Tidings Ashland Established 1876

Published Every Evening Except Sunday THE ASHLAND PRINTING CO. OFFICIAL CITY AND COUNTY

TELEPHONE 39

One month\$.65 One year 7.50 Mail and Rural Routes. Six months 3.50

ADVERTISING RATES: Display Advertising YEARLY CONTRACTS Display Advertising

Every other day20c Local Beaders. Each line, each time........10c

To run every other day for one month, each line, each time ... 7c other newspaper is not truly repre- Why Filter the 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 Card of Thanks, \$1.00. Obituaries, 21/2 cents the line.

Fraternal Orders and Societies. ation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all adcharge 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 differin- ness, and he knows that beforehand atlate between them: "ALL future events, where an admission charge is made or a collection is taken organizations and societies of every bills come in, and withdraws his 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

from THE FRANKLIN PRICE LIST. Same prices-Reasonable Priceto all.

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

Love is, or ought to be, our greatest bliss: Since every other joy, how dear @ Gives way to that, and we leave @

all for love.

adored one.

trians, as well as by drivers.

What the unemployed of the coun-

TIDINGS FASHION HINTS REVEALING NEW IDEAS



formal tailored frock for the coming rection. The national unemploy for embroidery and that for fringes ment conference will bring about a and P.&O. Disc Plow more adaptable to many occasions ment. Taxation revision promises to than its forerunner. The picture tells afford a measure of relief to Amerits story; but note the shape of the neck and sleeves, the narrow lace vestee and strap belt, the ingenious the administration program is, of important.

that many empty, fruitless words on ease our own burden. the economic situation.

TOO MANY NEWSPAPERS

Clarion, Attorney The Daily Subscription Price Delivered in City Phipps' new daily at Medford, has

Viewing the newspaper game from One month \$.65 the outside, it looks like a soft snap. Many preachers, school teachers and lication of a newspaper, nearly al- people. ways imbued with altruistic reform motives, they can see where the sentative of the interest of the dear people. The imagination conjures strange combinations, political and otherwise; trusts and abuses in which the other newspaper indulges, to the extent that it becomes an "octopus" sapping the life of the

A few months in the game dispels such halucinations, because usually Advertising for fraternal orders the first two or three owners of or societies charging a regular initi- newspaper get "busted" before the paper can be put on its feet.

The mistake is that the average vertising when an admission or other citizen, with the newspaper itch, fails to realize that the duplication of advertising mediums in any field increases the burden to the advertiser by increasing his advertising expense without increasing his busiand refuses to encourage the new enterprise, or, very soon discovers IS ADVERTISING." This applies to it, when the monthly advertising patronage in order to reduce his overhead expense. That leaves the new enterprise either stranded or to continue at a great financial loss to the owner. And few people have money enough, or are patriotic

> The Clarion has done the sensible thing-relinquished a field that had never the newspaper volume to justify the support of two newspapers.

Bonds On Climb, Gold Imports Are Increasing--Report

(Courtesy of Citizens Bank)

month is the striking depreciation is this? Ashland creek water tells in cotton prices as a result of boll all. Take away the water and you weevil and unfavorable growing take the biggest asset Ashland has-For young couples in love to fig- weather on top of the 28 per cent no more Ashland beautiful. ure out how much it would cost them acreage reduction. Higher prices soil in Ashland is different from man and wife might be will enable the south, for many that in any other city in the west. But there is little of the wis- months a backward element in the Being of a granite formation, you mathematics in love general situation, to pay up its loans have to keep it wet to raise any-In truth, love laughs at and liquidate its debts, a process thing, and it takes lots of water every figure except that of the that has already started through There is no person, engineers insales of the old crop and hedge sales cluded, that is competent to tell on the future market of the new what water is required to irrigate an There were 12,000 fatalities and crop. The influx of cotton goods acre of ground in Ashland unless 1,500,000 injuries in motor mishaps orders has shown the country to be he has lived here a year and attendduring the last year. What a terrible unusually bare of stocks. The rise ed to the requirements thereto. toll is paid to carelessness-much of in the future market seemed to come Now, let us get down to brass this carelessness being by pedes- at the psychological moment. This tacks and use our money to increase

gree in the grain and stock markets land beautiful." and doubtless was somewhat of a curred throughout the country.

