

Ashland Tidings
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 C. K. LOGAN, Editor

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ADVERTISING RATES
 Display Advertising
 Single insertion, each inch..... 30c
 Yearly Contracts
 Display Advertising
 One time a week..... 27 1/2c
 Two times a week..... 25 c
 Every other day..... 20 c
 Local Readers
 Each line, each time..... 10c
 To run every other day for one month, each line, each time... 7c
 To run every issue for one month or more, each line, each time... 5c
 Classified Column
 One cent the word each time.
 To run every issue for one month or more, 1/2c the word each time.

Legal Rate
 First time, per 8-point line..... 10c
 Each subsequent time, per 8-point line..... 5c
 Card of thanks..... \$1.00
 Obituaries, the line..... 2 1/2c

Fraternal Orders and Societies
 Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

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.

PROTECTING THE MERCHANTS
 Practically all of the various chambers of commerce in the state have made provision for the protection of their members from fake advertising schemes and other similar solicitations. The commercial organization must first investigate and approve of the proposed advertising scheme. Many of these, as are solicitations for various causes, are legitimate and worthy propositions. When such is found to be the case, the chamber of commerce indorses the move. Whether contribution is made by the merchant, is up to the individual. All are cautioned to refer the solicitor to the chamber of commerce for reference.

Ashland has such a provision. So has Grants Pass. Yet, recently, a woman, classified as a "smooth proposition," fleeced the merchants of the Rogue River valley town out of several hundred dollars. She also worked the business men of Roseburg, where she came to grief. In Grants Pass, the female confidence worker produced testimonials, references and recommendations from many outside organizations and persons. She was indorsed by many of the local people, as she had shown them letters from persons known to the indorsers. In fact she had credentials from practically every source EXCEPT the chamber of commerce.

Had the business men not violated the very measure enacted for their protection, and had referred the young woman to the chamber of commerce, they would have saved themselves several hundreds of dollars. It was an expensive lesson, but perhaps the next solicitor who works for personal gains alone will be summarily dealt with.

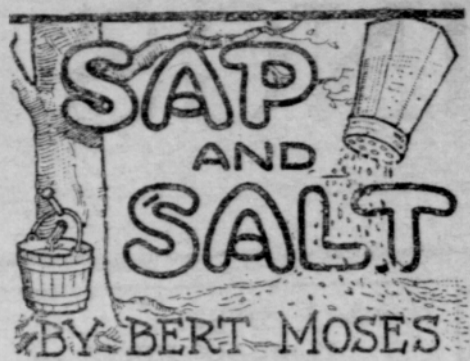
"Rain Breaks the Long Drought of Over Six Months," proclaims a headline in the Medford Tribune. Perhaps the Labor day shower was a prohibition downpour in the neighboring village.

Portland is experiencing a cement "famine." They should use more granite in erecting the larger and more pretentious edifices.

If it is for Ashland, we are for it.

UNIVERSITY OF OREGON WILL OPEN DOORS ON OCTOBER 2

UNIVERSITY OF OREGON, Eugene, Sept. 27.—(Special.)—With the opening of the fall term of the University of Oregon a week away, executive officers and faculty are completing preparations for the registration of new and old students. Credentials of 940 students who



You can't ignore a mortgage off a bungalow.

A government built on an army is sure to be overthrown.

For every scheme that works there are a dozen or more that won't.

About all there is to success is making the most of what you see out in front.

There is plenty of virtue born in people, but most of it goes to waste.

The Hot Place must be getting ready for a lot of new tenants, judging by the front pages in the papers.

HEZ HECK SAYS:
 "When it comes to hanging in on, not much of anything beats the smell of fish."

are entering the university for the first time, have been received and approved. At this time a year ago, 870 students had presented their credentials for approval.

To enter the University of Oregon a student must have as the minimum, 15 acceptable high school units, ten of which must be in English, mathematics, foreign languages, science and history. The remaining five are elective. This entrance requirement is strictly enforced.

Every freshman is required to be in Eugene next Saturday in order that he or she may take the usual examination in English. The result of the examination does not affect a student's admission to the university, but will determine whether the freshman is to take certain work in English this fall. The examination will be held in Villard hall on the campus.

been seen several times and when discovered runs to a thicket of timber and brush. Yesterday a deputy sheriff ran across him and with the help of some tourists tried to catch him, but he was too swift for them.

