

Ashland Tidings
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THE ASHLAND PRINTING CO.
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ADVERTISING RATES:
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 Single insert, each inch 30c
YEARLY CONTRACTS
 Display Advertising
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 2 to 4 times a week 25c
 Every other day 20c

Local Readers:
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 To run every issue for one month or more, 1/2c the word each time.

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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.

Let us love temperately; things violent last not; And too much dotage rather argues folly Than true affection. —Massaged—

Some of those G. A. R. veterans are as spry today as some men who have just turned 40. Those men of the Blue are not a whit older than they feel, and many of them feel around in the thirties or forties.

That there should be young and virile leadership in the United States senate goes without saying. But the withering seniority rule in that body blights prospects of speed in legislating.

The sensational newspapers which cater to the depraved tastes of an element of the people by printing

TIDINGS FASHION HINTS

IN RED AND BLACK



The vogue for black has made such an impression on the world of fashion that designers of children's clothes have taken advantage of it in the production of new things for fall. It appears in this pretty dress with its waist of black taffeta silk and hand embroidered dots of red. The skirt is red and black Scotch plaid with a wide belt that folds over a narrow black sash of crepe ribbon.

column after column of revolting details of scandals and crimes are unrepresentative of clean journalism. No newspaper is justified in such a course, and the publisher with a conscience will not indulge in this morbid, demoralizing pandering to the vulgar curiosity of those who revel in exploiting of vice and immoral fifth.

CREATE EMPLOYMENT

The world war's aftermath of depression can be overcome, says President Harding, by pursuing the "open, sure and onward way," which involves "liquidation, reorganization, readjustment, re-establishment, taking account of things done, and sober contemplation of things to be done." The unemployment conference, to which these words were addressed, is devoting itself to the mighty problem of ameliorating industrial conditions in a spirit that augurs success.

There is one way in which much could be done to provide work for the involuntary idle, namely, municipalities, counties and states could hasten the starting of projected public works. Street and highway work, that manifestly should be done, but which may have been held in abeyance waiting for lower cost of materials or for other reasons, well might be started at once. And so with public buildings and other public works. Money expended on projects of this nature is not wasted, but is put to use which will benefit the community, and at the same time render a double benefit by giving employment to great numbers of men out of work.

APPLES

One little apple, hanging on a tree! Eve said to Adam, "Have a bite with me?"
 "Sure," said the serpent, with a baleful glance, "Don't be a 'frail-eat,' better take a chance."

Adam ate the apple, fresh off the limb—
 Fond and foolish Adam! That finished him.
 More little apples, hanging on a bough,
 Little Willie ate some; so did the cow.

Both soon discovered something wasn't right;
 The vet and the doctor labored all that night.
 Vet hurried homeward at the peep of dawn;
 Willie had a narrow squeak, but the cow passed on.

More little apples, dear old Uncle St Biled in the biler when the state went dry.
 Fed some to the deacon; nice old man, but frail;
 Now the deacon's doing twenty days in jail.

Baldwin, Russet, Bellflower, Gravenstein or Pip
 Apples, oh, my brother, have an awful zip!

THE PEOPLE'S FORUM.

What Should Ashland Do?
 Many things have been suggested; but it is very different after telling us what to do, then showing us a way to finance it.
 The writer believes in and requests intelligent criticism—"thus we grow." Show us a better way. It will be welcome; but criticism without showing a better way or one that is thought to be better is only knocking, and knocking gets us nowhere.

Having said a few words at the luncheon of the Commercial club at the Austin hotel last Tuesday, the secretary kindly suggested that we devote the evening next Tuesday at the city hall to a more extended discussion of "the good roads" problem the writer desires to suggest.

Therefore, all interested in the schemes to build up Ashland, the things that are really worth while, together with an outline of ways to finance them are invited.

He has a list of all the owners of lots situated at the Lake of the Woods, and he takes this method of requesting each and every one, as well as all others who might be interested, to write him a personal letter, telling what the conditions are there, what he thinks of the road, how he would like to have it improved, what the benefits would be if a good road were to be built there, and an idea of how many people would acquire lots within the next five years, provided a really good road were built.

The object is to co-operate and enable the writer and others to get assistance from the government to build such a road. Please do this so that he may have them prior to next Tuesday. Don't leave it for the neighbor, but do it yourself and see that he does it.
 Children build "playhouses." Some

men build cities. How many of this kind have we here?
 Every one interested in doing things which should be done and will really be worth while, are invited to attend.
 E. P. MOORE.

Americanization Work In Schools State Campaign

SALEM, Or., Oct. 1.—Selection of a state director who will supervise Americanization work through the boards of directors of all schools in the state will be the basic plan on which operation of the state Americanization work will be carried on, according to announcement today by the Americanization committee following a meeting yesterday.

The director will be chosen after details of the proposed scheme have been worked out.
 It was indicated that the legislature would not be asked to make an appropriation for the Americanization campaign, but that a sum in excess of \$10,000 would be raised by popular subscription.
 The committee was named by Governor Olcott a few months ago, and will hold meetings frequently until the work is well under way.

Artesian Wells Practical Writes Talent Woman

Artesian wells can be secured in the Rogue River valley and several already are doing heavy duty in this section, according to Mary O. Carey, of Talent, Ore. Two of these wells are near Talent on the M. L. Pellett orchard tract, she says.