dency, Liberty bonds and the rail- Our present system makes a man a road issues making marked advances. thief or he loses his crop. Investors seem to feel that with Go to the recorder's books and see easier money in prospect, opportuni- where we derive the most revenue ties for large returns with safety of from-for domestic use or irrigaprincipal should be grasped without tion?

most \$89,000,000, making the in- it come to the point where the macrease that month the largest of any jority don't count and the minority month this year and giving us about rules? We hope not, 42 per cent of the world's total mon-

etary stock of gold. The administration shows evidence of its desire to facilitate early recovery in agriculture and in business The farm credits act will have the caption of a general strike. far-reaching effect on the markets for all agricultural products, even if been very few strikes undertaken the actual amounts of money needed during the pats year. under the terms of the act should prove to be small. Without await- headlines that never materialize are ing definite action by congress on injurious to business and industries. the railroad funding bill, the government is assisting the railroads wherever possible, the sale of \$7,-500,000 dollars of railroad certifi-Many new ideas appear in this cates being the first step in this di-

have been so artfully and beautifully better understanding of the present united. It takes the place of a formal conditions with respect to labor, with railored suit and is perhaps even possible improvement in employplacing of embroidery—they are all course, the limitation of armament conference, which, if practically suc-

try want from that conference in cessful, will greatly strengthen the tween large employers and employes. This is a subject which the pastor of Washington is 3,500,000 jobs, not financial situation in Europe and general strikes are outlawed

month (1) which brought the first of yellow journalism. recovery from the nine months' continuous decline in iron production; (2) which brought net railroad in Organization Of come to the largest total since government operation; (3) which pracsuspended daily issue after an un- tically confirmed arrestment of the decline in wholesale prices, and (4) which brought a halt to the longcontinued decrease of our foreign

Water Is Query, **Orchard Owner**

By S. PATTERSON

Why filter Ashland water that you use for irrigation purposes, as 75 per cent of the water that passes through the pipes of the Ashland system is used for irrigation? Why filter it? For the benefit of those who want filtered water, let the city buy at wholesale and sell to them at cost, a small filter that can be connected up with the water system. and have filtered water on tap at all times. The upkeep of these would be placed where it belongs.

Look at this water question in sensible way. The all-wise providence gave us this water to use. Why not use what we want of it instead of sending our money out of the state and town for something that does not increase our water supply and practically of no benefit for 75 per cent of the water used? Let us years of age and older. . put our money in about three reser- The members lunched together at voirs in the tributaries of Ashland Hotel Medford, after which the sesenough, to long continue a big creek and increase our water supply. Instead, we have our water going tion listened to a very able address down the creek doing no good to by Rev. E. P. Lawrence on "Mental anybody.

The citizens of Ashland, or at least some of them, are getting tired of having strangers come among us and tell us what we ougth to do if they see a chance to fleece us on some contraption that they have for

Ashland is noted for being a home city. Its beautiful parks, nice green lawns, its peach orchards and nice gardens on most every family lot. It is known for its beautiful roses and The outstanding event of the past cherries that can't be excelled. Why

performance was duplicated to a de- our water supply and keep our "Ash-

Let us cut our irrigation restricfactor in bringing about the im- tions and our spy system and use provement in sentiment that has oc- what we have a God-given right to use and build for a better citizen-Bonds exhibit an upward ten- ship and a more beautiful Ashland.

The bonds were voted a year ago Gold imports in August were al- for a reservoir. Was it a joke or has

NEWSPAPER STRIKES

Newspapers are describing too many differences about wages under

It is a general fact that there have

General strikes in the newspaper While there will be differences be

will do your plowing right now in your hard, sticky soil.

