HARD BAILS

dustry and specialization has brought competition and ILY TIDINGS expansion.

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ablished Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Tele	phone 35 all Matter
Bubscription Frice, Delivered in City	\$.65 1.95 3.75 7.50 • \$.65 1.95 3.50 6.50
bisPLAY ADVERTISING RATES gle insertion, per inch Yearly Contracts The Insertion & week	\$.30 .27 \} .15 .20

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WHAT CONSTITUTES ADVERTISING "Al! future events, where an admission charge is made or

Chlechon taken is Advertising No decouat will be allowed Religious or Benevolent orders.

DONATIONS No dozations to charities or otherwise will be made in advertis

Lig or jet pitting-our contributions will be in cash.

SEPTEMBER 28, 1925 HOW TO GAIN ALL: - Seek ye first the kingdom of God and his righteou-ness; and all these things shall be added unto you.

Matthew 6:33. PRAYER - Give us, Lord, an ambition that falls nothing short of the Lest which thou hast, and the accomplishment of all which thou has planned.

LUXURY

If love of luxury and beauty is a sign of national decadence, this great country is in an advanced stage of decay. The Roman Empire is said by historians to have declined and fell at the zenith of its luxury and extravagance. 'The moralists and calamity-howlers predict the same for the United States. But it was only a few years

, that other moralists and crepe-hangers were lamenting the absence of beauty and the lack of luxury in these states.

It looks as if the masses must make a choice between home-spuns and decay and that they have selected the latter as the most remote and lesser of two evils.

Luxury in the United States shows itself everywhere. The American home is the most luxurious in the world. The home of the American wage earner is often a palace compared with that of the more well-to do abroad. The store has been developed in this country into an institution of splendor and refined beauty and so has the hotel and the better class of restaurants.

The Pilgrim forefathers were content with log cabins and only the plainest of foods. Civil war times found at least one large house in every community. The twentieth

The inevitable outcome of the evolution, or revolution of business has been the realization by both merchant and customer that advertising is as necessary to modern busi ness as service. In fact the consistent advertising of it goods in the newspaper is a part of the service of every modern store which aims to serve the public.

GREAT MEN

In his still well-known calendar of the world's great men, from the dawn of history down to about 1820, August Comte included only 559 names.

And to get this number he included such tiny stars as the American novelist, Fennimore Cooper, the English dramatist, Thomas Otway, and the Italian composer, Donizette.

That many men who might be called great are not recognized is one conclusion that may be drawn from this. method. Doubtless this is true today. The man who invented the typewriter has affected the lives of millions. Judged by the benefits he has conferred this inventor might well be not only save the government called great. But how many know that the typewriter thousands of dollars every year was devised by Christopher Sholes, a collector of customs at Milwaukee, in 1867?

That recognition of greatness is an accident is another conclusion to be drawn from the old list of the world's great men. Men are much alike, however greatly their interviewing farmers on the movement of the women to mo achievements may vary. Greatness, one may conclude, is amount of land planted in grain active church work." merely a label attached to a few who are little different and sarden produce, or driving from their fellows whom none calls great.

A cash register may benefit the business, but it makes slow. burdensome and expensive. months as the worst for the much harder for a poor struggling clerk to get ahead.

You can't eat your cake and have it too, but if you don't eat it the cake gets stale.

The knock in the motor is heard more distinctly when it is idling. This is also true of mortals.

Another fine thing about travel is that it teaches you appreciate home.

Even the man who is deaf to reason can hear money

Men once broke horses, but now autos break men.



talk.

WASHINGTON, Sept. (U. P.) - The newest eco scheme of the Administration the use of airplanes for making crop predictions for the depart ment of agriculture. Experiments conducted by Army

Air Service photographs at Dayton Ohio, has demonstrated the complete success of the propo

Unlike many suggested change necessitated by the President's economy program, this scheme will

stremes to which some have gone but materially increase the value of the service to farmers and in dress, smoking and petting business firms dependent upon parties, a reaction has set in, and quick and reliable crop estimates. there are slready throughout the country evidences of a strong Former methods have involved

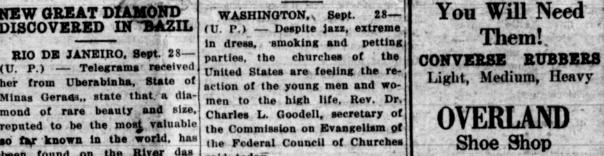
The serious menace of doctrina about the country actually meas- discussion is diminishing and its uring the fields. Both systems of intensity is subsiding, according to taking the crop census have been Goodell. Describing the past twelve The new idea is to take pictures Churches in many years, Goodell from the air and make measure- declares that the danger point has ments from a set scale. In the been passed and religion is again successful experiments exposures on the increase.

have been taken with aerial cam-"In the college," he says, "the eras at altitudes from 2,000 to students are seriously considering the application of Jesus' way 6,000 feet.

of life not only to their own peronal lives, but also to living conditions in America and to internaional and interracial relations. The movement of men in the church in the last year has been nost significant. Laymen throughout the country are cooperating in evangelistic work."

