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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 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 **JOH WORK** from **THE FRANKLIN PRICE LIST.** Same prices—Reasonable Price—to all.
 Entered at the Ashland, Oregon, Postoffice as Second Class Mail Matter.

Uneasy lies the head that wears a crown.—Pope.

Why not let women do the talking in the disarmament conference and men do the listening? Women, in such circumstances, would talk with wisdom and discretion. All the wise talk does not proceed from men.

Europe's ability once more to sit up and smilingly relieve the American tourist's pocketbook is helping on the rehabilitation of that overseas continent.

It's an ill wind that blows the farmer no good. His crop shortage is to be more than compensated by the generous prices he will receive for his products.

A HOME TOWN

There used to be a saying among the forward men of Seattle. "If you want to do business, come to Seattle. If you want to sleep, live in Tacoma." A Seattle citizen said in Portland the other day: "Yes, Tacoma is a good home town, but Seattle for business."

Saying nothing of the comparative merits of these two worthy cities, calling a town a "good home town" is not damning that city with faint praise, whatever the intent of the remark.

The final test of the worth of a town is its value as a home town. Business is much, but it is not an end in itself. No tread mill is an end in itself. Business is incidentally character building for good or for evil; but its designed and desired end is the support of the home.

The home end of life is the chief end; it is that for which the business end exists. The man who is more

OAC
 Oregon's Higher Institution of **TECHNOLOGY**
 Eight Schools; Seventy Departments
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Oregon Agricultural College
 CORVALLIS

interested in his office than in his home is following the wrong scent. When a man's time becomes worth so much per minute that he loses five or ten dollars every time he stops to kiss the baby, he is in danger of losing his life. So is the baby.

One of the best things we ever said about the city of Portland is that it is pre-eminently a good home town.—Portland Telegram.

YOUR TOWN

If you want to live in the kind of a town
 Like the kind of a town you like,
 You needn't slip your clothes in a grip
 And start on a long, long hike:
 You'll only find what you left behind.
 For there's nothing that's really new:
 It's a knock at yourself when you knock your town—
 It isn't your town—it's you.

Real towns are not made by men afraid
 Lest somebody else gets ahead;
 Where everyone works and nobody shirks,
 You can raise a town from the dead;
 And, if while you make your personal stake
 Your neighbor can make one, too,
 Your town will be what you want to see—
 It isn't your town—it's you.

The above is printed in the Tidings for the fourteenth time. We want it to soak into Ashland people.

SUGAR-COATED PILLS OF WISDOM

From "Aesop's Film Fables"
 —By Aesop, Jr.—

THE COUNTRY MOUSE AND THE CITY MOUSE

Be it ever so crumbled there's no bread like your own.

Home is happiness headquarters according to "The Country Mouse and the City Mouse" film fable.

Mice and men—and women—appreciate the real thing after they have seen, or tasted, the imitation.

Heed not the "kidding" of strangers lest there be hidden motive in their headquarters.

Cooks are known by the food they serve.

"Home Sweet Home" is the moral song in Father Aesop's tale of "The Country Mouse and the City Mouse."

An ounce of eats is worth a pound of menus.

The richer the food, the greater the indigestion.

It's a long meal that has no dessert.

Many a full dress suit covers an empty stomach.
 —"Aesop's Film Fables."

Southern Oregon Soldiers, Sailors Reunion Sept 5th

The twenty-ninth annual encampment of the Southern Oregon Soldiers' and Sailors' Reunion association will be held at Ashland, commencing Monday, September 5, 1921, and continuing five days. Tents, wood, straw and coffee will be furnished free to veterans and their families. The camp will be located in the park in the old camping grounds. Ex-confederates are cordially invited to meet with us and partake of our hardtack and coffee, and to our brothers of the Spanish-American war and the world war, we extend the soldiers' welcome.

"Comrades, as the time for our final muster-out draws near, the desire to once more touch elbows with those who stood in the battle front grows stronger, and we should avail ourselves of this opportunity, which to some of us will be the last rally."

E. K. HALL,
 Col. Commanding.
 BERTHA E. ADAMS,
 Adjutant.

Local W.C.T.U. Elect Officers, Coming Year

By MAY BENEDICT
 At the W. C. T. U. meeting at the Presbyterian church Tuesday afternoon, everyone enjoyed a good time. The scripture lesson and prayer were given by Mrs. Koehler and also some very fitting and appropriate remarks. Mrs. Alta Weinburger sang very nicely. "He Will Keep You Sweet."

