

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by
THE ASHLAND PRINTING CO.

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OFFICIAL CITY PAPER Telephone 29

Entered at the Ashland, Oregon Postoffice as Second Class Matter
Subscription Price, Delivered in City

One Month	\$.65
Three Months	1.95
Six Months	3.75
One Year	7.50
By Mail and Rural Routes	
One Month	\$.85
Three Months	2.55
Six Months	5.10
One Year	10.20

DISPLAY ADVERTISING RATES	
Single insertion, per inch	\$.30
Political, Display, per inch	.41
Yearly Contracts	
One insertion a week	\$7.50
Two insertions a week	15.00
Daily insertion	30.00
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	.02 1/2

WHAT CONSTITUTES ADVERTISING
"All future credits, 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.

WHO IS TO BLAME?

Insurance companies in Arkansas have found it necessary to increase rates in that state, due to increasing number of fires. Naturally there is a great deal of opposition from people unfamiliar with the business of fire underwriting.

The Pine Bluff, Ark., Commercial takes a sane view of the situation, and its comment is applicable to every state. In a recent editorial it said in part:

"If it is found that the claims of the insurance companies are true, it will probably mean that the increased rates must be granted, for it is inconceivable that a legitimate profit be refused any business, or that the residents of the state of Arkansas be denied the protection of fire insurance."

And if these higher rates be granted, let there be no weeping and wailing and gnashing of teeth and no charges of grasping corporations seeking to grind "the peepul" into the dust. For you, along with every other resident of Arkansas, are to blame for the increasing of the rates.

If Arkansas homes, business and industries were properly protected against fire, there would be no demand for increased rates. If you, as a good citizen, kept your premises clean, free of all fire hazards, and then helped educate your neighbor to the need of such freedom from hazards, the present low rates would prevail, and the insurance companies would be more than glad to continue business on the old plans.

"Even though fire insurance rates are boosted, they can be brought down again if fire losses are reduced. So do your bit, clean up, remove all fire hazards, fulfill your duty as a good citizen, and defeat the ravaging hordes of fire waste on your premises, and you will have aided yourself, your neighbor, your community and your state."

An insurance company which has to raise rates can say as truthfully as can the parent who is forced to punish his child, "it hurts me more to do this than it does you."

PLAN MODEL AMERICAN CITIES

What promises to be the largest and most important gathering of municipal officials and asphalt contractors, producers, engineers and chemists of the United States and Canada that has ever been held, is scheduled for Washington, D. C., November 8 to 12 next, under the joint auspices of the American Society for Municipal Improvements, the Asphalt Association and the Association of Asphalt Technologists. The object of the meeting will be to discuss for mutual benefit a program of municipal improvements, particularly in the matter of street and highway construction, that eventually will make North American cities the most up-to-date in the world.

A SOUND PROPOSITION

Banks were probably never rendering a greater service to the public than they are today. Within recent years they have been emphasizing the value of properly safeguarding the interests of a wife and mother, in estates which are left to them in the shape of insurance payments or other assets.

The Security Trust and Savings Bank, of Los Angeles, has been doing good work in showing the problem faced by the average woman who is left money to invest. Her business has been running the home and raising the family. In 99 cases out of 100 she cannot be expected to know the difference between good and bad investments. The result is, that savings left for her protection are too often acquired by the smooth stock salesman who offers her a glittering prospect which "promises" large returns.

An insurance trust administered by the modern bank, eliminates the danger of lost capital and assures a steady income. It is the height of folly for dependent persons to attempt to speculate with or invest funds upon which their future living depends. There would be less need for charitable institutions if the insurance trust idea were better understood and more extensively followed.

STABILITY OF OIL BENEFITS NATION

The oil industry goes into the second half of the year in a sounder position than in any recent similar period with continuing decline in existing stocks of crude oil and refined products, little or no increase in crude oil production and firm gasoline market without runaway price changes.

