

EDITORIALS

Ashland Daily Tidings

FEATURES

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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."

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.

Looking for the news from congress? Just glance on the market page where it says "irregular and inactive," and that applies as well to congress as it does to the stock market on a dull day.

Santa Claus is no "slacker." He will be around on time with something for all the kiddies—even the naughty ones, if they promise to be good.

France has bared her soul to the armsarms conference and the world. She is not without warm sympathetic friends that appreciate her predicament.

As to warfare in future, the purpose of this and other great nations should be to have it all over but the shouting, instead of being all over but the shooting. The arms conference should do something really to end warfare.

Belittling the work of the arms conference and scorning its possibilities for achieving good for the world, are reprehensible. The critics who have nothing good to say of the conference and its work should keep silent in every known language.

Lumber Moves By Water. Steamships lines which, prior to the rail rate increase a little over a year handled less than 1,500,000 feet of lumber through Panama Canal in six months' time will wind up the current year with intercoastal deliveries amounting to over 175,000,000 feet, and by spring indications are that these steamship lines will have to add sufficient tonnage to take care of 50,000,000 feet a month to North Atlantic markets.

Water movements of lumber thru Panama Canal was somewhat handicapped by lack of handling facilities

The Melancholy Days Have Come



COMES NOW THE REDINGOTE INTO FASHION ONCE MORE



WELCOMED the good news! Redingotes are in style again. Just what is a redingote? Ask grandma, she knows. It was a treasured garment in the wardrobe of her youthful days. The dictionary defines the redingote as "A long coat—an open dress." This is a very satisfactory word picture. For confirmation, behold the frock in the accompanying illustration. Here is a Twentieth century redingote in all the glory of up-to-the-moment interpretation of sleeve, cut-out embroidery and correct length. The "open-dress" idea is having a pronounced vogue this season. It brings with it an endless train of charming possibilities in the way of "revealing yet concealing" adorable underslips which may be changed at random suiting the color and amount of elaboration to the occasion. A one-piece frock a la redingote, is recommended not only as an investment in beauty, but of economy as well. For instance, the handsome

navy-blue tricotine redingote, which is pictured here, is worn over a beige-colored charmeuse slip. Vision the same with a petticoat and vestee of oriental red with Persian designs embroidered in Paisley colorings interspersed with antique gold threads. A heavy black satin underslip would not be amiss with such a redingote, for practical day-time wear. Speaking in general of the latest style tendencies, the frock of autumn, 1921, origination records sleeves which are nothing less than sensational in their remarkable lines and superlative embellishment. Madame Fashion takes the liberty of almost ignoring the rest of the dress, as far as trimming is concerned, while she lavishes all her gifts of wondrous embroidery and gorgeous coloring on the sleeve. Julia Bottomley

business whose volume they hope to increase, or they have a desirable site to sell for a hotel, sanitarium, or they hope to get a commission out of it. All of which is legitimate business. I will do these men the justice to say they are probably sincere in their views and may never have thought of this side of the matter—for nearly all of them have either no children at all, or their children are grown. And so do you really think it is quite fair to us mothers who have

