

Ashland Weekly Tidings

Established 1876

Published Every Wednesday by
THE ASHLAND PRINTING CO.

OFFICIAL CITY AND COUNTY
PAPER.

TELEPHONE 39.

SUBSCRIPTION RATES.

One Year.....\$2.00
Six Months.....1.25
Three Months......75

ADVERTISING RATES.

Display Advertisements, each
line.....30c
Local Readers, the line.....10c
Classified Column, the word, each
time.....1c
Legal Notices, each time, the
line.....3-1-3c
Card of Thanks.....\$1.00
Obituaries, the line.....2-1-2c
Fraternal orders and societies charging
regular initiation fees and dues,
regular rates.
Religious and benevolent societies
will be charged at the regular ad-
vertising rate for all advertising
when an admission or collection is
taken.

Legal Rate

First time, per 8 pt. line.....10c
Each subsequent time, per 8
pt. line.....5c

Entered at the Ashland, Oregon,
Postoffice as second class mail
matter.

"THOUGHTLETS"

Lady Duff Gordon has gone bank-
rupt. We hope that is not to be
the fashion.

What is the difference whether
"obey" is cut out or not. They
never do.

If you get killed in a prize fight,
it is criminal; if you get killed in a
football game, it is accidental.

Moonshine and autos run to-
gether.

The government has reduced the
running expenses, "one billion de-
ficit."

THE FRANKLIN PRICE LIST

During the past ten years, great
changes have been wrought in the
methods of selling commercial
printing. Ten years ago, job work
was estimated on a guess as to cost
of production and selling price. Re-
sults were that printers as often
guessed too high as too low. In the
high guess the customer was fleeced.
In the low guess the printer was
bankrupted. Some better method
was needed, and the demand arose
for men capable of figuring job
work cost. This demand brought
forth experts in the work, but such
expert service was valuable and
costly, such an expense in fact that
it took a large volume of business
to justify an expert estimator. The
large city office employed these men
and the small country offices could
not afford to employ them, because
their volume was too small. That
left the large city shops doing intel-
ligent and profitable business, and
the small country shops still guess-
ing and trying to stay out of the
hands of the financial executioner—
the sheriff. The profitable business
of the big city shop enabled it to
acquire modern machinery and the
best workmen. The bad guesses of
the little printer left him with no
money to secure modern equipment
or competent mechanics, as well as
a dissatisfied clientele by reason of
getting one price on a job today and
another on the duplicate of the job
another day. So the country job
shop was left in a jumble of uncer-
tainty, dissatisfaction and penury.
Practically every country newspaper
office and job shop was wobbling
under a heavy mortgage, and their
couls were not their own. The
banker or politician who held the
mortgage played the music to which
the printer had to dance.

All that is now changing, and it
came about by a scientific expert or-
ganization forming to estimate the
cost of producing job work in the
average shop in the United States.
At first its work was received by
the printers with more or less sus-
picion. Its compilations of cost were
checked by the producers and, gradu-
ally, it was found to accord with
actually proven costs in the average
shops. And the popularity of the
work of this organization grew
space in the minds of the printers
of the country. It filled a long-felt
need.

Now it is generally accepted as a
sound, correct and certain basis for
properly estimating cost and selling
price of commercial printing, and is
proving a Godsend to country print-
ers.

This organization is the Porte
Publishing company, of Salt Lake
City, and its price list, "The Little
Black Book," is becoming the busi-
ness Bible of the printers through-
out the country. It has proven at
once their business saviour and sal-
vation. The guessing is stopped and
penury transferred to those few
printers who still think they cannot
afford to pay the price asked for the

POWELLS PAY COMPLIMENT TO "WE SHOULD WORRY" CAST

"Our stay in Ashland has been
one of the most pleasant of our
numerous engagements," declared
Mr. and Mrs. Frank Powell, who
have been in the city for the past
two weeks directing the Elks pro-
duction, "We Should Worry." "Ev-
eryone has been perfectly lovely to
us, and not once was the complete
harmony of our work marred. We
have never dealt with a more lady-
like aggregation of women, especial-
ly the girls of the Pony ballet. They
were the sweetest little girls we
have met, and not one of them gave
us a 'fresh' reply."

