

Ashland Tidings

Established 1876
Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 29

Subscription Price Delivered in City
One month \$.85
Three months 2.35
Six months 3.75
One year 7.50
Mail and Rural Routes.
One month \$.95
Three months 2.65
Six months 3.50
One year 6.50

ADVERTISING RATES:
Display Advertising
Single insertion, each inch.....30c
YEARLY CONTRACTS
Display Advertising
One time a week.....27 1/2c
Two times a week.....25c
Every other day.....20c
Local Readers.
Each line, each time.....10c
To run every other day for one month, each line, each time.....7c
To run every issue for one month or more, each line, each time.....5c
Classified Column.
One cent the word each time.
To run every issue for one month or more, 1/2c the word each time.
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.
Funeral 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 IS "FIT" NEWS?
Actual news developments in the Arbuckle case, from day to day, have been and are legitimate news. But the column after column of salacious, irrelevant details, dished up by sensational newspapers, is not real news, nor is it proper matter to be printed and circulated in homes. It serves no good purpose to purvey masses of this nauseous matter, day after day. The public became familiar with the salient facts, or allegations, soon after the scandal was disclosed. Little or nothing has been added to the sum total of actual knowledge of the case by the thousands of words—containing much objectionable matter—which have been ground out of the gossip-sensation mill and printed in a certain type of newspapers.

The manner in which they have treated the Arbuckle case in their news columns has been a searching and convincing test of the ethical standards of newspapers with regard to the quality of news used by them. It is not necessary, to keep the public informed as to "notorious cases like this, to deluge the news columns daily with a mass of inconsequentials and an assortment of demoralizing matter that should not go before the public in prurient detail—particularly not before the young. There should be no suppression of actual news, of course, in connection with the case. But every conscientious newspaper is justified in blue-penciling the pernicious and unnecessary details and gossip angles.

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 news activities after they have occurred is news.
All coming social or organization meetings of societies where no money contribution is solicited, inflation charged, or collection taken is NEWS.

WE MAKE ALL QUOTATIONS ON JOE WORK from THE FRANKLIN PRICE LIST. Same prices—Reasonable Price—to all.

Entered at the Ashland, Oregon, Postoffice as Second Class Mail Matter.

I slept and dreamed that life was beauty.
I woke and found that life was duty.
Was thy dream, then, a shadowy lie?
Toll on, poor heart, unceasingly;
And thou shalt find thy dream to be
A truth and noonday-light to thee.
—Ellen Sturgess Hooper.

It's an old, old story about the beauties of Oregon's scenery and the geniality of its climate. But suppose it is an old story. So is that story which the lovelorn lad whispered into the ear of his sweetheart last evening. Was it any the less sweet to the lass because it was the same old story that young women have been hearing for uncounted centuries?

Those alleged Russian crown jewels are about as numerous as alleged Mayflower descendants.

Plain, old-fashioned honesty and candor should be in evidence in the disarmament conference.

TIDINGS FASHION HINTS

AMONG BEADED BLOUSES



Here is a beaded blouse which will compel many an admiring glance wherever it is worn. For the theater, dinner party or any other place where splendor-loving women undertake to look their best, it is sure to triumph. Those two rivals in beautiful fabrics—crepe de chine and georgette—have joined forces in this blouse. Imagine it in sapphire blue crepe de chine with beads in sapphire blue and steel and falling fountains on the sleeves made of black georgette similarly beaded.

stop me, as I had been guilty of a lot of meanness and it was the first time a policeman ever bothered me and, turning the tables on him very much to his surprise, I demanded an explanation. He charged me with carrying concealed weapons and fortified his statement by saying the bulge in my coat showed that he was right. Upon inspection he found not concealed weapons, but in every pocket a life-size package of famous advertising literature setting forth the merits of the addition now on sale and the charitable inclination of the man who was kind enough to part with such a valuable piece of property at a time when it was about to go up. I was released without bail and the officer of the law said it was his mistake. However, in was the first one he ever made, but my general personal appearance was against me.

Now, with all this information at hand and being at liberty, I told one lady, who was particularly anxious for me to hurry and get in on the ground floor, that I would join the party, as that free lunch had a powerful pull with me. She explained how much better the lot would be than the lunch, although the entablatures were of the best. I took issue with her here and squared myself for an argument to the finish. When she took a good look at my lean, thin, hungry appearance she dropped the subject.

