

Ashland Tidings

Established 1876
Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 39
E. J. BARRETT, Editor

Subscription Price Delivered in City:
One month \$.65
Three months \$ 1.95
Six months \$ 3.75
One year \$ 7.50

ADVERTISING RATES
Display Advertising
Single insertion, each inch30c
YEARLY CONTRACTS
Display Advertising
One time a week27 1/2c
Two times a week25 c
Every other day20 c

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."

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.
SUMMER PLAYGROUND OF AMERICA
THE PACIFIC NORTHWEST
OREGON WASHINGTON & BRITISH COLUMBIA
BRIGHT, COOL DAYS
A RESTFUL SLEEP EVERY NIGHT.



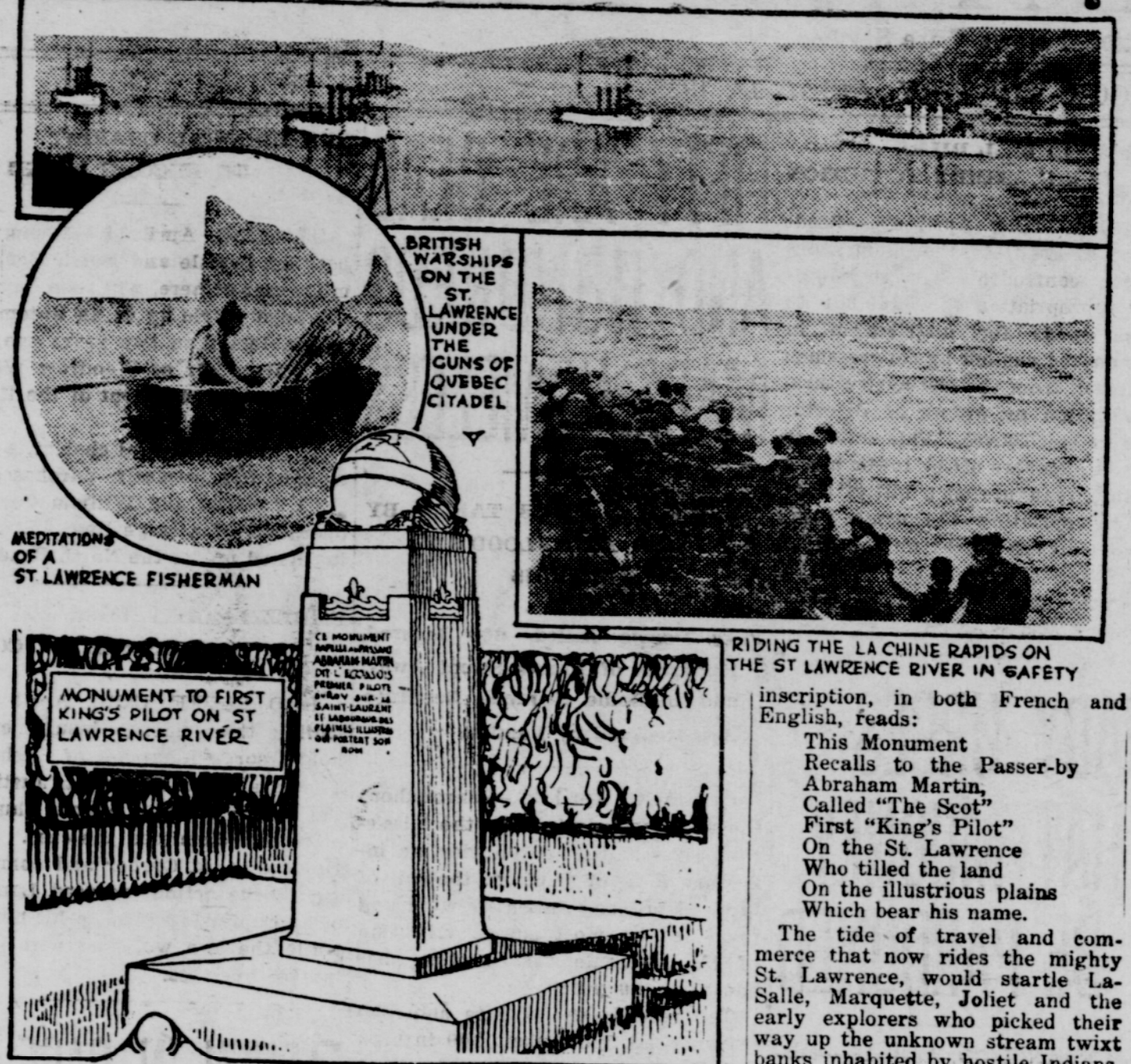
SOLOMONITES
Do thing right today.
All the gold in the golden rule has been well tried and can easily be guaranteed to be 24-karat fine.

