discussion of such an advertising campaign, which has been suggested for Southern Oregon.

The power company has always conducted a small advertising campaign for the advancement of Southern Oregon and recently, in line with their decision to increase this appropriation and make a more extensive campaign, the H. K. McCann advertising agency of San Francisco, which handles various community advertising campaigns, was asked to outline such a campaign for Southern Oregon.

The advertising agency, which is one of the most reliable and most successful in the advertising field, proposed that a sum of approximately \$12,000 be raised by the various cities, commercial organizations and from other sources which would be devoted to the advertising of this region, including Klamath Falls, Ashland, Medford, Grants Pass and Roseburg.

The advertising agency stated this sum would provide for about 25 advertisements in the newspapers of Seattle, San Francisco and Portland, and several ads in Sunset Magazine and one or two other Pacific Coast publications.

The agency held that it would be unnecessary for Southern Oregon to enter the eastern advertising field in competition with the other large community advertisers, who are spending millions of dollars. Stating that the tourists were coming to the Pacific coast as a result of the vast sums being expended by different agencies for this purpose, the agency held that the small amount which Southern Oregon could devote to advertising this region should be concentrated in the Pacific coast territory, appealing to the tourists after they get to the coast country.

No definite plans have been made as yet. The proposition will be explained to the various communities in Southern Oregon. Then if the idea is favored, as it was by the Ashland chamber of commerce advertising committee, a joint meeting of the various advertising committees of this region will be held to formulate more definite plans.

The idea is to persuade more tourists and more settlers to come to Southern Oregon, which is held to be the most ideal spot on the Pacific Coast.

## Huge Beer Raid is Made, Many Dry Throats Drier

CHICAGO, Sept. 10.—(U. P.)—The biggest seizure of real beer ever made in the state of Illinois resulted Wednesday in the capture of five carloads of beer, three trucks, the arrest of seven men and the charge by dry agents here of "apparent collusion" of the New York central railroad "with violation in assisting them to illegally divert beer which has been routed over their lines."

Excitement marked the raid as a dry squad beat off 35 to 40 men and boys, who attempted to hinder the work of the raiders as they descended on the beer cars at suburban Morton Grove. Dry agents declare that these men probably were lookouts of the bootleg crew.

Astoria—Cranberry crop estimated at 50,000 bushels.

## Eight Miles of Bunting Used in Fair Decoration

RIVERSIDE, Cal., Sept. 10.—(U. P.)—Eight miles of bunting has been imported from Japan to decorate Riverside for the thirteenth annual Southern California fair, September 29 to October 6. This year's celebration marks Riverside's seventy-fifth anniversary.

The bunting, together with flags, flowers and other colorful trimmings, will be used in making the fair grounds a replica of an old hacienda on fete day.

Flower beds with blossoms in a variety of shades to match the various colored bunting were planted last spring and already are forming an alluring color display. Stucco walls have been erected around the fair grounds to enhance the effect of the haciendas.

In addition to the fair, which will feature every known product of the southland, there will be a spectacular pageant depicting the history of southern California. A thousand players, including scores of film stars from Hollywood, will take part.

## FOOD AUCTIONS TO BE HELD AT COUNTY FAIR

### New Scheme for Food Show to be Tried This Year

A new scheme which is to be tried at the County Fair is planned to enlist the help of the women of Ashland, as this city is noted for its famous cooks. The classes of cooked foods which include bread, rolls, cake, cookies, doughnuts, pie and assorted candies, are to be open each day for new entries. The exhibits will be judged each day, and prizes awarded. On the first day, Wednesday, September 16, the prizes as listed in the premium book will be given and on the following days, merchandise of equal value. The Ashland merchants and wholesalers have been most generous in their contributions.

After the races, each day, the food may either be claimed by the exhibitor, or sold at auction; eighty per cent of the price going to the owner of the cake, and twenty per cent to the fair association to be used for prizes in this department.

This plan offers several advantages over that employed in former years. First, the food is fresh every day, and therefore makes a nicer appearing exhibit. Second, instead of having the cakes and pies dried up, and hardly worth eating.

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## RECEPTION TO BE GIVEN LOCAL TEACHERS SOON

The churches of the city are giving a reception to the teachers of the public schools on Friday of this week at eight o'clock in the Presbyterian church, corner North Main and Helman streets.

