

ASHLAND DAILY TIDINGS

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Each subsequent insertion, 8 point line	.65
Card of Thanks	1.00
Obituaries, per line	.025

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 of job printing—our contributions will be in cash.

OCTOBER 14, 1925

A SUN AND SHIELD.—The Lord God is a sun and shield; the Lord will give grace and glory; no good thing will be withheld from them that walk uprightly. Psalm 84:11.
PRAYER.—May we, O Thou Giver of every good and perfect gift, ever seek to possess Christ in our hearts, and with Him Thou wilt freely give us all things.

A LOUD SPEAKER

Advertising has a way of speaking for itself and the more often it speaks, the more effective it becomes. The moral is to speak loudly and frequently.

The only way a back-sliding business can be revitalized or a live business kept alive is by continuously advertising. This has been demonstrated time without number. It is an accepted fact.

Every business enterprise is facing the strongest competition and only those that use as their aids the mighty power of advertising are able to keep in front in the race for patronage.

Advertising is a loud speaker and the more often it is used, the louder it speaks. It changes readers into buyers and causes buyers to buy more.

Readers of advertising have learned that advertised merchandise is dependable because the advertiser risks his reputation on the statements he makes to the public through the medium of the printed page.

They have learned from experience that continuous advertisers always give the best for the price. Thus continuous advertising becomes an undeniable proof of quality.

WEEKS GOOD ADMINISTRATOR

John W. Weeks, secretary of war for five years, has resigned. Ill health for some months has made his retirement inevitable.

Mr. Week's public experiences, before entering the cabinet, had been almost entirely political. He had no special warranty for taking the position. As a secretary of war he ought to be considered a fine secretary of the navy, for Weeks was a graduate of the U. S. naval academy at Annapolis, and all his life had taken an active, if academic interest in naval affairs. He had never been a business man of the constructive type. His vocation was that of banker and broker.

Yet, despite all these supposed limitations, Mr. Weeks has been an excellent secretary of war. Possibly there has been some luck in this. Perhaps he has dodged pitfalls, and perhaps thorny and unpopular questions have not arisen during his term, as they might have. Anyhow, Weeks leaves the cabinet and Washington with the good will of men who have dealt with him, as few cabinet officers have.

All this when it might have been far otherwise. For one thing, Weeks was damned, to start with, by being a "regular politician." It was supposed that, in office, he would keep a main eye out for the votes. Yet, during his term, there has never arisen a suspicion that he was using the department for ulterior purposes. He, a politician, has had as clean a record as, for instance, Secretary Work, a specialist, has had in his department.

It just happened that Weeks was a good administrator, which Secretary Wilbur of the navy has shown that he is not. Members of the cabinet should first of all, be good administrators. If they are, and their chief keeps them out of politics, they will be a credit to the nation that employs them.

A MAKESHIFT

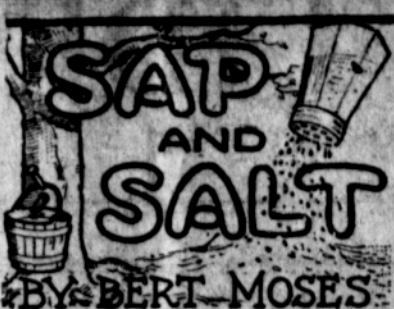
The French debt commission has gone home with a makeshift agreement that defers final settlement for five years and leaves the question of foreign debts on open, debatable ground.

The debt cancellationists can continue to spread their propaganda, and the controversy with France, instead of cooling off, will undoubtedly become a more vital issue. Hope for amicable settlement of the war debt question was felt on this side of the Atlantic when England and the United States reached a funding agreement. Many smaller European powers followed the British example and signed their name on the dotted line.

But not France. The astute financier, Joseph Caillaux, came to America with the idea of driving a bargain that would make him strong politically at home. Failing in that, he dodged responsibly by returning with a compromise which will not be effective until it is affirmed by his government.

In some cases a compromise is more to be desired than an open break. And this is such a case. A complete collapse of efforts to reach a final settlement would perhaps have produced a strained situation that would have been more disastrous in results than the present makeshift.

The man who measures his efficiency by the accomplishments of the other fellow will usually remain several laps behind.



A delayed trial is a confession of guilt.

Who knows an undertaker who is opposed to bootlegging?

When a man gets poor pay, you generally find that he does poor work.

Bust-developing and hair-growing stands little show when competing with Nature.

Perhaps our biggest delusion is that of trying to get rich without doing any work.

