

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.

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PUBLICITY

A new department has been opened by the State Chamber of Commerce which presents an excellent opportunity for Ashland to do some effective advertising in the matter of attracting public attention to its products. A request has been sent out asking that a "full list of all resources as to kind, quantity, price, how owned, and your views on what use these resources might be put to."

Chairman Aya, who is at the head of the new department says: "This should prove an excellent plan. Capital is looking for opportunities. It does not hunt with a brass band. It does not always know just what it wants. But its eagerness is always in proportion to its conviction that returns will justify investment."

In and about Ashland are resources unlimited. Scarce a family but has a bit of rich quartz, which they keep as a curio, that has been picked up at one time or another in the hills around Ashland. This float, if placed on display in the Portland offices of the State Chamber of Commerce, would attract more than passing attention. So, too, with the great granite deposits. Samples of it should not only be on display in the new department, but in the builders' exchange as well. Our cherries are the envy of the coast, and if the producers would take the trouble to see that exhibits are placed with the secretary of our Chamber of Commerce, no doubt a place would be found for their display in the new department at Portland. So, too, with our wonderful lithia water. If the local concern which makes a business of bottling the water would exert itself to the extent that thirsty tourists visiting the State Chamber of Commerce might have an opportunity of trying the sparkling beverage, it would be the most effective and least expensive advertising they could possibly secure.

Ashland is today very much in the public eye, thanks to the gallant work of its high school basketball team, which has wrested the championship of the state from veterans, but it is up to us to keep it there.

It is not enough that we have broken into the sporting columns of the big dailies, we must find a way to make Ashland, its resources and development, worthy of frequent mention. It may not be considered the best of taste to be everlastingly blowing your own horn, but it is a condition and not a theory, that, unless you do blow that horn, no one else is going to do it for you. It may be modest to hide your light under a bushel, but it's a mighty poor investment.

TOURISTS TO PAY

Work is actively under way in Lithia Park getting ready for the influx of tourists, and the park commissioners have decided to adopt the plan approved by the State Tourists' conference, and which has been adopted by other cities along the line of tourist travel on the Pacific coast: to charge a uniform fee of 50 cents a day for the facilities provided for their comfort, which heretofore has been given without cost. It is not a large sum to pay for the many conveniences, which cost considerable to keep up, and will provide a revenue, that will, to some extent, relieve the taxpayers of a part of the financial burden of keeping up the park.

In Redding, Calif., the drain was so heavy that the council decided to abandon the auto park altogether, insofar as their responsibility for its upkeep was concerned, and the work of caring for tourists will be left to those who derive a direct financial return from the tourist traffic. Rather a dubious proposition, which may to a greater or less extent, cause tourists to pass up Redding on their itinerary, or to make their stay as brief as possible. On the other hand, it may have exactly the reverse effect. If private capital takes hold of the auto park and undertakes the entertainment of the tourist, it may be done on a scale that will prove a magnet to draw rather than repel the tourist. This, evidently, is the view taken by the city council of Dunsuir, which, at its last meeting, leased the auto park to a private concern for a rental of \$1500 a year. This concern proposes, not only to provide increased facilities for the tourists to make their living comfortable during their stay at the Shasta Springs, but to provide amusements as well, from which they expect to make considerable profit. The experiment, in both cases, will be watched with interest, as will the plan of charging a straight fee of 50 cents a day, which our park commissioners will try out during the coming season.

D. A. R. HOLD REGULAR MEETING AT JOHNSON HOME

Last Friday the members of Mount Ashland chapter, Daughters of the American Revolution, were entertained by the Mesdames Ida Van Natta and Jennie Gilbert, at the Albert Johnson home on Walnut street. The guests spent some time admiring the view of the town and valley from the spacious front porch, after which the meeting was called to order by the regent, and the regular order of business was carried through.

The members were much interested in the reports of the two delegates to the recent state convention in Portland, as the national officers of the D. A. R. were present at the convention.

A message of congratulations was sent from Mount Ashland chapter to the recently formed Klamath Falls chapter. Mrs. Blake read a poem, "Mothers of the West"—a tribute to our pioneer women.

After the business meeting, the following members spent a social hour with the hostesses and enjoyed the toothsome refreshments provided by them: Mesdames Mitchell, Carter, Icenhower, Blake, Walker, Stearns, Adams, Andrews, Dodge, MacCracken, Conover, Hogue and Anderson, and the Misses Chamberlain, Palmer and Mitchell.