Mr. and Mrs. Powell left this af-
ternoon for San Luis Obispo, Calif.

WIFE MURDER TRIED AT JACKSONVILLE

MEDFORD, Nov. 6.—Melvin Horn
of Jacksonville yesterday shot and
dangerously wounded his wife, from
whom he had separated, and then
killed himself at Mrs. Horn's home.
He leaves four children.

service.

The Porte Publishing company is
an independent business concern. It
has no connection whatever with
newspaper or commercial printers'
associations. It is selling its service
on its merits to individual produc-
ers. It does not smack of the trust
principle. One printer in a town
may be a subscriber to the Porte
service, and his competitor still be
a member of the "guessers' club." Its
estimates are based on proven
costs and average costs, and works
out in the practical experience of
commercial printers generally, as
sound, conservative, correct and
fair, to both printer and customer.

About three years ago, the Tidi-
ngs became a subscriber to this
service. It costs considerable
money, but it is worth it. It eliminates
the element of guess and fixes a de-
finite and fair selling price on prac-
tically every job of printing that
comes up in the course of the busi-
ness, from a large bank balance
ledger to the smallest gum sticker.
It fixes a fair basis upon which jobs
can be charged where no former es-
timate is given, and that charge is
precisely the same as if the work
had been placed after hot competi-
tive bidding by numberless firms
who know how to arrive at cost and
a fair selling price. It does not at-
tempt to compete with the guesser.
The guesser's bid might be two hun-
dred dollars on a fifty dollar job, or
fifty dollars on a two hundred dol-
lar job. The correct figuring of
commercial printing costs is compli-
cated and technical, and there is not
one printer out of five hundred who
can quickly and properly figure cost
or correct selling price.

Mr. Porte has surrounded himself
with a large staff of the most expert
estimators to be found in the coun-
try. These estimates are compared
and proven before they are given to
the producer as a selling basis, and
when they come to us, as they do,
revised each week to meet the
changing conditions of the paper and
labor market, we can depend on
them as reliable. That kind of
service is worth money if conscienti-
ously adhered to. It is a boon to
the trade and to the printer. It
standardizes the business on a fair
basis to both producer and customer.
The Tidings subscribed for the
Franklin Price List service
about three years ago. Since
then we have conformed strictly to
the prices set down in the "Little
Black Book." We have found it a
valuable aid, worth much more than
its costs, because it gives us a feeling
of security in our dealings with cus-
tomers and a feeling of certainty
that we are doing the right thing
both by our customers and ourselves.
We do not "bid" against anybody
for the business. There is a right
price and we feel that we are pre-
pared to state it, and we do state it,
regardless of whether we are in hot
competition for the business, or the
business is left by our good custom-
er without asking us for an esti-
mate before the work is done.

If the "Little Black Book" was
used by every printer in the valley,
and you asked them to bid on a spe-
cific job, all of their bids would be
the same, but it would be the right
price—not the result of combina-
tion or trust—but the result of ear-
nest effort to arrive at a correct and
fair price for the work.
Some day, the producer and the
customer will come to a realization
of the value of such standardization
and some such service as Porte's
will become universal.

In every community throughout
the country there is a standard rate
on the use of money. Go to what
bank you will, they all want the

WILL POWER AIDS ADVANCEMENT SAYS "PEP" MAN

"YOU CAN BE WHAT YOU WANT
TO BE," WISEHAUPT
DECLARES

FINAL PUBLIC LECTURE GIVEN SATURDAY NIGHT

Character Analyst to Devote Re-
mainder of Time in Ashland to
Special Classes; Will Visit the
Northern Part of State Next.

Largely inspirational, given by
request in response to heavy de-
mands from those who had not yet
heard him, the fourth of the public
lectures was given by Howard J.
Wisehaupt, character analyst and
"pep" man at the Civic Club build-
ing Saturday evening.

"You are what you want to be.
If you want a thing bad enough and
work hard enough, you will get it,"
declared Mr. Wisehaupt. "Eighty-
one per cent of the present day fail-
ures are from lack of training in the
individual. Many are where they
are because of a lack of confidence,
which is also a lack of knowledge."

