

Ashland Tidings
 Established 1876
 Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39

Subscription Price Delivered in City
 One month \$.65
 Three months 1.95
 Six months 3.75
 One year 7.50
 Mail and Rural Routes.
 One month \$.75
 Three months 2.25
 Six months 4.50
 One year 8.50

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 3 point line..... 10c
 Each subsequent time, per 3 point line..... 5c
 Card of Thanks, \$1.00.
 Obituaries, 2 1/2 cents the line.
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.

Love is, or ought to be, our greatest bliss;
 Since every other joy, how dear soever,
 Gives way to that, and we leave all for love.
 —Rowe.

For young couples in love to figure out how much it would cost them to live as man and wife might be wise. But there is little of the wisdom of mathematics in love matches. In truth, love laughs at every figure except that of the adored one.

There were 12,000 fatalities and 1,500,000 injuries in motor mishaps during the last year. What a terrible toll is paid to carelessness—much of this carelessness being by pedestrians, as well as by drivers.

What the unemployed of the county

TIDINGS FASHION HINTS

REVEALING NEW IDEAS



Many new ideas appear in this formal tailored frock for the coming fall and winter in which the vogue for embroidery and that for fringes have been so artfully and beautifully united. It takes the place of a formal tailored suit and is perhaps even more adaptable to many occasions than its forerunner. The picture tells its story; but note the shape of the neck and sleeves, the narrow lace vestee and strap belt, the ingenious placing of embroidery—they are all important.

try want from that conference in Washington is 3,500,000 jobs, not that many empty, fruitless words on the economic situation.

TOO MANY NEWSPAPERS

The Daily Clarion, Attorney Phipps' new daily at Medford, has suspended daily issue after an uncertain experience of a few months. Viewing the newspaper game from the outside, it looks like a soft snap. Many preachers, school teachers and lawyers get the newspaper itch and, not realizing that the successful conduct of a newspaper is not due alone to ability to write fine essays or exploit socialistic propaganda, but rather to sound business management, frequently embark in the publication of a newspaper, nearly always imbued with altruistic reform motives, they can see where the other newspaper is not truly representative 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 community.

A few months in the game dispels such hallucinations, because usually the first two or three owners of a newspaper get "busted" before the paper can be put on its feet.

The mistake is that the average 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 business, and he knows that beforehand and refuses to encourage the new enterprise, or, very soon discovers it, when the monthly advertising bills come in, and withdraws his 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 enough, to long continue a big money-losing enterprise.

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)

The outstanding event of the past month is the striking depreciation in cotton prices as a result of boll weevil and unfavorable growing weather on top of the 28 per cent acreage reduction. Higher prices will enable the south, for many months a backward element in the general situation, to pay up its loans and liquidate its debts, a process that has already started through sales of the old crop and hedge sales on the future market of the new crop. The influx of cotton goods orders has shown the country to be unusually bare of stocks. The rise in the future market seemed to come at the psychological moment. This performance was duplicated to a degree in the grain and stock markets and doubtless was somewhat of a factor in bringing about the improvement in sentiment that has occurred throughout the country.

Bonds exhibit an upward tendency. Liberty bonds and the railroad issues making marked advances. Investors seem to feel that with easier money in prospect, opportunities for large returns with safety of principal should be grasped without delay.

Gold imports in August were almost \$89,000,000, making the increase that month the largest of any month this year and giving us about 42 per cent of the world's total monetary 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 far-reaching effect on the markets for all agricultural products, even if the actual amounts of money needed under the terms of the act should prove to be small. Without awaiting definite action by congress on the railroad funding bill, the government is assisting the railroads wherever possible, the sale of \$7,500,000 dollars of railroad certificates being the first step in this direction. The national unemployment conference will bring about a better understanding of the present conditions with respect to labor, with possible improvement in employment. Taxation revision promises to afford a measure of relief to American business. The biggest plan on the administration program is, of course, the limitation of armament conference, which, if practically suc-

cessful, will greatly strengthen the financial situation in Europe and ease our own burden.

August is noteworthy as the month (1) which brought the first recovery from the nine months' continuous decline in iron production; (2) which brought net railroad income to the largest total since government operation; (3) which practically confirmed arrestment of the decline in wholesale prices, and (4) which brought a halt to the long-continued decrease of our foreign trade.