Bargain in used sewing machine; also a new carload of White sew-

Peil's Corner

Valley Ministers Made For Year

MEDFORD, Or., Oct. 5. - The forget your tribulations. The spirit of the day is conserva- Rogue River Valley Ministerial One year 6.50 lawyers get the newspaper itch and, tive optimism; a better realization association opened its fall work will be because we kindled it. not realizing that the successful con- of the planning and work necessary by meeting at the public library Monduct of a newspaper is not due alone to actual trade revival and the day morning and resuming its ses- we generally catch a poor man in it. Single insertion, each inch.....30c to ability to write fine essays or ex- knowledge that prosperity of a de- sions, which were suspended for the ploit socialistic propaganda, but sirable permanence can come only summer months at its last meeting battles are both "engagements." ment, frequently embark in the pub- the earnest co-operation of all our work, as well as ministers, are en- love by writing it in letters. rolled in this association, which is open to all Christian denominations. a The following new members were enrolled: Cash Wood, Y. M. C. A. coun-less swapped for something else. ty secretary; Rev. Charles C. Hulet. Presbyterian Sunday school missionary; Rev. E. P. Lawrence, pastor of the Medford Presbyterian church.

> Cash Wood presented in a very interesting way the county Y. M. C. A. work and what had been accomplished in Jackson county after a year's effort.

The speaker pointed out clearly and forcefully that his work is not general good times, the underlying by the state department today. and dominant purpose is the developing and elevating of the morals in the county and winning the boys and young men to an acceptance of Jesus Christ. Reference was made to the coming Older Boys' conference to be held in Ashland October 21, 22, 23, which will be open to all boys 15

Suggestion for Physical Healing."

the Presbyterian church has recently General strikes have no existence introduced in the mid-week services August is noteworthy as the at present except in the scare-heads of his church, and is finding a growing interest among his members.

The following were elected officers for the ensuing year: President. Rev. F. R. Leach; vice president, Cash Wood; secretary-treasurer, Walter Frazer Brown.

BOASTS AND SMILES

Let work and thrift help you to If any of us ever get into a hell

When we set a trap for the rich Agreements to get married, and

If you have money, don't make'

Seems like \$10 fine for shooting husband is hardly enough. Money is of no earthly value un

Plain common sense is a rattling good asset every day you live.

Joy often comes by our just being willing to be joyous. Be the same at your home as down

town, and vice versa. Don't be optimistic enough to

WASHINGTON, D. C., Oct. 4 .-one of duplication of any work car- The Pacific cable line petween the ried on by the church or any other islands of Yap and Guam, which has organization, but one of co-operation played an important part in the conwith all other agencies for the de- troversy between the United States velopment and upbuilding of Chris- and Japan over the island of Yap, is tian morals and manhood. He ex- to be reopened. The question will plained that now on the surface it come again as the result of a tentamay appear at times that the Y. M | tive agreement between Japan and C. A. work is one of athletics and the United States, it was announced

> We sell **Brick Ice Cream**

> > CHOCOLATE VANILLA STRAWBERRY MAPLE NUT

Ashland Creamery

A COLLEGE FUND

MANY Jackson County boys and girls entered High School this fall. A majority of these will crave a college education at the end of the High School course.

It is possible for most of them if they and their parents right now will start a special College Fund at the First National.

Regular deposits, some self-denial, working after school and in vacations, will accomplish it.

First National Bank

Ashland

Oregon

Ashland Lodge No. 944 B.P.O.E.

TONIGHT

See

"The Fashion Show" "The Old-time Song Revue" Saxaphone Quartet Three-act Farce Comedy

