

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.

ZANE GREY BACK ON THE ROGUE

"I am awfully glad to get back to this wonderful country". These words of Zane Grey, noted western author and writer of stories of the Rogue, tell a complete story. Grey has been fishing over the whole Pacific ocean for the past six months. He has moved from one place to another as news of good fishing has reached him. He has taken giant swordfish, flashing inna and countless other wonderful salt-water fish. But the sport of all these faded before him as he heard of the Rogue steelheads taking the fly—the grandest sport of all.

"My eyes are tired of salt water" With this short sentence he has told of his longing to get back where the fresh waters of the Rogue go tumbling over the rocks toward the ocean, through chasms and between great mountains, forested with green trees. The fastnesses of the lower Rogue country will offer him the relaxation, the stimulus and the quiet necessary to his work. The taking of the fighting steelhead will offer him the thrills he wants each day. Then for variety he can have deer hunting on his own place or try some of the mining in his bar. And his eyes will always be rested by the green trees, with the smart of salt water forgotten.

Truly, Zane Grey knows where to go when he wants to think undisturbed and where he can enjoy the pioneer life as he likes. Grey likes the Rogue, as he is now making his fourth consecutive annual trip. He will continue to come year after year and his writings, telling of the wonderful scenic and sport attractions will bring thousands of others—Grants Pass Courier.

HUMAN VALUES

A large insurance company has been compiling figures to show the actual economic value of human beings. The figures show that in a family having an income of \$2,500, it will cost the parents \$7,238 to bring a child into the world and raise it to the age of 18. Indeed, the actual cost to the community as a whole is even more, for allowance must be made for human wastage. To raise 88,264 children to age 18, it is necessary that the community pay for the birth and partial rearing of 100,000 children. Besides, there is the interest on investment. This brings the total to \$10,047 for each 18-year-old child. Even then nothing has been figured for the value of time devoted to children by mothers.

Now, then, having invested \$10,04 in a child, what is the economic return to be? According to the insurance company's figures, average earnings of an individual at 18 are \$963. At that age life expectancy is 46.6 years. His estimated future earnings above expenses are \$28,654.

"DRESS UP AND BE WELL"

Belief that apparel oft proclaims the man" got into the slogan "dress well and succeed," and now a practitioner of suggestive therapeutics is advocating clothes for cures—"dress up and be well," she tells women. And why not this counsel for men, too? What better setting-up exercise than a new suit? What better medicine than a new overcoat to put up a good front, or a swanky lounge robe for that tired-business-man feeling? These prescriptions for successful stepping up or stepping out are pleasant in prospect, and the enjoyment of their benefits waits not on the practice of medics but on the practice of merchants—whether that practice be cash, charge or something down and something now and then.

DOCTORS FEAR LARGE APPLE CROPS

Although consumption of apples in the United States is less than the proverbial "apple a day," averaging about three a week for each person, the American people lead the world in apple eating, according to the Department of Agriculture. For answer to the profane query, "What of it?" consider the disturbing consequences of a taste for apples. And who knows whether a cider tippler is less glib than an apple sauce addict. Some day some one may get around to writing "The Confessions of an American Apple Eater." Much more convincing than the consumption figures, of course, would be a line-up of all those doctors who were kept away.

Scientists are trying to determine why it takes a young man so long to teach a pretty girl how to swim.

No employer objects to his stenographer's "stepping out" if she does it at the typewriter.

Move in the right direction; let your head lead.

The Old County Fair



SAP AND SALT
BY BERT MOSES

Neatness in woman is far more fetching than style.

Love and lies go together as naturally as ham goes with eggs.

Tell a woman one of your secrets, and she will tell you all of hers.

An ability to recognize ability and hire it is what makes many men rich.

It requires optimism of a high grade to plant peach trees near the highway.

The fellow who sticks to his work while the boss is away is getting ready to be a boss on his own hook.

Hex Heck says: "The poorest counterfeit of the times is the drug store blush."

TOM SIMS SAYS

Hope is a great thing. Without it life is hopeless.

When we are alone, thinking is almost compulsory. That's why most of us hate to be alone.

A horse which chased William G. McAdoo in Santa Barbara, Cal., was not the Democratic donkey.

**Not So Cheap They Are Inferior—
Not So High They Are Excessive—**

Our Shoes are priced from
\$5.00 to \$7.50

OVERLAND SHOE SHOP

Start East Now

final sale date for summer reduced roundtrip fares to eastern points is
September 18

Order your reservations at once. You can take advantage of these reductions by leaving any day between now and the 18th, returning on or before October 31.

