

# ASHLAND DAILY TIDINGS

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Port R. Green Editor  
George Madden Green Business Manager  
F. R. Jackson City Editor

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Each subsequent insertion, 5 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02 1/2

**DONATIONS**  
No donations to charities or otherwise will be made in advertising or job printing — our contributions will be in cash.

**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.

**JANUARY 20, 1926**  
OUR FATHER'S GOD — "AND the Lord appeared unto him, and said, \* \* \* Sojourn in this land, and I will be with thee, and will bless thee. \* \* \* Because that Abraham obeyed my voice, and Isaac dwelt in Gerar." Gen. 26, 2-6.

**PRAYER**  
Our Father's God to Thee,  
Author of liberty,  
To Thee we sing,  
Long may our land be bright,  
With freedom's holy light,  
Protect us by Thy might,  
Great God, our King.

**THE AVERAGE**  
The world's work is carried on by average folks. Occasionally we have a Burns, a Shakespeare, a Caesar, or a Napoleon, but they are rare. The output of humanity is, on the whole, only fair; fair sermons, fair poems, fair manufactured products, fair crops raised, fair business and professional accomplishments.

This is because most people are not willing to put forth the utmost effort. They are content with the average. No "somewhat better," but "that will suffice." Instead of most of us giving all we can of self, we try to figure out what the smallest amount is that will answer.

The average in person is seen in two things — inheritance and attainments. Some people are blessed with about 100 per cent native ability, and their attainments are 50 per cent of what they should be. Sometimes there are those who rank about 50 per cent in endowments, but their returns are 100 per cent. Others are blessed with about 50 per cent of what we like to call "genius," and their attainments are about in that ratio.

Now the trouble with our world is that most of its people are in the third class, when they could just as well be in the second class mentioned. A mediocre kind of work is being accomplished, when it should be first class. The reason for this is that these of limited endowments claim exemption from responsibility. That principle is not only wrong, but it is perilous.

Refuse to use your right arm for a few weeks, and you will find it hard to use. Fail to exercise it for a few months, and you lose the use of it. That atrophy of muscle is manifested in our heaven-born gifts. The less we do, the less do we want to do. Disinclination to serve arises from moral atrophy. It is the result of failing to exercise the gifts we do have.

The person most highly blessed is not he with many endowments, but it is he who uses what he does have. The first may be spectacular, but the latter is far more useful.

When a person makes a success in life, and towers above his fellows, he is accomplishing no more than he ought to. Every person ought to be successful. If nine persons out of ten fail, they should be blamed for it, but the tenth one deserves no honorable mention. He is simply doing his duty, while the others did not.

An average person who fixes his eye on an average standard will do average work — which is far below the standard that should be maintained. About 90 per cent of the world's woe is attributed to second-rate methods in the hands of one whose creed is, "I'm as good as the average." He is right, and that is the reason he is not farther along in the world.

The average person is needed for the reason that there are precious few of those above the average. But the second need is the greater.

### WHY ADVERTISING PAYS

There was probably a time in the history of newspapers when advertising was little considered and even a period when the buying of space in a newspaper meant that the purchaser could say practically anything he cared to, regardless of facts, as long as no libel suit was involved. Things have very much changed since the periods referred to. Advertising is a distinct and very important feature of practically all publications. Newspapers now establish a standard of advertising and strictly adhering to the principles set forth, gain friends and importance through their advertising columns as well as in other departments.

Advertising having become a legitimate and well thought of feature of the newspaper it has also become understood by the public and intelligent reading of the advertising pages is a part of the duty of housekeeper and business man. Admitting that the news, sports, society and editorial pages are given first attention, it is acknowledged without reserve that the well placed and

attractively arranged advertisements get plenty of attention — more than that, in reputable publications the advertisements are taken at face value, and become a paying investment for the advertiser.