A large majority of the members of the faculties of the schools have come from other parts of our state and from various states. Of the forty-one members of the faculties, twenty-two give their address as Ashland. Many of these have come from other parts of Oregon and from other states. Eight of the teachers give addresses indicating that they come from various cities of Oregon. Eleven teachers give addresses from seven states west of the Mississippi river.

Two come this year from North Dakota, three from Washington, two from Minnesota and one each from Iowa, Colorado, Idaho and Missouri.

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## DEER SEASON OPENED HERE THIS MORNING

### Hundreds of Hunters Are Out in Hills in Search of Bucks

### DEER ARE PLENTIFUL

### State of Past Week Makes Hunting Conditions Perfect Say Veteran Hunters

Daylight this morning found hundreds of hunters, among them many Ashland people, scouring the hills in search of the wily bucks. Again, for several weeks, deer will be forced to go into hiding, to resort to every trick in their kit to escape death. For this morning, at daylight, the state removed the protection accorded the deer for ten months of the year, and allowed the hunters to indulge in the greatest sport they know.

For the past week and a half, hunters have been preparing for their expeditions into the hills. Guns have been hauled out of storage, given a thorough overhauling and put in condition for the hunt.

The law gives the hunter the privilege of slaying, if he can, two bucks per season. To each of these deer there must be attached one of the coupons received by the hunter when he purchased his hunting license.

Deer, to be shipped out of the state, into areas where the season is closed, must be tagged by a game warden. Roy Parr is the game warden working in the Ashland district, while Pat Dalley is the second game commissioner officer working in Jackson county.

Those who have been in the mountains a great deal this year declare that deer, everywhere, are more plentiful than in years. The bucks have had a good year, are in splendid condition these men report, and they declare that those who have already gone out should have but little trouble in obtaining their bucks.

The rains of the past week have made hunting conditions almost perfect. For a time the hunters were fearful lest the dry season make the woods so dry that hunting would be very difficult, but the rains have softened the ground, making walking almost noiseless. In addition, the rain has greatly lessened the possibilities of forest fires.

The deer season is but the first of the several hunting seasons of the year. The next major hunting season to open will be duck season, which opens in the Klamath country, the greatest duck hunting section of the Northwest, on October 1. Hundreds of Ashland hunters are preparing to be on hand in the duck country in the vicinity of Klamath on opening day.

## Coolidge Starts on Trip Home, Back to Work

SALEM, Mass., Sept. 10.—(U. P.)—President and Mrs. Coolidge accompanied by Senator William M. Butler of Massachusetts, left here on a special train for Washington at midnight (daylight time) Wednesday.

After dining with Frank W. Stearns, the presidential party motored here and boarded the special train at 10 o'clock. Tired after a day of constant activity in which he conferred with Representative Longworth, he motored for a visit to Mrs. Coolidge's aunt, Mrs. John Hazel in a Boston suburb and made a flying trip to Marblehead, the president retired immediately. He had spent the last few hours of his vacation of eleven weeks in Swampscott supervising the packing of his personal luggage.

## The Weather

Oregon and Washington — Fair in the east portion. Mostly cloudy in the west portion, with moderate west or north-west winds.

## Emulates Red Grange



Stewart Harvey, (above) Yale sophomore, delivered the ice to the front door of homes in the Forest district of Chicago. It would be all right because he is the son of Byron S. Harvey, director of the Santa Fe Railroad. However, Harvey carries the ice to rear doors as a training stunt for a try at the Yale Varsity next year.

## PORTLAND FIRM IS TO BUILD MEDFORD BLDG.

### Hedges and Hulls Get Contract on New \$185,000 High School

MEDFORD, Sept. 10.—The bids for the construction of the new high school and its heating, plumbing, electrical work and blackboards, which were opened Tuesday night by the school board, totalled \$151,184, far under the estimate of John Tourtelotte, architect for the building.

This allows about \$30,000 out of the \$185,000 bond issue, voted months ago for that structure and which sold at a premium, netting \$191,745.26, to be expended for furniture and other equipment, grading, walks and lawns.

Work will be begun about October 1 on construction, and the building will be completed and occupied with the opening of the public schools a year from this month.

No local contractors succeeded in capturing any part of the work in the competitive bidding. The successful bidders, which in each instance were the lowest, are as follows:

General construction—Hedges & Hulls of Portland, \$116,660. Heating—Keyser & Schmidt of Roseburg, \$14,837. Electrical—W. H. Emerick, Inc., of Portland, \$4,313.24. Plumbing—Sturgis & Sturgis of Portland, \$5,747.

