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WHAT CONSTITUTES ADVERTISING: All future events, where an admission charge is made or collection taken is advertising.

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OCTOBER 20, 1925: MERCY ASSURED: He that covereth his sins shall not prosper; but whose confesseth and forsaketh them shall have mercy.

REMARKABLE DEVELOPMENTS IN ADVERTISING: In 1900 our country's advertising bill amounted to about \$20,000,000 a year.

Not even radio has had so powerful an influence on American life as the growth of advertising.

For advertising touches every home and every pocket. It affects our habits of life. It has standardized many products and made them known in every town in the country.

And the economic basis for quantity production is advertising. The billion dollars a year now spent preserves the line of communication from maker to consumer.

And it builds and preserves the structure of good will. It is as important in both these respects to the home town merchant as it is to the manufacturer of an article appealing to national patronage.

And it is as important to the undeveloped community as it is to the transcontinental railroad line. Ashland is a much better advertising town than it has been heretofore.

And the additional sum made to yield most handsome returns. FRENCH MONEY PLANS ALL BAD: When the French parliament convenes next week, the members will engage in an angry debate on the budget.

And each side of the debate will have the best of it, or the worst of it, according to the way you look at it. For each side, if it does anything but oppose the other, will be in the wrong.

There are three ways proposed for France to proceed to make up her budget. On way is to levy more taxes. Since no one wants more taxes, this way is not seriously urged.

A second way is to inflate the currency. That is, to issue enough more paper money to cover the shortage between income and outgo. This is the proposal of the finance minister, Caillaux, with the approval of the premier and the rest of the cabinet.

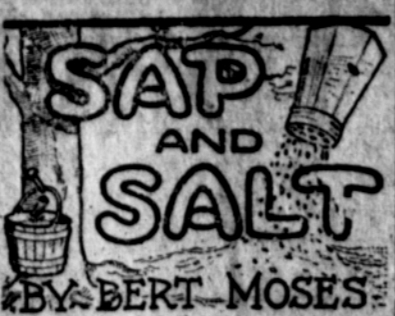
The third way is to confiscate the property of those who, some people think, have more than their share. This is the "capital levy." It is advocated by the socialists and other extreme radicals.

Each of these three ways may find support on some political theory. But all are bad, as a matter of practical government. For each and all of them recognize that France is spending more than it is getting, governmentally.

And that means bankruptcy. It means bankruptcy just as inevitably for France, as it means bankruptcy for the city of Ashland to spend, in any one year, more than it takes in.

The obvious way for France to meet the situation would be by none of these three ways, but by a fourth. This legitimate way would be by cutting current expenses to a point within her income.

But no party in France supports such a move. Either they do not want to, or they are afraid to. Either way, it is bad for France.



Dignity conceals much ignorance. More trouble comes from saying "Yes" than from saying "No."

Have you noticed how often highly skilled men are also highly immoral? We put in a great deal of time chasing after things that we later regret having caught.

Rule for success: Hire folks who can do your work better than you can do it yourself. Marriage is growing more and more into a mere matter of investing love where it will pay the most dividends.

Hez Heck says: "Where a lot o' gals fall down is in tryin' to be cute when they ain't built fer it."

WASHINGTON — While it would cause terrific temporary confusion, treasury officials generally agree that the discovery of a cheap method of transmitting base metal into gold would not for very long continue to cripple the currency system of a country like the United States.

Several scientists claim actually to have produced synthetic gold, though at a cost greater than the synthetic product's market value. Whether or not these claims are well founded, most scientific men of today admit their possibility and that the process might conceivably be so cheapened as to rob gold of its monetary utility.

This worries the treasury folk very little, even stretching credulity so far as to concede such a situation. The experts don't believe some other metal, like platinum, would be substituted for gold—that might be produced artificially, too.

Bartering goods would be extremely inconvenient. A system of tokens representing labor performed is one suggestion. But by far a majority of the treasury people think the best plan would be to place a kind of mortgage on the nation's natural resources and base paper money issues on that, which would give them an even truer value than issues based on a gold reserve.

