

# ASHLAND TIDINGS

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Cards of Thanks \$1.00.  
Obituaries 1/2 cents the line.

Fraternals Orders and Societies

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged for all advertising when an admission or other charge is made, at the regular rates. When no admission is charged, space to the amount of fifty lines reading will be allowed without charge. All additional at regular rates.

The Tidings has a greater circulation in Ashland and its trade territory than all other local papers combined.

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



## AMERICA IN THE WAR 1917

Feb. 3—Germany's ambassador is dismissed.

April 2—President Wilson asked congress to declare that a "state of war exists."

April 6—Congress declared a state of war against German empire.

April 19—First American gun is fired in war by United States when German submarine was sunk in Atlantic.

May 2—Two billion Liberty loan offered for subscription.

May 9—Stars and stripes carried in Paris by American field service detachment.

May 16—Conscription act became a law.

May 16—Squadron of American destroyers arrived in Irish waters on patrol duty.

May 18—American troops ordered to France.

May 25—American flag under fire in France.

May 28—Rear Admiral Sims, U. S. N., promoted to vice admiral and given command of American naval operations in Europe.

June 5—Conscription registration. Nearly 10,000,000 men between 21 and 31 years of age registered.

June 7—Major General J. J. Pershing, U. S. A., reached England as commander of the American expeditionary army.

June 13—American troops called for France.

June 22—U-boat attacked the American transport fleet.

June 27—American troops landed in France and were assigned to Gen. Sibert's camp.

July 14—National guard mobilized for service in Europe.

July 16—Draft of first army of 487,000 men and fixing of order in which remainder of 9,900,000 registrants may be called.

July 22—Third anniversary of war.

## THE ART OF AD WRITING

The advertising of metropolitan stores contains clever work which smaller stores might well study. The good ad writer has his eyes open, and if he sees a well-written ad in a newspaper from some other town he tears it out and uses the same idea himself.

Formerly department store advertising was mostly a long array of figures about like this.

Ladies' suits were \$18, now \$22.57.  
Ladies' suits were \$20, now \$14.53.

This is effective in its way as price is the magnet item nowadays. But there needs to be some description or details tending to interest the reader and give convincing evidence that genuine values are offered. The following, while not giving as much detail as it might, has an air of sincerity that would tend to sell goods:

### BOTH SCHOOL SUITS

These suits are heavy and substantial enough to last until mid-winter. Have been selling at \$5.00. To carry out our fixed policy of cleaning out stock each season, we

offer them at \$3.50.

Or an item like this gives detail enough to make the dress seem attractive and pretty:

### GRADUATING DRESSES

Dainty net dresses with long scalloped tunic, trimmed with fillet lace, tucked blouse and peplum trimmed with lace to match skirt, white satin sash, only \$9.25.

In spite of all the cleverness of metropolitan store ad writers their work sometimes suggest that they are not familiar with the goods in all departments. The ad writer for the smaller stores, particularly if he is the man who is doing the buying, is in a position to create a very good selling ad. He may not be so clever a writer. But he knows the goods, he can describe them interestingly, if he will take the pains, and he knows what points will appeal to the public.

### TROUSERETTES

Somehow we are inclined to take cum grano sals that little spark from the wires of the day's news that fashion has put its approval on trouserettes for evening gowns. We have seen no exact description of a trouserette, and we don't want to see any. Besides they would better be left undescribed, being indescribable.

The war has made many changes in man's dress, and they are welcome. It has practically abolished trousers for soldiers, and now the alarming intelligence is spread broadcast that they are to be adopted in turn by women. It is an evolution not welcome by a civilization which has long had another idea about what women ought to wear.

A few years ago women—some women—adopted the divided skirt for horseback riding; and other women for athletics had bloomers. Then the outer garment was dropped from bathing costumes, and the sporting pages are ornamented every day or two with pictures of handsome young ladies, in and out of the water, who appear to find no embarrassment in present day styles. Meanwhile the divided skirt for equestriennes has been supplanted by trim and natty costumes, fashioned after the masculine model.

Whither are we drifting? A story came out from London, not long ago that the British were seriously contemplating uniforming all their soldiers in kilts. They were said to give greater freedom of movement, and to be popular with the British as well as the Scotch. We give the yarn for what it is worth. It seems to illustrate the general trend.

The world may be reconciled somehow to the revolving metamorphosis in dress, for it must be. But when it becomes the mode for the female sex to dress for formal occasions in the things known as trouserettes, let us ring for the millennium.—Oregonian.

It is absurd to contend that there is nothing perfect in the world. There are very few of us who have not at some time or other made a perfect fool of ourselves.

## Assignment of Teachers 1917-18

Senior High School  
F. E. Moore, principal and science.  
S. T. Hollowell, commercial subjects.

Chas. A. King, manual training and mechanical drawing.  
Hulda Parr, Latin and English.  
Grace Lilly, English.  
Elizabeth Wagner, chemistry and biology.  
Irene Ringheim, household arts and science.