Blackboards — Northwestern Furniture Co. of Portland, \$1680. The board members are much pleased at the result of the bidding, as is Architect Tourtelotte, although the latter and board members regret that at least some of the contract work did not go to local bidders. However, the architectural firm of Tourtelotte & Hummel will have as their local representative during the building work, Frank Clark, the Medford architect, who has been collaborating with them since obtaining the architectural contract; and the school board has retained W. L. Miller, well-known local contractor, as their inspector and representative.

## SPANISH OFFENSIVE AGAINST RIFFS ON

PARIS, Sept. 10.—(U. P.)—The combined French and Spanish offensive against Abd El Krim is expected to start within a day or two. While twelve thousand Spanish pushed their way from Albuera Bay with little or no resistance against Ajdir, the Rifian Capital, still other forces are reported to have made a landing at Cape Qalatas to back up the thrust.

## LITHIA SPRINGS HOTEL IS HELD ALL COMPLETED

### Term Substantially Completed is Used in Inspection Report

### INSPECTION TOMORROW

### Meeting Held This Morning by Board and Contractor Brings No Result

More than two months after the date upon which it was to have been delivered to the stockholders of the Lithia Springs Hotel corporation, the Lithia Springs hotel stands substantially completed today. Tomorrow the board of directors of the corporation will make their final tour of inspection before accepting the hostelry from the contractors, Hoover and McNeil.

According to the terms of the contract entered into between the corporation and the contractors, the term "substantially completed" is taken by both parties to mean that the building is fully ready for occupancy, and that it is completely built, and equipped with the best material possible to obtain, under the specifications. According to the terms of the contract, if, at any time, within six months from the date of delivery, any flaw should become apparent, which can be traced to faulty materials or workmanship, Hoover and McNeil will be held responsible.

This morning the members of the board of directors, Mr. Hoover of the contracting firm and John Tourtelotte of the firm of Tourtelotte and Hummel, architects, held a long conference, in an effort to determine the penalty for not delivering the completed building on the specified date.

June 1 was originally set as the date for delivery, but the contract contained a clause specifying that time should be deducted for days it was impossible to work because of rain, or other weather conditions.

No agreement was reached at the conference this morning, both sides offering a proposition which did not seem to be acceptable to the other. However, the conference will be continued tomorrow morning, and at this time it is believed that a settlement will be reached.

The hotel was partially completed, and occupied by the lessee, R. W. Price, on July 1, but workmen have been engaged in completing the structure since that time causing much inconvenience to the lessee, and causing a financial loss to the corporation, it is declared.

## Northern Pacific Loses Money Declares Officer

CHICAGO, Sept. 10.—(U. P.)—The hearing of the proposed 5 per cent in freight rates on 74 western railroads continued here today before the special session of the interstate commerce commission.

Charles Donnelly, president of the Northern Pacific railroad, one of the witnesses, told Clyde B. Aitchison, chairman of the commission that in no year since the passage of the transportation act has the Northern Pacific railroad earned a fair return on its investment.

"At the end of 1924 the company's investment in road equipment, material and supplies and working capital amounted to \$588,000,000," Donnelly said. "Upon this investment it had a return for the year 1924 of 3.38 per cent. Its return on investment for the four preceding years was 1.44 in 1920; 1.93 in 1921; 3.47 in 1922 and 2.93 in 1923."

## MELLON ON SURVEY OF BIG RUM FLEET

WASHINGTON, Sept. 10.—(U. P.)—Secretary of the Treasury Mellon has made a personal survey of the rum fleet, aboard a coast guard cutter off the North Atlantic coast, and has found the conditions there greatly improved, he announced upon his return to his desk here today.

Roseburg — California-Oregon Power Co. may build major power project on Umpqua.

## In Parliament



Miss Preston Stanley was the first lady to be elected a member of the New South Wales Parliament.

## ASHLAND MAN IS OFFICER OF VETERAN BODY

### George W. Noble Selected as Lieut. Col. at Grants Pass

GRANTS PASS, Sept. 10.—The election of officers of the Southern Oregon Soldiers and Sailors Reunion Association was held at the morning session yesterday and resulted as follows: Col.—W. Lyman, Medford. Lieut. Col.—George W. Noble, Ashland. Maj.—Alexander Kyle, Rogue River.

