

The UNITED STATES NATIONAL BANK
 IS THE
PIONEER BANK OF ASHLAND

Security--Service

CAPITAL, SURPLUS, UNDIVIDED PROFITS AND STOCKHOLDERS' LIABILITY OVER **\$175,000.00**

DEPOSITORY OF GOVERNMENT SAVINGS BANK FUNDS

LEGEND OF MT. SHASTA

From It the Great Spirit Built Rest of World—Volcano Smoke of His Wigwam.

(By Cella K. Husik.)
 In the range of the Sierra Nevada mountains in California there rises to the height of 14,440 feet Mount Shasta. It is the seat of a volcano and its summit and sides are covered with snow and ice. To the Indians of California Mount Shasta was the home of the all-reigning Spirit, and they tell the following legend of how Mount Shasta came to be:

In the long ago the Great Spirit that created all things threw a rock down through the floor of heaven. Lower and lower it came, till it finally reached a spot in the air where it stopped and remained hanging still in the air. On top of this rock Manitou now cast down many more rocks and earth and snow and ice till the whole pile reached nearly up to the skies. Thus it was that Mount Shasta was first made.

Down from heaven then came the Great Spirit himself, and from that spot built the rest of the earth; its valleys, its mountains, its streams and seas. Then he caused forests to grow, flowers and grasses to spring into being, and made beasts to roam over the plains and fishes to swim through the waters. Beautiful birds, too, he created by blowing his own breath upon the green leaves and then tossing them up into the air.

Now the earth was beautiful beyond description, and the Great Spirit, satisfied and delighted with his work, decided to come down from heaven and live upon this new earth. He made his wigwam by hollowing out the top of Mount Shasta, and there from its summit was to be seen the smoke that issued from his fire-side. With the coming of the white man Manitou moved his abode and no longer lives on Mount Shasta. But among the California Indians the mountain is sacred to this day.

A soiled greenback is restored to its original glory by washing and ironing at a cost of one-tenth of a cent.

SUNSET MAGAZINE and Ashland Tidings one year \$2.75 to old or new subscribers. Regular price of Sunset Magazine is \$1.50 per year.

TALKS ON ADVERTISING TO TIDINGS READERS.

(By Ralph Kaye.)

If you sell men's clothing, you have to convince men that it is to their advantage to buy them.

What are you going to say in your advertising that will accomplish this result?

To my mind, the answers to the following questions, put in a straightforward manner, would convince me?

What is the price?
 Who makes them?
 How are they made?
 What is the kind and quality of cloth, lining, etc?
 What is the style?
 Do you guarantee a satisfactory fit?

Will it hold its shape?
 Don't say a suit is all wool when it isn't.

Don't say it will hold its shape unless it does.

Don't say it is a \$25 suit when it's really a \$15 one.

There is nothing that makes me more disgusted than to find that I did not get what I was buying.

It makes no difference if I did pay \$15 for a \$25 suit and received a \$15 one.

You are not going to make very much profit on this first suit of mine—but you will if I come back for another and another and so on.

When I tell my friends that your suits are crackerjacks, their trade is all velvet to you.

That is where you really make money.

The next talk will be on shoes.

Notice.

On and after January 1, 1913, all packages must be sent by parcel post and must be mailed at the postoffice and not handed to the carriers or dropped in boxes. Ordinary postage stamps must NOT be used. Distinctive parcel post stamps must be used on all fourth class matter beginning January 1, 1913, and such matter bearing ordinary postage stamps will be treated as "held for postage." Parcels will be mailable only at post-offices. All parcels MUST bear the return card of the sender, otherwise they will not be accepted for mailing.
 JOHN R. CASEY,
 Postmaster, Ashland, Ore.

First National Bank

Oldest National Bank in Jackson County
 Efficient Service Courteous Treatment

Good Work Done Promptly **N. & M. Home Laundry**
 AT THE
 Rough Dry at Reasonable Prices. New Machinery.
J. N. NISBET, Mgr.
 Office and Laundry 158 Fourth St. TELEPHONE 165

J. P. DODGE & SONS
 House Furnishers
 AND
 Undertakers

Deputy County Coroner Lady Assistant

THE PORTLAND HOTEL

Sixth, Seventh, Morrison and Yamhill Streets
 PORTLAND, OREGON

The most central location in the city, and nearest to the leading theaters and retail shops. You are assured of a most cordial welcome here. Every convenience is provided for our guests.

The Grill and Dining Room are famed for their excellence and for prompt, courteous service. Motors meet all incoming trains. Rates are moderate; European plan, \$1.50 per day upward.

G. J. Kaufman, Manager

DR. W. EARL BLAKE
 DENTIST
 First National Bank Bldg., Suite 9 and 10. Entrance First Ave.
 Phones: Office, 109; Res., 488-R.

DR. J. E. ENDELMAN
 DENTIST
 Citizens Banking & Trust Co. Bldg. Suite 3 & 4
 ASHLAND, ORE.

DR. F. H. JOHNSON,
 DENTIST,
 Beaver Bldg., East Main and First Sts., Ashland, Oregon.
 Phones: Office 178, Res. 350-Y.

DR. J. S. PARSON,
 Physician and Surgeon.
 Office at Residence, Main Street
 Phone 242 J.

G. W. GREGG, M. D.
 Physician and Surgeon
 Office: 1 and 2 Citizens Banking and Trust Co. building, Phone 69.
 Residence: 93 Bush Street, Residence phone 230 R.
 Office hours: 9 to 12 a. m., 2 to 5 p. m. Calls answered day or night.

