

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 job printing — our contributions will be in cash.

ADVERTISING OREGON

In Portland the other day some world traveler chided the people of Oregon for their failure properly to advertise the wonderful scenic assets of this state. He marveled at the exquisite beauty of Crater Lake. He declared the Columbia river highway to be one of the finest drives it had ever been his pleasure to enjoy. All about him, throughout the length and breadth of Oregon, he found nature in her natural setting, and it grieved him to think that the people of Oregon neglected to broadcast Oregon's scenic message throughout the nation.

In a large measure, this critic of Oregon is right. We who were born here, who have grown to manhood and womanhood among these towering pines and firs; who have wandered along the crystal trout streams enjoying the health-giving bounty which nature has provided, have failed at times to look ahead with eyes that vision on into the future. Alas, we have taken too much for granted.

"If California had your Crater Lake and your Columbia river highway, the entire world would soon know of it," this world traveler is quoted in The Oregonian. Very generously and very wisely, the Portland chamber of commerce during the past few years has subscribed a sum of money to be spent in a carefully planned land settlement campaign. One of the officers of this bureau is located here in Ashland and is doing a splendid bit of work not only for Southern Oregon but for the entire state.

But to our mind, the appeal for newcomers must be based on even broader lines. We must send forth throughout the nation accurate descriptions of Oregon's scenic attractions. We must paint truthful yet alluring word pictures of the genuine contentment to be gained in this friendly state by the western sea. The money-making opportunities of Oregon or of any other state are by no means the only things to be considered.

What kind of a home can I rear for myself and my family in Oregon? What of the future for my children and my children's children? What has Oregon in the way of culture, in the way of schools, in the way of churches? What are the pleasures to which I may look forward for relaxation? Give me convincing proof of Oregon's willingness and ability to take me into the fold.

These are questions which a possible newcomer has a right to ask and which the people of Oregon are under obligations to answer. It is not enough that we point out the farm lands of this section or that we quote columns of statistics to show that success is assured the man of average intelligence and perseverance.

We must also exploit the true value of our scenic wealth. We must conduct our advertising campaign along the same lines as any successful merchant. If we will advertise some special and thus get them into the store, we stand a good chance of selling them more than they came to buy.

Oregon's lakes and highways, her mountains and national parks, her climate and invigorating atmosphere are her special. Let her advertise these plentifully and consistently and she will soon find an ever increasing number of eastern visitors coming west. Then after they arrive here, Oregon can merchandise her farm lands, her factory sites, her myriad business opportunities in all sections and thus reap the certain profit from her special advertising.

Advertising is the life-blood of any institution, whether it be a small business establishment or a state or nation. But it must be judicious advertising, carefully planned and wisely executed. Oregon can well afford to heed the friendly criticism of this world traveler. So far as scenic attractions are concerned, she has plenty to advertise.

IS YOUR NAME SMITH?

The New York Times has been gathering some statistics on the largest families in the country, so far as family names go. Top master names predominate. The Smiths lead the Johnsons by nearly 200,000, with a total of 1,304,000. The country is safe yet, when we find that the ten names that lead all others are all English. So long as they predominate, God will reign in his heaven and the nation is safe.

She Has to Be Bossed



STEWART'S WASHINGTON LETTER

BY CHARLES P. STEWART
NEA Service Writer
WASHINGTON — No wonder the government finds a nationally owned merchant marine unprofitable.

If one of the shipping board's lines is operating at a hopeless loss, the board hangs onto it and keeps the ships running, the government ponying up the money to meet the deficit.

If a line is paying, the board immediately becomes anxious to sell it as soon as it can, for pretty much anything it can get.

If a line looks as if it might pay before long the board wants to sell that, too, and is willing to make the terms so reasonable that the purchaser will find the transaction a paying one in the long run, even if it does take him a few months to begin making a margin of profit.

Unbusinesslike
A business man who sold all his dividend-paying stocks far below their market value and hoarded those on which he was being regularly assessed would hardly expect to grow rich.

However, such is the government's policy with its merchant ships.

The explanation, of course, is that President Coolidge represents a school of thought which holds that a government should engage in no commercial ventures, or being so engaged, should get out of it as speedily as possible and at almost any cost.

It simply cannot sell vessels that promise to cost a private company money to operate, even as a gift.

It stands some chance of disposing of lines, which pay or promise to pay soon, but prospective purchasers see how desperately anxious it is to sell, are more moderate in their bids.

New to Them
This policy of keeping what is worse than worthless and getting rid, at a sacrifice, of what yields handsome returns, is one which the president has had some difficulty in instilling into the minds of the men at the head of the governmentally owned merchant marine.

The Shipping Board balked at first.

Finally, however, by appointing new and more manageable members, when old members' terms expired, he got a working majority on the board, with Chairman T. V. O'Connor at its head, Vice-Chairman Plummer and

TOM SIMS SAYS

Mosquitos must be looking for oil.

Wonder how much these fish Coolidge caught really did weigh.

Plane stolen in Richmond, Va. Thief grabbed it and just flew.

Dry cleaners are striking in New York and it's watermelon season.

Prussia offers ex-kaiser a farm. A fiendish type of punishment.

Shock restored Seattle man's voice. Divorce does the same.

FIGHT APPROVED
NEW YORK, July 25.—(UP)—The New York boxing commission today approved the proposed fight in New York in September between Jack Dempsey, heavyweight champion and Gene Tunney.

Admiral Benson, minority members, continue to protest with all their might, but are voted down now, every time.

Mom and Pop



By Taylor

Copeo Preferred Stock Advances

SAN FRANCISCO, July 25.—The price of Great Western Power Company of California 4 1/2 per cent Preferred Stock has advanced from \$95 to \$96 a share. The new price is now effective, according to an announcement from the company. This is another reflection of the demand for investment securities.