Mathematics—To be selected.

Junior High School  
Gertrude Engle, principal and history.

Ha Myers, mathematics.  
Gretchen Kreamer, grammar and composition.  
Dea Insel, science.  
Violet Maclean, English.  
Irene Johnson, geography, spelling, etc.

Irene Brandes, household arts.  
Harry Seeling, manual training and mechanical drawing.  
Nellie B. Ross, sixth grade.  
Agnes Robinson, fifth grade.  
Caribel Morehouse, fourth grade.  
Alma Ross, third grade.  
Georgia Staley, second grade.  
Grace White, first grade.

Hawthorne School  
S. A. McGavern, principal and sixth grade.

Rose Thomas, fifth grade.  
Rose E. Caha, fifth and sixth grade.

Grace Wolverston, fourth grade.  
Bessie Dunham, third grade.  
Marie Andrews, second grade.  
Alberta Harrison, second grade.  
Alice Palmer, first grade.

Special Teachers  
Margaret Anderson, music and drawing.

Frederica Swartzlander, physical training.  
Callie Vogell, clerk and librarian.

Building Caretakers  
W. G. Hale, senior high school.  
J. Koehler, junior high school.  
F. R. Merrill, Hawthorne school.

Division Lines

First year pupils living east of Gresham and Third street will go to the Hawthorne school; all first grade children, who have never been in school before, living west of this line will go to the Junior high school building. This division line will be observed for grades one to six inclusive. If the room in any grade on either side is crowded it will be necessary to adjust the conditions by sending the pupils to the other building. If the rooms are fairly well balanced, children may attend school in any grade at the nearest building. The only way to make the schools the most effective in any grade is to apportion the pupils as nearly equal as possible to the teachers of the same grade.

Parents are asked to co-operate by sending the children of all grades to the same school they attended last year, unless they have moved into another district.

September Examinations  
Examinations for the removal of conditions in grades four to eleven inclusive, will be held at the high school building Friday morning, Aug. 31, 1917, beginning at 9 o'clock. All pupils desiring to remove conditions and those hoping to gain advanced standing should report promptly at the senior high school building on the above date.

Pupils from other schools who have moved into Ashland during the summer should see the superintendent during the week of Aug 27 to Sept 1 inclusive. Office hours will be from 9 a. m. till 5 p. m.

### Book List for the Grades, September, 1917

First Grade—(a) B class. Wheeler's Primer, tablet, pencil and drawing supplies as directed by the teacher.

(b) A class. Wheeler's first reader, pencil, tablet and drawing supplies as directed by the teacher.

Second Grade—Wheeler's Second Reader, pencil, tablet and drawing supplies as directed by the teacher.  
Third Grade—Wheeler's Third Reader; Numbers Step by Step; Hicks Champion Speller; pencil, tablet and drawing supplies as directed by the teacher.

Fourth Grade—Wheeler's Fourth Reader; Numbers Step by Step; Kimball's Elementary English, book I; Hicks Champion Speller; penholder, pencil, tablet and drawing material as directed by the teacher.

Fifth Grade—Wheeler's Fifth Reader; Numbers Step by Step; Kimball's Elementary English, book I; Hicks Champion Speller; Introductory American History, Bourne & Benton; World Geography, Tarr & McMurray; dictionary, penholder, pencils, tablet and drawing material as directed by the teacher.

Sixth Grade—Wheeler's Fifth Reader; Watson and White's Complete Arithmetic; World Geography;

Kimball's Elementary English, book I; Hicks Champion Speller; Krohn's Graded Lessons in Hygiene and Physiology; Introductory American History; dictionary, pencil, penholder, tablet and drawing material as directed by the teacher.

Seventh Grade—Elson's Grammar School Reader, book IV; Complete Arithmetic; World Geography; Mace's U. S. History; Agriculture by Burket and Stevens; Kimball's Elementary English, book II; dictionary, penholder, pencils, tablet and drawing material and notebooks as directed by the teacher.

Eighth Grade—Elson's Grammar School Reader, book IV; Complete Arithmetic; Champion Speller; Mace's U. S. History; Kimball's Elementary English, book II; dictionary, penholder, pencils, tablet, drawing material and notebooks as directed by the teacher.

Reinsch's Civil Government as directed by the teacher.

Seventh and eighth year pupils will be permitted to carry such high school subjects as the teachers direct. Among them are Algebra, ancient history, general science, foreign language, cooking, sewing, manual training, Bible study, music, mechanical drawing and freehand drawing.  
G. A. BRISCOE, Supt.

## Home Poets

### In Dead Indian

Beneath a group of sheltering firs,  
A band of nature worshippers,  
Fleeing from care and summer's heat,  
To fair Dead Indian's cool retreat,  
Around the campfire's cheerful blaze,  
Gather at close of peaceful days,  
Recounting each, the doings done,  
From dewy dawn, to set of sun,  
How one with eager feet pursued  
The "antlered monarch of the wood,"  
And one with tempting bait and bribe,  
Lured the streamlet's finny tribe,  
And one of woodland beauty tells,  
Of moss-clad rocks, and ferny dells  
Of somber yew and trailing vine,  
And balsam breathing odorous pine,  
(And one brings most substantial charms  
From neighboring, prosperous dairy farms.)