When an advertisement is found in a reputable newspaper, the reader has a right to assume that it is an honest advertisement. There was a time when dishonest advertising was used — just so the advertiser paid the bill, the newspaper accepted it. That day, however, has fortunately passed, and now no good newspaper will print dishonest advertising if by diligent and reasonable methods it can ascertain that there is doubt as to any advertisement made. While lessons have been learned by the newspapers, the advertisers themselves have realized that exaggerated claims and untrue statements have proven hurtful far more to themselves than to those who have been defrauded. No merchant can advertise dishonestly and remain in business in any place for long. And so the advertisement in the papers has become real news of value to the readers, the subscriber expecting to get honest assistance and profit from them.

There is established between the readers and the newspaper an entente cordiale nowadays that insures the people a square deal and encourages them to rely upon statements made, in any part of the sheet. Advertising now pays well and it is because it can be depended upon as reliable.

**SAP AND SALT**  
BY BERT MOSES

Before 70 we hide our age; after 70 we brag of it.

In imitating others, always be careful not to imitate their mistakes.

The farmer raises the product; the middleman raises the prices.

All of us should try to confine our troubles to our own jurisdiction.

If there was less laziness, there would be a falling off in the sale of laxatives.

Many an obscure assistant does the work that the man in the swivel chair gets credit for.

Hex Hock says: "The biggest fool I kin think o' right now is the teller who tries to be a real sport without any real cash."

Gresham — Eastman Lumber Co. will install complete planing mill.

**TOM SAYS**

Well, it's an awful world. In Guthrie, Okla., 55 are charged in a murder ring. This will make Chicago jealous.

News from Washington. They are investigating the aluminum trust, but may make light of it.

Women like long prayers in church because it gives them a chance to look at the hats.

There is a fortune for a man who can invent a reverse gear for gas and electric meters.

Every married man knows a stitch in time is a surprise.

News from Egypt. Buying American typewriters. We threaten to send our machine there if it doesn't learn to spell.

### BODY IN SEATTLE MORGUE IDENTIFIED

SEATTLE, Jan. 23—(U.P.)—A body lying in the morgue here has been partly identified by the sheriff's office as that of Herman Scheck, missing contractor, and center of a political fight. The body was found floating off Vashon Island, near Cove, on January 14.

Klamath Falls — Building operations here during 1925 totaled \$1,635,147.

## STEWART'S WASHINGTON LETTER

By CHARLES F. STEWART  
NRA Service Writer

WASHINGTON—Attorney General John Garfield Sargent is a man of bulk and level full of inertia—that quality of matter by which it tends, when at rest, to remain at rest, and when in motion, to continue in motion.

Bulk is hard to handle anyway. Given plenty of inertia to go with it, and you're got a combination it's difficult to beat. If Attorney General Sargent once gained headway it's a safe bet he'd be about as easy to stop as a runaway freight car loaded with pig iron on a steep down grade. But at rest, believe me, he's an awful job to start up.

For instance, suppose you want to find out from him something he prefers to keep to himself.

There's where his inertia comes in, working both ways at once.

He'll talk all right. You can't stop him. But it's non-essential stuff—fish stories, jokes, miscellaneous piffle of all sorts. When you undertake, however, to get him to discuss the subject you're interested in, it just can't be done. He won't start.

Sargent's an amiable giant. I suppose he hates to come out flat-footed, when he's asked a question, and refuse to answer.

So he puts on a vacant expression and says that's something an assistant is attending to, and he knows nothing about it. Probably this was true some of the time, in the early days of his administration, when he was new on the job, but it can't be now, or else he really is dumb.

These Vermonters are difficult to get to know and maybe the latter guess is correct, but my own impression is that the attorney general knows a heap more than he lets on.

At any rate, the Senate committee on the so-called aluminum "trust" got a taste of the attorney general's inertia.

What that committee didn't find out from John G. Sargent concerning the justice department's investigation of the aluminum industry would fill the Congressional Library and quite a lot more.

It made him look like a chump—all the things he had

to admit he didn't know—but it was a prime quality of inertia for all that.