The Jazz Riders



EXHIBITORS PLAN FOR COUNTY FAIR

The Jackson County Fair grounds can be likened to the hub of a wheel these days. For like the spokes that fit into the hub, all roads in this vicinity run into the fair grounds. By all means of transportation, including railroads, trucks, automobiles, horsecars and wagons, bicycles and by foot, exhibitors are bringing their exhibits to the fair, which opens here Wednesday, September 15 and continues

through to Saturday, September 18th.

Medford will be the mecca of thousands of visitors from both far and near. The Jackson county fair has grown until today it is the outstanding event in the community. Local business men, who have supported the fair by offering special prizes and premiums, are planning special decorations to give the city the gala dress needed to create the Mardi Gras atmosphere.

That everybody is going to have a good time goes without saying. The management has arranged the best balanced fair in years, both the educational features, including the livestock exhibits of

horses, cattle, sheep and swine, and the agricultural and horticultural displays, as well as the work of the women and boys and girls, will prove of interest to all.

Thrills galore are promised by the entertainment program. Secretary Brown announces that more time and money has been spent in arranging this year's entertainment than in any other year. He asserts there will be enough action to satisfy all visitors. Among the outstanding attractions on the program are horse racing, vaudeville, hand concerts, horseshoe pitching and a midway featuring a score of rides and shows.

Advertise in The Tidings



VESTBAK

Made only by

OSHKOSH O'GOSH

Notice how much better this back covers up your shirt and how snug the broad straps hug the shoulders. No "hope" suspenders with the Vestbak!

It's made of extra heavy denim (come in and feel it). It's mill-shrunk, no fade and absolutely guaranteed to satisfy you.

Stop at the store and slip into a pair. They feel right. Wide legs, jumbo pockets, heavy, strong cloth all through and wonderful workmanship.

It's the best-liked, fastest-selling overall we've ever sold.

\$1.95 PAIR

Golden Rule Store

ELKS BLDG., ASHLAND



You'll never have a chance in this world unless you take one.

Nothing seems to distort the vision more quickly than trying to look down on those above you.

Making a fool out of someone is the simplest thing on earth. And that someone is you.

Don't worry too much today. Things may be worse tomorrow and then you can worry just twice as hard.

Fishing Tackle

ALL KINDS

Simpson's Hardware
"The Winchester Store"

Life Very Dull After First 100 Years, She Says

CHICAGO, Aug. 25.—The new "Don't" is the story of a woman who says "Don't live to be 100. Life is dull after the first 100 years."

Chicagoer for 102th birthday anniversary. "Don't smoke, drink, dance, wear short skirts or ride in street cars or automobiles," said Mrs. Kramer. "And above all, don't add. 'Don't' is the story of a woman who says 'Don't live to be 100. Life is dull after the first 100 years.'"

To Portland

—save business hours

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

Roundtrip Fares

\$18.45

16-day limit.

\$19.95

Limited Oct. 31, 1926
Stopover privileges

Phone our agent for reservations on either No. 34 or No. 16. 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 9:30 p.m. (No. 13) or (No. 33) at 1:00 a.m.—sleepers ready at 9:30 p.m.

Southern Pacific Lines

G. N. Kramer, Ticket Agent—Phone 43

Dividends for You From Electrical Development



This Investment Merits Its Popularity

MILLIONS of people throughout the United States have invested their savings in the securities of electric light and power companies. Not only individuals, but the banks and insurance companies also rely on this great industry for a safe return on their investments.

There are sound reasons for this popularity. Public utility securities have a high reputation for safety of principal and good return. They are backed by solid, enduring properties and steadily increasing demands for the services rendered.

In more than 2,000 homes the preferred stock of The California Oregon Power Company is a highly valued possession. Its popularity is marked by a record of unending growth.



Ask our Investment Department for complete information about this popular investment. You can purchase shares on the monthly investment plan for \$3 a share per month.

The California Oregon Power Company

OFFICES: Ashland, Medford, Eugene, Roseburg, Klamath Falls, Cannonville, Astoria, Seaside, Dunsmuir

More Than 2,000 Home Shareholders