is NOT a transient town. You can make friends here and you can't in the other. We've only been here a few years but we own our home and we pay our bills and we try to be good neighbors. Yet it seems that we are not the class that is most desired here. You want wealthy invalids that spend a lot of money but don't give a hang for your town, moving on after awhile to another resort and giving way to their same kind. Well, we can always move too. The railroad still runs north and it runs south, and after all there are other towns still left on the Pacific coast where we may find what we want, a good home town. Hasn't this town had its lesson of how easy it is to sell its heritage and of how hard it is to get it back? I refer to permitting the sale of Long's Cabin to someone with wealth enough to make more or less of a resort out of it. The owners speak truly when they say it has been made as sanitary as possible, but visitors of note mean more visitors out of idle curiosity and both together mean a good deal of travel up the water-shed of Ashland. That is not a good thing, for travel up the canyon means polluted water sooner or later. Do you think it is a good advertisement to have it known that our much advertised pure water needs chlorine treatment? And right here I can make another point where you are overlooking your substance for a shadow. Your best asset along the water line of argument is not your medicinal waters, its your pure cold drinking water. Any thinking person who examines the analysis of your lithia water knows you'd have to drink a barrel of it before you'd get any medicinal effect from the lithia, any local doctor will bear out the statement as a fact if he tells the truth, and as for the soda water, why, isn't it common knowledge that the big resort at Shasta Soda Springs is a financial failure? That's within a hundred miles of here and the water is practically the same as here. Your sulphur water particularly the hot sulphur water—is your main medicinal water. Commercialized in the form of hot baths, it will attract two classes of patients. (1) Rheumatics. No one has any objection to that, everyone should extend them a helping hand. (2) Skin diseases. Of the latter the most prevalent form in America today is syphilis. Originally contracted by persons who do not hold the purity of their bodies sacred, it manifests itself in ugly sores. Sulphur water is more or less antiseptic, and might benefit this condition. However, the excretions from these sores easily infect innocent persons. Public bathtubs are a well-known medium of infection, and should be avoided by intelligent people. Do I need to go into further detail? Commercialize your sulphur water extensively and you might just as well put a big sign on the S. P. depot in Ashland that reads: "Syphilitics welcome here!" What's the matter with the hotel we have? I know it serves good meals and if you are bound to spend

many a rough foreman in a factory has thought his very roughness the best self-protection, but in the long run no foreman can get along very far unless his men are with him. No one is stronger than the opinion others hold of him. You can often secure a job on the strength of what you can do, but to hold it requires not only ability to run the job, but the ability to "run in harness" with others on the same job. Optigrams Take all the time necessary to do your own work, but all the rest of the time help others to do their work. There is wisdom in that bit of advice but even greater wisdom would be found in following it. The only fault we have to find in Hope is that it only exists in an inactive state of mind. We hope while we wait. When you are exerting every effort to achieve your goal you have no time for hope. No racer has any conscious thought of "hoping to win" the race. Every atom of physical and mental energy is at work doing something to win. Hope is all right for dark days and helpless people, but it is quite needless to a man able to get out after what he wants. "Usually the greatest boosters are the smallest workers. The deep rivers pay a larger tribute to the sea than shallow brooks, and yet empty themselves with less noise." —Secker. Loud mouthed and loud acting people often make a large splash, but they would never be used to build a dam.

some money, that thirty thousand dollars will make a cracking good building of it, plenty good enough for the average tourist. The average tourist is the substance, I tell you, the kind that pays three dollars a day for his room might stay and make a good citizen, the kind that wants a fifty dollar a day suite wouldn't make his home in Ashland on a bet and he leaves behind him a great many things, less desirable than his money. So, mothers of Ashland, I ask you give my argument some consideration. Don't boost to make Ashland a tourist center just because it might "increase the value of real estate 10 per cent." Our business deals with far more valuable stuff than real estate. The merchants are making a comfortable living, if they are anxious for riches let them speculate in oil or any other thing except our boys and girls. Every one of you has influence along this line and I beg of you to use it. Don't sell your substance of the "best home town in Southern Oregon," for the shadow of a "tourist center." The two are strangers and ever will be. Jesus Christ may truly have said, "One thing thou lackest" but he did not add "and that one thing is a big hotel—sanitarium exploiting the waters of Ashland." Respectfully submitted, MRS SUSAN SMITH.

THE MAN AT THE DESK

By PAULL HAYDEN

There is no greater achievement possible in any man's life than the winning of the good opinions of other men. You can accomplish some things on the strength of your own good opinion of yourself, but without a similar appreciation upon the part of your fellow workers, you will not go the same distance as with it.

And remember this: The good opinion of the man above you may pay dividends at the moment, but the good opinion of the men below you will pay just as large dividends later.

Have you had the experience of more than one man who has thought himself solid with the boss, but through the selfishness, self-seeking and jealousy of the fellows around the office, lost out? It happens oftener than you would expect.

Many a rough foreman in a factory has thought his very roughness the best self-protection, but in the long run no foreman can get along very far unless his men are with him.

No one is stronger than the opinion others hold of him.

You can often secure a job on the strength of what you can do, but to hold it requires not only ability to run the job, but the ability to "run in harness" with others on the same job.

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