Ashland Tidings

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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 differinatiate 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, inftiation 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.

Hope and fear, peace and strife,
Make up the troubled web of life.—Anonymous.

Prospects are bright for retail trade this fall. The people realize that prices are down to bedrock as to many commodities and that rising prices are probable before the winter ends. Hence the liberal buying now which is the essence of good management.

Apropos some of the urgently-needed enactments, congress is too prone to put the "late" in legislate.

There's an alchemy in outdoor exercise which transmutes pessimism into oessimism oftentimes.

The need of good business sense in government never was more acute.

There is a vast deal of borrowed unnecessary trouble in the world.

TIDINGS FASHION HINTS

AMONG SMART FURS

Among smart furs there are coats that maintain their style supremacy without going to great lengths. One of these shorter models, which may be made of mink, squirrel, sealskin or other fashionable skins is shown here. It meets all the requirements of the new season.

Don't Attempt to Become a Screen Star If You Have No Taste in Dress, She Says

Miss Du Pont
UNIVERSAL

MANY a beautiful woman has spoiled her chances for screen success by a lack of discrimination in choosing her wardrobe, according to Miss du Pont, Universal's newest star. The taste a woman displays in selecting her apparel is an indication of her artistic discernment.

"It is not essential that a woman wear a $500 gown in order to create a favorable impression," Miss du Pont says. "Oftentimes, the simplest gowns are the most effective. I know this to be the case in screen work, in particular. In 'Foolish Wives,' which I shall have to confess is my first screen venture, I had the opportunity to display gorgeous gowns. The locale of the story is Monte Carlo, and reckless extravagance was necessary in costuming the hundreds of players who appeared on the elaborate settings. Yet in spite of this, the costume which Erich von Stroheim admired the most, and which he says will create the most interest, is a simple little frock, which I wear in only a few scenes, and which cost me $18.75.

"It is not always the cost which makes clothes attractive. A great deal depends upon the carriage of the person wearing them.

"Modern dress, in spite of the furor it creates, is a step in the right direction. The trend of the styles is towards greater freedom of movement, encouraging athletic development with grace and beauty of line," she continued. "The professional reformers who look askance at women's apparel have tried repeatedly to originate designs for feminine dress which would remedy the alleged indecency—it's only apparent to them; normal-minded persons welcome short skirts, etc., as a relief from the old order—but the reformers' attempts are pitiful.

Anybody Want a Dog? Carey Has Too Many!

ANY two-fisted kid who tells Harry Carey that he wants a dog and assures him that he can give it good care, will be given a pup from the screen star's ranch in the San Francisquito Canyon.

Harry Carey has thirty-three dogs, and he would probably be collecting them at the rate of one a day, but Mrs. Carey, his pretty wife, has sent out a distress signal

She, too, loves dogs, but she said today:

"As much as we love dogs, it is not fair to keep thirty-three of them when there are hundreds of kiddies around the country who would like a pet."

New Zealand Surpasses U.S. But Only in "Fish Stories"

Thomas M. Wilford, leader of the Liberal Party in the New Zealand Parliament, ruined the day for Hollywood fishermen yesterday when he drooped in at Universal City and told about twenty-pound rainbow trout which infest the rivers of his country.

The Hon. Thomas M. Wilford has for twenty-two years been a member of the New Zealand Parliament, and during the war served as Minister of Marine, Minister of Justice, Attorney General and Minister of Estates. He is in Los Angeles for a three months' vacation, and was the guest at Universal City of Irving G. Thalberg, general manager.

Shark Fishermen Get Fifty Dollars Bonus

With $50 for a prize, Southern California fishermen are trying to land an eight-foot shark for a photodrama. Harry Schenck, production manager, got the $50 from Irving G. Thalberg, general manager at Universal City, and started for that part of the Pacific within cruising range of Catalina in an effort to catch the fish himself. Failing in that, he will pay the $50 to the lucky fisherman who brings the fish to mainland.

