

**Ashland Tidings**  
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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." 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.  
 Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.



**EXPLOITING OUR RESOURCES**

Early this year the state chamber of commerce decided to create departments with one director in charge of each department, and all the directors pulling together as a team. This plan was adopted in the interest of efficiency; to obtain larger results than are possible without special effort in each activity.

Among the twelve departments, there is one devoted to resources and exploitation. At this particular time it is exceedingly important. Every open-eyed resident of Oregon knows that this state has prodigious undeveloped wealth. Its sum total is beyond present calculation. To develop our resources requires not only money but a combination of capital and intelligent, energetic direction of industry.

The world is not familiar with our resources. After you get over the Rocky mountains, traveling east, you are surprised and often irritated when you come into contact with well informed people to whom Oregon is terra incognita. Only a small fraction of our visitors hear of our undeveloped resources, for the reason that we have not provided an all-inclusive agency for disseminating information.

Many thousand passing strangers after they get back home will speak enthusiastically of the incomparable charm of the Columbia River highway, and the scenic beauties of the state in general, but what percentage of them know the first thing about the varied industries between Celilo and Seaside, and other latent industries waiting for capital and energy to develop them?

What better service can the state chamber of commerce render than to persist in the effort to persuade eastern capital into investment in such of our resources as are known to be permanently profitable? The thing to do is to get the men there, and the resources here acquainted with each other.

One of the directors coined a happy phrase when he said that the Oregon state chamber of commerce is the "showcase" where the communities of Oregon can display what they have to offer to capital. This is merely following the plan of the

**The Sartorial Waistline Drops  
 Some Six Inches Below Normal**

FOR the past few seasons, evening gowns have been but variations on the simple theme of the empire waist, gathered skirt—and normal waistline. The new note this season is sounded by the appearance of the low waistline and the Russian blouse. Heretofore the appearance of the Russian blouse has only been on the street frock, the suit, and the afternoon gown, so its entrance into the ballroom is revolutionary.

One may or may not have one's waist bloused — that freedom of choice is left to madame's own individual taste, but one thing Dame Fashion does insist on, and that is that one's waistline be low.

For the woman who does not prefer the bloused effect, there is the semi-fitted basque that is drawn low over the hips. This mode is the perfect complement to the long skirt that reaches to the floor. It creates



a formal gown with gracious air that makes an interesting contrast to the fluffy type of dress. Just such a creation is shown in the photograph above of Gloria Swanson, whose latest Paramount picture is "Her Husband's Trademark." The long basque is there, the long skirt, the long panel in the back that forms a train. A gown of dignified



The dress shown in the sketch to the left is a simple one to make. It is composed of a satin slip, covered with the lace over dress. Over the lace skirt are two apron-panels of satin, one in front, and one in back. The lace hangs below the slip and the panels.  
 The other frock is of moire, and has an uneven skirt—longer at the sides than in the front and back. There is an individual touch employed on the blouse. A peasant flower-motif done in colored silks.

charm, made unusual by a lace "cape." Bugle banding collars this "cape" and likewise edges the panels.  
 Less formal gowns, or dinner dresses, are shown in the sketches. They both have the long Russian blouse and the long skirts — the skirts, however, only reaching to the ankles.

**THE MADRIGAL CLUB TO APPEAR HERE MARCH 24**

The Madrigal club, the Oregon Agricultural college women's glee club, will appear in a concert at the Armory in this city on March 24.

The Madrigal club is composed of 24 college girls, selected for their voices, personality and ability in chorus work.

Some of the outstanding numbers presented by the entire club will be "Monastery Bells," by Lefebure-Wely, "Morning" by Speaks, "Dawn of Love," by Friml—with a first soprano solo—the cantata "A Midsummer Night," by Paul Bliss. Attractive costumes and varied lighting will produce artistic effects in this last number.

The club comes to Ashland under the auspices of the American Legion and the Auxiliary. The members will arrive here the morning of the 24th and will appear at the high school in the afternoon for a few numbers. They will appear in the evening at the Vining theater and will give a complete and undoubtedly satisfactory program.

Inasmuch as the girls will be in our city over night, the members of the Legion and Auxiliary have asked that where possible, people take two or more of the girls in their homes



**WHAT do you consider a fair price for a good suit? Name the figure and let us show how much quality it will buy in a suit "Tailored to Measure by Born."**

The Born line meets the demand for lower prices without sacrificing anything in quality; large sales volume makes this possible.

Come in while woolen stocks are complete and see the really fine cloths we offer, tailored as you like, at your preferred price.

**O. A. PAULSERUD**

**WATER GLASS**

**Preserve Eggs Now**

—Now is the time to preserve eggs for next winter's use.  
 ONE QUART OF WATER GLASS will preserve 18 to 20 dozen eggs.  
 1 Pint ..... 20c  
 1 Quart ..... 35c  
 1/2 Gallon ..... 55c  
 1 Gallon ..... \$1.00

**McNair Bros.**  
 The Rexall Store

**JUST ONE-HALF YARD**



How about the half-yard of material that was left over from your own cotton dress? Probably it hasn't occurred to you that it would make Louise an apron. The little girl above is wearing one of yellow percale, bound with blue chambray and with a big blue tulip for a pocket. It's cut from just one-half yard of thirty-six inch goods on the crosswise, including front, back, belts and all.



