

Special This Week: To the Newcomer or Oldcomer---Home-canned fruit in glass quart cans, 20 cents. : : : : Home-cured bacon 18 and 20 cents per pound.

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In the Social Realm

Society News.

Please phone all news items, society or otherwise, to the Tidings, No. 39. It is often necessary to insert items over until the next issue, so as to insure insertion please phone them in as early as possible. The Tidings goes to press early each Monday and Thursday afternoon and items must be in and in type by noon if possible.

The Ladies' Aid Society of the Congregational church held its regular monthly meeting this afternoon with Mrs. C. H. Willison on Allison street.

The Elks have given their hall to the ladies of the Sunshine Society for the concert of Miss Olga Steeb next Monday evening. The proceeds from this concert are to be used for charitable purposes by the Sunshine Society.

The Wednesday Afternoon Club will meet this week with Mrs. Winter on the Boulevard, at 4:30 Wednesday. Mrs. J. M. Miller and Mrs. W. H. Smith will assist. All members as well as all strangers are cordially invited.

The Busy Bee Sewing Society of the East Ashland district met with Mrs. C. R. Moore last Wednesday afternoon. Those present were Mesdames C. G. Rush, J. G. Miller, Victor Payne, L. Sparks, William Highlands and W. A. Cooper. All had a pleasant time. Lunch was served.

The Junior Christian Endeavors of the Congregational church held its regular meeting Sunday afternoon at the church. In the evening the young people of the Y. P. S. C. E. united with the Young People's Society at the Presbyterian church under the direction of the union meeting.

Mrs. G. H. Yeo entertained January 16 at her home on Bush street, in honor of her mother, Mrs. J. W. O. Gregory, and aunt, Mrs. W. A. Cordell, it being their birthday. There were about twenty friends there. Miss Bernice Yeo played several selections on the piano, after which a lunch was served. The guests on departing wished their honored friends many returns of the day.

Mrs. C. C. Page entertained the Fortnightly Club last Thursday afternoon. Mrs. Fred Wagner made highest score. Tuesday evening this club held a business meeting at the home of Mrs. A. D. Graham. Mrs. Ira Shouby was made president and Mrs. C. C. Page treasurer and secretary. Two members were voted into the club, Mrs. Emil Pell and Mrs. Stewart Saunders. Friday evening Mrs. E. D. Briggs with Mrs. Arthur Briggs and Mrs. J. R. Burnette as assistant hostesses will entertain the club ladies and their husbands, at Mrs. Briggs' home, corner Rush and Almond streets.

The "Internationals" of the Chautauqua Literary and Scientific Circle were delightfully entertained by Mrs. F. G. McWilliams at a 1 o'clock luncheon on Friday, January 17. In place of the usual toasts, the hostess requested each guest to write on her place card a conundrum. Strange to say, they were solved. The remainder of the afternoon was taken up with a spirited review on the book entitled "Social Progress in Contemporary Europe," which the club is just finishing. This was conducted in a very able manner by the efficient leader, Mrs. Jack. The Internationals have been doing excellent work along the lines of study mapped out by the great Chautauqua leaders. The officers are: Mrs. Jack, president; Mrs. Roche, vice-president; Mrs. Perozzi, secretary; Mrs. Staples, treasurer. The other members are Mesdames F. G. McWilliams, C. McWilliams, Hilty, Putnam, Farmerly, Mathews, Page, White, Summers, Choate and Gummere, the Misses Dr. Sawyer, Nellie Briggs and Maud Putnam. The club meets every Monday evening at the homes of the different members, purely for a literary feast.

At the Elks Temple.

Mrs. Carl Harris was hostess at the Elks Temple Thursday at the weekly party. Progressive 500 was played, Mrs. William Wallace winning first prize and Mrs. Hugh Gil-

lette consolation. A cafeteria luncheon was served and a delightful afternoon spent. There was a large attendance.

Junior Minstrel Show.

The Junior Minstrels, under the direction of Professor Irving E. Vining, at the high school gym Friday evening, was a marked success. The original jokes would have put Dockstadter's Minstrels to shame. The songs were all the late popular airs from Broadway and were sung with all the enthusiasm of high school pupils. Harry Roese as interlocutor was splendid, and Billy Briggs, Cedric Myer, R. L. Burdick and Harold Merrill made a real hit as the four end men.

The Little Chauffeur and their auto stunts, by Billy Briggs and Cedric Myer, were original in the extreme. Strawberries, sung by Miss Sonnichsen with the minstrel chorus, was talking. Poetry Old and New, by Burdick and McWilliams, had its individual stamp. B-r-o-k-e Spells Broke, with Mr. King as the hobo, Mr. Phillips as the newsboy and Margaret Seimantle as the beggar mother and her child, Little Elebert, Eleanor Greer, both in rags, made this song very touching, with this wee baby voice singing b-r-o-k-e spells broke. The New Year's resolutions by Messrs. Wagner, McWilliams and Roese were catchy.

