

# ASHLAND DAILY TIDINGS

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**THE ASHLAND PRINTING CO.**

Bert R. Greer Editor  
W. H. Perkins News Editor

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Three Months	1.95
Six Months	3.75
One Year	7.50

**DISPLAY ADVERTISING RATES**

Single insertion, per inch	\$ .30
Political, Display, per inch	.45
Yearly Contracts	
One insertion a week	.37 1/2
Two insertions a week	.35
Daily insertion	.30
Rates for Legal and Miscellaneous Advertising	
First insertion, per 5 point line	\$ .10
Each subsequent insertion, 5 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02 1/2

**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.

### COMBATING CANCER

From Berlin comes a report of medical research into the causes of cancer that gives cause for hope that the ravages of this dread disease may finally be checked. According to Prof. Warburg of the Kaiser Institute, cancer is not a germ disease; it is the result or effect of the strangulation of human cells, thereby changing their normal functions and causing them to grow abnormally.

Strangulation results from cutting off the normal supply of oxygen. Most of the cells affected perish, but some continue to live; and the defective cells, instead of burning the sugar of the blood into carbon and water, turn it into lactic acid, thereby causing the abnormal growth.

The experts of the Kaiser Institute assert that they have established, through repeated experiments that there is no difference between artificially strangled cells and the cancer cells.

"Knowledge is power" Once the nature of a disease is definitely ascertained the way is prepared for prevention and cure. Cancer is one of the few maladies that has, to the present, yielded nothing to scientific research. Years of time and millions of money have been expended seeking to discover the cancer germ; and the fact that such investigation has failed utterly adds to the presumption that the germ is really nonexistent.

But it is one thing to establish that cancer is the result of poison spread by poisoned cells and a vastly different thing to discover how to prevent this strangulation. Medical experts have reached the conviction that cancer is not a communicable disease, which in itself is a blessing. Once the victims were isolated, but that is no longer advisable. Members of the sufferer's family can care for the victim without risk of contracting the disease.

It is possible that a method of treatment may be discovered whereby the formation of the lactic acid can be prevented and operations will no longer be necessary. The magic result attained by modern medical scientists in combating other maladies encourages one to hope that they will be able to bring cancer, too, under control.

The present generation has seen the practical elimination of yellow fever, a malady that once counted its victims by the tens of thousands during every summer season. If it should also discover how to combat cancer it will have achieved two triumphs which will endear it to posterity, despite the folly of the World War and the cruelties and insanities of Communism.

No other generation has accomplished so much in preserving the health of peoples and lengthening the span of life; and this is an achievement of more practical value to civilization than merely amassing wealth or winning battles.

### WHY THEY ADVERTISE

Newspapers of the United States carried \$750,000,000 worth of advertising during the year 1925, according to William A. Thompson, director of the bureau of advertising of the American Newspaper Publisher's Association, who testified recently before the federal trade commission. Of this amount \$500,000,000 was spent in local advertising, the remaining \$250,000,000 representing the amount spent in advertisements of national circulation.

These figures show something of the faith that the American business man has in the value of newspaper advertising. This form of publicity must pay, or the advertisers would not be spending three-quarters of a billion dollars annually on it. The keen business leaders of America do not put money in losing ventures.

It is doubly significant that two-thirds of this great sum, a half billion dollars, went into the so-called local newspapers, while only one-third of the amount went into the national publications.

Evidently it pays not only to advertise, but to advertise in your local newspaper. When we think of the value of the local newspaper, we usually measure it in terms of its worth as a collector of news and a mold of public sentiment in the community. But the value of a newspaper as an advertising medium is great, too, not only to the business man, but to the general public. It is through advertising in his local paper that the public learns where it can spend its money economically for reliable goods of the kind it wants.

# STEWART'S WASHINGTON LETTER

BY CHARLES F. STEWART  
NEA Service Writer

WASHINGTON — Florida's real estate boom was quite a worry to the federal government.

Officials were afraid a good deal of wildcatting was going on. They kept a very sharp eye on that boom.

Now it transpires that the government itself took advantage of the boom to sell an entire Florida townsite which, according to the federal court at Jacksonville, didn't belong to it.

Fifty years ago an executive order assigned a stretch of government owned ocean frontage near the present site of Miami Beach to the coast guard.

Much later it was decided, the coast guard needed nothing like so much room, so in 1921 another executive order restored 49 acres of this reservation to the public domain.