Plan your trip to include California, either going or returning. It costs but little more—less than half what your roundtrip fare to California and return would be. Stopover wherever you wish.

So travel the scenic Shasta Route southward to San Francisco or Los Angeles. 3 delightful routes east from California, with world-famous trains to serve you.

Avoid the last-minute rush. Call a Southern Pacific travel expert today.

OPEN SEASON
September 10th

FOR
Guns and Ammunition

Simpson's Hardware
"The Winchester Store"

Stewart's WASHINGTON LETTER
BY CHARLES P. STEWART
NEA Service Writer

WASHINGTON Financiers use so many technical expressions that frequently they're hard to understand.

For instance, they talk about "stabilizing the franc."

They mean stabilizing the paper franc. A gold franc is as good as ever. Being gold, it's worth its weight in gold. But the paper franc is worth next to nothing, unless some government or some reliable bank will pay a gold franc for it when it's turned in.

So many gold francs are deposited in the Bank of France. A corresponding number of paper francs are issued against them and circulated. A few more paper francs may be issued than there are gold francs on deposit, for it isn't likely all the paper francs will be presented, for redemption, at once.

But suppose hundreds of times more paper francs are issued than there are gold francs to redeem them. Then the paper franc

slumps, for everybody knows they don't represent their weight in gold. Nobody knows just what they do represent. How can paper francs like that be stabilized? Germany did it by morigating Germany — not in francs but marks.

She had hardly any gold at all but she kept on issuing paper marks. Presently they were no good at all.

The time came when she wanted to "stabilize."

Still having no gold, she threw her paper marks, still supposedly backed by gold, into the discard.

Then she began issuing a new kind of marks, backed, she predicted herself, by the country's resources — its tung, its industries, its productive capacity, everything.

Ashland Day at the Rogues
Wednesday was Ashland Day at the Soldiers' and Sailors' Reunion at Rogues River, which is in session this week.

The W. R. C. of Ashland presented the program, which was especially noteworthy. The morning was devoted to a business meeting.

In the afternoon the main feature of the program was the splendid patriotic address of City Attorney W. M. Briggs.

A number of readings from his recently published volume of poems were given by R. P. Campbell, whose name is sufficient to insure the success of a program and who gives his talent generously on so many occasions.

Others who appeared in pleasing numbers were Mrs. Alice Turner, Mrs. S. A. Peters and Miss Pygal.

A salmon bake, in the evening, brought Ashland's day to a close.

Those of the W. R. C. who were present Wednesday were: the Mesdames Olive Nostrom, Letta Trask, Bella Cordell, Virginia Shaw, Tabatha Mills, Anna Gregory, Dora Payne, Ellen Shaw, Lulu Howard, Lulu Wilson, Alameda Carleton, M. Brannan, Ida Jennings, Hattie Moore, Darby, Allen, Leona Boyd, Hattie Boyd, Della Acklin, Pearl Hatcher, Mary Gow, Mary Johnson, Alma Stennett, Josephine Crocker, Mary Shultz, Eliza Hicks, Emma Cook.

Times of the old soldiers present were: Messrs. E. K. Hall, George Noble, F. W. Shaw, G. P. Van Natta, and Mr. Allen.

Special for Saturday and Monday

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| Jontool Face Powder | 39c |
| Household Liquid Antiseptic for the Tooth and Gums Reg. U.S.P. | 39c |

MAJOR Bordered and Deckled Box Paper... 57c

| | | |
|------------------------------|--|-----------------------|
| 75c Full Pint Rexall Bay Rum | SAVE with SAFETY at your Rexall DRUGSTORE | Georgia Rose Tale 17c |
|------------------------------|--|-----------------------|

25c GLYCERINE and ROSE WATER, 4 oz. ... 19c
75c THEATRICAL COLD CREAM, 1 Lb. can. 57c
CADET CARAMELS, Full Pound Box. 47c

McNAIR BROS.
122 South Main

GUNS!! GUNS!!

AMMUNITION, HUNTING KNIVES, BOOTS, SHOES, RED HATS AND SHIRTS, OUTING CLOTHING, LICENSE, CAMPING EQUIPMENT, ETC.

ARMY GOODS STORE
Biggest Little Store in Town
Opposite New Hotel — Open Evenings

Announcement of PREFERRED STOCK Price Increase

Effective October 1, 1926, the price of the 6 per cent cumulative preferred shares of The California Oregon Power Company will be advanced to

\$95 a Share

Orders received up to and including Thursday, September 30, will be filled at the present price of \$94 a share.

Any member of our organization will be glad to give you complete information about our investment offering to customers. Shares may be purchased for cash or on our convenient monthly investment plan.

The California Oregon Power Company

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