

ASHLAND DAILY TIDINGS

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WHAT CONSTITUTES ADVERTISING
All full-page ads, 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 job printing. — our contributions will be in cash.

TAX REDUCTION INCREASES ASSETS

Income tax receipts for the second quarter have exceeded all expectations, and in spite of the recent slash in rates, indications are that total collections for the first half of 1926, will run well over the amount collected for the same period in 1925.
The old theory of "soaking the rich man" to raise taxes, has been pretty thoroughly knocked in the head. In fact, a tax policy that soaks either the rich man or poor man, big industry or small industry, will dry up the sources of tax revenue — namely, taxable property and productive enterprises.
Every city, county and state can profit by the object lesson furnished by the reductions in federal income taxes.
If the state and local taxing authorities and public officials would devote their energies to finding ways and means to reduce taxes, instead of inventing new methods of taxation, local business in every community would be greatly benefitted. Now developments with increasing taxable assets would furnish new sources from which to secure more tax revenue.
Under our present system of higher and higher taxes and more and more bureaus, commissions, state undertakings and interference with private business, thousands of investors prefer to keep their money in tax-exempt government bonds. This removes billions of dollars from productive enterprise and the tax rolls, and piles up the burden on remaining taxable property, which consists chiefly of farms, homes and employing industries.

MISS SHERLOCK HOLMES IN TELEPHONE SERVICE

A man who spoke no English appeared at the Salt Lake City passenger depot, to demand telephone word with an address that nobody could understand. The chief operator at Central took the name that was all but unintelligible, though it sounded like "Hinsissel," as he pronounced it, and finally located at Eureka, 70 miles away, a subscriber with a name that might be imagined to be what the caller gave. A request to this Eureka man to answer, and if possible, assist the caller to be understood, disclosed that the caller was the Eureka man's nephew, just over from Norway, and stranded in Salt Lake City through some ticket mistake or loss.
They learn how to serve in the telephone company, as it emphasizes courtesy and service for its patrons.

TIMBER IS A NECESSARY CROP

Concerted efforts of state, federal and private agencies to plan and to secure the general application of practical methods of forest taxation which will effectively promote timber conservation and reforestation through private enterprise, are absolutely necessary.
The National Resources Department of the United States Chamber of Commerce recommends that taxes should not be imposed upon the growing trees, but upon the harvest or yield of forest lands.
"The absence of forestry policies to encourage the replacing of old crops with new," says the report, "has resulted in the virtual abandonment of large areas of forest land. At present there are over 80,000,000 acres of cut-over land, without seed trees, not producing, and classed as waste lands. There are over 135,000,000 acres of inferior second-growth timber which is not considered merchantable. If an adequate supply of domestic timber is to be developed for future needs, it is essential that these areas be brought back into production."

BUILDING MORE EFFICIENT HOMES

Baltimore has constructed an entire community of more than 100 houses where no coal, ash, or garbage can be seen.
The houses are heated by gas, cooking and heating of water are done by gas; electricity furnishes lighting and power for family other domestic purposes; incineration of garbage and rubbish is taken care of by gas.
These houses are especially constructed to embody these facilities, and with the view of conserving every heat unit through the scientific insulation of the houses themselves. Twenty-six of the larger cities are going to build 35,000 such houses during the summer.

The "Wizard" Now at Work



"No Hit" Jack



Jack Herman, 23-year-old Lansing (Mich.) high school boy, who has rung up an enviable pitching record in his freshman year. During the last season he pitched three no-hit, no-run games, and in another allowed but one safety and one tally. He pitched 17 innings in one try and had a consecutive strike-out record of seven.

Then the real truth of the race came out. The eastern team came west. Washington played real baseball and Philadelphia played something else.
Then September 7 rolled around — just three weeks from the day that they had been in first place by two games — the Macks were trailing the Senators by nine full games.
Baseball never before had witnessed such a reversal of form. It isn't quite conceivable that the Athletics would do such a thing this year. Of the time it happened last year, most everyone was used to say it to the fact that Macks were a young team that had cracked.
This year they had an additional year of "big time" experience and there seems to be one thing that the team has acquired. That is the nerve to stand up and fight against odds.