Los Angeles is a great city. That fact can be easily proven by any one of the one-half million people living there. They tell us there are two sides to every question, but that statement is not constitutional in the City of Angels, when it comes to a question of its greatness among its own people. Now, if any one doubts my word upon this particular point, I respectfully invite him to go south, stop at the largest city on the coast and take a ride out to some section where realty dealers have a special tract on sale. I must tell you about it. Those of you who have been there during the past five years will readily recall the fact that in front of hotels, on the main business thoroughfares and especially on all four sides of that square park in the center of town, scores of people are busily engaged in handing to the passer-by all sorts of cards and literature describing in detail the merits of some particular tract "just now being opened up and put on the market for the especial benefit of the buyer." The owner of the tract has suddenly been seized with a philanthropic idea which must be immediately put into action. So this literature is handed out free. This is not the only thing that is free. You get a ride in a handsome big bus which will accommodate thirty or forty people. These vehicles are standing there with large signs in red letters which read as follows: "Free auto ride through the most beautiful part of Los Angeles; also will go through the motion picture plants, where you can see how the movies are made, and will show you the interesting sights throughout the city." All free, of course. Nor is this the end of this liberality. It is distinctly stated on the canvas which decorates a portion of the side of this large bus that a free lunch will be served at a given place at noon. You are not only invited, you are urged to go. I did not accept at first, although it was and always has been my aim to get everything I can for nothing. Up to this time I had only accepted the free literature, which I hastily put in my inside pocket. I was walking around the square trying to find out which one of the many solicitors was offering the most for nothing when a policeman held me up, saying I was a suspicious-looking character and would have to be searched. I told him I did not think it was fair for him to

THE PEOPLE'S FORUM.

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When one of the prospective buyers became unruly and condemned the addition, he was favored by an early ride back to the city. A special car was kept there for that purpose, the idea being not to allow him to discourage others by what he might say. It was almost impossible not to buy, and the only thing that saved me was the fact that I could not borrow the money. "Blessed are the poor,"

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SLOW DEATH

Aches, pains, nervousness, difficulty in urinating, often mean serious disorders. The world's standard remedy for kidney, liver, bladder and uric acid troubles—



just never understood what it was. He asked me to move to the back of the bus.

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STANDARD GRADE FOR CRATER LAKE DISCUSSED

A luncheon meeting of the highway committee of the chamber of commerce with the county court and representatives of the state highway engineering department, took place at the Medford hotel last Saturday at which the matter of finishing a standard grade on the Crater lake highway between Trail and Prospect was thoroughly discussed. Arrangements were made whereby full engineering data on this section will

REMEMBER IT

This is the telephone number you should get firmly fixed in your mind 108

This is the telephone number of Dr. Geo. J. Kinz, Chiropractor in illness, this telephone number means expert attention AT ONCE. It means attention that brings quick, sure, positive relief without the use of drugs.

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AGRICULTURAL SULPHUR
INCREASES CROP YIELDS
NOW A PROVEN FACT
Apply Early Before the Fall Rains
A Car on Hand Now at the
ASHLAND FRUIT ASSOCIATION

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WATCH FOR OUR Annual 1 Cent Sale
OCTOBER 13-14-15
McNAIR BROS.
170 Rexall Store

be in the hands of the highway commission prior to its October meeting. It is planned on behalf of this project. Those present at the meeting were County Judge Gardner, Commissioner Owen, Ben Sheldon, H. L. Wallther, Vernon Vawter, H. O. Frohach and a representative of the highway engineers.

LITTLE AND OFTEN
THE proverb says, "Little and often fills the purse." That applies to a savings account—you may deposit more than your friend who earns twit as much, but hasn't the thrift habit.
An account to which you add often, even if but little, is always in mind, and you are interested in seeing it grow.
The First National would like to number you among its depositors.

First National Bank
Ashland Oregon

Ashland Lodge No. 944 B.P.O.E. SHOW
"Purple Flashes"
WINING TUES. AND WED.
See "The Fashion Show"
See 45—People—45
"The Old-time Song Revue"
Good Orchestra
Saxophone Quartet
Elaborate Costuming
Three-act Farce Comedy
Beautiful Scenery
Nothing but Fun and Pretty Girls
Seat Scale
Downstairs boxes . . . \$1.50
Balcony (4 rows) . . . 1.50
Remainder of Balcony 1.00
War Tax 10 per cent extra
Doors open 7:15
Curtain 8:15
Elks' Show

It took YEARS and YEARS to develop CAMEL QUALITY
We worked on Camels for years before we put them on the market. Years of testing—blending—experimenting with the world's choicest tobaccos.
And now, EVERY DAY, all our skill, manufacturing experience and lifelong knowledge of fine tobaccos are concentrated on making Camel the best cigarette that can be produced.
There's nothing else like Camel QUALITY. And there's nothing else like Camels wonderful smoothness, fine tobacco flavor and FREEDOM FROM CIGARETTY AFTERTASTE.
That's why Camel popularity is growing faster than ever.
A better cigarette cannot be made.
We put the utmost quality into THIS ONE BRAND.
Camel
R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

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.
J. P. Dodge & Sons
Funeral Directors
Lady Assistant
Reliable Housefurnishers