

# ASHLAND DAILY TIDINGS

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Bert E. Weer Editor  
George Madden Green Business Manager  
T. R. Jackson City Editor

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**WHAT CONSTITUTES ADVERTISING**  
"All future events, where an admission charge is made or a collection taken is 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 23, 1925

**JOY FOR WEeping:**—His anger endureth but a moment: in favour is life: weeping may endure for a night, but joy cometh in the morning. Psalm 30:5.  
**PRAYER:**—We bless thee, our loving Father, for thy Grace that makes all things work together for God to them that love thee.

### THE ROMANTIC SEASON

A spirit of romance pervades autumn of the year which few, for fear of ridicule, will admit sensing. Perhaps romance is something for lovers, the adolescent and women folk and to be spurned by sober manhood, yet most men, if honest with their fellows, would be compelled to confess to a quickening of the pulse when the first leaves fall and darkness comes before supper.  
For an explanation of this fall romanticism one might harken back to the days of boyhood when autumn was the cue for hunting nuts, squirrel shooting, corn roasts and football. Ask any boy which is the best season in the hills and the question will find autumn on the tip of his tongue.  
The spirit of romance encountered this time of the year in the workaday world may also be traced to the fall holidays and festivals. There are Hallowe'en and Thanksgiving Day. What festivals could be more symbolical of the harvest season than these, and both abound in tradition, adventure and romance. Imagination is nine-tenths romance and Hallowe'en and Thanksgiving Day exercise a strange appeal to the imagination.  
And if the adage is true that "the way to a man's heart is through his stomach," then the harvest accounts for a part of the romantic atmosphere of the season. Where is to be found romance in greater abundance than in a golden brown pumpkin pie, in a glass of sweet cider and in a basket of new apples?

### SLEEP AND HEALTH

One contribution all parents can make toward the education of their children without sacrifice or expense is to see to it that they get regular and adequate hours of sleep.  
Physicians and neurologists agree that dullness among school children is very often sleepiness or under-development because of insufficient hours of sleep. The parent is as much acquainted as the medical world with the nervous disorders and physical ills which follow too little rest in the adolescent period. Every mother knows that a sleepless baby is a sick baby.  
A trend toward nervousness among school children is attributed to irregular and insufficient hours of sleep. Accurate information would probably disclose that the men and women as well as the children of this community average eight or more hours of sleep nightly and it can not be charged that our school children are dull or under-developed.  
Every adult knows the value of sleep and the amount he or she, individually, requires for health and maximum mental and physical efficiency. Children can not be expected to ascertain this for themselves, so it is incumbent upon their parents to learn what is required and provide for it.

### THE KIND OF TOWN YOU LIKE

Something like a decade ago the idea took hold all over the country that aspiring towns should advertise. So universally board of commerce and citizens' committees and town councils began to think up slogans and the world was exhorted to "Watch Winkville Win," and "Boost for Bingtown."  
For a long time the making of the slogan seemed to be about all that was done in these local advertising enterprises. It never seemed to occur to anybody that people don't rush to a town and plead to be permitted to stop there because of its slogan. Many of the places having the most enticing slogans also had the most wretched hotel accommodations. It was the common remark among those who attempted to drive an automobile through the country that the improved roads of the township were vastly safer and better than the main streets of the villages. These were frequently left so full of holes and ruts and so cut up with elevated crosswalks that to drive a motor car over them faster than 10 miles an hour was a perilous performance. Nevertheless at the entrance to nearly every village was the hostile warning that anyone driving faster than a certain speed would be prosecuted to the full extent of the law. And village constables and justices of the peace were frequently in a league of watchful waiting to make good that threat.  
All this has changed now. A new spirit of hospitality is prevailing. Nearly every town and village likes to be known for its courtesy to tourists. Pavements are of the best at the city limits welcome the stranger and without offense that his self-restraint in observing the speed regulations will be appreciated. The slogan necessary in such towns. The stranger now only

watches but wishes the growth of a community in which he has been so kindly treated.