Urging the utilization of spare
moments for the purpose of ad-
vancement, Mr. Wisehaupt divided
the 24 hour day into four parts:
eight for sleep, three in which to
eat; nine for work and four in which
to rest or recreate. In this last per-
iod it was advised to take at least
an hour daily for study.

The story of the rise of Hugh
Chalmers from the humble position
of a sweeper out of offices to that
of sales manager for the National
Cash Register company, through the
application to study in his spare mo-
ments, was told by Mr. Wisehaupt.
Chalmers, while a janitor, studied
at nights, which enabled him to take
the position of office boy, later be-
coming a stenographer. Again he
attended night school, specializing
in bookkeeping, after which he was
advanced to an accountant's position
and later salesman, finally reaching
his goal.

The lecture Saturday was the final
one open to the public, Mr. Wise-
haupt having organized many classes
in the city which will occupy his
entire attention. Miss Eula Shy-
rock, business and publicity man-
ager for Mr. Wisehaupt, will leave for
Portland Tuesday, where she will
arrange for a series of lectures in
the northern part of the state.

COLLEGE "FUNNY" MAGAZINE COMPLIMENTS LOCAL WRITER

Bert Moses, of Ashland, and Bert
G. Bates, on the editorial staff of
the Roseburg News-Review, have
been elected to honorary mem-
bership to the Orange Owl chapter of
Hammer and Coffin, national society
of college humorists. The Orange
Owl is the humorous student pub-
lication of the students at the Oregon
Agricultural college.

Both of the men are members of
the Oregon Editorial association and
are well known throughout the
state. Mr. Moses is the author of
"Sap and Salt," a syndicated feature
appearing in many papers through-
out the country, and Mr. Bates con-
ducts a column, "Prune Pickings,"
in his home paper.

KLAMATH CHILD IS KILLED BY PLAYMATE

KLAMATH FALLS, Nov. 4.—
Two Indian babies playing with a
.22 caliber rifle, resulted in the
death here of Verna Hoover, aged
two years, who was fatally shot by
his playmate of about the same age.

same rate of interest. The banks do
not deviate from the fixed rate, but
the real comedy of the situation is
that when these same banks want a
job of printing, they at once line up
every printer in the country to "bid"
on the work. There are still en-
ough of the producing "guessers"
left to afford them some profit in
so doing. However, they are getting
scarcer every day—either the finan-
cial executioner is getting them, or
they are going into some other busi-
ness that offers better opportunity
for safe and certain activity. They
are beginning to see that loaning
money at a profit puts marble
wainscoting on bank walls and
counters and marble balustrades
leading to their safety deposit
vaults, while the poor guessing
printer leans over this same marble
slab in a begging attitude, pleading
with some banker to extend his note
for another ninety days.

GIVES DELIGHTFUL PARTY TO LITTLE SCHOOLMATES

A delightful Halloween party was
enjoyed by a number of little girls,
who assembled at the Vendome ho-
tel Tuesday evening.

Games appropriate to the day
were played and the little folks were
all attention when the word "ghost"
was heard, whether it was in con-
nection with some story by some of
the older folks, or in the games be-
ing played.

A dainty lunch was served at 10
o'clock by Mrs. Hudnell, at whose
home the party was held. She was
assisted by Mrs. W. E. Jordan.

Those present were: Ruth Doan,
Ruth Peebler, Elizabeth Wolcott,
Bernice Clawson, Bonita Dunlap,
Rosa Franco, Olga Jordan, Hazel
Hudnell and Eleanor Doan.

ASHLAND SMOTHERS G.P.H.S., SCORE 91-7

The superiority of the Ashland
football machine over that of Grants
Pass was clearly shown Saturday,
when the red and white returned to
the city carrying the large end of a
91 to 7 score. Though the boys left
possessed with confidence they
would win the game, the complete-
ness with which this was accom-
plished came as a surprise.

One of the spectacular incidents
of the contest was an 80 yard run
for a touchdown by Beeson who
found himself in possession of the
pigskin and a clear field ahead. He
made the most of his opportunity.