Richland — New paper, "The News," published here by Jesse Allen. Junction City — Arnold-Horton Auto Rail Co. will complete its 15-mile line this year, to reach 4,000,000,000 feet timber.

SOCIETY NOTES Mrs. Grace E. Andrews, Editor

Calendar of The Week: Monday—October 26—Ashland Study Club. Afternoon. Monday—October 26—Ashland Music Club. Library, 7:45 p. m. Mrs. George A. Briscoe, leader.

Monday—October 26—Ladies' Art Club. Monday evening. Civic Club House. Mrs. Hazel Haberly and Mrs. J. Edward Thornton, hostesses.

Tuesday—October 27—Village View Community Club Millinery Class. Tuesday—October 27—W. C. T. U. Library. Afternoon.

Wednesday—October 28—Social Circle. Mrs. Edwin Dunn's. Afternoon. Thursday—October 29—Millinery Class of Upper Valley Community Club. Mrs. Jackson's, 606 Iowa street. All day.

Friday—October 30—Junior High Baked Bean Supper. Junior High building. Friday—October 30—C. E. Hallows'en party. Hostess, Miss Elizabeth Stearns, 37 Oak street.

Returned From Trip: Mrs. J. M. Hughes has just returned from a summer spent in the most delightful visit and trip, during which she was entertained royally at the homes of relatives and friends. She was accompanied by her father, P. S. Provost and sister Miss Flora Provost.

Leaving Ashland three months ago, Portland, Seattle, Vancouver, B. C. were visited. Lake Louise Bamiff afforded a day of delight on the eastward journey through Canada, where visits were made in Montreal and Ottawa and at Niagara Falls. At New York, Troy and Albany, New York, some time was spent and visits were made with relatives and friends there and in Springfield, Mass., Washington, D. C. and on the return journey at Los Angeles, Watsonville, Santa Cruz, Pacific Grove

and a number of other places. Miss Provost kept a diary of events and scenes visited which reads most entertainingly. Sight seeing trips and social affairs played a large part in this happy summer's outing, which terminated last Saturday.

Ashland Visitor: Miss Marie Sommers, a prominent club woman in the state, is a guest at the Lithia Springs hotel. Miss Sommers was formerly treasurer of the Portland Federation of Women's club and is very active in club work. She is on her return from a trip to California and is spending a few days in Ashland.

Social Success: The joint social given Friday night by the Modern Woodmen and Royal Neighbors was such a pleasant affair that it was suggested that this be the first of a number of such gatherings. The entertaining program was provided by the Royal Neighbors and the bountiful feast was supplied by the members of the Modern Woodmen lodge. After the program, games were played, and old fashioned square dances the music for them played by Mr. Barker, a Medford member, were indulged in by the company. These proved most enjoyable.

At a late hour supper, which was a feast indeed of good things, was served. Those present voted the M. W. A. splendid hosts.

Entertain For Guests: Mr. and Mrs. Arthur Richards of San Francisco left Friday night for their home. They have been guests for the past fortnight at the home of Mr. and Mrs. W. E. Sanford, who have had a number of pleasant evenings for them and at which many friends had the pleasure of hearing Mrs. Richards sing. Mrs.

Richards is gifted with a lovely well trained voice. She was heard at the recent Jubilee in the Jubilee songs, one of which was dedicated to her.

Federated News Misinformed: In the news note clipped from the Federation News, the organ of the State Federation of Women's Clubs, Miss Chamberlain was mentioned as being at present in New York. As her friends in Ashland know, her home is in Boston and it is in that city that she is visiting. Her return is uncertain but it is hoped that she may be at home by Thanksgiving. Miss Chamberlain enjoyed the Isathmian trip except for the extreme heat, which of course was obviated as soon as the Atlantic was reached.

Past Matrons' Club Entertained: Mrs. F. G. Swedenburg, assisted by Mrs. Elsie Churchman entertained the Past Matrons' Club Thursday evening at her hospitable home on the Boulevard.