Cash registers do not make men honest, because honesty is something that cannot be produced by machinery.

Hex Heck says: "The most serious mistake a gal kin make is to get married before her father kin afford it."



Most women long for a home with costly furniture and phonograph records which play on one side only.

The laziest man in town has quit selling coal and gone into the ice business for the winter.

Two can live on love alone until time to eat.

When you see a man standing with his wife before a window full of hats you know she is boss.

Music hath no charms to soothe the savage phonograph, player piano or squawking radio.

Our neighbor's new baby seems to have static.

Friday is considered unlucky by some people, but then every day is considered unlucky by some people.

Great Mothers of the World

LADY REBECCA

the Princess Pocahontas
Mother of Thomas Rolfe; ancestor of John Randolph of Roanoke, of Wm. Henry Harrison, President of the United States, and of Mrs. Edith Bolling Wilson, Mistress of the White House.

By MARY GREER CONKLIN
"Child," said Chief Powhatan to his tiny daughter, "why will you be such a little tomboy?" The Indians took up the word tomboy and repeated it in the guttural Algonquin speech—

pocahontas, pocahontas. In this way the beautiful Indian child Mataka got her nickname about the time Captain John Smith was captured and condemned to die. Little Mataka begged the Indian council and was heavy-hearted. Her great tenberness went out to John Smith, so fair, so friendly, so fine a man! His head had been placed on the two great stones; Powhatan had opened his lips to command the executioners to strike when Mataka slipped by them and flung herself on the prostrate body of the helpless prisoner. She pleaded not in vain with her stern father, Powhatan, to spare the white Captain's life. When he was released he asked her name; but it being an Indian custom never to tell a name, lest it give some magic harmful influence, Powhatan said that his daughter's name was Pocahontas.

She and Captain Smith became affectionate friends. Pocahontas was loyal and faithful to the settlement at Jamestown and many times saved the colony from misfortune. As she grew to womanhood one of the settlers, Master John Rolfe, fell in love with her, for she was gentle and generous, pretty and graceful, altogether captivating; and she loved him in return. Chief Powhatan consented to the marriage and sent his brother to give the bride away in the little church at Jamestown which thousands of tourists visit and will visit till the end of time. A year later her little son, Thomas was born. Pocahontas learned rapidly and quickly became so well educated that her husband took her to England where she was titled "Lady Rebecca," and royally feted as a foreign princess. Among the ladies of the court none was a greater favorite, for her dark beauty and gentle ways won all hearts. In London she saw again her old friend, Captain John Smith. She reproached him for calling her "Lady Rebecca" and asked why he did not call her his child as he used to do. Poor Mantaoka, the Princess Pocahontas, Lady Rebecca! She fell ill with longing for her native country; and though she had the greatest affection for her husband and dearly loved her son, her homesickness grew so alarming that John Rolfe arranged their return to Virginia where her early life lay. Before they could set sail a sudden weakness came over her, she fell asleep, and at twenty-two, in a foreign land, Lady Rebecca died and was buried in the little church at Gravesend.

Her son Thomas was educated in England but returned in his majority to Virginia where many noble families have been proud to claim as their ancestor the little tomboy, the beautiful Princess Pocahontas, the first woman who made history in the Virginia Colony. Her life was full of romance, of adventure, of gentleness, daring and courage. It was she, said John Smith, who saved Virginia from famine, confusion and death. (Copyright, 1925, by Mary Greer Conklin, (Syndicate) Great Britain rights reserved. Reproduction forbidden.)

Gold Beach—Contractors surfacing Roosevelt Highway, Chetco-Winchuck section.

A CERTAIN MAN

"I cherish the picture of a man Who has not been, but is to be. His cheek is bronzed by the summer tan And his smile is fair to see. His word is good and his heart is true And he loves the old red, white and blue.

I vision him oft, and where e'er he goes Glad voices give him a warm hello. The trust of the little ones he knows And respect of friend or foe— For never the scarlet mark of shame Has marred his record or touched his name.

He walks the world in a kindly way. He laughs when the jest is fair. The wide outdoors is his field of play And he loves the beauties there. He hears God's word in the whispering trees And the song of birds and the drone of bees.

I talk to him oft when the night is still. I think of him day by day; He hasn't arrived, but I pray he will. When his youth has passed away. And what is his name and who is he? The man that I hope my son will be."

The above verses, written by Edgar A. Guest, well express an ideal every father in Ashland should share.