LOST CABIN MINE

(Continued from yesterday)

Who had done this, and what could it mean? Was it the idle and unmeaning tracery of my own unconscious hand, or was it the effort of some superior power to direct us in our search for the Lost Cabin? At all events, I could make nothing of the mysterious symbolism before me—pregnant though it might be with precious revelations—and thought best not to mention the circumstance to Harper.

In the afternoon of the next day we were at the foot of another mountain wall spiked with the grey shafts of fire-scathed firs, and with here and there a rocky peak towering high in the smoky atmosphere. Through a system of mighty canyons hewn in these mighty rocks, we pene-

trated the range and halted for the night upon an open spot where the grass was abundant; and after refreshment, forgot, in the narcotic languors of the pipe, all physical weariness and mental strain.

On the morning following we climbed a lofty eminence that shot into the sky like the spire of some Titanic temple, and with our telescope swept the unknown country before us, serene and beautiful under the flattering tints of a summer sun. To the right, and running nearly north and south, lay another range of mountains, intersecting at right angles that through which we were passing—the drawing below the ink-blot! There, upon the great face of nature, was the realization of the pencil sketch; and its symbolism was as clear as light; away in that central region to the south the mystic emblem of the pick marked the locality of the vault of gold! With the agitation consequent on so sudden a revelation, I turned toward Harper, with this interpretation of the secret I then divulged; and he, too, was stirred to the inmost depths of his imaginative nature.

On—on we went in a dream of wonder and future wealth, and nothing impeded our progress now, until at last we entered a narrow valley walled in by precipitous mountains, and bordered on each side by a beautiful stream. We knew that we were upon sacred ground; and along the shadowy fringes of the forest, where the fretted waters sang a barbaric rune, we rode, silent as spectres. A restless magnetism drew us on and not a word was spoken. Our very heart-strings might have snapped with their terrible tension. We turned a projecting angle of the wood, and a square, black object half buried in a tangle of weeds, was before us. We had found the Lost Cabin!—nothing now but an empty pen of scorched and blackened logs.

I disentangled a pick from one of our packs and stepped within the enclosure. It, too, was choked with weeds; and, bending them aside, I beheld, grinning upon us in its hideous solitude, a human skull! Poor Harry! The Indians had intended that the cabin should be his funeral pyre, but only the lighter material of the roof had ignited, and the green logs refused to burn. I struck the pick into the ground near the center of the cabin. Once more I lifted it and drove the long wedge of iron to the handle in the loose soil. The point fastened in some tough substance, and, at the same instant, Harper, uttering a cry of mortal anguish, fell heavily at my feet, as a rifle shot roared in my ear and I dropped into oblivion.

Then it was night, a long, starless and dreamless night of clouded intellect and slumbering soul. When the cunning forces of nature had repaired the fragile structure and the dawn of reason came, they were telling the story of a stage-driver on the Oregon and California route, who, many months before, had captured a nude and sun-bronzed wild-man—gibbering like a monkey, but

harmless as a babe—near the boundary line, and had sent him north to Portland. It was myself who had been rescued from the southern wilds.

For the rest, Harper must have fallen by the accidental discharge of his own rifle; and my mind, strung by the high excitement of the search, weakened by the despotism of one absorbing idea, and dazed by the apparent interposition of the supernatural, had given away under the shock, and the mere instincts of the animal nature had provided me with sustenance and prolonged my life.

THAT DULL ACHING

Don't worry and complain about a bad back. Get rid of it! For weak kidneys, lame and aching backs, your neighbors recommend Doan's Kidney Pills. Ask your neighbor.

Mrs. C. M. Wilcox, 152 Helman St., Ashland, says: "Doan's Kidney pills helped me wonderfully and I gladly recommend them to others. My kidneys troubled me a lot and I suffered with dull, nagging back-aches, and such pains over my kidneys I could hardly keep going. I was hardly ever free from dizziness or headaches and my kidneys didn't act right. I used Doan's Kidney Pills and they soon rid me of the complaint."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Wilcox had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

Gains 21 Pounds IN SHORT TIME MASTIN'S Vitamon Tablets

New Used By Millions As A Natural, Quick and Easy Way To Help Increase Weight and Energy

So remarkable is the action of MASTIN'S VITAMON TABLETS in helping to increase the nourishing, health-giving power of what you eat, that one woman recently gained 21 pounds after being thin and ailing for years.

Weak, thin, run-down men and women everywhere—victims of undernourishment—are often amazed at the astonishing improvement in their health, weight, mental alertness and appearance after only a short course of MASTIN'S VITAMON TABLETS.