This was the regular meeting of the club, but it assumed the nature of a Hallowe'en party, with its colorful decorative thought. After the business session, an hour was spent in sociability, just a pleasant visit. Guests were then conducted to the dining room, where it seemed that the spirit of Hallowe'en had taken up its abode. At each plate were gay becoming Hallowe'en caps, each selected especially for the one it graced. The favors were dainty tooled leather bookmarks brought from Venice.

While guests were seated at the table, Mrs. Swedenburg took them across the water, and visualized with word and pictures some of her delightful journeyings the past summer. Guests lingered until the "wee sma' hours," listening to the entertaining and altogether delightful account. Many of the pictures, Mrs. Swedenburg had taken, others she had purchased as pleasant reminders of her sojourn abroad.

A Delightful Party: Madame Tracy-Young received a number of her friends from Ashland and vicinity Thursday

evening at the Summit Ranch by the Slakiyous. A feature of the delightful affair which afforded much pleasure to the guests, was a comprehensive, entertaining talk with "Art" the theme, given by Mr. McClosky, whose pictures are attracting so much favorable attention.

An interpretive dance given by Miss Margaret Perrine was a pleasing number. Informal but elaborate refreshments were served. A holiday touch was given in the bright Hallowe'en decorations.

Dancing was indulged in by the guests during the evening. Those who were present for the pleasant occasion were: Mr. and Mrs. W. A. Aitken, Mr. and Mrs. C. E. Pell, Mr. and Mrs. Fred Homes, Mr. and Mrs. Norris, who own the lodge, Mr. and Mrs. Russell, Miss Miriam Calmenson, Miss Florence Nollomier, Walter Hughes, Mrs. Perrine, Miss Margaret and Cassius and Kenneth Perrine, Margaret Churchman, Mrs. Lydia Smith, Mrs. I. D. Applegate, Mrs. H. C. Stock, Miss Helene Biede, Miss Gertrude Alstrom, Miss Elsie Chappell, Alicia Applegate, Miss Alice Morgan, Eunice Morgan, W. M. Aitken, Mrs. Noreen Anderson, Mr. McClosky and Madame Tracy-Young.

Friends had planned the pleasant gathering, which was made such an enjoyable occasion by the gracious hostess.

Hallowe'en Party: One of the most attractive and altogether delightful parties of the season was that given by the parents of Hawthorne school with the teachers in that building as complimented guests.

It was given in the Parish House, which lends itself so easily to decorative plans and the entertainment of social affairs.

This was quite in keeping with Hallowe'en, for Jack-o-Lanterns and the orange and black were evidenced everywhere. Even the

(Continued On Page Three)

SANITATION Is the watchword of today. Be sanitary by having your clothes cleaned and pressed often. Standard Cleaners Free Delivery Service Phone 108 95 Oak St.

We Deliver Meats to Any Part of Town and you can always know you are getting the best meats obtainable. Fourth Street Meat Market PHONE 114 We Sell for Less

New Loose Powder Compacts As beautiful as they are charming. We carry the better domestic and imported Preparations. Lithia Springs Pharmacy Prescription Dispensary Lithia Springs Hotel Building

Special Clearance Sale On all flat Stamped goods, beginning October 20th. BABCOCK'S GIFT SHOPPE 397 E. Main Phone 167

SEE THE NEW A J A X NASH BUILT SIX AT THE Automotive Shop

A Good Job As Far As It Goes



Small saddles for boys and girls to ride to school on, cheap. \$9.00 and up. See to your plows and harrows, to be ready for the first rain. Posts and fencing, I have a few White Sewing Machines left over. Will close them out for \$65.00 each, at PEIL'S CORNER

Industries Grow and improvements follow only when the volume of business shows an increase. Your Printing Will help The Tidings Print Shop to grow and improve, thus enabling us to give Ashland printing purchasers better service. No Matter What Printing You Need The Tidings will be glad to have the opportunity to show that its shop can handle it satisfactorily. "Buy it in Ashland" Is a mighty good motto, whether it is groceries, clothing printing or what not. Our representative will be glad to call on you and assist in laying out your printing. Tidings Print Shop Phone 39 Ashland