

Ashland Tidings

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Display Advertising

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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.

MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe

Something to be Thankful for



CAPELETS ALL OF AUTUMN



WITH the tang of autumn in the air, a study in the lighter furs is most apropos. Later comes the heavier fur coat. Leading up to its entree, designers have been giving much thought to the evolving of fur wraps to span the interim between early autumn and sleighbell time.

Judging from the sumptuous fur displays in fashion centers, the problem is solved. The answer is adorable fur capelets and shawl-like wraps made of most unusual peltry, such as American broadtail in taupe, black or brown, caramel-colored caracul, unspotted ermine, gray squirrel, krimmer, astrakhan, Persian lamb and most emphatically, moleskin. Novelty furs are stressed this season, singly and in combination.

For elegance personified, the mole shawl-cape portrayed herewith has no superior. It is a decided innovation, suggesting a shawl topped with a voluminous capa-collor, and it has a "silver lining." At each move of the lady, entrancing glimpses of gray metal brocade of regal quality are revealed.

THE PEOPLE'S FORUM
To the Editor:
The statement made at the pioneer reunion as to Basil Dairy being the first white boy born in Jackson county is all a mistake. He was not born in Jackson county, but his parents came to Jacksonville when he was a baby; they came in 1852.

High School News
The basket ball season will open in about six weeks. The girls have been practicing for some time, and Miss Carver expects to have three good teams. About three weeks ago the seniors and sophomores played for the championship of the school. It was a good game and both sides worked hard. The sophomores won by a score of 14 to 8.

No Better Tire Known
If there were, we would handle it. Dependability, service and value are all important to us and therefore we sell MASON CORDS

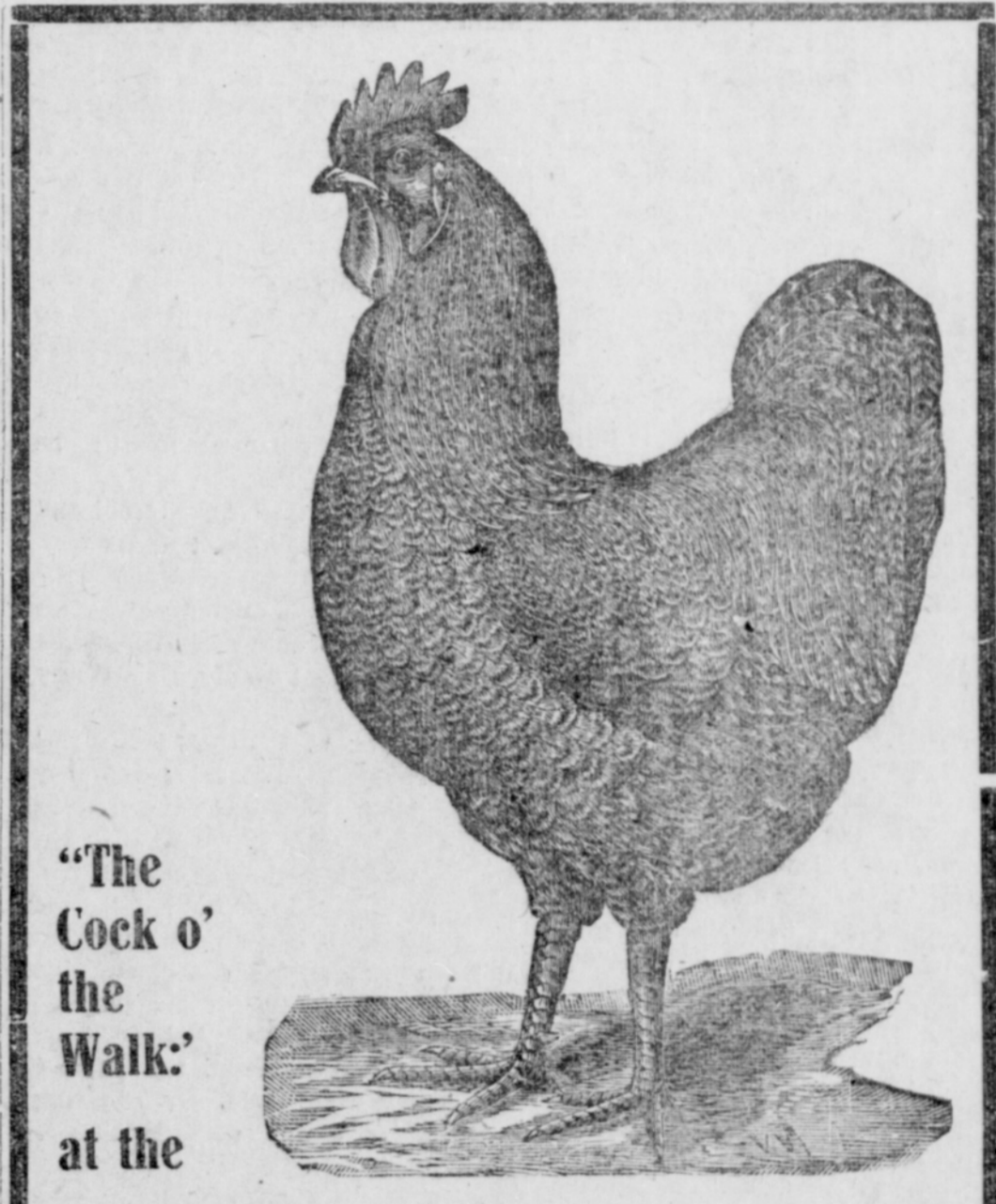
THE ELHART WAY
The little EXTRAS in service can be given the Early Xmas shoppers
Parisian Ivory
TOILET ARTICLES
Genuine Pyralin Ivory—a very complete line. As well as all the pieces in the new SHELL PYRALIN

ENTERTAINMENT EACH NIGHT
BIG SPEAKERS
BAND
ORCHESTRA AND VAUDEVILLE
CARNIVAL THE LAST NIGHT
Address Ashland Chamber of Commerce for Premium List and Entry Blanks.

A Self-Recording Expense Book

The tiny brook of petty expenditures trickles on and on unnoticed until—one day we wonder where the money went.

The Citizens Bank Ashland, Oregon



Ashland Winter Fair

December 7--8--9--10
4--BIG DAYS--4
DISPLAYS OF OREGON PRODUCTS
FRUIT EXHIBITS
CORN AND GRAIN SHOW
Domestic Art, Automobiles, and Big Poultry and Rabbit Show, also Livestock