

ASHLAND DAILY TIDINGS

(Published Daily Except Sundays)
 Published by THE ASHLAND PRINTING CO.
 Telephone 21

Editor: W. E. Perkins
 News Editor: W. E. Perkins
 Telephone 21

Entered at the Ashland, Oregon, post office as Second Class Mail Matter October 15, 1914, authorized by Post Office at Ashland, Oregon.

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

ADVERTISING RATES

Single insertion, per inch	\$.30
Political, Display, per inch	.45
Yearly contracts	Special
One insertion a week	.35
Two insertions a week	.30
Daily insertion	.25

Special rates for legal and miscellaneous advertising

Three insertions, per 1/2 inch line	\$.10
Each subsequent insertion, 3 point line	.05
Card of Thanks	1.00
Obituaries, per line	.02 1/2

WARRANT CONSERVED ADVERTISING
 All advertisements subject to admission charge in case of a collection failure.
NO ADVERTISING FOR CHARITIES OR OTHERWISE WILL BE MADE IN ADVERTISING OR FOR PRINTING — OUR CONTRIBUTIONS WILL BE IN CASH.

SANE VIEW OF AGRICULTURE URGED

Isn't it time to begin to look at agriculture through normal eyes? asks Henry J. Allen, former Governor of Kansas, in Nation's Business Magazine. The farmer is an industrious, up-to-date expression of his day and generation. He doesn't demand special legislation. He wants a fair chance. Give him that and he'll look out for himself, and the record of his achievements will stand up well in comparison with other industries, better protected and less touted.

And here is a fact that seems conclusive as bringing the situation up-to-date. During the period of depression in 1922-23 the Federal Land Bank with headquarters in Wichita, serving the states of Kansas, Oklahoma, New Mexico, Colorado and Wyoming, made new loans each month amounting to approximately two million dollars a month. Since that time the new loans have constantly gone down, until they are only half a million a month. The foreclosures during the period indicated have been negligible.

The only thing I am pleading for is that we return to rationality when discussing the American farmer. We have ruined the public moral touching him, and it is surprising that we haven't ruined his own morale by the constant reiteration of the fiction that he is hopelessly involved.

It's incredible act of cruelty on the part of politically-minded people that they should spend so much time deliberately misrepresenting a brave and productive element in the American community. The American farmer is not a failure. He has had bad times and good times along with the rest of us, and his times today are looking up rather than down.

The farmer is entitled to all the help that can be given him. Doubtless measures proving modest loans for stabilization of cooperative marketing would be helpful and practicable, but the farmer will work out his salvation if they will stop penalizing him on transportation costs and give him an honest market.

DISCOVERING AMERICA

American store methods transplanted by H. Gordon Selfridge to his department store in London have made a sizable lot of money for him, and so it was reasonable of his employees to see the methods in the original. For the trip the store gave each member of the party \$150.00 and arranged to lend the balance required, repayable in installments.

Labeled as "merchant adventurers" because they believe business in this day is as hazardous as in the times of Florentine Medici and the Venetian Doges, the voyagers set sail from Southampton for New York, with Chicago as their western objective. To the trite evaluation of travel as a broadening experience, the Selfridge store has offered the interesting amendment of belief that it pays. It would be easy to twit those English business men on their belated discovery of America if so many Americans were not troubled with a defective vision.

NEW GOLF HAZARDS

A recommendation that golfers and those who watch them should either get insured or wear protective armor is made by C. E. Rickard of Detroit. When addressing the Insurance Advertisers Association at Philadelphia, he said that returns on a sports policy issued by several insurance companies show that the greatest number of accidents occur to persons who play golf or happen to be where the game is being played. It won't do to take snap judgment that all golfers are bad risks, but Mr. Rickard's report does put a mental hazard in belief that golf is a game for gaining health and losing temper.

The foolishlest fool is the fool that fools himself into thinking he is fooling others.

When you try to get back you'll have a keen appreciation of the fact that the easy way is down hill.

The man who persistently deceives his wife is a genius.

When would Noah's dove find a dry spot today?

Don't kick a man when he's down; he may get up.

