

Ashland Tidings
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 Display Advertising
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 Each line, each time 10c
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 One cent the word each time.
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Legal Rate:
 First Time, per 8 point line 10c
 Each subsequent time, per 8 point line 5c
 Card of Thanks, \$1.00.
 Obituaries, 2 1/2 cents the line.
 Fraternal 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 the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising!
 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING." This applies to organizations and societies of every kind as well as to individuals.
 All reports of such activities after they have occurred is news.
 All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken is NEWS.

We make all quotations on **JOB WORK** from **THE FRANKLIN PRICE LIST.** Same prices—Reasonable Price—to all.
 Entered at the Ashland, Oregon, Postoffice as Second Class Mail Matter.
 Letting the Lawyers Work a Little.
 Erastus, a negro, being charged with burglary, told his defender that he had only one conviction against him—disorderly conduct. On cross examination by the district attorney, after giving a plausible explanation, he was asked about his court record.
 "Disorderly conduct, suh," he said smugly.
 "Sure that was all?"
 The defendant paused to consider.
 "Have you-all found out anything else?" he inquired.
 "Elmira reformatory for burglary in 1911 and twice to Sing Sing for the same crime," replied the D. A.
 "Right, suh. I just thought I'd let you-all find that out for yourself," said Erastus. He was convicted.—From the Annual Report of the Legal Aid Society.

In a Bad Fix.
 "Maud is in a terrible predicament. That rich old man she has promised to marry has offered to have his life insured in her favor."
 "I should say that was extremely considerate of him."
 "But you don't understand. If his physical condition is such that any insurance company will accept him as a risk she doesn't want to marry him."

Coal on Farms.
 The United States uses about 100,000,000 cords of wood annually for fuel, of which 80 per cent is consumed in the rural districts.
 In spite of the fact that most of our farm woodlands occur in the seven-teen states making up New England and the lake states, the farmers and rural population of this section annually use in excess of 18,000,000 tons of coal.
 If by substituting wood one-quarter less coal could be burned on farms and one-tenth less in villages, the total saving would amount to nearly 3,000,000 tons, or between 65,000 and 70,000 carloads.

NO WONDER
 He—Do you believe in love?
 She—No.
 He—Why not?
 She—I'm married.

A Prospector.
 He found a well of elbow grease. He found a streak of golden grit. Yet people said of his success "That luck had been the cause of it."
Pursued by the Girl's Father.
 "I suppose you marry a lot of eloping couples, squire. Quite a source of income, eh?"
 "Yes; I git \$5 for marryin' each couple, an' they come in such darned haste I allus fine 'em \$10 or more for speedin'."
One of the Old School.
 Beggar (to absent-minded professor)—Please help a poor man with a few pennies.
 Professor (very courteously handing him a dollar)—I must beg your pardon, sir, for not having any small change in my possession.
Evened Up.
 "Did the laundryman find those cuffs he lost last week?"
 "No, John."
 "The shirts are no good to me without the cuffs."
 "Evidently he figured it that way, too. This week he lost the shirts."
So Temperamental.
 "Was your leading lady injured when she bumped her head on the door?"
 "No, but it threw her into a fit of jealousy."
 "A fit of jealousy?"
 "Yes, she saw so many other stars."

THREW HIM OVER
 What did you give Grace for a wedding present?
 Why, I gave her the groom.

A WIZARD.
 I understand he's one of your captains of finance?
 A captain? He's a major-general. He even understands thoroughly the system his wife has in running the house.

TERM ONLY.
 Tho' I'm large,
 I'm quite attractive
 So the gallant men affirm;
 But I wonder
 Are they truthful
 Or is gallant just a term?

Obstruction.
 You'll always find a faction
 That is hard to understand,
 Who criticises action
 When it ought to lend a hand.

An Optimist.
 "I'm sorry to see you here," said the friend of a convicted bank embezzler.
 "Oh, there isn't much change, after all," said the prisoner, cheerfully.
 "No?"
 "You see, I had been shut up in a cage and looking through bars for years before I came here. These bars are just a little thicker, and instead of being brass they are steel."

Tact.
 "Pa, what is tact?"
 "I'll give you an illustration, son."
 "Yes, pa."
 "Tact is what prevents a gray-haired man with a wrinkled face from reminding a youthful looking woman in a knee-length skirt that they were boy and girl together."

SOMETHING DOING HERE

There isn't a STORE in this town that is built merely to CATCH TRADE!
 Every store in OUR TOWN is built and conducted to DESERVE trade.

There isn't a BUSINESS man here who doesn't DEPEND upon the people in this town and surrounding territory for all—or most—of his INCOME.

And it is the AIM and STEADFAST PURPOSE of these men to SERVE you faithfully and thereby strengthen the commercial and moral position of OUR TOWN.

This town of ours is a NATURAL shopping and business center for all this prosperous region.