JULIAN P. JOHNSON, M. D.
 Physician and Surgeon
 Specialist in diseases of the Eye, Ear, Nose and Throat.
 Office: Upstairs Corner Main and Granite streets.
 Entrance from Granite street.

A. J. FAWCETT, M. D.
 Homeopathic
 PHYSICIAN AND SURGEON.
 Office, Payne Bldg., adjoining Citizens and Trust Co. Bldg.
 Residence, 9 Granite street.

Massage, Electric Light Baths, Electricity.

With Dr. Fawcett, Payne Building.
JULIA R. MCQUILKIN,
 SUPERINTENDENT.
 Telephone 366-J.
 Every day excepting Sunday.

F. A. KORMANN, PH. D.,
 All kinds of Analytical Work, including Assaying. Accuracy guaranteed.
 Laboratory with Hygienol Chemical Company.
 ASHLAND, OREGON.

W. F. Bowen, E. O. Smith,
 Phone 232-J. Phone 260-J.

BOWEN & SMITH
 ARCHITECTS.
 Rooms 7 and 8, Citizens Banking & Trust Co. Building. Phone 164.

MISS THORNE
 Graduate Nurse
 64 THIRD STREET
 PHONE 309-J.

MODERN WOODMEN OF AMERICA
 Mahogany Camp, No. 6565, M. W. A., meets the 2d and 4th Friday of each month in Memorial Hall. M. S. K. Clark, V. C.; G. H. Hedberg, Clerk. Visiting neighbors are cordially invited to meet with us.

CHAUTAQUA PARK CLUB.
 Regular meetings of the Chautauqua Park Club second and fourth Fridays of each month at 2:30 p. m.
 MRS. F. R. MERRILL, Pres.
 MRS. JENNIE FAUCETT, Sec.

Civic Improvement Club.
 The regular meeting of the Ladies Civic Improvement Club will be held on the second and fourth Tuesdays of each month at 2:30 p. m., at the Commercial Club rooms.

ASHLAND Storage and Transfer Co.
 C. F. BATES, Proprietor.
 Two warehouses near Depot Goods of all kinds stored at reasonable rates.
 A General Transfer Business. Wood and Rock Springs Coal
 Phone 60.
 Office with Wells-Fargo Express. ASHLAND, OREGON.

FRANZ MENSCHIK.
 Brother of Mrs. Szabo to Aid the Prosecution of Gibson.



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A CONFIRMED STATEMENT.
 Evidence Ashland Readers Will Appreciate.

Doan's Kidney Pills have done splendid work in this locality. Have merited the unstinted praise they have received.

Here's evidence of their value that none can doubt.

It's testimony from this locality twice-told and well confirmed. Such endorsements are unique in the annals of medicine.

Should convince the most skeptical Ashland reader.

J. M. Jones, Fifth street, Grants Pass, Ore., says: "I am glad to confirm all I said in praise of Doan's Kidney Pills, when I publicly recommended them some years ago. Kidney trouble caused me much misery, and although I tried one remedy after another, it was not until I began taking Doan's Kidney Pills that I found relief. They regulated the passages of the kidney secretions, removed my aches and pains and restored me to good health. Doan's Kidney Pills deserve my heartiest endorsement."

For sale by all dealers. Price 50 cents. Foster-Milburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other.

For Paint and Wall Paper, or work in these lines, see Wm. O. Dickerson. Residence phone 494-R. Store phone 172. We can save you money

TOWER'S FISH BRAND POMMEL SLICKER

Keeps both rider and saddle perfectly dry. Made for rough wear and long service in the wettest weather.
SATISFACTION GUARANTEED
 LOOK FOR THIS MARK OF EXCELLENCE
 \$5.50 EVERYWHERE
 A. J. TOWER CO. BOSTON.
 TOWER CANADIAN LTD. TORONTO.

Write Ideas for Moving Picture Plays

YOU CAN WRITE PHOTO PLAYS AND EARN \$25.00 OR MORE WEEKLY

We Will Show You How!

If you have ideas—if you can think—we will show you the secrets of this fascinating new profession. positively no experience or literary excellence necessary. No "flowery language" is wanted.

The demand photo plays is practically unlimited. The big film manufacturers are "moving heaven and earth" in their attempts to get enough good plots to supply the ever increasing demand. They are offering \$100 and more for single scenarios or written ideas.

Nearly all the big film companies, the buyers of photo plays, are located in or near New York City. Being right on the spot and knowing at all times just what sort of plots are wanted by the producers, our Sales Department has a tremendous advantage over agencies situated in distant cities.

We have received many letters from the big film manufacturers, such as Vitagraph, Edison, Essanay, Lubin, Solax, Imp, Rex, Reliance, Champion, Comet, Melies, Etc., urging us to send photo plays to them. We want more writers and we'll gladly teach you the secrets of success.

We are selling photo plays written by people who "never before wrote a line for publication."

Perhaps we can do the same for you. If you can think of only one good idea every week and will write it out as directed by us and it sells for only \$25, a low figure,

YOU WILL EARN \$100 MONTHLY FOR SPARE TIME WORK.

FREE Send your name and address at once for free copy of our illustrated book, "MOVING PICTURE PLAYWRITING."

Don't hesitate. Don't argue. Write now and learn just what this new profession may mean for you and your future.

NATIONAL AUTHORS' INSTITUTE

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