The modern morality play, called "Every City," was original with Professor Vining. It was not only full of humorous illusions but was artistic in every detail. The opening of the play was in the public square, with the council in session, represented as follows:

Introductory...Meeting of Council
Mayor Genulection...Mr. Withrow
Councilman Foxybacon...Mr. King
Councilman Gaudy...Mr. Scott
Councilman Gravelson...Mr. Garrett
Councilman Erlot...Mr. Burdick
Councilman Dunning...Mr. Swigart
Councilman Footman...Mr. Scott

The following is the personnel of Every City:

Prologue...Miss Sonnichsen
Father Destiny...Mr. Merrill
Fair Ashland...Miss Applegate
A Mysterious Stranger...Mr. Roese
Business...Mr. Birggs
City Fathers (Nurse to Taxes)...
...Mr. Freeman
Taxes (a Baby)...Mr. Moore
Homes...Miss Patterson
Industries...Miss Greer
Speculation...Mr. McWilliams
Schools...Miss Turner
Churches...Miss Payne
Improvement...Mr. Wagner
Sin and Vice (a Blind Beggar)...
...Mr. Peters

Goldust Twins...
Paving...Chester Phillips
City Lights...Lester Phillips
Epilogue...Miss Sonnichsen
The proceeds of the evening are to be used for the junior reception to the seniors and any left shall be turned into the high school fund. Much credit is due Professor Vining for his care in drilling the pupils, for which no compensation was asked.

Spirella Corsets.

Mrs. Myra McNeill, 190 Oak street, phone 344-L, is the only representative now in Ashland for the very popular flexible, comfortable Spirella corset. It-Mon.

Electric Locomotives in France.

The state railway of France is being rapidly changed into an electrical system. Orders for 100 electric locomotives have been placed.

Hope for Federal "Lifers."

Washington, Jan. 18.—The senate passed a bill providing for the parole of federal life sentenced prisoners after 15 years' imprisonment.

Denver Out for Conventions.

Denver boomers announce that they are out to capture all of the 2,000 conventions to be held next year in the United States.

Suffrage Looms in Dakotas.

Pierre, S. D., Jan. 18.—The house passed the senate equal suffrage resolution, assuring its submission to the people next year.

This country last year imported more than \$2,872,000 worth of Swiss cheese, and the amount is constantly being increased.

Cliff Payne makes footstools.

OHIO VALLEY FLOODED

Many Villages and Towns Along River Abandoned and Numerous Fatalities Reported.

Evansville, Ind., Jan. 18.—Houses floating down the Ohio river; Enterprise, Ind., with a population of 200, abandoned and probably swept away; Madisonville, Webster and Tompkins, all on the Kentucky side, abandoned, and urgent calls for relief from a dozen neighboring towns, make up the flood situation here today.

That the crest was reached was indicated by the river stage, stationary now 24 hours at 46.5 feet. The danger will not be over for several days, however, as the effect of almost a week's steady rain will keep the water high for some time.

Fatalities were certainly caused by last night's high wind, said experienced river men today, but owing to the absence of ordinary means of communication no confirmation of these fears could be obtained. Wires were down in the seriously damaged districts and the train schedules were abandoned.

Six houses floated down the river, supposedly from Enterprise, which is believed to have been wiped out by the high wind and flood. The inhabitants have fled to houses in the hills.

Owensboro and Baskett, Ky., besides several small villages in Illinois, have made frantic attempts to get food and provisions. Evansville's relief arrangements are strained to the utmost and state officials are on the ground today to offer aid. In the emergency, bakeries and grocers are going to the limit of their resources, on the city's promises to pay later.

Twenty flood victims are housed in a hose house. There are a score of cats, rescued by Mayor Heilman himself.

COUNTY SCHOOL SUPERVISION.

Superintendent Wells Replies to Tou Velle's Statement.

There is but one point in County Judge F. R. Tou Velle's reply to the County Educational Board which I deem needs answering, and that is merely a matter of figures. By an acrobatic feat in the use of figures he makes it appear that county supervision cost \$3.85 per pupil enrolled. He arrives at this estimate by dividing the total cost of school supervision, approximately \$5,000, by the number of pupils enrolled in the two smallest of the three supervisory districts. The whole number of pupils enrolled in the county for 1911-12 was 5,239. The amount spent for county supervision, including traveling expenses and clerk hire, was \$1,700, or a cost of 89 cents per capita.

While districts of the first class (Medford and Ashland) are not included in either of the three supervisory districts, the county superintendent has a large amount of work in connection with these schools. County, state and high school funds are apportioned by this office, the latter being made once each month. Census reports are received, checked and compiled. Monthly statistical reports from all the schools in these cities are checked and compiled each month. All contracts, certificates, diplomas, etc., are registered here. Eighth grade final examinations are given through this office. The county superintendent has organized and conducted spelling and arithmetic contests for the county which have been participated in by the Ashland and Medford schools.

But there are three supervisory districts outside of Medford and Ashland, in which there were enrolled for the school year 1911-12 2,760 pupils. Counting one-half of the county superintendent's time as given to supervision and the other half to the administrative duties of his office, county supervision cost \$1.27 per pupil, not counting time for Medford or Ashland. But even by placing the most liberal construction possible on the term "supervision," and counting the whole cost against the three supervisor districts outside of Medford and Ashland, the cost is but \$1.70 per pupil enrolled. Instead of \$3.85 as stated by Mr. Tou Velle.