The Fide-O



SOCIETY NOTES

Mrs. Grace E. Andrews, Editor

Calendar of Events
 Monday, Sept. 18.—Ladies Art Club. Hostess, Mrs. B. E. Smith, 229 Oak Street.
 Tuesday, Sept. 19.—W. C. T. U. Experience Social. M. E. Church. For benefit of Children's Farm Home. Friends Invited.
 Tuesday, September 19.—Presbyterian Society at Grants Pass. Local Officers Attend.
 Tuesday, September 19.—Alpha Club Meets.
 Wednesday, September 20.—Missionary Society Presbyterian Church. Mrs. Mills, leader.
 Wednesday, September 20.—Auxiliary to Trinity Guild. Parish House. Evening.
 Wednesday, September 20.—Ladies Aid of Methodist church. Mrs. Mills, Almond St. Hostess.
 Wednesday, Sept. 20.—Baptist Missionary Society Meets in Church Parlor. Mrs. H. P. Homes, leader.
 Thursday, September 21.—Baby Clinic. Civic Club House.
 Thursday, Sept. 21.—Auxiliary to Trinity Guild. Parish House.
 Friday, September 22.—Mount Ashland Chapter, D. A. R. Meets. Mrs. J. P. Dodge hostess.
 Friday, Sept. 22.—"Who Do" Class. Meets at Home of Mrs. Lotta Eastburn, 530 Allison St.
 Wednesday, Sept. 22.—Wednesday Club Meets. Church Parlor. Mrs. George Brookmill, and Mrs. L. J. Harber, hostesses.
 Friday, Sept. 22.—Chapter Meets. Delphian Society. Little Springs Hotel.
Mount Ashland Chapter
 Friday, September 22.—The Mount Ashland Chapter, Daughters of the American Revolution will be entertained at the home of Mrs. J. P. Dodge, on the Monday. She will be assisted by Mrs. H. C. Galey, Mrs. Louis Dodge and Mrs. Nellie Loomis. Since this meeting coincides with Constitution Day, a program will be presented in keeping with that observance. The members are to be prepared to respond to roll call with something of interest about "The Fathers" of the "Constitution."
The "History of the Constitution" will be given by Mrs. A. G. Adams. The Rev. P. K. Harmond will make the address of the afternoon, "An Appreciation of the Constitution." The President General's Address will be presented by the Chapter Regent, Mrs. Harriet C. Fielding.
House Guests At The Guleys—Mrs. Martha Guley and Miss Mary Guley are house guests at the home of Mr. and Mrs. Paul Gulley of Hargadine street. While here they are the guests of friends at a number of social affairs.
 It will be remembered that Miss Mary Gulley is state vice-president in Christian Endeavor work. She is one of the well known workers in Christian Endeavor.
Civic Club Meets—On September 21, a week from tomorrow, the Civic Club will feature "Health Work." Under this head will be considered: (a) Hospital, by Miss Jean Althaus, superintendent City Hospital; (b) City, by Mrs. Bertha Denton, school nurse; County, Miss Mildred Carleton, county president; (d) Child Welfare, Mrs. John Gammill, Medford.
 Attention is called particularly to the coming meeting, for under each head those presenting the topic will have something mighty interesting to say. Something about which all the members will be glad to learn.
 The "Rummage Sale" will be held soon (early in October) and housewives are reminded that they may get rid of the surplusage to good advantage, for what they may not want, may do some one else some good. Bear in mind also the contributions to the food sale.
Art Club Meets—The Ladies Art Club will meet tonight with Mrs. Bert Smith, as hostess at her home at 229 Oak street. She will be assisted by Mrs. Clinton Baughman. All members are reminded of the meeting, which is the opening one of the season, and at which many things of importance to the club will be brought before the organization.

Two hundred guests enjoyed the...
 The...
 A Chapter meeting of the...
 During the fact that the...
 Beta Chapter is...
 Cold plate lunches, vegetable dinners and many other specials are served here each noon.
 Eat one lunch here and you will see why we are gaining daily in popularity.

For Noon Tuesday
 STEAK SPECIAL

NININGER'S
 324 Folsom St. S.F. Cal.

Pickwick Stage Dinner
 ARRANGED TO ALL POINTS SOUTH

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
 OFFICES:
 San Francisco, California
 Portland, Oregon
 Eugene, Oregon
 Medford, Oregon
 Dunsmuir, California