Cutting: Fig. 1, shows how to cut the apron for a little five-year-old girl. From A to B is eighteen inches; from B to C, five inches; from C to G, ten inches; from G to H, three inches; from B to D, four inches; and from F to E, one inch. Mark the square outline for the neck as lines B-D, D-E and E-C; then drop one inch in the front to point F. In cutting out the neck, curve the corners, as in Fig. 2. Cut off the material from G to H and use it for the belts.  
 (Reprinted from the J. & F. Coats Sewing Book for Children's Clothes.)

**VIRGINIA CAFE**  
 29 First St.  
 THE BEST OF EATING EVERYTHING HOME-COOKED

wide-awake merchant who knows that he can sell wares exhibited in a showcase when he would have no call for them if they were hidden. In order to advertise and sell Oregon's opportunities we must first know definitely what we have to sell and be able to present concrete facts to prospective industries. The idea is old enough, but Oregon has not made enough use of it.

The pessimist may argue that exploitation at a time of industrial depression is wasted effort, and he might say that the state chamber will do well to wait. He who so argues is unacquainted with conditions. A vast amount of eastern capital released as a result of the change of war conditions will be looking in the next two years for a place of investment. Delay in interesting this capital will work inestimable loss to this community. Right now there are any number of experienced men who are looking for new fields. Relatively few of them know of Oregon as a profitable field.

How to reach the kind of men that Oregon needs to develop her resources is a matter of detail, and we may assume that the directors are familiar with the most expeditious means for getting strangers to view the "showcase." The obvious duty of every community is to stand solidly back of the exploitation campaign. It is bound to bring results.

**THE FIGHT FOR TAX REDUCTION**

The lumber industry of the northwest is leading in a movement for tax reduction. It is presenting the facts as they affect the operation of an industry that employs tens of thousands of workmen and pays millions in taxes.

The lumbermen are not asking any exemption from taxation, but they are pointing out the fact that confiscatory tax burdens are preventing the investment of capital in productive enterprise.

As a remedy they do not advocate any radical measure or the doing away with our long-established system of a general property tax. They emphasize, however, the necessity for reducing the number of tax-paying bodies which now exist in every city, county and state. They advocate the cutting out of duplication and waste in our school system

and in the administration of public affairs generally, and retrenchment right down the line.

A climb from \$37,446,785.05 tax in 1916 to \$72,665,820.11 in 1920, for the state of Washington is out of all proportion to what industry can hope to earn under normal conditions. Washington is typical of other western states. Every citizen should join in the drive for LESS NEED OF REVENUE, rather than for more revenue. New forms of taxation or new sources to tax will not help the situation unless ways are provided for corresponding decreases in other tax demands.

Taxation is reaching the point of confiscation. Retrenchment in government expenditures must be made if productive enterprise secures capital for growth, development and the employment of labor in any industry.

**PUBLIC FORUM**

**DIFFERENT VIEWS**

This is what Mrs. Greer thinks of the result of the election:  
 (Western Union Telegram)  
 "Burbank, Calif., March 15, 1922.  
 "Bert R. Greer, Ashland, Ore.  
 "Best love and congratulations. You have escaped a lot of worry. We are looking for you to bring us home."  
 "MAMA."

**BIBLE SCHOOL UNION HAVE FINE MEETING**

The Ashland Bible School union had a good meeting Tuesday evening at the Christian church. The city survey was the chief point of discussion and the speed and thoroughness of the canvases showed the power of co-operation.

The Baptist and Presbyterian orchestras furnished some fine music. Mrs. Alta Weisenberger sang beautifully "When the Mist Have Rolled Away," as pictures to illustrate with were thrown on the screen by Mr. Patterson. The views were splendid, many of them having been taken at Lost Lake of Mt. Hood and fitted in to the theme of the song most effectively.

"Build with the Birds."  
 "Build with the Birds."

for one night. Any person who can do so will please call Mrs. S. A. Peters Jr., whose telephone is 461-Y, or talk with Mr. Peters at the Citizens' bank.

**COLDS**  
 of head or chest are more easily treated externally with—  
**VICKS VAPORUB**  
 Over 17 Million Jars Used Yearly

**BIG TIME AND MONEY SAVER**

**CALUMET BAKING POWDER**  
*stands for*  
**ECONOMY**  
**No Failures No Waste**  
 A pound can of Calumet contains full 16 oz. Some baking powders come in 12 oz. cans instead of 16 oz. cans. Be sure you get a pound when you want it

**A Banker's Daily Duties**

of necessity bring him in contact with the situations confronting many types of commercial enterprise.

The experience thus gained and the sources of information at our command are of distinct value to the wide awake business man.

**The Citizens Bank**  
 Ashland, Oregon

**Potatoes**  
 British, Queen, Burbank and Pride of N.Y.  
 Good for Seed and Table Use.  
**\$2.35**  
 Per 100 Lbs.  
**PLAZA MARKET**  
 H. A. STEARNS 61 NORTH MAIN STREET

**Mason Tire Sale**  
**FREE TUBE**  
 With Every Mason Cord for the Month of March  
**Leedom's Tire Hospital**  
 65 North Main Street ASHLAND