

# 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."  
No discount will be allowed Religious or Benevolent orders.

**DONATIONS**  
No donations to charities or otherwise will be made in advertising or in selling—our contributions will be in cash.  
**SEPTEMBER 28, 1925**  
**HOW TO GAIN ALL:**— Seek ye first the kingdom of God and his righteousness; and all these things shall be added unto you. Matthew 6:33.  
**PRAYER:**— Give us, Lord, an ambition that falls nothing short of the best 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 ago 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 century found wage earners and salaried classes content with plain houses, rag rugs or none at all and unpolished furniture. Today every man who works, and many 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 parties, 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 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 solitude 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. Thoreau 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 bemoaning 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 is 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 need for advertising. Only the bare necessities were obtainable and the consumer had only the general store at which to obtain them. All that has been changed. There has been specialization in business just as there has been in labor, the professions and in

dustry and specialization has brought competition and expansion.

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 business as service. In fact the consistent advertising of its 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. 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 called great. But how many know that the typewriter 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 achievements may vary. Greatness, one may conclude, is merely a label attached to a few who are little different from their fellows whom none calls great.

A cash register may benefit the business, but it makes it 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 to appreciate home.

Even the man who is deaf to reason can hear money talk.

Men once broke horses, but now autos break men.

**SAP AND SALT**  
BY BERT MOSES

As a rule, Nature makes better marriages than mothers.

Charity never cured poverty, but hard work nearly always does.

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

In picking out a manager, the main thing is to choose one who can manage himself.

If money could be made less attractive, what a lot of improvements there would be!

To thoroughly enjoy a thing, you have to ease up on it before you exceed your natural capacity.

Hez Heck says: "Before marriage you learn what love is, after marriage you begin to learn what it isn't."

Tidings Want Ads never fail.

**NEW GREAT DIAMOND DISCOVERED IN BRAZIL**  
RIO DE JANEIRO, Sept. 28— (U. P.)— Telegrams received here from Uberabina, State of Minas Gerais, state that a diamond of rare beauty and size, reputed to be the most valuable so far known in the world, has been found on the River das Garcas in that State.

**TOM SIMS SAYS**

In doing the Charleston you throw all caution to the winds and let St. Vitus be your guide.

There are ways of learning the Charleston. One way is hunt a collar button in your bare feet in a dark room.

If you have a corn on every toe, put on some tight shoes some damp day and you are doing the Charleston.

The Charleston was invented by some timid soul jumping from a snake and landing on a porcupine.

Watch dad when he gets the bill for wife's fall hat. He will be Charleston step.

Look closely next time you bump a pedestrian with your auto. You may learn a new Charleston step.

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## FEDERAL PLANS SAY FLIERS TO PREDICT CROP

WASHINGTON, Sept. 26— (U. P.)— The newest economy scheme of the Administration is the use of airplanes for making crop predictions for the department of agriculture.

Experiments conducted by Army Air Service photographs at Dayton Ohio, has demonstrated the complete success of the proposed method.

Unlike many suggested changes necessitated by the President's economy program, this scheme will not only save the government thousands of dollars every year but materially increase the value of the service to farmers and business firms dependent upon quick and reliable crop estimates.

Former methods have involved interviewing farmers on the amount of land planted in grain and garden produce, or driving about the country actually measuring the fields. Both systems of taking the crop census have been slow, burdensome and expensive. The new idea is to take pictures from the air and make measurements from a set scale. In the successful experiments exposures have been taken with aerial cameras at altitudes from 2,000 to 5,000 feet.

## JAZZ DRAWING MANY YOUNG TO CHURCH, CLAIM

WASHINGTON, Sept. 28— (U. P.)— Despite jazz, extreme in dress, smoking and petting parties, the churches of the United States are feeling the reaction of the young men and women to the high life. Rev. Dr. Charles L. Goodell, secretary of the Commission on Evangelism of the Federal Council of Churches said today.

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



Raymond Griffith in the Paramount Picture "The Night Club" At The Viking Theatre.

not far behind. Staggered by the extremes to which some have gone in dress, smoking and petting parties, a reaction has set in, and there are already throughout the country evidences of a strong movement of the women to more active church work.

The serious menace of doctrinal discussion is diminishing and its intensity is subsiding, according to Goodell. Describing the past twelve months as the worst for the Churches in many years, Goodell declares that the danger point has been passed and religion is again on the increase.

"In the college," he says, "the students are seriously considering the application of Jesus' way of life not only to their own personal lives, but also to living conditions in America and to international and interracial relations. The movement of men in the church in the last year has been most significant. Laymen throughout the country are cooperating in evangelistic work."

**You Will Need Them!**  
**CONVERSE RUBBERS**  
Light, Medium, Heavy  
**OVERLAND**  
Shoe Shop

Greeting Cards  
Stationery  
Gifts for all Occasions  
**Darling's Studio and Art Store**  
Lithia Springs Hotel Building

**SNIDERS COTTAGE CHEESE ON ICE AT ALL TIMES**  
Watch Our Big Fruit Display in Our Window  
**FEED FEED FEED**  
Get Our Prices  
**H. B. PLUMMER, GROCERY**  
OPPOSITE THE PLAZA

**Money in Circulation KEEPS Business Advancing**

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 hoard their money in their homes and its idleness 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

**Heating Stoves**  
Simpson's Hardware Winchester Store

**If you spent 60 days straight at the kitchen stove**

—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**

### One Can Carry This Business of Bluffing Too Far.