Business is, in the main, a mere matter of mutual benefit; he who "beats" in business gets beaten sooner or later. He best succeeds who best serves.

Penalty of Age
In the news columns a day or two ago a story was published about the Rev. Myers, an eastern clergyman being retired on a pension of a dollar a day.

Dooley's Prophecy
A good many years ago the likeable and humorous Mr. Dooley said words about the congress of the United States which it now appears have grown more apropos with the passage of time, says the Marshfield Daily News.

ST. LAWRENCE RIVER PILOT HONORED AFTER THREE CENTURIES



A new object of historic interest will soon greet visitors to Quebec, one of particular appeal to travelers embarking and debarking from the ocean liners that use this port. It is a monument to the memory of the first St. Lawrence River pilot, Abraham Martin.

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Understanding the Indemnity
In the midst of much loose discussion regarding the amount of the German indemnity, this passage in a dispatch from an American correspondent at Genoa to the New York World is clarifying:

Why play favorites? Shouldn't we be protected?
What are the congressmen trying to do? Prepare for the second coming of liquor or simply jolly Volstead? Again we say that Dooley was right.

Trees
The week of April 16-22 has been set aside as Forest Protection week, and its last day is the golden anniversary of Arbor day.

Hears Concert in Bed.
The acme of comfort and convenience in the hearing of wireless concerts has been achieved by Ronald Gurd, an amateur operator of London, Ont.

Cleaning Silk.
Never use a stiff brush to clean silk garments. Use a piece of velvet to remove the dust. Do not use a hot iron to press silk—it will injure the fiber and may ruin the color.

Footwear Styles.
Strap shoes and slippers are to continue popular for spring and summer and there is an increasing leaning to sensible, low heel models for general wear.

Let's have a smokeless summer.
It pays to read the classified page.

BLACK AND WHITE

Combination of Broadcloth Produces Stunning Effect.
Costume Suits Offer Splendid Opportunity for the Use of the Two Materials.

Broadcloth is being used for some of the new two-piece models, and, because of the smoothness of its finish, it has an elegance of charm that is not touched by other materials. The French designers, observes a fashion writer in the New York Times, are making a great point of putting black and white broadcloth together, and this, of course, makes a stunning effect, whether it be used for frocks or capes or dresses. It is something which is always becoming to a certain type, and for that reason it is always more or less in the fashion, though it happens to be more so just now.

Another stunning combination is that of a piece of paisley shawl with a dark twill, which is illustrated in one of the drawings. There are many ways in which to make use of paisley material, along with some plain material, for the dull reds and blues in



Broadcloth and Piece of Paisley Shawl Make This Interesting Street Costume.

THE SCARF FOR SPRING WEAR
Stole Serves as Wrap to Throw Over Shoulders When Subjected to Chilly Blasts.

A long, flat fur scarf is an excellent thing to own and helps its owner to be well dressed. You can wear it with a suit. You can wrap it around your throat when a topcoat needs extra warmth. You can wear it in early spring as your only wrap, and you can use it to throw over your shoulders in the evening when, suddenly, you are subjected to chilling blasts of air.

These useful flat stoles are good in squirrel, in one of the lighter toned carcass, in kolinsky, in seal and in some imitation furs which have taken a fast hold on fashion's creations.

The flat scarfs of fur are always in fashion, for if they cannot be used in one manner then they can be employed in some other way and an investment thus placed gives value in the return of good looks for all occasions.

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Advertisement for Vicks VapoRub featuring a portrait of William S. Fielding and text: CHILDREN'S COLDS should not be "dosed." Treat them externally with VICKS VAPORUB Over 17 Million Jars Used Yearly. HAT'S all! OLYMPIC Pancake Flour—a little water or milk—a quick stir—and they're ready to cook.

Advertisement for Hills Bros Coffee featuring a can of coffee and text: if Quality Counts then Count on the recognized standard.

Advertisement for Hotel Vendome featuring text: STOP! AT Hotel Vendome for a real place to eat. Home cooked meals served family style.

Advertisement for The Citizens Bank featuring text: Snug as a Bug in a Rug —That's the way one of our customers facetiously referred to his valuables safely tucked away in a box in our vault.