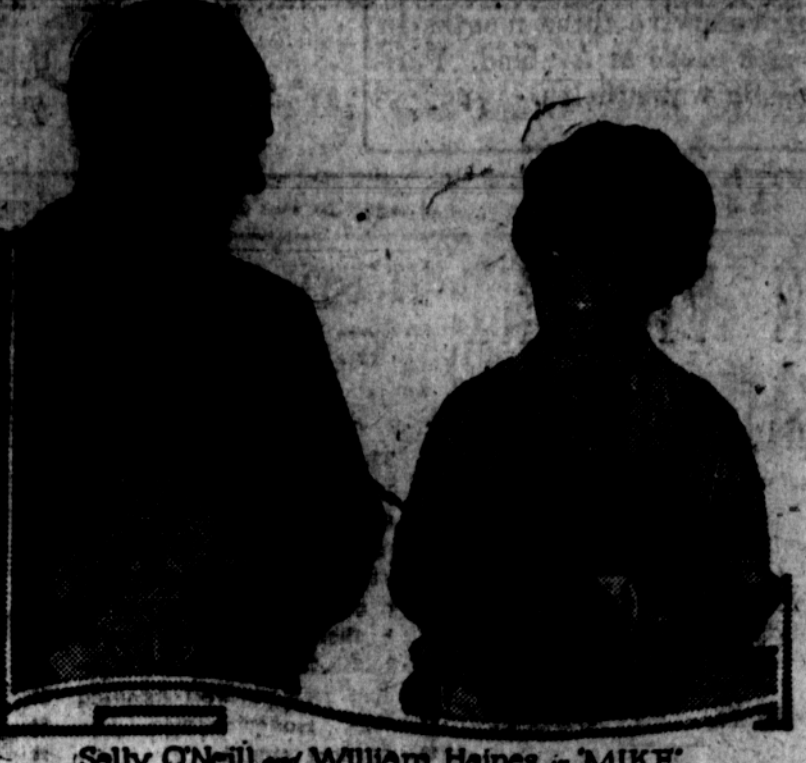
The Great Western's 4 per cent preferred stock was placed on the market last year at an initial offering price of \$92 a share, following discontinuance of the sale of the 7 per cent preferred. The active demand for public utility securities has caused the rise in price to the present level of \$96 a share during the past few months. The number of shares which can be purchased by any one subscriber has also been set at a limited number, even at the new price of \$96 a share.

The preferred stock of The California Oregon Power Company, another investment opportunity of strong merit with good yield, sells rapidly in investment circles at the price announced during the latter part of May. More than a thousand shares of this new Copeo preferred stock issue have been sold during the last few weeks by the California Oregon Power Company in its field of service throughout Southern Oregon and Northern California. Throughout the entire field, careful investors are quickly taking advantage of the opportunity to secure some shares of this attractive public utility security while still available at its present selling price.

WIRELESS FERTILIZER

NOTTINGHAM, Eng., (UP)—Garden vegetables grow more profusely under the influence of radio waves, according to the experience of William Boot, amateur gardener near here.

Boot claims the proximity of an aerial increased the fertility of his garden 80 per cent. Experiments are now under way here to determine the feasibility of "wireless fertilizer" not only for hot-houses but for field crops as well.



Sally O'Neill and William Haines in 'MIKE'

To Portland —save business hours

Restful Pullman quarters assure a night's restful sleep; arrival in time for business next morning.

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 8:30 a.m.

Returning

Limited Oct. 31, 1926
Stopover privilege

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

Who "Owns" Union Oil?

The answer is, "10,200 people," of whom no one individual owns more than 2 per cent. Probably some of your friends are "owners."

MEN, women, children, widows, orphans, employees, teachers, shop girls, doctors, lawyers, clerks, executives—perhaps some friends of yours—are numbered among the stockholders of Union Oil Company of California.

A community of people, not a group of capitalists—a representative American public, not a few rich men or one or two wealthy "trustees"—are the "owners" of Union Oil Company.

A number of so-called "small people" own as many as two shares—quoted on the market today at a price between \$40.00 and \$50.00—so their entire "holdings" amount to the grand total of less than \$100. Small savings—but part ownership nevertheless, and "Union Oil" welcomes all to ownership no matter how small the holding.

But we believe we are prouder to number among the names of our stockholders those of our own employees.

The reason is, because they know us best. Because they are part of us. Know our intent, our ideas, our aims and aspirations. They know whether our standards are merely matters of or are actually adhered to. They know us as a family group, know one another, with the one company "name" on

And most of this stockholding by employees is investment ownership, with no thought of speculation. It is "rainy day" savings—capital account—a "stake" for independence.

It represents belief in the Company, confidence and trust in its permanence and future.

To us, this means deep obligation on our part—a trust that we must keep. And in keeping it for those who work for us we keep it for all others—for ourselves who own our own stocks, for our employees, and for you outside. Because you own the same stock as we do if you are on our stockholders' list.

So when you think of "Union Oil," think of it as human—as an institution owned and operated by an everyday type of home-loving human beings, not by the wealthy or by a few "big capitalists."

Union Oil Company of California is a Western Company, making non-detonating Union Gasoline and Aristo Motor Oil mainly for consumption in the West, and largely to suit Western motoring conditions—an institution of which 76% is owned by Western people, and of which the West may well be proud. It is an institution whose main aim and greatest wish is to serve you to the best of its ability.



Union Oil Company of California

This is one of a series of announcements by the Union Oil Company which will be of special interest to all Westmen. Others acquainting you with the development of the oil industry will appear from time to time. Look for them in this publication.