The spirit of the day is conservative optimism; a better realization of the planning and work necessary to actual trade revival and the knowledge that prosperity of a desirable permanence can come only with the passing of time and through the earnest co-operation of all our people.

Why Filter the 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 a 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 put our money in about three reservoirs in the tributaries of Ashland creek and increase our water supply. Instead, we have our water going down the creek doing no good to 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 ought to do if they see a chance to fleece us on some contraption that they have for sale.

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 cherries that can't be excelled. Why is this? Ashland creek water tells all. Take away the water and you take the biggest asset Ashland has—no more Ashland beautiful. The soil in Ashland is different from that in any other city in the west. Being of a granite formation, you have to keep it wet to raise anything, and it takes lots of water.

There is no person, engineers included, that is competent to tell what water is required to irrigate an acre of ground in Ashland unless he has lived here a year and attended to the requirements thereto.

Now, let us get down to brass tacks and use our money to increase our water supply and keep our "Ashland beautiful."

Let us cut our irrigation restrictions and our spy system and use what we have a God-given right to use and build for a better citizenship and a more beautiful Ashland. Our present system makes a man a thief or he loses his crop.

Go to the recorder's books and see where we derive the most revenue from—for domestic use or irrigation?

The bonds were voted a year ago for a reservoir. Was it a joke or has it come to the point where the majority don't count and the minority rules? We hope not.

NEWSPAPER STRIKES

Newspapers are describing too many differences about wages under the caption of a general strike.

It is a general fact that there have been very few strikes undertaken during the past year.

General strikes in the newspaper headlines that never materialize are injurious to business and industries.

While there will be differences be-

The Heider Tractor and P.O. Disc Plow

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

Bargain in used sewing machine; also a new carload of White sewing machines just in, at

Pell's Corner

tween large employers and employees. General strikes have no existence at present except in the scare-heads of yellow journalism.

Organization Of Valley Ministers Made For Year

MEDFORD, Or., Oct. 5.—The Rogue River Valley Ministerial association opened its fall work by meeting at the public library Monday morning and resuming its sessions, which were suspended for the summer months at its last meeting in June. Laymen interested in the work, as well as ministers, are enrolled in this association, which is open to all Christian denominations. The following new members were enrolled: Cash Wood, Y. M. C. A. county 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 one of duplication of any work carried on by the church or any other organization, but one of co-operation with all other agencies for the development and upbuilding of Christian morals and manhood. He explained that now on the surface it may appear at times that the Y. M. C. A. work is one of athletics and general good times, the underlying 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 years of age and older.

The members lunched together at Hotel Medford, after which the session was resumed and the association listened to a very able address by Rev. E. P. Lawrence on "Mental Suggestion for Physical Healing."



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. More than that, it lasts five or more 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 deterioration of the house. "Cheap" paint is the only paint that really costs you anything.

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 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.

Fuller's SPECIFICATION House Paints
 Phoenix Pure Paint
 Pure Prepared Paint
 Manufactured by W. P. Fuller & Co.



"Pure Prepared" and "Phoenix" are Fuller's specifications for house painting. Get either and you have the best that anyone can make—long-service paints.

Where To Buy Them. These

paints are important to you so it's important to go to the right stores to get them. Agents' names and addresses are printed in the memo, coupon to the right. Cut it out and put it in your pocket now.

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

BOASTS AND SMILES

Let work and thrift help you to forget your tribulations. If any of us ever get into a hell it will be because we kindled it. When we set a trap for the rich we generally catch a poor man in it. Agreements to get married, and battles are both "engagements." If you have money, don't make love by writing it in letters. Seems like \$10 fine for shooting a husband is hardly enough. Money is of no earthly value unless swapped for something else. 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 think you can beat the other man's game.

WASHINGTON, D. C., Oct. 4.—The Pacific cable line between the islands of Yap and Guam, which has played an important part in the controversy between the United States and Japan over the island of Yap, is to be reopened. The question will come again as the result of a tentative agreement between Japan and the United States, it was announced by the state department today.

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.

First National Bank
 Ashland Oregon

Ashland Lodge No. 944 B.P.O.E. SHOW
"Purple Flashes"
VINING TONIGHT
 See "The Fashion Show" 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

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 want to know. 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.