MASTIN'S VITAMON TABLETS contain all three vitamins, true organic iron, the necessary lime salts and other vitalizing elements which nature provides for perfect vigor of body and mind, and to build up that powerful resistance which helps to guard you against the germs of disease.

Only by making the test yourself can you fully realize how MASTIN'S VITAMON TABLETS help to feed and nourish the shrunken tissues, build up renewed nerve force, strengthen the entire digestive and intestinal tract and help put on firm, solid flesh in the places where it is most needed.

For your own safety and protection against cheap substitutes and imitations, insist upon MASTIN'S to get the original VITAMON TABLETS guaranteed to give satisfaction or money refunded. At all good druggists.



Yes, Mr. Edison, You're Correct

"The higher you go in civilization, the less actual money you see. It is all bills and checks."

That's because a checking account appeals to the good sense of everyone. It costs nothing, does away with the carrying of large sums and provides an accurate record of expenditures.

The Citizens Bank Ashland, Oregon

Mason Tire Sale

FREE TUBE

With Every Mason Cord for the Month of March

Leedom's Tire Hospital

65 North Main Street ASHLAND

SUIT FOR BUSINESS WOMAN



This diagonal tweed suit of gray promises to win favor with the business woman who has no time for frills. A becoming hat of wool and straw with colored embroidery adds a touch of refinement.

SPORT TOGS; OTHER APPAREL

Vogue for Homespun and Tweed Material; Spring Hosiery, Shoes and Gloves.

At present, there is a great vogue for sport garments of homespun and tweed. These materials fashion the most attractive suits in alluring colors, periwinkle, apple blossom, vermillion and adobe. Undoubtedly these suits will make a strong appeal to the business woman next spring, as they possess excellent wearing qualities and are reasonable in price. Garments of knit fabrics are also most popular, little straightline dresses, capes which fall in graceful folds, sweaters and three-piece suits.

Flowing sleeves continue to be worn but are now often attached to the wrist by the use of ribbons, or of jeweled bracelets, or bands of jet or onyx. In fact, jewelry is worn to a marked degree just at present; necklaces, earrings, bracelets and fancy girdles, all adding a barbaric note of richness to many an otherwise unadorned costume. The fan, too, continues to occupy a prominent place in the affections of the debutante as well as in the matron's, and even the flat nosegay often accompanies frocks which simulate the quaint modes of the Thirties.

Looking back in retrospect to a year ago one realizes that skirts after all are much longer, though whether they will attain the ankle length of those worn by our Parisian sisters remains to be seen. With these long skirts come the large flat-trimmed hats.

In the new spring hosiery, colors continue to rival black, and light tones such as gray, beige, sand and taupe are favored. It is expected that these delicate shades will be worn with black as well as with matching shoes. The white stocking also will be to the fore if the vogue for the light-colored cotton dress materializes, and they are shown in fancy weaves as well as with colored stripes.

The light shades in gloves, both kid and suede, are also preferred to black—French gray, sand, mode and even white being offered for street wear. These spring gloves will be long, the gauntlet and the 12 and 16-button length being the choice. As to footwear, it is still too early to say whether the strap slipper will retain its popularity or not. Some exceedingly attractive low-heeled sport oxfords are already shown, while patent leather in combination with gray or beige suede are very good looking.

AFTERNOON GOWNS OF CREPE

Embroidered in Matching Silk; Design Recalls That Used for Spanish Shawls.

Afternoon gowns are frequently of crepe; almost entirely embroidered in matching silk, in a design which recalls that used for Spanish shawls. A delightful combination shown consists of a cape of black crepe marocain, with a great square let into the back, of embroidered putty-colored crepe, while the gown is of the lighter crepe, entirely embroidered. Many of these gowns have long, tight sleeves, but the great square chiffon sleeve still persists.

Models which might be worn for formal afternoon occasions, or for informal evening affairs, sometimes have the entire bodice made of a finely patterned silk lace, rather bloused at the waist, and cut with long, tight sleeves, while the skirt is of matching crepe de chine, often entirely embroidered. Mauve and periwinkle blue are two colors favored for these gowns.

Peter Pan Blouse Popular. Peter Pan blouses are generally worn with sport costumes.

"Build with the Birds."