Four more days yet intervene be-
fore the supreme struggle of the
season, when Ashland and Medford
high school will meet in Medford on
Armistice day. Supporters of both
teams will be out en masse, and
nearly as much interest is being
evinced in the coming game as in
the Willamette valley during the in-
tercollegiate contests.

COMING EVENTS

◆ November 9—Colonel Dan
Morgan Smith, Presbyterian an-
church, 7:30 o'clock.
◆ November 11—Armistice day.
◆ November 15—"As a Woman
Thinketh," High School anni-
versary play.
◆ November 22—"Colonial
Players," Lyceum number.
◆ November 30, Thursday —
Thanksgiving day.
◆ December 4-7—Winter fair.

LOCAL MAN IN TROUBLE AT KLAMATH FALLS HOTEL

KLAMATH FALLS, Nov. 4.—
Charged with creating a disturbance
in the Central hotel, three women
and two men were arrested and
lodged in jail. They were: R. D.
Harvey, of Ashland, John Premo of
Tacoma, William Johnson, Dorris
Macias and Elsie Gober of this city.

Harvey, who has been in trouble
here before, and Premo, were re-
leased with orders to leave town at
once. Johnson and the women were
held for a police court hearing. A
Cleveland automobile driven by
Harvey, said to be owned by a rela-
tion of Harvey's living in Ashland,
was held for the owner upon the ad-
vice of the Ashland police.

MISS COZORT ENTERTAINS AT HALLOWEEN PARTY

Among the Halloween parties en-
joyed was the one given by Beatrice
Cozort at the home of her parents,
Mr. and Mrs. J. G. Cozort, at 685 B
streets. The house was appropri-
ately decorated with autumn leaves,
jack o' lanterns, owls, black cats and
other Halloween favors.

After a ghost parade through the
residence part of town, a supper
was served consisting of pumpkin
pie, cake and hot chocolate.

A fish pond and other games were
greatly enjoyed by all present until
a late hour, when all went to their
homes, voting Miss Beatrice a
charming hostess. Those present
were Dolly Frank, Ermina Selby,
Audrey Brown, Catherine Freeman,
Esther and Ruby Peffley, Irene and
Helen Liaza, Wynona Glisan and
Beatrice Cozort.

MASK PARTY AT MCGEE HOME FRIDAY EVENING

A mask party was given at the
home of Mr. and Mrs. J. H. McGee,
at 196 Vista street, Friday evening,
by their son Everett.

Twelve of his school friends ar-
rived at the home in the early eve-
ning and whiled away the hours
with games and goblin stories until
well toward the midnight hour, when
refreshments of pumpkin pie and
cider were served. The evening was
thoroughly enjoyed by every one
present.

BAPTIST CHURCH IS NICELY DECORATED AT SUNDAY SERVICE

The Baptist church presented a
gala appearance Saturday night and
Sunday, with a color scheme of yel-
low and green, which harmonized
perfectly with the interior decora-
tions of the building, exquisite yel-
low chrysanthemums with ferns and
fir boughs, under the hands and Ox-
ford who showed their artistic skill
and ability in the arrangement of
flowers. Saturday night was the
last night of the appearance of Miss
Carvell at the tarrying meetings,
where she has been a faithful work-
er for the last four weeks.

The meeting Saturday night was
the best and most impressive even-
ing of the four weeks' campaign.
Miss Carvell left on train 15 at mid-
night for her home in Yreka. She
expects to stop off here Friday night
of this week, on her way to Albany,
where she is going to assist Dr.
Price in meetings to begin next
week.

Russel Rothberg stopped yester-
day between trains on his way to
Albany, where he is going as ad-
vance agent of the meetings. Rus-
sell will be remembered as Dr.
Price's secretary, and accordingly
received a welcome in Ashland.

The tarry meetings will continue
at the Baptist church on Monday,
Wednesday and Friday nights; and
there will be a Bible study on Thurs-
day night of this week. All of the
public are welcome to attend these
meetings.

WAR VETERAN WILL TALK ON STRUGGLE

Colonel Dan Morgan Smith, lead-
er of the "Battalion of Death," will
speak at the First Presbyterian
church Thursday evening, 7:30
o'clock, on "The World's War and
the Fields of France," under the
auspices of the World League
Against Alcoholism.