We ask your help for the local Y. M. C. A. and Scout Organizations who have been and are now developing just this sort of young men.

The canvass for the funds to carry on the work the coming year will be made during the next three days.

We ask you to help us with your influence as well as financially.

Signed
Ashland Young Men's Christian Association.

Always Good Shoes at OVERLAND Shoe Shop Or We Make Good

THE FORUM

Articles of timely interest are welcomed under this head. Communications must bear the signature of the author.

THE CHAUTAUQUA BUILDING

Referring to the article in Saturday's issue of The Tidings, in reference to the Chautauqua building, I wish to correct the statement as to my saying that the filling in of granite on the

TRY ONE OF OUR CAKES

For Your Sunday Dinner and you will realize that it is cheaper and better to let us bake your cakes.

LITHIA BAKERY

Big Brother



floor would correct the acoustics, and entirely remove the echo. This filling in of granite will not in any way correct the echo, as that trouble is above the ground line; it will no doubt help the trouble to some degree in the center of the building by raising the listener up more in line with the speaker and will greatly improve the appearance of the floor space, by giving an even contour line of floor.

The acoustics of the building have been a great disappointment to all and certainly should be corrected. Now that the building has been acquired by the city, every citizen and taxpayer should be interested in its improvement and paying it on at least a self supporting, if not a paying basis, and that can be done with proper completion and equipment. This building could be made one of Ashland's best advertising assets; consider the advantages and benefits to our city by having a first class Auditorium large enough to take care of the largest conventions and troupes; we would soon be known as the "Convention City of the West."

Recently, I was requested by members of the committee in charge of the C. W. Root Fund to give an approximate estimate on the cost of balconies, heating, and putting a floor in the building, with a view of the committee using that fund for the completion of the Chautauqua building, as a memorial to the memory of those two good people, C. W. Root and Virginia Root, who did so much for Ashland, and so generously gave their worldly possessions to our city to beautify the same. Nothing could be more fitting and proper than to use that fund in completing the Chautauqua building and dedicating it to their memory. That building represents the supreme and last effort of Mr. Root's life. As

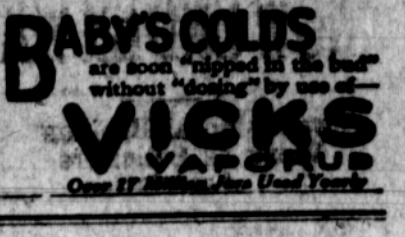
master builder under his directions, I was closely associated with him during the construction of the building, and but few know better than the writer, the deep interest he took in that work, his very heart and soul was wrapped up in that work. Let us dedicate the building to their memory.

As regards the acoustics, they are largely experimental, and before we engage in any permanent improvement, it would be wise to try some simple inexpensive experiment. If the rebound or voice echo comes from the cement wall, that could be limited to quite an extent by setting a row of small fir trees around the building, and if the rebound comes from the roof it probably would be well to try to host an evergreen tree in the center

that will reach pretty well down towards the front of the building. Both would be inexpensive, and it might solve the question of acoustics. If so, the wall could be treated in a different way with burlap or some soft material and a huge, liberty bell or something of that order could be suspended from the center.

Should this class of experiments fail to give satisfactory results, then expert advice should be secured, to determine what to do.

A. L. Lamb.



Fraternal Friendship
FRATERNAL FRIENDSHIP is something which most men cherish.
For there isn't a man, whatever be his group, who isn't proud to be a member
Some men indicate it by a pin—others would prefer a watch charm or ring.
Whichever is his choice, it will be found in variety at
CHAS. A. WHITE ENDER'S BLOCK



Before Investing Your Savings in a Home
Make sure of the Electrical Installation
Insist on "Check" Seal Electrical Wiring
A home is an important investment—one step you can take to safeguard that investment is the selection of a "Check" Seal contractor to make the electrical installation.
The "Check" Seal identifies qualified electrical contractors who put in convenient connections for electrical appliances, who use good workmanship and install only standard wiring devices. Before you build or buy, insist that the wiring be done by a "Check" Seal contractor. Also remember that "Check" Seal retailers sell quality electrical merchandise.

PACIFIC STATES ELECTRIC COMPANY

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PORTLAND SEATTLE SPOKANE
Distributors for General Electric
Believe you should buy all electrical equipment from the "Check" Seal contractor. This booklet can be had free from any electrical contractor or retailer who distributes "Check" Seal or by writing our nearest office.

"Check Seal" Electrical Equipment Sold by Murphy Electric Company