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WANTED—Experienced girl for general housework, in small family, good home. Phone 484-R. 167-3

WANTED—Fixtures for picture show. 160 Fourth St., Ashland, Ore. 168-3*

WANTED—Fat hens. Box 12, Talent, Oregon. 152-1mo*

FOR RENT.
FOR RENT—Office room next to Dr. Gregg in Citizens Bank building. See Mrs. Henry Provost. 168-3

FOR RENT—Nicely furnished rooms with or without board. Reasonable rates. Vendome, 425 East Main. 168-3*

APARTMENTS
FOR RENT—Furnished apartment. Close in, modern conveniences. Adults only. Inquire 166 Hargadine street or phone 122. 147-1mo

FOR SALE.
FOR SALE—Young red currant bushes. Call 440 Chestnut St. Phone 415-L. 167-3

FOR SALE—One double disk plow; one low iron wheel wagon; one bay mare five years old. broke. Carson Fowler Lumber Co. 166-6

FOR SALE—A used car in good condition. Inquire at 192 Mountain Ave., or address P. O. Box No. 7. 166tf

FOR SALE—One six-hole Columbia range. Inquire 137 Fifth street. 164-6*

FOR SALE—Hatching eggs, White Minorcas, Pekin ducks, drake from prize winning birds. 922 Boulevard. Phone 457-R. 163-1mo*

FOR SALE—\$150 Victoria, \$100; good as new, some records. Address P. O. Box 501, Ashland, Ore. 168-mon-wed

POLITICAL ANNOUNCEMENTS

FOR COUNTY COMMISSIONER—Thos. H. Simpson, of Ashland, authorizes his announcement as a candidate for the nomination for the office of county commissioner of Jackson county, subject to the decision of the republican voters of said county, at the primary election, May 19th, 1922.

W. A. SHELL

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Safety blades resharpened like new. Single bit, 30c doz. Double bit, 60c doz.

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Straw Hat Dye
—Makes an old straw hat look new.
—If your new hat fades prematurely, one coat will restore it.
—Also suitable for coloring wood, leather, wickerware, etc.

16 COLORS
25c
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McNair Bros.

The Rexall Store

PHYSICIANS.

DR. ERNEST A. WOODS—Practice limited to eye, ear, nose and throat. Office hours, 10 to 12 and 2 to 5. Swedenburg Bldg., Ashland, Ore. 73-tf

DR. J. J. EMMENS—Physician and Surgeon. Practice limited to eye, ear, nose and throat. Glasses supplied. Oculist and aurist for S. P. R. R. Offices, M. F. and H. Bldg., Medford, Ore. Phone 567

DR. MATTIE B. SHAW—Special attention to mothers and children. Internal secretions and endocrine glands. Res. and office, 108 Pioneer avenue. Telephone 28. Office hours, 11 to 12 a. m.; 2 to 6 p. m.

DR. SHAW—Eye, ear, nose, throat specialist; glasses fitted. Office at residence, Pioneer Ave., morning and by appointment. Phone 28.

CHIROPRACTORS.

DR. MAUD INGERSOLL HAWLEY—Visiting Chiropractic Physician. Neuritis cases a specialty. Phone 367-J. Treatment given only in your own home.

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J. P. CHISHOLM—Graduate Veterinarian. 217 Fourth St. Phone 1. 147-1mo;

PLUMBING

H. R. ADAMS—Plumbing, Contracting and day work. 248 Fifth St. phone 166-J. 100tf

PHONE your next job of plumbing to Jerry O'Neal, 207 East Main. Phone 138.

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FOR prompt and careful service, auto trucks or horse drays, call Whittle Transfer Co. Phone 117. Office, 89 Oak street near Hotel Ashland. 56tf

T. L. POWELL—GENERAL TRANSFER

—Good team and motor-trucks. Good service at a reasonable price. Phone 83.

CONTRACTOR AND BUILDER

F. A. GREASER—Contractor and Builder. P. O. Box 66, Ashland, Oregon. 150-1mo

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FIRST CLASS CAR WASHING and polishing, \$2.50. Lithia Garage. Phone 114. 113tf

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BARGAIN COUNTER GOODS such as extra wagon wheels, reaches, leadbars, singletrees, plow beams and handles, at prices prevailing before the war. Come in early while they last.

Fencing, harness and implements at reduced prices. New and second hand sewing machines.

Peil's Corner

AUTOMOBILE LIABILITY
As the owner of a motor car, all the hazards of the road are upon YOUR shoulders. Accidents do happen, and it makes no difference whether or not you are blameless. It costs money and time to defend the action. Then if in the opinion of the jury you are to blame, it costs money to settle the damages.

You can have protection covering your legal liability for damages (proven or not proven) arising from personal injuries to other people suffered or alleged to have suffered by the operation of your car; we also furnish you protection against liability for all accidents involving damages to another's property, and the expense of the settlement of such claims. The cost is small. Better be safe than sorry. When you want good insurance talk with

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