During the war, Colonel Smith
commanded the first battalion of the
358th Infantry, of the 90th division,
troops drafted into the service from
Oklahoma and Texas. He and his
command, numbering 1120 men, en-
tered the St. Michel drive, where
they were surrounded on three sides,
finally fighting their way out with
a remnant of the unit, 327 men sur-
viving.

Colonel Smith does not confine
himself to the war, but also deals
with after the war conditions and
the need of a revival of that ideal-
ism which enabled America to do
its share in bringing about world
peace. He was a federal attorney
before the war and is an interesting
talker.

(From Saturday's Daily)

VISITS IN ASHLAND—

Mrs. Mary L. Mathews, of Bever-
ly Hills, Calif., is the guest of Mrs.
H. W. Andrews, of Church street.

J. A. Ormandy, assistant general
passenger agent, and A. S. Rosen-
baum, claims agent of the Southern
Pacific company, were visitors in
the city today.

Return from Fort Klamath—

Mr. and Mrs. George Loosley, of
Oak street, returned from Fort
Klamath this week, after a two
weeks stay in that section.

Shopping in City—

F. W. Combs, of Wagner creek,
was in the city shopping Friday and
visiting with friends.

Study Club Meets—

The Mission Study club meeting
each Thursday with Mrs. C. W. Nims
on North Main street, is having a
splendid course under the leadership
of Mrs. Jos. Angell. Next Thursday
there will be a short debate on the
question, "Resolved that India is not
fit to be admitted into participation
among world powers."

Copco Opening Sunday—

Dedication of the California Ore-
gon Power company's new plant at
Copco, on the Klamath river, and of
the 124 mile transmission line of
66,000 volts, extending from Pros-
pect to Springfield, Or., will be
made Sunday, November 5. Invita-
tions have been sent to all of the
stockholders and company's patrons.
A lunch will be provided for every-
one, and employees will wear a host
badge. Owing to the recent inclem-
ency of the weather, and the prob-
able condition of the roads in the
vicinity of the project, a number of
people from Ashland, who had plan-
ned on attending the dedication
have cancelled their arrangements.

Move to Weed—

Joe Alnutt and family moved
from Klamath Falls to Medford this
week. They are well known in Ash-
land.

HALLOWEEN PARTY GIVEN FOR LITTLE GIRL FRIENDS

Miss Altadena Spencer gave a
Halloween party Tuesday night at
the home of her parents, Mr. and
Mrs. Don M. Spencer, at their home
on Iowa street.

The evening was spent with
games appropriate to the occasion,
a few ghost stories were told, and
delicious refreshments were served
by the young hostesses' mother, as-
sisted by Mrs. J. L. Olsen.

The following children were pres-
ent to enjoy the evening: Ethel
Dodge, Thelma Dodge, Ellen Galey,
Esther Spencer, Marjorie Cortell,
Dorothy Wertz, Rose Atkins, Ruth
Olsen, Elizabeth Carter, Esther Car-
ter, Ruby Thompson and Alice Spen-
cer.

CARSON-FOWLER CO. VISITED BY THIEVES

For the second time in the past
week a business firm reports thieves
anxious to see the inside of a safe.

During the week-end, the safe at
the Carson-Fowler Lumber company
was forced, though the burglars re-
ceived nothing for their work. The
combination to the safe was hung
accommodatingly upon the knob,
though the inside doors were jim-
mied.

Warnings were given to all the
merchants by J. W. Hatcher, chief
of police, this morning. He believes
the work to be that of the same
gang that recently removed \$288
from the safe of the Ashland Lum-
ber company's office.

SPOOKY PARTY GIVEN FOR FRIENDS HALLOWEEN

The sons of Mr. and Mrs. A. C.
Meyer, of 75 Pine street, entertain-
ed a number of friends at a Hallow-
een party Tuesday evening. The
rooms were appropriately decorated
with witches, cats and jack o' lan-
terns. Games were played, after
which seasonal refreshments were
served. It was a very spooky party,
as several times a ghost walked
through the house. A number of
grown folks were present and had
as good a time as the kiddies. The
young guests were: Norma and
Wilda Peterson, Helen and Fern
Madden, Virginia Hooper, Donald
and Margie Guiley, Raymond
Dougherty, Harold GeBauer, Albert
Malcolm and Yale Meyer.

