

ASHLAND DAILY TIDINGS

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DISPLAY ADVERTISING RATES	
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Political, Display, per inch	.42
Yearly Contracts	
One insertion a week	.87%
Two insertions a week	.85
Daily insertion	.20
Rates for Legal and Miscellaneous Advertising	
First insertion, per 8 point line	\$.10
Each subsequent insertion, 8 point line	.05
Card of Thanks	1.00
Obituaries, per line	.22%

WHAT CONSTITUTES ADVERTISING
"All future credits, when an admission charge is made or a collection taken is Advertising."
No discount will be allowed Religious or Benevolent Orders.

ADVERTISING AND BUSINESS

Advertising and business are close partners. They are responsively sympathetic. In the times of the years ago advertising was good in periods when business was good, and if there was a panic advertising slumped. Now there is less indication that business affects advertising in as great a degree as advertising affects business. In the old times merchants, for example, advertised in the local papers liberally when business was high, spirits high, cash plentiful and when they "felt that they could afford to spend money with the newspapers." But that era has passed.

Business men put their first-rank business judgment, sense, skill into their advertising campaigns; for on these advertising campaigns depends the volume of their business. Competition is sharp; if business is good they advertise to keep it so and to get their own share and a little more if possible of what's doing in the trading line; if business is "off" then they realize the absolute necessity for advertising for a number of good reasons.

In the old times the business man put advertising into the business system only when he thought the system was strong enough to stand it, nowadays he feeds his business a regular diet of advertising to keep its circulation normal, its strength vigorous, its growth steady; he gives it the extra treatment when he finds that a tonic or a stimulant is most required.

Business men are coming to the same view of advertising as an element, a vital, everyday, regular, steady element in business.

HEAT THE SCAPEGOAT

When it is hot everything is blamed on the heat. "Crazy with the heat" is an old slang phrase which has no more pat application than that by which it is attached to those who make excessive heat responsible for everything from the loss of ball games to the birth of triplets. One cannot doubt that there are numerous cases of heat prostration and that some of them result fatally, but in many of the deaths credited to heat the excess of temperature is responsible only in an indirect way. Bather seeks the cooling river and is drowned—heat. Someone goes to sleep in a hammock which breaks and the sleeper is perhaps fatally injured—heat. Another suffers an attack of acute indigestion possibly due to eating food that should not be eaten in hot weather—heat again.

Heat brings an abundance of discomfort and it is wise to take precautions to prevent serious results following in its trail, but there is no use becoming alarmed because the temperature hovers around 90 for a week or so. It exceeds that for long periods in the tropics and yet people continue to exist there.

Observe customs of living that all know are suited to hot weather. Somebody has said that heat is a state of mind and it is likely that much of the discomfort is more imaginary than real.

Ordinarily when an automobilist runs a heat with an express to the crossing he doesn't live to tell the thrilling details.

It is rather fortunate that some people are bad enough to give good people something interesting to talk about.

This may be an awful country; but people in China have to get up 12 hours before we do.

Missionaries being sent to the Eskimos won't get anywhere by telling how hot it is in hades.

Marriage itself isn't a failure. Usually it is the persons who engage in it that give it a black eye.

The upkeep is the downfall when the outgo exceeds the income.

The man who blows his own horn is usually out of tune.

The first of the month makes every man feel bilious.

The Mourning After



STEWART'S WASHINGTON LETTER

BY CHARLES P. STEWART
NEA Service Writer

Washington — You'll hardly know whether it is money or a merchandise coupon after the treasury's committee on redesign of the currency gets through.

Their plans for revamped paper money are expected to save about \$4,000,000 a year and to provide much handier currency. Their problem is to take care of the paper money and let the coins take care of themselves.

The proposals, in brief, are to reduce the size of bills by about one-third, to eliminate the yellow-backs and make other color changes, to simplify and standardize design and to stop printing some of the little-used denominations. These proposals are not yet official. They are revealed now directly from the committee, however, and are believed to be virtually assured of adoption.