OPENING OF TULE LANDS NOW UP TO SECY. FALL

The reclamation service has submitted for Secretary of the Interior Fall's approval an order opening to entry on October 27, approximately 10,000 acres of the Tule lake lands, embracing 174 farm units, says the Klamath Falls Herald. Preference will be given to ex-service men under the Sinnott law.

A commission consisting of a representative from the bureau of soils of the agricultural department, the geological survey and the reclamation service will next month examine 15,000 acres of tude land to determine whether it is dry enough for entry.

Secretary Fall has submitted to the budget commission for appropriation for the next fiscal year an item of \$700,000 for the Klamath project.

YOUNG COWBOY IS NOW BUCKEROO OF WORLD

PENDLETON, Or., Sept. 27.—A smiling 23-year-old cowboy from the Wyoming range, came out to Pendleton and won the world's bucking championship. He is Howard Tegland, of Casper, Wyoming, who rode U-Tell-Em in one of the closest bucking contests in the 13 years' annual Round-Up has held. Ray Bell, of Cheyenne, was second, and Yakima Canutt, of LaCrosse, Wash., third, on No Name and Bill McAdoo, respectively.

It was the biggest day in the history of the Round-Up. It was estimated that 35,000 people were in the grandstand and bleachers before the show began. It was announced by the Round-Up association that several more sections of bleachers would be constructed for the show next year.

WILD AND WOOLY WEST REVIVED BY SHEEP STEALING

SAN FRANCISCO, Sept. 27.—Old time tales of stock rustling on former wild and wooly western ranges, were overshadowed yesterday when Chief Frederick L. Esola, of the local department of justice, announced receipt of a telegram from Walter Treadwell, a department operative now in Nevada. The telegram said that one of the members of a gang of Basque herders had confessed the theft from the ranges of Nevada, Utah and Idaho, of 50,000 sheep.

WORRY ABOUT TRIPLE "K" RESULTS IN SHOOTING GIRL

CHICAGO, Sept. 27.—Laboring under the hallucination that he was about to be mobbed by the Ku Klux Klan, Theodore Gilroy leaped out of bed and fired five shots through the door of his room in a hotel, seriously wounding Hanna Johnson, a maid, who had knocked on his door.

"The Ku Klux Klan sent me threatening letters," Gilroy explained when he was taken into custody. "I thought when the knock came on my door they were going to kill me."

Notice to Car Owners—
 We have a full line of aluminum mats and license frames on sale at Jordan Electric Co., also Eagle Brass Foundry. Installed free. 21*6

Piano tuning guaranteed by Carl Loveland. Studio 135 E. Main St. Phone 465. 4tf

HARMLESS "WILD MAN" IN VICINITY OF YREKA

YREKA, Calif., Sept. 27.—Different times during the past two weeks a "wild" or crazy man has been seen in the vicinity of an old reservoir about three miles south of Yreka on the state highway leading to Granada.

He seems harmless, at least has never offered any person insult or harm, is dressed with only a black shirt that comes down his torso about half way. A piece of blanket is used as a breech cloth. He can run swiftly and also can jump a three foot fence or a clump of brush with ease.

It is believed that he comes to a well-known camping place on the highway and picks up scraps of food left by tourist campers.

During the past two weeks, he has

Wins Flattering Sobriquet



Julia Sanderson, for her singing of "Sweet Lady" "stop the show" song in Tangerine, has gained the Broadway of the world's "Sweet Lady."

been seen several times and when discovered runs to a thicket of timber and brush. Yesterday a deputy sheriff ran across him and with the help of some tourists tried to catch him, but he was too swift for them.

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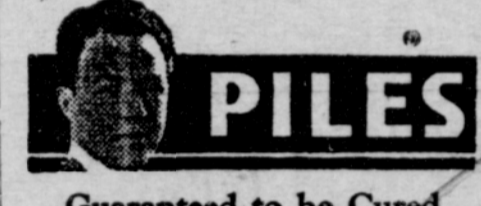
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Hasty Trigger Brings Death To Deer Hunter

KLAMATH FALLS, Sept. 27.—Emerson Fish, 22, was accidentally shot and killed by his hunting companion, J. Harry Hesse, near the Kesterson Lumber company camp 11 miles west of Dorris late Monday afternoon. Both young men were from Bandon, Oregon, and had driven here to work in company with L. B. Hesse.