Lewis G. Norton, who had a job in the Dade County's assessor's office and knew about land in the neighborhood, decided to homestead this piece, since it seemed to be open to settlement again.

It was only estimated as worth \$50 to \$100 an acre then, but even that looked good to Norton. He squatted on the 49 acres, began clearing it, built himself a shack and applied for a patent.

The general land office said no—it had decided to name the place the "Harding Townsite," cut it up into city lots and sell it at auction.

One lot, at the big sale in January, 1924, brought \$13,000. The whole 49 acres sold for something like more than \$400,000.

Norton was kicking like everything. He was still on the ground

WHEN THE OLD BACK ACHES!

Just how hard it is for a man (or a woman, either) with an aching back to nerve himself up to his task, no one but the sufferer can tell. "When my back hurts and irregular secretions warn me of coming trouble, I take Foley Pills, a diuretic stimulant for the kidneys. They give me quick results." Ask Wm. F. Lagie, Anderson, Ind., 402 W. 31st St., about Foley Pills. They are a reliable valuable medicine, guaranteed to give satisfaction. Cost little. Sold everywhere.

**Lithia Springs Hotel**  
**Beauty Parlor**  
Georgia Young—Beautician  
**Permanent Waving**  
(Nestle Method)  
**Wynnbrook Dermatological Products**  
Will meet your particular need. Results immediate and definite.

## To Portland

—save business hours

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

**Roundtrip Fares**

\$16.45 • 16-day limit.

\$19.95 Limited Oct. 31, 1926. Stops/reservations

Phone our agent for reservations on either No. 54 or No. 56. The former puts you in Portland at 7:15 next morning; the latter at 8:30 a.m.

**Returning**

Similar comfortable Pullman service leaving Portland either at 9:00 p.m. (No. 55) or (No. 53) at 8:30 a.m.—sleepers ready at 9:30 p.m.

## Southern Pacific Lines

G. N. Kramer, Ticket Agent—Phone 43

# TOM SWIM SAYS

You can travel better with a wooden leg than with a wooden head.

The world is better right along now. Columbia University, it is reported, flunked.

A man is going to go around the world in 80 days, but if he succeeds in not getting him anywhere.

In Russia, N. M., a dentist was whipped for leaving a patient, perhaps after saying he wouldn't hurt a bit.

Our business system is one trying to make a living without working.

Strong language usually comes from a weak mind.

Tidings Advertising Dept.

# Fright Restores Speech to Woman

BETHLEHEM, Pa., Aug. 11.—

Fright cost Miss Minnie Wanner her power of speech 10 years ago and fright has brought back to the girl the use of her tongue. Dumb for a decade, Miss Wanner nearly trod upon a snake near her home Thursday and ran away, screaming: "A snake! A snake!" Afterwards it was found that she could talk normally again.

**Best Paint**  
**Best Workmen**  
**We Deliver**  
**Phone 172**  
**J. O. Rigg**

How Heck says "Love and dislike amount equal in inspiring people to write poetry who don't know how."

Remember: Walking ten miles to save car fare and getting soaked in a thunderstorm.

**Johnson's Vapo Deodorant Powder**  
For Personal Hygiene  
NEUTRALIZES BODY ODORS  
**Lithia Springs Pharmacy**  
Prescription Druggist  
Phone 114

**ELECTRIC Stoves**  
Toasters  
Waffle Irons  
Percolators  
Urn Sets  
Special Prices for a short time  
**XL ELECTRIC Station**  
GUY GOOD  
Phone 82



## Camel cigarettes brought new enjoyment to millions

NO OTHER cigarette made is so overwhelmingly preferred as Camel. No other cigarette is held in favor by so many millions of experienced and successful men. The exchange of Camels between strangers is a friendly introduction to closer understanding. Because of Camel goodness, of universal Camel preference, the call to "Have a Camel" is password to friendliness everywhere.

Camel's success, the greatest in the history of smoking, is founded fast on quality. Camels are rolled of the choicest tobaccos grown. And these finest tobaccos are given a blending found in no other cigarette. If you haven't tried them, Camels will be a smoke revelation to you, for they never tire the taste, never leave a cigarette after-taste.

That's why we suggest that you comfort and cheer your taste with the utmost in smoking enjoyment. The world's largest tobacco organization invites you to—

**Have a Camel!**

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.