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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 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.

 Didst thou but know the inly touch of love,
 Thou wouldst as soon go kindle fire with snow,
 As seek to quench the fire of love with words.
 —Shakespeare.

American investments abroad and foreign investments in America will help greatly in maintaining the peace of the world. No country will rush into war with another country where in its people have big investments.

Uncle Sam insists upon the "open door" in China, even though the draft may make certain countries sneeze.

Platitudinous preachments and charity meals are not what the unemployed man needs, but a job.

Help to capitalize the economic situation by buying merchandise to meet your reasonable needs.

TIDINGS FASHION HINTS
SIMPLE AND RICH



When coats are at once simple, rich and distinctive they answer all the requirements needed to make them a success. In the model shown here the designer has used the season's new ideas to the best advantage and has produced an original and conservative wrap, plain enough and trimmed enough to pass without criticism.

Civic Improvement Club News

By MRS. JOHN DILL
 (Cor. Sec. Civic Club)

Covers were laid for sixty-six ladies at a charming luncheon at the Hotel Ashland Tuesday as the first social feature of the Civic club this season. Dainty cosmos blossoms in baskets and vases with streamers of pale green tulle were the decorations. Never has a more appetizing nor more charmingly appointed luncheon been given at the hotel.

Mrs. John Fuller, with Miss Bernice Yoe at the piano, led the guests in singing two original booster community house songs.

Miss Grace Chamberlain laughingly remarked the violets on the luncheon cards bespoke the modesty of the club ladies, but she would immediately take up the principle topic in everyone's mind—the proposed community house. Then was launched one of the most enthusiastic rounds of talks pointing out the need of this building, until the Log Cabin must have whispered with joy to Ashland creek of the nifty, modern neighbor they were so soon to have.

Mrs. Mary Louise Whitney, of Grants Pass, whose work in the Civic club during her long residence here is known to all, said Miss Chamberlain had written her to bring over a few remarks she could pick up in Grants Pass. So strolling out to get them, she found everybody talking Ashland's community house project clear to Roseburg. On a recent visit to Paito Alto, she said, "I visited the hostess house. It has four pianos, and it is not unusual to have six to seven meetings a day in the building. When the proposition was offered 'killjoys' who thought they were using 'Scotch caution' said it couldn't be done."

"In Grants Pass we have a ladies' auxiliary to the Chamber of Commerce, but forge so far ahead of the men, you sometimes lose sight of the conjunction. We have milk stations in all primary schools, and at 11 o'clock each day give each child a bottle of milk which has been tested. We spent \$1000 on one park alone. We wanted a fireplace in the library like one in Ashland, and had a rummage sale and in one day raised three dollars less than one thousand." Eyes of all club women of the state are on Ashland, Mrs. Whitney said, and Grants Pass will try to make a second with a house costing \$12,000.

Dr. Mattie Shaw, a former Ashlander, who has returned to make her home here, enthusiastically declares, "My, my, I'm glad to be here. I think you Ashland women are just wonderful. I have thought of Ashland as my home while away. I am as proud and pleased as if I was your mother. I always loved the Ashland men, but I love the women better. I can remember when the Lithia park just had a kindergarten and trees. It's world wide now. You women did it. But you haven't recognized the springs. I want to see the commercial part go, too. You women should get hold of the commercial asset." Dr. Shaw continued that the community house was a necessity.

Miss Chamberlain read a letter from Mrs. Sargent, full of joy of what she had heard of the plan and saying she was gradually recovering from the auto accident.

Mrs. George O. Jarvis suggested that a salvage store be opened. It would insure a small, steady income she knew because of the wonderful success of the salvage shop during the war days. She spoke of the many articles that were brought and the joy of visiting there. She said that the large wool robe Dr. Jarvis had bought from the salvage had, she felt sure, been the means of saving the lives of patients brought over the mountain roads during severe winter weather. Mrs. Jarvis made one remark that was applauded by everyone and showed the wonderful spirit of good will. "If you can't approve," she said, "don't knock."

Miss Chamberlain said she had a letter from Mrs. Mary Homes Tucker who every one knows is a homemaker, first. She was too busy looking after meal-getting for the threshers, but just had to write that she wanted to be there, and was for the project with all her heart.

Mrs. C. B. Lamkin, past president, was then introduced as "the famous money raise of Ashland." At this Mrs. Lamkin got up and immediately suggested a "Human Calendar" plan which will net over \$2000. After the luncheon, would you believe it! Mrs. Lamkin proceeded to launch the "human calendar" and it was going like everything. The biggest contribution is \$10, and Mrs. Lamkin gave that. So our money raiser is doing her civic work.

Mrs. W. M. Barber called for a rally of all around Miss Chamberlain who has taken the responsibility of the presidency of the club and thrown her heart and time into making a success of the community house project.

Miss Blanche Hicks, fresh from an eastern trip, was all enthusiasm for the community building. She said the young people needed a place where they could have community parties, such as Mrs. Barber had opened her home for.

Mrs. J. M. Wagner told of being stranded because of gasoline shortage this summer on an auto trip to Coquille. They broke camp and had no place to go. Strolled up to a new house with doors hospitably open which proved to be a community house the ladies had built. Mrs. Wagner talked with a woman from the country who was resting there on a lounge. The woman said no one could know the comfort given women out of town by such a place.