See 45-People-45

Good Orchestra Elaborate Costuming Beautiful Scenery

Nothing but Fun and Pretty Girls

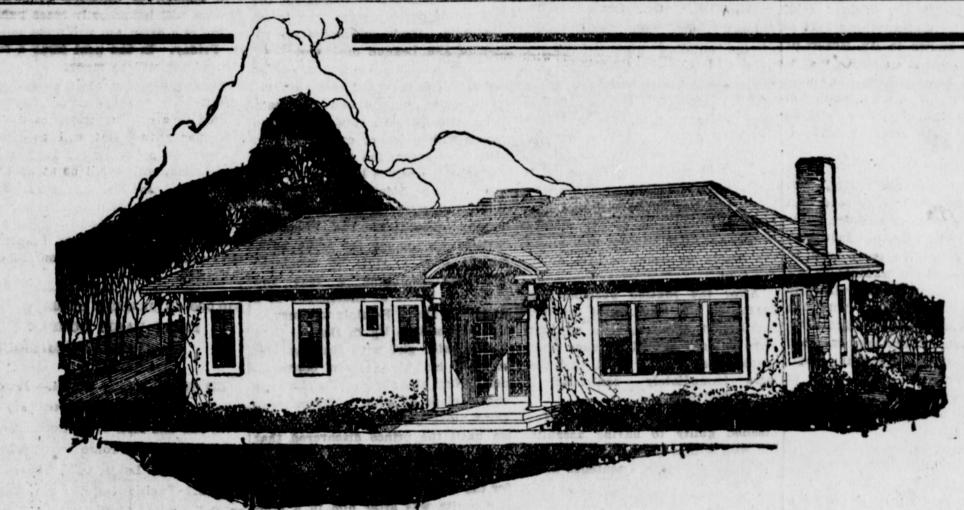
Seat Scale

Downstairs boxes\$1.50 Balcony (4 rows) 1.50 Remainder of Balcony 1.00

War Tax 10 per cent extra

Doors open7:15 Curtain8:15

Elks' Show



Wrong Ideas on Paint Economy

THERE'S one way to save on paint. That way is to use the best paints. Some think of paint economy as "cost per gallon." That is wrong. Cheap paint doesn't cover as much surface—you need more gallons.

Cheap paint is more difficult to spread, requires more labor, so the best paint costs no more when you've put it on the house than cheap paint does.

years longer, if properly applied, while cheap paint on the average begins cracking in twelve months. Good paint is an investment that saves money by preventing de-

terioration of the house. "Cheap" paint is the only paint that really costs you anything.

FULLER PAINTS

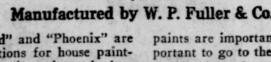
Don't allow surfaces to rot-it costs less to paint them.

We've made paints for western use for 72 years. We use pure PIONEER WHITE LEAD, pure linseed oil, zinc and color, but we mix them in scientific proportions with long-time skill.

Our white lead base must be fine enough to pass through a silk screen with 40,000 meshes to the square inch. That means More than that, it lasts five or more covering capacity and ease of spreading. We super-purify the lead to make it "whiter" which means clearer-toned colors.

The finished product on the house is a beautiful, elastic, tough protective coating. We call these paints "Fuller's Specification House Paints" because they are the very best made for the purpose.

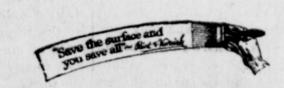
House Paints



Pure Prepared Paint

"Pure Prepared" and "Phoenix" are paints are important to you so it's im-Fuller's specifications for house paintportant to go to the right stores to get ing. Get either and you have the best them. Agents' names and addresses are printed in the memo. coupon to the that anyone can make-longright. Cut it out and put it in your service paints. Where To Buy Them. These pocket now.

For all exterior jobs of painting it is advisable to obtain the services of a Master Painter



Free Advice on Painting

ASK our agent for our free advice. He will show you a color card which shows 32 shades of this desirable paint. We have a Fuller Specification Department which will tell you all about the most desirable color schemes, color harmony and those other details you



Take advantage of Fuller House Paints. Take steps to paint now. Don't let weather depreciate your investment.

W. P. FULLER & CO.

Dept. 16, San Francisco Pioneer Manufacturer of Paints, Varnishes, Enamel Stains, and PIONEER WHITE LEAD for 72 Years. Established 1849.

Branches in 16 Cities in the West-Dealers everywhere, Also makers of Rubber Cement Floor Paint, All Purpose Varnishes, Silkenwhite Enamel, Fifteen-for-Floors Varnish, Washable Wall Finish, Auto Enamel, Barn and Roof Paint, Porch and Step Paint and PIONEER WHITE LEAD.

SAVE THIS

(Cut this out and paste it in your note book as a memo.)

My house needs painting. Fuller's Specification House Paints are sold by the following Agents:

Dickerson & Son Ashland, Ore.