D. A. R. Hold First Meeting Of Year Friday

By H. O. ANDERSON

Mount Ashland chapter, D. A. R., held the first meeting of the year Friday at the home of Mrs. J. P. Dodge on the Boulevard. The attendance was smaller than usual, as a number of the members are out of the city, nevertheless, the new year's work started out very promisingly.

The program committee had the year's work outlined, and Mrs. R. W. Conover had the programs printed as a gift to the chapter. The general topic for the year's work is "Early Oregon History." Along with the programs, the chapter will work along the lines of Americanizing our foreign population and urging patriotism work in the schools.

Two excellent papers were given—the first by Mrs. H. A. Stearns on "The Making of our Constitution," and the second by Mrs. H. W. Andrews, a sketch of Alexander Hamilton.

Mrs. J. P. Dodge, Mrs. Galey, Mrs. Louis Dodge, and Mrs. Abbott acted as hostesses and served toothsome refreshments of ice cream and cake—huckleberry sauce being a novel and delicious accompaniment.

The members present were: Mesdames Louis Dodge, MacCracken, J. P. Dodge, Galey, Blake, Icenhower, Walker, Conover, Hogue, H. A. Stearns, Andrews, Orson Stearns, McGee, Anderson, and Miss Carrie Mitchell. Mesdames Oldfield, Dreys and Abbott were visitors at this meeting.

American Legion Inspects Washington Tracts; Settlement

PORT ANGELES, Wash., Sept. 19.—The American Legion committee, touring the state inspecting tracts offered for probable settlement by ex-service, men arrived here today. They will view the tracts near Sequim, south of here, and will report their reccommendations to D. A. Scott, director of conservation and development.

Director Scott has yet to view four logged-off land and two irrigated district projects as a part of the work. Eight projects in irrigated districts and the 6400 acre McCleay estate, a logged-off land tract near Sequim, are among those already viewed.

Logged-off land locations in Grays Harbor, Mason, Snohomish and Spokane counties are among those visited by Mr. Scott and the committee. Irrigated tracts were found in Spokane and Okanogan counties. Irrigible lands at Winthrop in Okonagan county, near Pasco in Franklin county, the Lake Chelan Orchards tract near White Bluffs, two gravity watered tracts near Richland, and two more in Spokane county are those already viewed by the Legion committee. Both Eastern and Western Washington are making bids for settlement of the new colonists, with the western part of the state showing the greater need of development.

LADIES
Have your suit or coat tailor-made. Come in and see the latest woolens and the new models. Our prices are lower than ready-mades. Medford, Grants Pass and Roseburg ladies are wearing our suits and coats—why not you?
ORRES — TAILORS

OAC
Oregon's Higher Institution of
TECHNOLOGY
Eight Schools; Seventy Departments
FALL TERM OPENS SEPT. 19, 1921
For information write to the Registrar
Oregon Agricultural College
CORVALLIS

SERVICE

TO HOUSEWIVES
There are home women in Jackson County who keep their household accounts as systematically as could any business women.
Their household allowances are deposited in the First National and each month they check out regular expenses, and any surplus goes into a family savings account. This is an ideal way to keep family finances in good condition.
First National Bank
Ashland, Oregon
"Oldest National Bank in Jackson County"

High Yields of Oregon Mint Reported; Industry Favored

OREGON AGRICULTURAL COLLEGE, Corvallis, Or., Sept. 19.—The mint industry in Oregon is looming up favorably according to Dean Adolph Ziefle, of the Agricultural college school of pharmacy, who, as one of the directors of the Oregon Mint Growers Co-operative association, has inspected practically all the mint plants in the Willamette valley. He found that with the exception of plants on high and dry land, the stand of peppermint and the yield of oil exceeded the average for the last five years. The highest yield reported was in the district of Brooks, Or., in the Lake Labish country, where the yield averaged from seventy to eighty pounds of oil an acre. Because of the success in peppermint culture in this section it is expected that the acreage will be greatly increased next year.