Mr. Tou Velle's statement that I was glad enough to hold the office of county school superintendent for two terms at \$1,000 per year is simply another one of his errors. I held the office for less than one term at that salary.

J. PERCY WELLS.

WOULD OPEN ROGUE

Southern Oregon Representative Will Try and Open Stream to All Anglers.

Salem, Ore., Jan. 18.—Representative Reames of Douglas and Jackson counties today introduced a bill in the house opening the Rogue river from the sea to the mouth of the Illinois river, a distance of 30 miles, to commercial fishing.

Declaring that the Hume fishing plant on this stream and other fishing industries enjoyed a monopoly to the extent that it destroyed angling, the people of Jackson county secured the passage of an initiative measure two years ago, closing it to commercial fishing. At the last session the legislature passed a bill opening the stream, but it was vetoed by the governor. For a while it was thought that this bill would be resurrected and passed over the governor's head, but this plan has now been abandoned.

Reames' bill will not prove satisfactory to the representatives of either Josephine or Curry counties, the two other counties interested, and announcement has been made that another measure will be introduced which will be patterned after the measure passed at the last session. Those interested in the subject in Josephine and Curry counties take the position that Reames' measure will only benefit the Hume fishing plant and a few other fishermen, and their plan is to open the river to commercial fishing as far as Grants Pass. When the subject comes finally before the house it will precipitate a fight.

TALKS ON ADVERTISING TO TIDINGS READERS.

(By Ralph Kaye.)

How many jewelers who advertise really study the market they appeal to? When diamonds are to be advertised, does the advertiser appeal to the fondness people have for diamonds? Does he play up beauty of his goods in a way so that people can readily see the point? Or does he just announce a "beautiful collection of diamonds of the first water. Come in and see them?"

When advertising bracelets or chains, does he appeal to the effect they will give when worn by the reader?

Personal adornment is uppermost in everybody's mind.

The way to take advantage of it is to picture to the reader's mind how different articles will look when worn. This holds true of the other goods jewelers generally carry, such as cut glass, opera glasses, etc. But he can't sell them if people don't know their real points.

Next talk will be on ladies' clothing.

Is your advertising "O'Kaye"?

—Home-cured bacon, 18c and 20c. Ashland Trading Co., phone 122.

Season's Greatest Musical Offering

OLGA STEEB



World's Greatest Woman Pianist

Elks Hall

Monday Evening

JANUARY 27

Under auspices of Sunshine Society

"Go to Europe. You can teach us how to play."—Paderewski.
"Concert brilliant success. Absentees missed the musical experience of a lifetime."—Portland Oregonian.
"Held audience spellbound for two hours, then received an ovation."—Portland Journal.
"She is a first-magnitude star."—San Francisco Chronicle.

Prices \$1.50 and \$1.00

Seats on sale at Lane's

Notice of Stockholders' Meeting.

Notice is hereby given that the annual meeting of the stockholders of the Rogue River Fruit and Produce Association will be held at the public library building in the city of Medford on the 11th day of February, 1913, at 10 o'clock a. m.

R. C. WASHBURN, Pres.
CONRO FIERO, Sec.
January 11, 1913.

Phone news items to the Tidings.

Pianoforte and Theoretic Branches

TAUGHT BY

MARY E. YOUNG

Thorough and systematic instruction. First year class work free. 124 Nob Hill street.

Ashland Billiard Parlor

10 East Main St.

J. P. Sayle & Son

Great Sweater Clearance Sale

Right in the season of the year when a sweater is most needed, we are offering our entire line of every kind of sweater at clearance prices. There's every color and combination in this assortment—Ruff-neck, V-neck and Military collar styles, in blue, gray, red and tan at the following prices:

\$1.00 garments for	79c	\$1.50 garments for	\$1.19
\$2.00 garments for	\$1.58	\$2.50 garments for	\$1.95
\$3.00 garments for	\$2.37	\$5.00 garments for	\$3.98

Women's and Misses' Coats, Values to \$25, to go at \$5

A wonderful money-saving event. We are offering the best assortment of women's and misses' coats ever shown in Ashland at anywhere near the price. All staple colors. Made up principally in broadcloths—a few raincoats in the lot. Values to \$25.00 for only \$5.00

ALL FURS ARE REDUCED.

Timely indeed for these cold, frosty days are the reductions we make in rich, high-grade furs. Prices range from \$2.00 to \$75.00. To close out at

One-fourth Off

We are offering our entire stock of women's and misses' separate skirts at HALF PRICE. Make one dollar do the work of two.

WOMEN'S WAISTS

from 1/4 to 1/2 off. Not to be compared with the ordinary finish and ordinary style of garments are these waists we offer now. To close out at

One-fourth to one-half Off

In order to make room for spring stock we are offering our line of Warner's Rust-proof Corsets at a reduction of 20 per cent.

ASHLAND

Beebe & Kinney

OREGON