Mrs. Josephine Champie then spoke on different phases of the temperance question, and told of the faith-

Canvas Shoes
 Suitable for Hunting and Fishing
 We carry several kinds. Made with Rubber, Composition or leather soles.
The Boot Shop
 ASHLAND OREGON

The Delights of the Seashore and Mountains
 appeal to many thousands each year. Be one of the merry throng that go there this summer for Health, Rest, Recreation and Amusement.
Round Trip Summer Excursion Tickets
 are now on sale to many delightful places.
Newport.
 Ideal for the family is this charming old place that is free from conventionalities.
Crater Lake.
 One of the greatest scenic wonders of the world, is this beautiful lake of indescribable blue.
Tillamook County Beaches.
 Located amidst a wealth of beautiful natural surroundings, are these resorts just a few miles beyond the Coast Range.
Other Resorts.
 Josephine County Caves, Colestin, Shasta Mountain Resorts, Yosemite National Park.
 "Oregon Outdoors"
 Our new illustrated and descriptive booklet will help you decide on the resort of your choice. Let us assist you by providing a copy free on request.
 For further information inquire of ticket agents
Southern Pacific Lines
 JOHN M. SCOTT,
 General Passenger Agent.

fulness of the W. C. T. U. women in the past.
 The program was finished with a solo by Mrs. E. O. Smith in her usual pleasing manner.
 At the business session several reports were given, and an invitation voted to be sent to the state W. C. T. U. president to visit us soon.
 The following officers were elected for the coming year: President, Mrs. William Cochran; vice president, Mrs. Luella M. Stearns; secretary, Mrs. Ella White; treasurer, Mrs. H. G. Wolcott; corresponding secretary, May Benedict.

A vote of thanks by the union was given Mrs. Silva J. Wertz, the retiring president, for faithful work during the last year.
 Delegates elected for the county convention at Medford were Mesdames B. L. Powell, Ella White, Josephine Champie and Luella Stearns.
 The meeting closed with a social hour and refreshments.

Returns from Grants Pass—
 Miss Pearl Ruger, the smiling and efficient soda fountain dispenser at Rose Brothers confectionery, has returned from a three days trip to the Oregon Caves, near Grants Pass.

New Style Victor Phonograph—
 Rose Brothers are proudly displaying the first model of a recently designed model of the Victor phonograph to reach the Rogue river valley. The model is low and resembles a library table. Rose Brothers have already received several orders for the model.

At Lake of the Woods—
 Coach Hughes of the local high school, is spending a few days at Lake of the Woods.

PEARL OIL
 (KEROSENE)
 An ideal home fuel for oil cookstoves, oil heaters and oil lamps. Get it at your dealer's.
 STANDARD OIL COMPANY
 (CALIFORNIA)

THE CITIZENS BANK OF ASHLAND

YOU HAVE HEARD
 of men who could hardly write their own name—but who SAVED MONEY!
 Are you, who can read, write and earn money willing to be outdone by men less intelligent than yourself?
 Think it over, and start a Savings Account in this strong bank today.

4% ON SAVINGS DEPOSITS

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

Tired and Nervous—from the Lack of Sleep? Do You Know the Reason Why?

Sleep time is the time when the reconstructive processes in your body are busiest—turning food into blood, and nerve tissue, and living cells.

That's the reason why lack of sleep makes you irritable, inefficient and nervous; and why you lack "punch" when you don't get a proper amount of the right kind of sleep.

It has been the experience of many that the cup of tea or coffee, taken at meal-time, robs them of sleep.

In Gould and Pyle's Cyclo-pedia of Medicine and Surgery you'll find that "caffeine is a rapidly acting stimulant to the brain and spinal cord, quickens the action of the heart, and raises blood pressure."

This makes it a very good medicine if prescribed by a doctor for cases of collapse, when a patient needs to have his system abnormally forced into activity. But caffeine is not good for

people whose systems don't need to be drugged.

So if you don't get your proper sleep at night, it may be because you are being kept awake by tea or coffee.

Stop tea and coffee for awhile and drink Postum—the delicious cereal beverage.

Postum is a pure cereal product, and contains no harmful element whatsoever. Your first taste of Postum will surprise and please you. Many people prefer the flavor of Postum to that of coffee.

Order Postum from your grocer today. Drink this hot, refreshing beverage in place of tea or coffee for ten days, and see what a wonderful difference it will make in the way you feel.

Postum comes in two forms: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for 20 minutes.

PEARL OIL
 (KEROSENE)
 An ideal home fuel for oil cookstoves, oil heaters and oil lamps. Get it at your dealer's.
 STANDARD OIL COMPANY
 (CALIFORNIA)

They Are Arriving
 Mirroring the Latest Fall Modes, as they will appear on Fashions Avenues
 New and altogether different in stylings are the togs arriving daily from the fashion centers so charmingly and authentically correct and individualized by their exclusive treatments. These cleverly styled garments are right up to the minute as you will note on inspection.
 We invite you to come in, and allow us to show them to you.
 Prices are about 25 to 30 per cent lower than last season. We are glad to share this good news with our customers and friends.
 Our line of stouts should be of especial interest.
 Clearance prices are still on all over the store. We must have room for our new stock.
WOOL TRICOTINES AND SERGES
 A LINE SECOND TO NONE
 Our New Fall Style Quarterlies Are Here—Pictorial Review and Ladies Home Journal
SILKS
 Now so much in demand, comprising the newest weaves, the softness of which lends itself to any style of drapery.
 Canton Crepe \$4.35
 Crepe Satin \$3.75
 Fairy Spun \$3.95
 Charmouse \$3.25
 Skinner's Satin and Taffeta \$2.75

McGee's DRY GOODS
 Fashion says laces and wool embroidered bandings on net and here they are trimmings for all kinds of wear—afternoon or evening
 A big line of fringes have also come