"Tests are being made on extracted mint hay for its food value," Dean Zeifle says. "Because of the high quality of Oregon peppermint oil it is proposed to erect a purification plant in order that only the purified oil may be sent from the state. Tests are now being made to determine the content of menthol and menthol acetate, and from the preliminary tests which have been made, the oil will be suitable for the manufacture of gum, candy, medicinal remedies, and for other purposes. Oregon peppermint oil has been tested by practical candymakers who report that because of its high quality it requires less to obtain the desired flavor than oils from other sections of the country."

A GREAT SHOW IN NOVEMBER

The preliminary classification for the Pacific International Livestock exposition has just reached this office. It is to be held in North Portland November 5 to 12. The exposition management has increased the prize money in almost every classification. The total money offered by the exposition and stock association is more than $70,000 for the winners, down to tenth place in some instances.

Among the new features of the show this year is the winter poultry show of the Oregon Poultry and Pet Stock association, which is to be held in conjunction with the other livestock. Milk goats form a new class, with $500 offered as prizes. The Angora goat people give a thousand dollars for champions alone this year.

One of the most interesting and important features is the dairy products exhibit, under charge of J. E. Dorman, connected with the dairy extension of the federal department of agriculture. The display and competition in butter, cheese and other dairy products this year will be better and keener than ever before.

The horse show is always thrilling and attractive, and more horses and a livelier time is anticipated this fall than ever.

The Pacific International Livestock exposition is the largest livestock and dairy show in America today. When eastern breeders came out last year they were inclined to be a little patronizing—until they saw what we had. Then they were amazed, not only at the number of entries, but at the remarkable quality of the stock. As a matter of fact, the west coast has as fine examples as can be found of the three great beef breeds, the four great dairy breeds, the sheep of all classes, the five commonly recognized American breeds of swine, and the four heavy horse breeds.

Last year there were over 3000 individual animals, each the pick of the west, at the show. This year indications are that there will be many more. Everybody in this section is interested in livestock. This is an opportunity to see and study your favorite breed, and a wonderful chance there will be to compare dozens of the best with each other.

Prize Offered For Work At Co. School Fair

A large framed picture will be given to the school having the best exhibit of school work at the county school and club fair to be held at the natatorium in Medford next Tuesday and Wednesday.

Much interest in these exhibits is being shown all over the county and most of the schools will have work on display. There will also be a large exhibit of club work, especially sewing, cooking and poultry.

The public is invited to come out and see what our boys and girls can do. Admission is free and the work will be on display all day Tuesday and Wednesday and Tuesday evening, September 21 and 22.

After the county fair the winning club exhibits will be taken to Salem to the state fair.

ÆSOP'S FILM Fables
"THE CATS AT LAW"

Because the cats could not decide
The proper method to divide
A piece of cheese, they rushed apace
To have the monkey judge their case

The monkey broke the cheese in two
Then nibbled at each piece in turn
Until the cheese was gone from view!
From which amusing tale we learn

The Moral that a legal saw
Is Monkey business anyhow!

A CLASSIFIED AD is a Business Getter. It goes everywhere and pops right out at one every time you pick up The Tidings. Try it and prove what we say.

MEDFORD
Sat. Sept 24
Mat. at 2 Evg. at
Street Parade at 11 A. M.
SELLS-FLOTO CIRCUS
200 - 12 HERDS OF ELEPHANTS
5 RINGS STAGES 400 STARS
AND THE GREATEST CLOWN RIDER ON EARTH
POODLES HANNEFORD
WITH THE FAMOUS HANNEFORD FAMILY
DIRECT FROM THE NEW YORK HIPPODROME

Increased vogue for hand-knitted blouses and dresses is the very latest word from Paris.
New Fashions for Fall
to be knit with
Minerva Yarns

Try the Sports Blouse above, using MINERVA Shetland Floss. Or the Child's Dress—for which the ideal yarn is MINERVA Lustre Wool—a "mix" of soft pure wool and lustrous silk in delightful color combinations.
Knitting directions for these models will be found in style columns of this paper—this issue.
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McGee's DRY GOODS

Big Dance at the Bungalow
Every Wednesday Night
Snyder's Royal Jazz Orchestra
The Coolest Place in the Valley
Best Floor Biggest Crowds Best Music