E. O. R. Policy is To Make Friends

BY PAUL F. MALLON
(U. S. Staff Correspondent)
WASHINGTON — (U. S. — "If you can't get a man set here on your own terms, it's the best rule of politics."
A political lesson in the Republican party gave that state-ship, and that was the reason he had welcomed one of his younger opponents of his own party to his own organization.
And that's why politicians here generally are for the first time in some days, congratulating Secretary of the Treasury Mellon and Chairman Butler of the Republican national committee for apparently declaring peace respectively with William S. Vare of Pennsylvania and Smith W. Brookhart of Iowa.
Vare won over Mellon's opposition in the Pennsylvania primary and his victory was considered something of a jolt for the administration.
Brookhart was ousted from the party because he refused to go along with the organization upon many matters and the ousting was done chiefly by Butler. More recently Butler was instrumental in having the core belt insurgent spoiled out of his seat in the United States Senate. Then Brookhart went to Iowa and defeated the administration Senator Cummings for the Republican senatorial nomination.
Now Mellon has declared peace with Vare and together they have organized a joint control of the Republican party in Pennsylvania.

Stewart's WASHINGTON LETTER

BY CHARLES F. STEWART
NEA Service Writer
WASHINGTON—Williamsburg, Va., is one of the oldest towns in the country.
It is strong on historical buildings and spots.
It has a "Washington's headquarters" of course. No self-respecting town in this section of the country is without one of those. It has a church which the old colonial governors used to attend, even before Washington's time. It has a venerable prison where imprudent individuals once were incarcerated for debt.
And it has the site on which formerly stood the first theatre built in America.
This old theatre burned down a long time ago, but Williamsburg is going to reconstruct it now.
William and Mary College do not the land. New York theatrical interests are going to put up at least part of the money. Williamsburgers who take pride in their town's ancient associations, and the Virginia State Chamber of Commerce are backing the movement.
It will be an up-to-date theatre and it will stand exactly where America's first theatre stood.
Virginia was the American drama's cradle, anyway.
Up in New England the colonists were too blue-nosed to stand for that kind of frivolity, but the Virginia contingent were cavalier loozers.

ATHLETICS BOOKED TO TAKE PENNANT

CHICAGO — (U. S. — Whatever anyone else may have to say about those Philadelphia Athletics, there is one man who isn't going to say anything until they either have the pennant cinched or are definitely out of it.
That man is Connie Mack, the man who, if anyone does, really has the right to say something. Mack has a stereotyped statement, that doesn't mean a thing, that he gives in answer to all queries as to where the Macks will finish. It is this:
"They will win the pennant if they win more games, and lose less than any other team in the league."
Connie, having profited somewhat by his sixty-odd years of lifetime experience in making no predictions as to what will happen to the 1926 edition of the "used to be" White Elephants.
Perhaps Connie is remembering that awful tumble last year his team took when everything seemed to indicate the Athletics would win.
Maybe Mack remembers along about last August 15 when his team was in first place, two games ahead of the Washington Senators. At the time the Philadelphia

TOM SLACK SAYS

The kids are out of school. You carry a spare tire on your car. Why not a spare window pane for your house?
Good poets are born, not made. Good husbands are made, not born.
Few of us look the way we think we do. In this we are lucky.
The farmers are finding it increasingly hard to stand their ground.
If you really must be different from others, try paying cash.

OUT OUR WAY By Williams



Men Who Are Making America

The plain, everyday Americans who are earning their living with hand and brain and skill these are the men who are making America.
There are no more valuable accounts on the books of the Citizens Bank of Ashland than the rapidly growing hundreds which belong to ambitious men and women of this type.
With them, earning a living is not all. They are providing for the future as well—their own and the future of their families.
We regard it as a privilege to help these earnest-minded citizens to make the most of their lives and opportunities.
The Citizens Bank of Ashland
Ashland, Oregon

The good work that a good motor oil does goes on where you cannot see it—it must be "taken on faith."
That faith must be in the refiner more than in the oil, because most oils look alike when you buy them.
In "Union Oil of California" you can have faith because it has a forty-three-year old reputation to protect in the products it sells, one of which is

Aristo Motor Oil

Non-Carbonizing Western

Aristo Motor Oil is all lubrication, containing neither paraffin nor asphalt. The hard, flinty abrasive "carbon" that many motorists find on valves, cylinder heads and spark plugs after a few thousand miles of use never comes from this fine Western oil.
The small amount of residue that Aristo leaves is a fine, soft, fluffy substance, most of which blows out with the exhaust.
Machines in good condition which are lubricated with Aristo, therefore, run several years without the troubles, lay-ups and expense so often due to "carbon."
A further preventative of "carbon" is the use of non-detonating Union Gasoline with Aristo Motor Oil. This combination is probably the most effective that is known.
Union Oil Company