Stretched at their ease, they view the scene,  
Fair, sunny vales, dark woods between,  
McLaughlin like an Atlas stands  
A world of clouds on lifted hands,  
And Black Butte's shapely outlines rise  
Darkly against the radiant skies,  
The trembling aspen's waving hands  
Like stately palms on arid sands,  
Proclaiming in the desert wide  
The flowing streams that "neath them glide—  
Clean, sparkling springs that seem in truth  
De Leon's long-sought "Fountains of Youth."

Like martial warders of the land  
In serried ranks the fir trees stand,  
Or like cathedral aisles they seem  
With fretted eave and carved beam,  
Where shimmering light and shadows fall  
And green spires rising over all,  
Softly the evening shadows fall,  
The moon beyond the eastern wall,  
Begins her grand triumphal march  
O'er the ethereal azure arch,  
Spangled with stars above our head  
Spanning Dead Indian's wood and meads.

Lower and lower burns the fire,  
With kindly good nights all retire,  
The pine harps played by unseen hands  
Like surging waves on ocean strands  
Soothes every soul with slumber deep  
And "So He gives His loved ones sleep."  
—Nemo.

The homely girl's face is her charm.

"Nearest to Everything"

**HOTEL MANX**  
Powell St., at O'Farrell  
San Francisco

In the heart of the business, shopping and theatre district. Running distilled ice water in every room. Our commodious lobby, fine service, and Homelike restaurant will attract you. European Plan rates \$1.00 up.

Management  
W. B. Jones

"Oldest National Bank in the County"

CONSIDER this phase of The First National Bank. Age represents permanency and stability. It also means DEPENDABILITY to the many hundreds of patrons who have kept their money on deposit here, who have used our convenient facilities, who have enlisted our services in their interests.

PAST PERFORMANCES  
guarantees FUTURE PROMISE

**THE FIRST NATIONAL BANK**  
ASHLAND OREGON  
E. V. CARTER, PRESIDENT  
J. W. MC COY, CASHIER  
C. H. VAUPEL, Vice Pres.  
CLARK BUSH ASST. CASH.

Louise Home Appeals For Aid

To the mothers and sisters of Oregon:

It will be needless for me to go into detail and explain to you the problem of feed 35 girls and 60 babies. The task is difficult at any time, but a tremendous burden at present. I appeal to you to remember the girls and babies during this canning season, and put up a little extra to ship to the Louise Home and the Albertina Kerr Nursery Home, where we are caring for abandoned mothers and babies, and we assure you that whatever you can do in their behalf will be greatly appreciated. Why not form a club in your town and ship a barrel of canned fruit or canned vegetables at Thanksgiving?

Address correspondence to General Superintendent MacLaren, 195 Burnside street, Portland, Oregon, for shipping instructions.

The "Nitt" Nott Got  
John Nott could not knit, so he invented a knitter which would knit and which Nott called the "Nott knitter." But the "Nott knitter" could not knit a knot and Nott therefore had to tie the knots which the "Nott knitter" could not knit. But one day Nott, while not tying knots for the "Nott knitter," invented an attachment for the "Nott knitter" which could knit knots and which he called the "Nott knitter." And when the "Nott knitter" was attached to the "Nott knitter" the "Nott knitter" would knit the knots which the "Nott knitter" could not knit. And not a knitter could knit knots like that Nott knit with the "Nott knitter" for the "Nott knitter." Then Nott fell in love with a knitter who knitted knots with the "Nott knitter" for the "Nott knitter," and he asked her not to knit knots any longer, but be a Nott forever. But the knitter said "Nitt."—Ladies' Home Journal.

**KODAK FILMS DEVELOPED**

Stevenson, 177 East Main Street  
"I Never Sleep"

Comply With the Law  
AND USE  
**Printed Butter Wrappers**

ACCORDING to the ruling of the Oregon Dairy and Food Commission all dairy butter sold or exposed for sale in this state must be wrapped in butter paper upon which is printed the words "Oregon Dairy Butter, 16 (or 32) ounces full weight," with the name and address of the maker.

To enable patrons of the Tidings to easily comply with this ruling this office has put in a supply of the standard sizes of butter paper and will print it in lots of 100 sheets and upward and deliver it by parcels post at the following prices:

100 Sheets, 16 or 32 ounces	\$1.50
250 Sheets, 16 or 32 ounces	\$2.15
500 Sheets, 16 or 32 ounces	\$3.25

Send your orders to us by mail accompanied by the price of the paper and it will be promptly forwarded to you by parcel post, prepaid.

We use the best butter paper obtainable, and our workmanship is of the best. Let us have your order and you will not regret it.

**Ashland Tidings**  
Ashland, Oregon