

# ASHLAND DAILY TIDINGS

(Established in 1870)

Published Every Evening Except Sunday by  
**THE ASHLAND PRINTING CO.**

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W. H. Perkins News Editor

OFFICIAL CITY PAPER Telephone 23

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

One Month	\$ .85
Three Months	2.50
Six Months	4.75
One Year	7.50
By Mail and Rural Routes	
One Month	\$ .95
Three Months	2.80
Six Months	5.20
One Year	8.50

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**WHAT CONSTITUTES ADVERTISING**  
"All future events, where an admission charge is made or a collection taken is Advertising."  
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### HIGH COST OF REACHING VOTERS

The following editorial from the San Francisco Chronicle is a fair statement of the expense of conducting a modern primary campaign:

"Twenty-two cents is a fair average cost of appealing to the individual voter. Given 2,500,000 voters, as there are in Illinois, that means \$550,000 as the cost of legitimately addressing the voters in one campaign. That is the way it is figured out by Allen F. Moore, campaign manager for Frank I. Smith, who won the Republican nomination for senator from Illinois.

"Ask anyone who has ever had any experience in conducting any kind of a campaign where a large number of individuals had to be reached. The amount of money that may be spent legitimately is, in a large state, enormous if the campaign is complete.

"What will twenty-two cents do? A circular letter addressed to each voter in the state costs from five to eight cents apiece, according to the size and number of enclosures. Would the candidate be satisfied with firing one postal volley? If not, he must repeat the expenditure. And then there is the expense of halls hired, of brass bands, campaign buttons, clerical workers, publicity men, billboard and other forms of advertising, transportation and getting on the air. It all mounts up.

"When money is used legitimately it is not the spending of it that is vicious. The vicious element is the system which makes it impossible for any man to make an intensive campaign before a large number of voters without spending a lot of money. That is one of the weaknesses of the primary system. It needs to be cured or the sentiment of the public is likely to be turned back to the convention system as a lesser evil."

### A COMING INDUSTRY

Fifty years ago, lighting was practically the only use to which gas could well be put; to take away the lighting market would have been to destroy the industry. But the same inventive genius that has developed the electric light as a substitute for gas, has found so many other uses for gas that no business on earth is on a more sound basis or growing more rapidly than gas. Cooking, heating, incineration, ironing, refrigeration, water heating, clothes drying, are but a few of the major uses. Its use in manufacturing is increasing at an enormous rate as its efficiency, cleanliness and labor-saving advantages become better understood.

### LUMBER INDUSTRY PROMOTES CONSTRUCTIVE POLICIES

Big lumber companies of the West are looking forward 50, 100 and 150 years and are replanting more trees than they are cutting down. They intend to develop their industry along permanent lines. Some of them are even working up, at little or no profit, wood which was formerly wasted, so as to promote timber conservation.

### IS OUR DOOM PATERNALISM

Paternalism is a python skinning and swallowing our free institutions in the shining jaws of officialism. State, federal, city and county now maintain official bureaus to merely record the birth of a child, and draw salaries for doing it. The latest wrinkle is a birth certificate mailed from the Department of Commerce, Bureau of Census. The citizen is warned of its great importance in all future affairs of life.

## Parent-Teacher Notes

### THE YEARS BEFORE SCHOOL (Continued)

Help your child to develop a reasonable amount of self-control. The uncontrolled individual is unfit to become a part of any group of people. The hysterical child who has tantrums whenever crossed, the child who is subject to undue fears—all are wasting much nervous energy. This energy should be diverted in to useful channels. Only after a child conquers himself can he develop mentally and physically to the best of his capacities. If you as parents have been unable in six years to develop a normally obedient child with a happy personality, do not expect a miracle when he enters school.

Try to cause the child to look forward with pleasure to his school life. Never in exasperation over some misbehavior say to him, "Just wait till you go to school. If you aren't good then the teacher will punish you." Some parents hold the teacher up before the children as some awful power of retribution only waiting to pounce upon any poor child who forgets for one moment and commits some trivial misdeed.

These same parents usually threaten to send for the doctor when Willie refuses his medicine, and enforce discipline by pretending to call the police. A child must trust the teacher, not fear her, if he is to do justice to his abilities when he is in school. No doctor can successfully treat or examine a child who fears him. Surely no one would purposely cause a child to feel that a policeman was his enemy. That is the next step toward teaching lawlessness. Our country today needs children who have respect for authority, but never fear. Fear begets hatred.