1927 AUTOMOBILE TAGS PROCURABLE AFTER NOV. 4

Next Saturday will mark the op-
ening date for the procuring of the
1927 license plates for automobiles,
and those who have a leaning to-
ward the smaller numbers had best
send in their applications to Secre-
tary of State Sam Koser. Assign-
ment of the new plates will begin
on that date.

Based upon the registration of
more than 131,500 automobiles and
trucks, the total registration for the
coming year is estimated at 145,000
according to Mr. Koser.

In contrast to the plates this year,
the 1927 licenses will consist of
white figures on a dark blue back-
ground.

CHRISTIAN WORKERS BAND HAVE REGULAR MEETING

The Christian Workers Band met
Tuesday evening at the Presbyterian
church for regular business session.
It was decided to hold a union young
people's social Tuesday, November
28, for the promotion of Christian
good fellowship and the work of the
Kingdom of God. Questions per-
taining to the placing of a few more
Bibles in the local hotels were set-
tled. Those who have been going
out to help W. W. Robison in Sun-
day school rallies, reported a fine
spirit and much appreciation of the
Ashland C. W. B. The meeting at
Sams Valley last Sunday was espe-
cially good.

Next Sunday afternoon, the Band
will start from the library at 1:30,
to go to Gold Hill for a 3 o'clock
service. Those who can do so, will
go on to Rogue River for the even-
ing service. Each member should
take his own evening lunch, if stay-
ing over.

Some have asked who are mem-
bers of the Band. Any member of
any of the young people's Christian
societies—E. L. C. E., or B. Y. P.
U., are members of the Band. Their
only aim is a wider activity than in
the local society, holding themselves
ready for any Christian service. It
is a good work.

Medford Business Visitors—

Harry Hosler and Will Dodge were
business visitors in Medford Wed-
nesday.

ASHLAND LADY RETURNS FROM VISIT IN THE EAST

Mrs. Emma L. Oeder and daugh-
ter returned to the city the first of
the week after a month's visit with
relatives at Whitehaven, Pa.

Mrs. Oeder says that she is de-
lighted to get back in old Ashland
once again and considers herself
fortunate in living in the west at the
present time. Conditions in the east,
according to Mrs. Oeder, are very
bad, particularly with the railroads
and in the coal regions.

Whitehaven is located in the soft
coal district of Pennsylvania, and
miners and their families in that
section are practically destitute, hav-
ing been out of work for many
months. Credit is a thing of the
past with all merchants.

The railroads are all short of cars
as well as engines, and very few
of the roads carry anything in the
way of freight except coal and per-
ishable fruits, making it almost im-
possible to get wearing apparel of
any kind.

Mrs. Oeder says that she believes
the west is in much better condition
at this time than the east, and that
the people on the coast are very for-
tunate.

HONORS MOTHER WITH DINNER TO FRIENDS

Mrs. Cora Baldwin gave a dinner
Sunday at her home, 316 North Main
street, in honor of her mother, Mrs.
M. A. Baldwin, who celebrated her
birthday on that date.

A very enjoyable day was spent
talking over happenings of the past
and conditions of the present, and
all the guests left wishing Mrs.
Baldwin many happy returns of the
day.

Those present were: Mr. and Mrs.
W. T. Coburn and son Vernon, Mr.
and Mrs. E. J. Coburn, of Grants
Pass, Mr. and Mrs. Archie Million,
Mrs. M. A. Baldwin and Miss Cora
Baldwin.

SALEM MAN PURCHASES BAKERY FROM KISTLER

Another business transfer is re-
ported for the week, the Bon Ton
bakery, corner of Fourth and A
streets, having changed manage-
ment Thursday. J. W. Kistler, for-
mer proprietor, has sold his inter-
est in the establishment to O. M.
Franklin, a recent arrival in Ash-
land.

For a great many years, Mr.
Franklin has manufactured bakery
products in the Willamette valley,
and moved to this city from Salem.

Mr. Kistler plans on spending the
winter in Oklahoma.