The following story has been prepared by Mary Carey on the artesian well proposition:
 "Taken from my own knowledge which, perhaps from a geological standpoint may not prove beyond argument, but from the point of observation it has been proven that artesian water can and has been secured in this valley, especially in the Talent section. How far down on the west side of the valley from Talent I cannot say, but I believe there is one artesian well in Jacksonville.

"I wonder how many persons know that there are two large flowing artesian wells on what is known as the M. L. Pellett orchard tract, just west of Talent?
 When Mark Pellett began the drilling of the first well many persons said he was 'crazy' to put down any such well. However, he borrowed the money to put down this well, which is some 800 feet in depth. At this depth a flow was struck which, at the time of breaking, spouted fourteen feet in the air from an eight-inch hole.

"Had Mr. Pellett been satisfied when he secured this flow, which had sufficient force that the water would knock him off an eighty-

LADIES

Ready-to-wear Garments tailored during the dull season—big assortment to choose from—every size and every price—wonderful values. See the extra fine French Serge dresses at \$16.75. All wool Polo cloth coats at \$18.75.
ORRES TAILOR SHOP

Grave Creek-Pleasant Valley—Eight miles; good macadam.
 Pleasant Valley-Grants Pass—Ten miles; paving operations have started about two miles north of Grants Pass. Short detours are provided around most of this work; where detours are not available, traffic is allowed to pass through, but for short delays.
 Grants Pass—Through Medford, Ashland to California Line—Sixty-five miles, paved.
 Medford-Crater Lake Highway
 Two routes are being used, one via Central Point, Bybee bridge, Trail and McLeod and Prospect; the other via Eagle Point, Reese Creek school house, Derby to McLeod and Prospect. Traffic is advised to use the one via Central Point and Trail. The lodge was closed on Friday, September 30.
 K. E. HODGMAN,
 Division Engineer.

"S. S. Stephens has a well at his Garden place on the Pacific highway which would flow as strong as the Pellett wells if Mr. Stephens had drilled only a short distance deeper. As it is, the water flows out, thus proving that the vein is artesian.

"Now comes the Lockwood well, with the water rising to within five feet of the top. The well is only down to a depth of 225 feet. This well is just outside the city limits of Phoenix, on the south. The dug well on the Fish Orchard tract, which the city of Phoenix bought from Mr. Fish, is of an unusually strong flow, and the well was not drilled. It is only a shallow well, having been dug by hand. Had this well been drilled, no doubt it would have been stronger than the Pellett wells.

"It is not thought that artesian water can be found on the east side of the valley in the opposite direction from Talent, as the bedrock pitches at an altogether different direction and signs of coal and oil are present."

Young People Have "Elephant Trade" At Pres. Social

"We're going to have an elephant trade, white or gray, or any shade; You bring yours on Friday night, Wrapped in paper and tied up tight." So ran the invitations on white elephants, received by the Presbyterian young people this week. Twenty-five of them gathered at the church last evening for the business meeting and social.
 New officers were elected as follows: President, Frederick Koehler; vice president, Margaret Johnson; secretary, Edith Robinson; treasurer, Herbert Doran.
 The society is an honor church on

points 1 6 and 7 of the new goals. Eight new members presented their names at the meeting. The elephant trade was quite hilarious and the opening of the packages revealed some wonderful things, all the way from cheap perfume to hair nets and old shoes. Other games followed and then the elephants were fed on animal crackers and salted peanuts. A good sing and the "Mizpah" sent all home in happy mood.

Tidings "wants" get results

Indeed you will have when you put on our furs. They are so elegant and set off your gown to such high degree. Better inspect our furs before purchasing. Large assortment of all the latest furs.
 Deer head mounting a specialty
F. W. Bartlett
 115 W. Main Street
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Investigate Our Ideal
Arcola
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 Our New Line of Heating Stoves Are Now In
Provost Bros.

Cause for Admiration

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 115 W. Main Street
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 TO YOU
 LATELY we have been trying to tell you how much we know about the SERVICE the First National Bank renders to all classes of people.
 We haven't more than scratched the surface, but perhaps we have given you the notion that your prosperity and happiness would be increased by a connection with this bank. If so, we'll be glad to have you come in any time.
First National Bank
 Ashland, Oregon
 "Oldest National Bank in Jackson County"

VINING
 THE TRAGEDY
Ashland Lodge No. 944 B.P.O.E.
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"Purple Flashes"
 A Three-Act Local Production of Fun and Fashions
Tuesday and Wednesday
 --See--
 50 PEOPLE GOOD ORCHESTRA
 THREE-ACT COMEDY AND MUSICAL REVUES
 BEAUTIFUL COSTUMES SPECIAL SCENERY
 Admission, \$1.00 and \$1.50 (War Tax 10 percent Extra)
 Doors Open 7:15; Curtain, 8:15
Reserved Seats Selling at Theatre

We Have Just Received a Shipment of
Trunks and Traveling Bags
LADIES OVER NIGHT BAGS
 These goods were bought at present market values, which are much less than former prices, and we have marked them so as to give you a REAL BARGAIN. We have the Wardrobe Trunk with all its conveniences; the Steamer Trunk for those who want less room; also medium-priced Trunks of all kinds. If you want anything in this line, do not fail to look over our goods before buying—we can and will save you money.
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