### YOUNGER COLLEGE HEADS

The election of a president by a university or college is not commonplace, and when three American universities choose new presidents within a few weeks of each other it is an event of more than passing moment. And the event assumes added significance from the fact that all three of these university heads are under 50 years of age and two are under 40.

Those here referred to are Glenn Frank, elected president of Wisconsin University; Dr. Clarence C. Little, president elect of Michigan University, and Dr. Max Mason, new president of the University of Chicago. The former is 38 years old, Dr. Little is 37 and Dr. Mason is 43. These men are not the first to be made presidents of educational institutions before they have passed the half-century mark, although they belong to a minority. If there is a trend toward placing younger men in the administrative offices of the institutions of higher learning it has only recently gained momentum.

There may have been a time when none acquired leadership in the fields of education, thought and science until well past the two score and ten mark. If there was, it is no more. None will doubt the leadership of the presidents of the universities of Michigan, Wisconsin and Chicago and all are still in the splendid prime of life.

Perhaps those in control of American educational institutions have just made the discovery that men still in the full vigor of life are best qualified to administer education to young men and women.

"Charles Emory has left for Ashland, Oregon, where he will live in the hereafter. (Huntington, Ore., News.) A nasty dig at our sister city," says Perry in The Medford Tribune. If Perry had had the proper vision of the hereafter, he would have known that The News meant Mr. Emory was coming to heaven to live.

Mrs. Richard Hudnut, mother-in-law of Valentino, the vamp declared in Paris in connection with the reported desire of her daughter to procure a divorce: "There is nothing to say"—and then said it: "Everything is all patched up between Winnifred and Rudolph."

A. L. Lamb, the contractor, says Ashland is a good town. He is jumping from the completed McGee building to the Brown storage garage, which will be located back of the Citizen's Bank building.

One Portland man had publicly announced he is a candidate for the Republican senatorial nomination. Better watch out, Brother, for frameups.

Billy Sunday was right when he gave the devil and knockers hell.

**SAP AND SALT**  
BY BERT MOSES

One luxury robs you of two necessities.

Women will try anything to reduce before they will try hard work.

Good-looking folks can get along quite well with very little education.

Judging by back pages in magazines, advertising covers a multitude of skins.

The honeymoon continues as long as the husband takes his wife along to pick out a new suit.

Somehow or other, the ideal climate is always away off some place where it costs a lot of money to go to.

Hoz Heck says: "Doctors should try to divide their interest at least 50-50 between the patient and the fee."

### Coast Farms Will Be Irrigated

HERMOSILLO, Sonora, Mexico—According to advice received here, the Central Government has conceded to the Government of Lower California certain concessions to facilitate the building of large and important irrigation systems in both the northern and southern sections of that Territory.  
The concessions, according to the report received here, were delivered to General Aberlardo Rodriguez, who is expected to start work immediately on the irrigation system, which promises to open vast acreages to farms, which are now idle because of their aridity.  
Eugene—Fruit Growers' Association plant packs 3,000 cases vegetables in one day.

### FLOWER BASKETS, FERNERIES

that will make the house more attractive, and display the flowers and plants to better advantage. One of the largest assortment ever brought to Ashland.

**ASHLAND FLOWER SHOP**  
Lithia Springs Hotel Building  
PHONE 120  
"SAY IT WITH FLOWERS"

**Real Percolated**  
coffee is now being served at our tables and fountain along with a good assortment of fresh made sandwiches, bouillions and hot chocolate.  
**Lithia Springs Confectionery**  
Lithia Springs Hotel Building  
**Ring Us**  
for a choice of a Box of English Toffee Chocolate coated fruit and nuts or a box of delicious chocolates. We will deliver to you free of charge.  
Orlone—Pig'n Whistle Johnston's

### SET GOOD TIME IN RELAYING WIRELESS NOTE

SEATTLE, Wash.—From Australia to the Arctic in five minutes was the record in communication established here by P. K. Leberman and W. J. Calamalia, working a 40-meter wave length radio set.  
The MacMillan Arctic expedition for three days communicated with the navy department and the National Geographic Society through the local station, 7 UZ.  
The station also relayed a message from the Australian station 2XA for the U. S. S. Seattle.