Q. M.—A. J. T. Smith, Gold Hill. Gold Hill was selected as the place for the next meeting which will be held in September, 1926.

An interested audience greeted Colonel Ijams, of Kansas City, Tuesday night at the armory. The colonel gave a patriotic address which brought forth numerous bursts of applause. At the close of the address Judge C. M. Thomas was called upon for a talk. Although he had not expected to make a speech, he launched forth and gave the audience something to think about. He commented on the crime wave and gave the reason as the lack of proper home life, the divorce, and the jazz life. He stated that in Jackson county there are now 50 divorce cases pending and many in Josephine county.

## BOGUS CHECK ARTIST BILKS LOCAL DEALER

A man, giving the name of Herbert Bagley, who cashed fictitious checks in Ashland early this week, is being sought by officers in Northern California for offenses committed there, it was learned today.

Bagley worked his game on one Ashland merchant Tuesday afternoon. The Standard Cleaners were the victims of the bogus check game.

The forger ordered a suit of clothing at the Standard Cleaners, and offered a check of \$35 in payment of a deposit. He requested \$10 change, and a check was given him. He cashed the check at the Plaza Confectionery a few minutes later.

The Bagley check was returned from the bank, and now the police are on the lookout for Bagley. It is declared he worked the same game in Northern California.

The same night 25 gallons of gasoline were stolen from the Standard Cleaners cleaning plant on Ashland creek. Although they have not been able to obtain definite clues on this robbery, the police believe Bagley also committed this crime.

## MITCHELL IS AWAITING HIS COURT MARTIAL

### Willing to Face Trial if Such Action Will Aid Aeronautics

### DISLIKES PROBE BOARD

### Declares Commission Should be Made up of Citizens, Not Officers

SAN ANTONIO, Texas, Sept. 10.—(U. P.)—Lapping into silence after three bitter denunciations of the army and navy departments for their conduct of aviation, Col. "Billy" Mitchell calmly awaits his fate.

Newspapermen who have hounded the fiery air officer since his first statement on Saturday were plainly told Wednesday by Mitchell that he would have nothing more to say in regard to the air controversy until the investigation of his charges by Col. George Nugent of the inspector general's office in Washington, gets under way.

His latest broadside Wednesday was a reiteration of previous declarations that he did not fear a court martial, but welcomed it if the nation's defense would profit by facts brought out during his trial.

Mitchell, believes however, that the board named to probe his charges of gross misconduct of aviation, should be composed of representative Americans, rather than members of the "army and navy bureaucracy."

"Let its members be from the east and west of our country; from the north and south and from the fields and factories," Mitchell's statement urged. "I tell you, when we get through we are going to modernize and simplify a good many departments of the government."

"Let every American know absolutely and entirely that we are going to better our national defense, that we are on the war path, and that we are going to stay there until these conditions are remedied," the statement continues. "The barking of little dogs that follow the main pack should not delude any clear thinking person as to the object of our chase. Our bureaucrats and non-flyers indulge in mental gymnastics in Washington in an attempt to evade the truth by white-washing boards, alibis and suggestions for fixing the blame for disasters on the dead commanders when they know that they themselves were responsible. They are not worth the time taken away from teaching our people what our national defense should be and telling them the truth about it."

Professing to know nothing about the investigation of his charges ordered by Maj. Gen. John Hines, chief of staff, other than what he has read in the papers, Mitchell showed an absolute disregard as to the outcome of a probable court martial.

"If the war department doesn't like the statements I made, let them take any disciplinary action they see fit according to their judgment, court martial or no court martial," Mitchell went on. "The investigation that really is needed is of the war and navy departments and their conduct in the disgraceful administration of aviation."

## Good Crowd in Attendance at Last Band Concert

In spite of the cool weather, a very good crowd attended the final band concert of the season given by the Ashland City Band, under the direction of Carl Loveland last night. The concert was held in Lithia Park.

The vocal numbers, "If You Knew Susie Like I Know Susie" and "Silver Threads Among the Gold," both sung by Loveland, were the features of the concert. The last two concerts given by the band have been given without the members of the organization receiving compensation for their efforts. The earlier concerts were paid for by the city and the chamber of commerce.

Returned Home—Mrs. M. A. Smith of Copco returned to her home this morning. She has been a patient at the Community hospital for two weeks.