Mrs. Oeder, who has bought the Satterfield property and is making it over into an artistic home, said she knew from her own experience in traveling that the tourist spent his money where he stayed longest, and he stayed where it was the most attractive. Mrs. Oeder is by profession an interior decorator and said she would give her services with joy to help out on making the building attractive.

Mrs. Edwrad R. Angell said Dr. Angell had sent her papers from Ashland, and she had fallen in love with the women before she came. She said she was heartily for the project if it was not to be rented out for a dance hall.

Miss Chamberlain then introduced Mrs. Coffman as the club's latest member, and the most charming of hostesses, who was making the Hotel Ashland a popular social center.

A business meeting was held in Auxiliary hall after the luncheon. Since there has been considerable discussion as to whether the new community house would be rented out for dancing, the matter was discussed. It was unanimously voted that dancing would not be permitted in the building. Enthusiasm and interest is so wide spread and town-wide that the foundation work will likely start very shortly.

Mrs. W. M. Barber called for a rally of all around Miss Chamberlain

of which will be "A Little Cottage for Two." This number is considered one of the greatest song hits in years and is introduced several times during the running of the show in the popular style of "The Love Nest" of "Mary," and "Alice Blue Gown" of "Irene," are offered.

The members of the three act farce comedy in which these revues are introduced are rehearsing faithfully, and C. J. McNaughtan, who is directing the show for the local lodge, and M. L. Patton, the chairman of the Elks' show committee, both say it will be the best attraction of its kind ever produced in this city.

To advertise the show the Elks are putting out a special 3500 edition of a newspaper called "The Elks Show Message," which will be distributed free to every home in the entire district. It is the regular size of the local papers, and everyone should watch for their copy, as it is filled with jokes on all the townspeople, and the committee says it will be funnier than "Life."

Several new acts are being assembled and will be announced in a few days.

Troop Train Stops Here En-Route to Camp Lewis, Wn.

Three hundred and fifty officers and men of the Fourth U. S. Infantry, Third Division, who passed through Ashland Monday night after stopping here from 6 to 10 o'clock, have arrived at Camp Lewis, according to reports that reached here today. The men were from Camp Pike, Little Rock, Ark., and passed through Ashland on board a special train composed of seven Pullman cars, a



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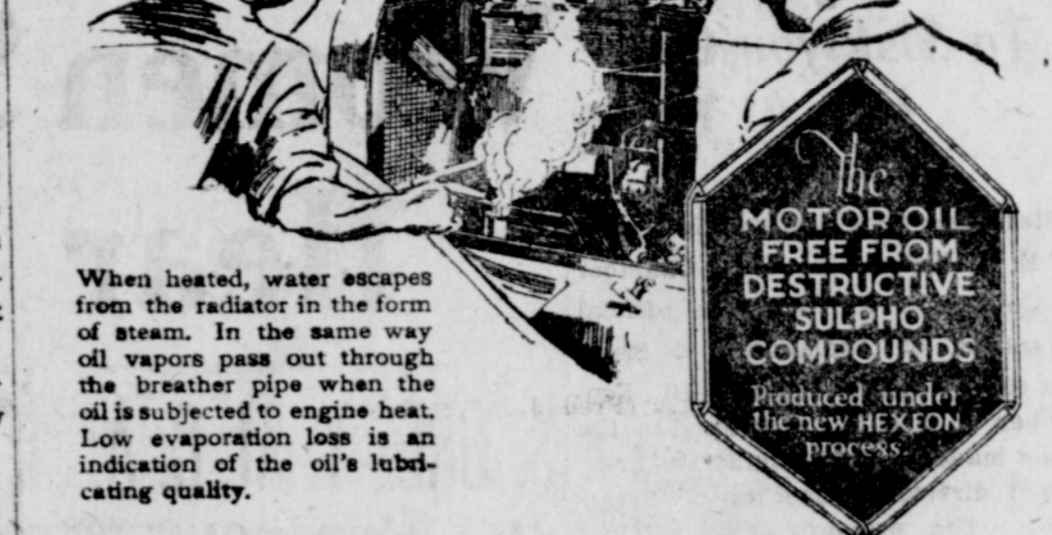
Dickerson & Son
 THE PAINT MAN

kitchen and baggage car. The officers and men were accompanied by their families in some cases.

The men were part of a contingent of 15,000 regular enlisted men stationed at Camp Pike for the past two years. The entire camp is in the course of abandonment, the men being sent to various camps throughout the country. Lieutenant Colonel C. M. Norton was in command of the troop train.

Discontinued Story

A man kicked a sleeping bulldog to see if it was dead. It wasn't— The End.



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Excessive loss of oil through evaporation means that the oil is not suitable to withstand engine heat. Poor oils contain a large percentage of volatile and non-lubricating constituents which are liberated when subjected to operating temperatures and pass out through the breather pipes as vapor.

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- Graham Flour, per sack 42
- Soft Wheat Flour, per sack, 49 lbs. \$1.58 and \$1.72
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First National Bank
 Ashland, Oregon
 "Oldest National Bank in Jackson County"



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You can buy a good Born tailored suit, now, at \$30 or \$35; better grades at higher prices, if you desire; at any price you are sure of generous value and satisfaction.

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 - Fountain Pens \$1.50 to \$5
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