Don't expect the only child who had no playmates to immediately enter school life easily and joyfully. The years from three to six should be filled with companionship. The child should learn to share with other children of the same age, to take turns, to play with children. The mother who won't let little Susie play with those rough boys next door because she gets so dirty, who objects to the little girl on the

other side because she is sometimes untidy, and who feels that she cannot trust her darling with the children across the street because their language is sometimes slightly questionable, is fitting her girl for nothing, unless it be life as a female Robinson Crusoe. Certainly the child will have a long hard road to travel when she enters school. No one questions the importance of choosing a child's playmates with care. If the children in the immediate neighborhood really are unfit associates for your child you should in some way give him daily opportunity to play with suitable children. More harm may be done by depriving a child of association with children of his own age than will be done by his contact with playmates who are not quite ideal. Unless a child is learning something really objectionable from a moral or social point of view, he is probably better off with the average children of the neighborhood than he is alone. How can a child work with children when he goes to school, if he has never learned to play with them? How, in later life, can a person work and live with others if he has been reared in companionship as a child?

What then shall I do to prepare my child for school? 1. Insure as it is in your power that he enters school with a sound, healthy body, with all his senses alert.

2. See that the habits connected with his food, sleep, and toilet are well established and regular.

3. Give him plenty of opportunity to educate his muscles by wholesome play.

4. Supply him with plenty of materials to use constructively.

5. Help him to become independent and self-confident, with a faith in his own ability.

6. Provide plenty of wholesome companionship with children of his own age. He should never be a bully himself nor allow other children to bully him.

7. Train him to speak clearly, distinctly and correctly.

8. Develop in him a love for good music and good stories.

9. Teach him self control and obedience.

10. Lead him to anticipate his school life as a joyful experience, and to regard his teacher as his friend.

## Stewart's Washington Letters

BY CHARLES S. STEWART  
NRA Service Writer

WASHINGTON — Next November's election is only a Congressional election, but some presidential candidates are at stake in it, for all that.

President Coolidge's is one. If the Democrats and insurgent Republicans get Congress, or materials to use constructively.

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Given a child to train if he has a fair mental ability any teacher can easily teach him the three "R's." He will enter into the school life eagerly as a "strong man who rejoices to run a race."  
—Child Welfare Magazine.

Even the Senate, away from him, his shadow, at a re-nomination will be mighty arm. His party primaries let him politically cross. A defeat in the fall would be almost sure to knock him out—1928.

On the other hand, in the vote that re-opens the Republican situation and re-elects all the regulars, and it's come by wrong for the obvious reason.

Just a moderate amount of insurgency, particularly in the corn belt, will play into the hands of farm candidates, like Vice President Dawes and Frank O. Lowden.

A great wave of it might give Senator Borah a look in.

This coming election means everything to Coolidge. It doesn't mean so much to aspirants like Secretary Hoover, Borah, Dawes, Lowden, Speaker Longworth and Senator Watson, for even if Cool-



**TOM SIMS**  
Came from a Boston bank robbed of \$10,000. He was a set firm with an iron honesty.

Anything can happen. Kid Lewis, a boxer, was fined for trying to smuggle perfume into England.

It is estimated as a 1928 possibility, they'll still have a fight to scrap out between themselves. It means this with to them however—unless he's disposed of they won't be contenders at all. Their joint prospect will be improved by a Republican reverse, coming now, just as Coolidge's will be spoiled.

What's in a name? Representative Van St. New York is dry. Detroit man shooting at a rat hit a neighbor. It would be hard to shoot at a neighbor and hit a rat.



**"Why don't you blow your horn?"**  
**"Who do you think I am, Little Boy Blue?"**

You can't always avoid accidents by blowing your horn... nor by exercising care in driving your car... you have always to reckon with the carelessness of others.

That's why you need complete automobile insurance written by this agency of the Hartford Fire Insurance Company.

**Billings Agency**  
Real Estate & Real Insurance  
Estab. 1881 at 41 E. Main St.  
Phone 211

**On Oak Street At the Railroad Crossing**

We have a complete assortment of Building Material.

Your every need in construction supplies is here.

**ASHLAND LUMBER COMPANY**  
384 Oak St. Across N. E. Tracks Phone 20

### Disinfects for You From Electrical Development



## The Fly-By-Nighter

I ordered a suit From a door-bell-ringer. He said it would be A real "hum-dinger."

He promised this And he promised that. When he got my dough He grabbed his hat.

For another town He beat it,—quick— At catching suckers He sure was slick!

When the suit arrived All charges "collected," My anticipations Were badly wrecked!

It was cheap and shoddy And wouldn't wear— And it didn't fit me A-n-y-w-h-e-r-e!

The home town dealer Now gets my trade. He sells BORN clothing, The best that's made!

For guaranteed quality, Fit, wear and style BORN has got all others Beat a mile!

**M**ILLIONS 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 merited by a record of unending growth.

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