The selections possible in all kinds of MERCHANDISE and all kinds of TRADING SERVICE are as great here as any place in the land—and the PRICES more often are LOWER—because they have never been INFLATED.

This TOWN and its MERCHANTS wish to know all of you BETTER. You ought to know THEM better.

This is possible when WE all do ALL of our TRADING AT HOME. Then it is mutual SERVICE.

How to Use Violets.
 Violet time is at hand. In addition to bouquet making these flowers have a number of uses which might well be more widely known. We are told that the blossom is a cough remedy, an emollient and a medicine for increasing the perspiration. It is also used in the treatment of various inflammatory illnesses. A hair tonic may be made from violets by slowly pouring over them oil of sweet almonds, which absorbs their fragrance, and mixing this with a quarter of its volume of 80 per cent alcohol. This emulsion is said to prevent the hair from coming out if used daily. To perfume linen: Detach the violets from their stems and put them in a small bottle in alternate layers of violets and table salt. When the bottle is half full, seal it hermetically and put it in a corner of the kitchen near the stove. At the end of three weeks the stopper may be drawn and the bottle placed among your linen, will infuse the garments with the fragrance of violets. The next day take the bottle out and recock it. The process may then be repeated whenever your linen needs perfuming.—From Le Pett Parisien.

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NOVELTY WORN OFF.
 Why were you not at school yesterday?
 It was my birthday.
 But I don't stay home from school on my birthday.
 Well, I suppose it is because you've got used to 'em.

EASILY FIXED.
 Great Actress: I'm sorry I had that farewell tour. I don't believe I want to leave the stage after all.
 Manager: Don't worry a bit. I can easily arrange for a welcome back tour, old girl.

NOT AN EXCLUSIVE PRIVILEGE.
 Visitor—Don't you sometimes envy the idle rich?
 Farmer—No; I know men that haven't a dollar who can be just as idle as anybody.

DODGING THE DELUGE.
 Mrs. Noah: What are they kicking about?
 Noah: Some of them want to know if there is a garage with the ark.

"111"
 20 cigarettes 15c
 Our years of making good with millions of smokers suggests that we know how. Just buy a package and find out.

ATTRACTIVE Fall Woolens
 FALL STYLES and FALL PRICES have arrived at **ORRES** Tailors for Men and Women
 You are invited for a look

THE FIRST NATIONAL BANK
 ASHLAND, OREGON
 ADEQUATE NOW—AND LATER
 YOU need never fear the First National not keeping pace with your financial needs. We have sufficient resources and facilities, and are departmentalized to be able to handle the biggest interests of Jackson County.
 As the community broadens out into new activities, we increase our facilities, and your prosperity is reflected in ours.
 Hundreds of satisfied patrons are sufficient recommendation of the high quality of our service.

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The Standard Oil ZEROLENE For Motor Cars
 On every street and highway
 From Mexico to Canada, Zerolene has been time-tested in service. Zerolene conserves engine power, betters engine performance and lengthens engine life by giving Correct Lubrication.
 More than half the motorists of the Pacific Coast use Zerolene. They appreciate the advantage to them of Zerolene's uniform high quality, the result of an efficiency in the manufacture of fine lubricants hard to duplicate elsewhere in the world. Ask for a Correct Lubrication Chart for your car. There's a grade of Zerolene especially suited for your type of engine.

McNair Bros. The Rexall Store
 SALE DATE
 AUGUST TENTH
 Price—\$2.00
 The third and best of Mr. Curwood's epics of the Three Rivers Country.

SHOO FLY
 Spray your animals with Shoo Fly and keep the flies away.
ICELESS COOLERS
 Use Iceless Cooler and make it pay for itself in a year in ice bills.
 New White Sewing Machines, always on hand. Used machines for rent.

Peil's Corner
 We invite you to look over our stock of
Paints
Wall Paper
Sanitas
 and other Decorative Material.
 We willingly give prices and figure amounts needed.

TOO LATE
 Death only a matter of short time Don't wait until pains and aches become incurable diseases. Avoid painful consequences by taking
GOLD MEDAL HAARLEM OIL CAPSULES
 The world's standard remedy for kidney liver, bladder and uric acid troubles—the National Remedy of Holland since 1896 guaranteed. Three sizes, all druggists look for the name Gold Medal on every box and accept no imitation.

Dickerson & Son
 THE PAINT MAN

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Watermelons!
 At the Plaza Market
 Fresh, Ripe, Sweet Melons and Cantaloups
Cantaloupes from 5c up
Watermelons from 25c up
 You are missing a good treat if you don't try them
PLAZA MARKET
 61 North Main St., Ashland H. A. Sterns

Pennsylvania Vacuum
 Cup Tires
With Free Tube
Busy Corner Motor Co.
 Corner Highway and Main Streets
 MEDFORD, OREGON