**New Balloon Toe Fall Shoes**  
Season's Best Colors  
**OVERLAND Shoe Shop**

## WOULD ABOLISH FISH TRAPS IN THE COLUMBIA

PORTLAND, Ore.—Sept. 22 (U. P.)—Abolition of fish traps in the Columbia river is being urged from some sources because of the destruction of small fish in traps and wheels.

"Hundreds of thousands of game fish and countless numbers of baby salmon are being killed by the traps," said A. G. Clark, manager of the Greater Portland Association.  
"Any fish under 20 inches it not regarded as acceptable to the fish buyer, but before he comes to pick them up the fish have been in the trap or the fisherman's boat for hours and are dead before they are thrown back into the water."  
Canada permits no fixed gear, neither trap nor wheels, Clark declared, and it is his belief that Oregon and Washington should likewise legislate to protect their salmon.



Ricardo Corrales and Jack O'Connell in "The Spiders" A Paramount Picture  
Playing At The Visting Theatre Today and Tomorrow.



Are there some other birds butting in?

Say it with Flowers  
**Hatcher Florist**  
1075 BOULEVARD  
PHONE 110

### OIL DRAWN UP WHEN WELL BURNS

DINUBA, Cal.—While the 750,000-barrel storage tank of the Shell Oil company was burning at Coalinga, some of the oil was drawn into the clouds and descended here, 60 miles away.  
The phenomena was noticed when a slight rainfall, greenish spots appeared on white objects.

Arlington—Pacific Telephone & Telegraph Co. will spend \$30,000 to rebuild 4.6-mile section.

Newport—Large cannery, coil storage and packing plant to be built here this winter.

**IN THE BUCKINGHAM AND HECHT BOOTS AND SHOES**  
you have the very best there is for less money. We have the boots in six different styles and several in the shoes. Come in and see them at

**ARMY GOODS STORE**  
Biggest Little Store in Town  
Opposite New Hotel

**BLAIE GRANITE CO.**  
Memorials Are Expressive of the love of those who erect them and sacred to the memory of those who hallowed resting place they keep vital.  
**Mark Every Grave**  
We offer you our advice as to style, also designs and other details without obligation to buy. Let us talk it over with you. Call at office 175, Main Bldg.  
S. FERNISTON, Manager

**TWO SERVICES FOR THE HOME MAKER**  
WET WASH relieves you of that most disagreeable of all household duties—The Weekly Washing.  
ROUGH DRY banishes washday and most of ironing day.  
You save time, money, health when you patronize  
**THE ASHLAND LAUNDRY**  
Phone 165

**"Shasta" Ice Cream**  
as manufactured by The Ashland Creamery from pure dairy products, not chemicals, is  
**"A Dish of Health—Nature's Best Food in most tempting form,"**  
The Chicago Board of Health States  
**"EAT MORE ICE CREAM**  
Like they make it in Ashland at  
**Ashland Creamery**

**LAST FOUR DAYS OF MANUFACTURER'S SALE**  
BEAUTIFUL NEW  
**\$10 DOWN \$10 Month**  
**Player Piano**  
OUTFIT CONSISTS OF Free  
Elegant Floor Lamp, Duet Bench, Music Rolls.  
SALE PRICE **\$395**  
Trade in Your Old Piano or Phonograph  
SEE OUR "TRADE IN" PIANOS  
We have many fine instruments to offer that have been reconditioned and are guaranteed.  
Record selections are included with every Phonograph on sale this week.  
FREE  
Better buy a good used piano or phonograph than none at all. Hurry in, they won't last long.  
Start the Children on This  
**\$79**  
**PALMER PIANO HOUSE**  
DEPENDABILITY — QUALITY — SERVICE  
ASHLAND HOTEL BUILDING