Them!

not far behind. Staggered by the

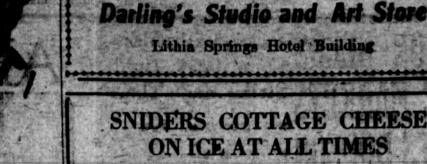


said today. "Men throughout the country are turning to the churches." Goodell declared, "The women are

Heating

Hardware

CHUKCH, CLAIM



Watch Our Big Fruit Display in Our Window

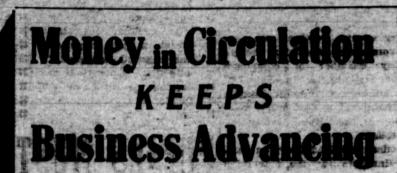
Greeting Cards

Stationery

Gifts for all Occassions

FEED FEED FEED Get Our Prices

H. B. PLUMMER. GROCERY OPPOSITE THE PLAZA



Your money in a savings account is safe from fire or theft, and is not only performing a patriotic duty but is increasing in value for you every day.

Isn't it strange, we find some people who horde their money in their homes and its idlenes profits no one, not even its owner and 5 or 10 years later it has not increased any since first put away.

Do not wait until something happens to make you realize that the only safe place for your money is in the bank.

FIRST NATIONAL BANK ASHLAND, OREGON

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century found wage earners and salaried classes content with plain houses, rag rugs or none at all and unuphol- but hard work nearly always stered furniture. Today every man who works, and many does. who don't, believes he is entitled to luxury and beauty and is having both.

THE "HERDING" INSTINCT

Is the world becoming afraid of solitude in its mad rush for society and companionship? The social columns of the newspapers and Sunday supplements are rapidly growing in size. Public dance halls, which are more in number and larger in size, are nightly filled to capacity. The theatre prospers. . Everywhere one hears of partes, teas, dinners, balls and smokers. The social life of church and school extends over the entire week. The public eating places with their many people bright lights and music before you are attracting the nation away from the family dining table. The social instinct in man is manifestly strengthening itself.

Many will welcome the trend away from human soli- after marriage you tude but not so Schopenhauer, the "divine pessimist," who wrote:

"A chief lesson of youth should be to learn to enjoy solitude-a source of peace and happiness. In my years of youth I was delighted when the doorbell rang, for I thought, now it (the great romantic adventure) had come. But in later years my feeling on the same occasion had something rather akin to terror - I thought, there it comes!"

There have been others who have found solitude preferable to society. Thereau said: "I love to be-alone. I never found the companion that was so companionable as solitude." and Lowell compromised, "Solitude is as needful to the imagination as society is wholesome for the character."

Many will agree with all three of these past masters in philosophy and literature that solitude and society are both to be cultivated, that those who fear solitude have failed in life as utterly as those who have not enjoyed the pleasures of human society. It is possible to overdo either, but there is little evidence or danger of the present beneration over cultivating solitude.

ADVERTISING AIDS BOTH

Duck eggs are as edible as the egg of the chicken and are much larger but there is no market for duck eggs. The explanation for this as given by the advertising man is that every time a chicken lays an egg she cackles all over the barnyard, proclaiming her product to the world, but the duck lays her egg in seclusion and makes no noise about it.

Business is like the egg. Some merchants advertise their goods and sell them. Other merchants do no advertising and, consequently, little business. The wise merchant, when he receives a shipment of goods which he knows the public wants does not whisper the event down a bottomless well. He comes boldly forth in the newspaper pages and heralds his wares. When the general store filled every merchantile need in the embryo communities, there may not have been needed for advertising. Only the bare necessities were obtainable and the consumer had only the general store at which to obtain them. All that has en changed. There has been specialization in busine just as there has been in labor, the professions and in

Keep your appetite where belongs, and your health be decidedly better.

Charity never cured poverty,

In picking out a manager the main thing is to who can manage himself. If money could attractive, what a lot of im-

provements there would be To thoroughly enjoy a thing you have to ease up on exceed your natural capacity.

Hez Heck says: "Before man riage you learn what love begin learn what it isn't.

Tidings Want Aos

Stoves The Charleston Simpson's

Winchester Store

One Can Carry This Business of Bluffing Too Far.





 (\square)

-you'd see why it is that nearly eighteen hundred homes within reach of the Copco lines are now using electric ranges.

Two hours a day, every day in the year, is probably a low estimate of a housewife's time in the kitchen. Sixty full days, in all-and they're worth making easier!

Electrical cooking is easier, and cleaner. It puts an end to dirt and ashes. It means less sweeping of floors, less cleaning of walls, cleaner utensils.

Electrical cooking is tastier. Uniform. controllable heat saves the flavor of dainty foods.

Electrical cooking is economical-surprisingly so. The average cost of electricity for cooking is only about twice the cost of the electric lighting current in the . same home. (Actual average figures for your own neighborhood will be shown you upon request.)

Don't pass the next display of electric ranges without just dropping in and asking your dealer more about them-and about the convenient payment terms he is offering.

THE CALIFORNIA OREGON POWER COMPANY