Secretary of the Treasury Mellon has authority to make such changes in the currency without consulting Congress. The committee on redesign has been making exhaustive studies for nearly a year and is expected to report

within a few months. After the secretary orders the changes, nearly a year will be required for engraving the plates and for printing and distribution.

"The department is convinced that our present paper money system can be made more economical and efficient and is committed to improving it," says Assistant Secretary Charles S. Dewey. He is the official directly in charge of the expert committee on redesign. The change in size is expected to be most radical. Ever since the first greenback were turned out during the Civil War paper money has been approximately 7.25 inches long and 3.04 inches wide. The new bills, it is planned, will be 6 inches long and 2 1-2 inches wide.

Salvation Army Leader Better

NEW YORK, May 24.—(UP)—Physicians are more hopeful today for the recovery of Evangeline Booth, commander of the Salvation Army, who is seriously ill at her Hartsdale home from appendicitis and complications.

Every knock isn't a boost. It may be a bill collector.

OUT OUR WAY By Williams



BRICK MORSE'S CALIFORNIA COLLEGIANS

A prominent feature of BRICK MORSE'S CALIFORNIA COLLEGIANS, FORMERLY KNOWN AS THE UNIVERSITY OF CALIFORNIA GLEE CLUB, which is playing at the Vista Theatre next Thursday, is the GOLDEN BEAR QUARTET which sings comic songs and serious songs. The men in the quartet are William Cowan, Charles Merrill, Lewis Erbes and Jack Kelsey. Their work is so excellent that they have been called back time and time again for encores.

The most popular number which the quartet sings is "The Hillbilly." In this song their voices blend to perfection and the comic part is great. They are SUPERB AND WORTH THE PRICE OF THE SHOW ALONE. BE SURE AND HEAR THEM.

Springfield, Mass. State Power Company increases pump service for fire protection. Glendale-Glendale News buys new press and other printing machinery.

One-Day Service on Shoe Repairing Agee's Shoe Shop 339 E. Main Street

Summer Fairness

given to your garments if you let us clean them.

Do not let small spots or dirt ruin your appearance.

Ashland Cleaning and Dyeing Works 35 First St. Phone 63

BEFOR YOU BUY

SEE our latest model JOHNSON WASHER? with its 20-Year Guarantee

XL ELECTRIC Station GUY GOOD,

1925 Master Six Coach

Good Mechanical Condition, Good Rubber, Bumpers and Trunk,

\$1100

The Automotive Shop Chevrolet Dealers

WHY NOT? RENT A TYPEWRITER

For The Summer?

SPECIAL RATES

ELHART'S BOOK STORE

To Portland

save business hours

Roundtrip \$16.70

Week-end ticket; Limit following Tuesday \$19.95

15-day tickets, sold daily.

Restful Pullman quarters assure a night's good sleep; your favorite breakfast in Southern Pacific dining car fits you for business immediately upon arrival.

Phone our agent for reservations on either No. 54 or No. 16. The former puts you in Portland at 7:15 next morning, the latter at 8:50 a.m.

Returning—Similar comfortable Pullman service leaving Portland either at 9:00 p.m. (No. 13) or (No. 53) at 1:00 a.m.—sleepers ready at 9:30 p.m.

Southern Pacific Lines

G. N. Kramer, Ticket Agent—Phone 43

Best Meats

at SMALL - PROFIT PRICES

PHONE US YOUR ORDER

THE EAGLE MARKET

CALL 107

VINING THE THEATER BEAUTIFUL

THURSDAY EVENING, MAY 27 ONE SHOW ONLY

"Brick Morse's Collegians"

(UNIVERSITY OF CALIFORNIA GLEE CLUB)

A mixture of club singing, comic skits, soloists, clog dancing and jazz band.

14 Acts of Vaudeville

GENERAL ADMISSION Children 25c - Adults 75c

25 PEOPLE