Coroner Whitlock, who investigated the tragedy, together with Sheriff Barnes, when it was reported here by Hesse yesterday, said the accident occurred about 9 o'clock at night. Fish and Hesse had been deer hunting and had separated to go around a knoll. Hesse came upon some deer but failed to bring one down. He had sat on a rock to await their coming when he heard them returning, apparently frightened by Fish, who, unknown to Hesse, was approaching from another direction. It was then about dark, but Hesse saw something move and fired. He heard the deer going through the brush and, concluding he had missed returned to camp.

When Fish failed to return some time later, a search was instituted, which resulted in the finding of his body about 50 yards from the place where Hesse had shot. The bullet from Hesse's 30-30 rifle had penetrated Fish's neck, killing him instantly.



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DR. CHAS. J. DEAN
 RECTAL SPECIALIST
 2ND AND MORRISON PORTLAND, OREGON
 MENTION THIS PAPER WHEN WRITING

CAMPAIGN STARTER TO BEAUTIFY PAC. HIGHWAY

A number of local citizens have been endeavoring to interest the people of Ashland in a campaign to beautify the Pacific highway in both directions out of Ashland, by the planting of roses along the fences, which, in the course of a few years, would make an entirely different looking roadway. It has been suggested that if every motorist, who takes a drive out on the highway, should take along a rose bush and plant it, one year from now would see both sides of the road fairly well lined with bushes, and a few years would find clusters of roses where bare fences and oftimes weeds now offend the gaze of the tourist.

The completion of the Talent irrigation district will make fields that have heretofore been next to barren during the dryer part of the year, green with alfalfa and grain, and will enable orchards to be grown where trees now die for lack of water. The irrigation ditches between these fields will cross the highway at various places and every

one of these places would be an ideal spot to drop a rosebush and land a hand in adding a touch of beauty to the finest valley in the country.
 Lend a hand and a few minutes of time when on a pleasure trip, and help the city and valley develop into something that will be talked of all over the world.

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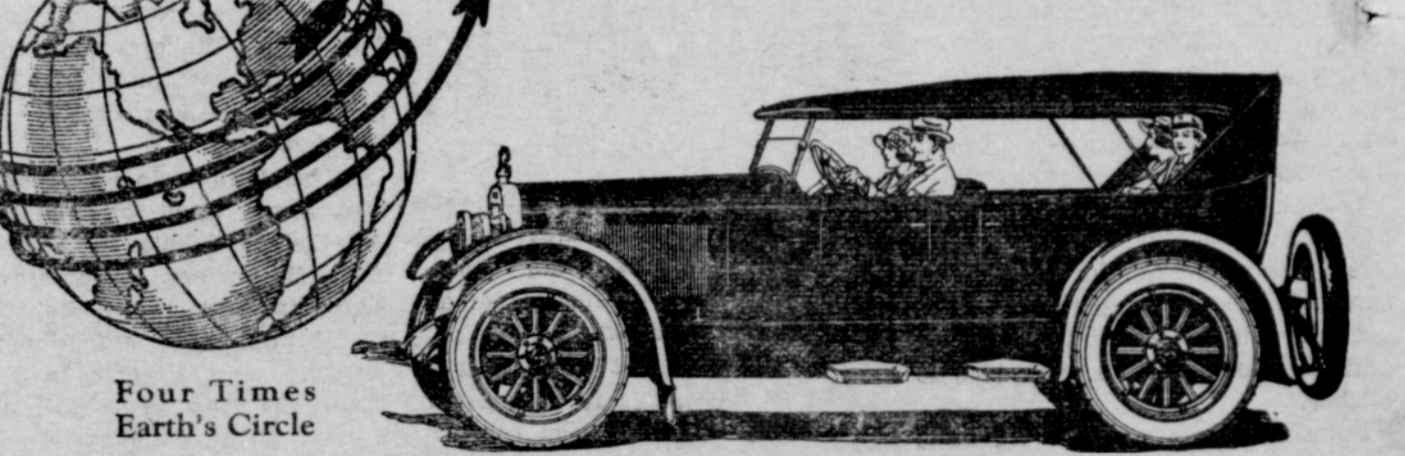
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