## KAISER PUTS BLAME OF WAR ON LAWYERS

BY KEITH JONES  
(U. P. Staff Correspondent)

LONDON, Jan. 23. — (U.P.)—Further details of the extraordinary "coup" that ex-Kaiser Wilhelm maintained in his exile at Doorn, Holland, were revealed today by Alexander N. Carlisle in an exclusive interview with the United Press.

Carlisle, who has been called "the Kaiser's best friend in England" and who was a frequent visitor at the Emperor's palace before the war recently returned to London from a three day visit to Doorn.

"The Kaiser's 'axile court' said Carlisle 'consists of two chancellors, two attaches, and two secretaries. Both the Kaiser and all his attendants are very strict in the matter of dress. All wear their full military dress at the evening meal, and their chests are aglitter with decorations and polished medals.

"There is nothing dull or routine about these meals. The Kaiser insists that the conversation shall continue in a steady and animated flow, and himself takes the lead in making it interesting.

"I found him in extremely good health and seemingly quite unimpaired by his exile. That's how he looks — there like that," and Carlisle with a sweep of his hand indicated a photograph of the Kaiser which he said had been taken this Fall.

It was in colors and revealed the ex-Kaiser apparently "in the pink of condition." His iron gray beard, acquired since his exile was smartly trimmed, and his famous upturned moustache seemed to bristle with the irruclence it did in the days before its owner knew the sting of defeat. His eagle eye — if the photograph was to be believed — bespoke a vigil that was not in evidence in the pictures taken of him two and three years ago.

"He is getting along excellently with his wife, to whom he is devoted," continued Carlisle. "I had many long talks with the former Kaiser; I remember on one occasion we went to it in hot and heavy discussion for two-and-one-half hours without a minutes break. I am not at liberty to reveal everything that we discussed, but I think I can say that the Kaiser feels now that the war was badly bungled, but that the bungling was by the diplomats rather than by the militarists.

"Quite apart from the result of the war he is now, and always has been sorry that England went into it. He was sorry too that

Irish troops were sent against his troops, as he always especially liked the Irish.

"The Kaiser never liked lawyers; and now that Germany was defeated and he finds himself in exile, he likes them less than ever. He blames lawyers—diplomats—for starting the war, and blames lawyers for piling up the number of Germany's enemies until practically the whole world was against her."

## Mrs. Reid's Memorial Plan Fails



Mrs. Wallace Reid, who built a memorial home in the Brentwood Hills near Hollywood to help addicts escape the drug that killed her husband, the smiling-faced man that announces that her plan has failed. Residents complained they wanted no such place near their estates, and it was hard to find a physician who would give up his practice and move out to the place. Now the home is being used as a roadhouse.

## Outbursts of Everett True

THAT'S THE KIND I WANT. NOW, BEFORE YOU WRAP IT UP, I WISH YOU'D OPEN IT AND LET'S SEE IF IT'S ALL O.K.

OH, THAT'S NOT NECESSARY, MR. TRUE — THEY'RE ALL INSPECTED AT THE FACTORY!

I'LL GIVE YOU A SPORTING CHANCE — OPEN THAT CONTAINER — OR I'LL CLOSE YOUR EYES!!!!

## Pay Day

"WELL, MARY, OLD SACK — YOU'RE A CREDIT TO THE PROFESSION YOU'VE WORKED HARD AND UNBIRINGLY SO THIS ONE'S YOURS. TAKE IT, MY BOY — YOU'VE EARNED IT"

MURKIN DUCKIN

A LIFE OF CRIME

## OUT OUR WAY By Williams

NOW LOOK HERE FELLOWS. I DON'T WANT THAT BROWN! HAS HE EVER RIDDEN ONE?

NO, THAT'S WHY I'M DOWN HILL! HE WONT HAF TUM DO ANY THINKIN' TH BIKE LL DO THET.

WAIT! WHAT DO YUH DRESS TUM STOP?

NOW EF YUH GIT SEPARATED CURLY, FER GAD SAKE! WATCH WHERE TH BLAME THING GOES! MACHINERY DONT COME BACK HOME ITS SELF.

THE TAKE OFF.