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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.

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A begging prince what beggar pities not!
—Shakespeare.
If this generation does not protect forests and replenish them, the next generation will have no forests. Indeed, the present generation itself will be virtually forestless if there is not conservation of timber.
Simplicity, purity and precision of speech are admirable. It jars one's sense of the fitness of things to find limousine thoughts carried around in flivver language.

WAR MADE MEN BETTER
Much pessimism has prevailed in America as elsewhere concerning the spiritual effect of the war, but a more cheerful view of one of the results of the conflict is held by Rev. Henry Talbot, of Washington, who asserts that the average doughboy is a better man for having been in the army. Canon Talbot is only reflecting the opinion of many of us who observe the former soldier. We know that to make general the statement that the war brought out permanently the baser human attributes of those who became the defenders of our country is gross libel. The boy we knew before the war is no worse morally for his experience, and in many instances his character has been improved.

Estimate Net Gain \$428,020 to County by Cruise of 6856 Acres Timberland

The following letter from Assessor J. B. Coleman to J. W. Elden of Seven Oaks, foreman of the grand jury, throws an interesting sidelight on the value of an official timber cruise in Jackson county.
"Mr. John W. Elden,
"Central Point, Oregon.
"Dear Sir:
"As per your verbal request that this office furnish you with data, relative to what a timber cruise, and farm classification would cost, and what the benefit to the county would be, beg to submit the following:
"I have a check on 6856 acres of timber in this county that is assessed at \$236,920. This acreage has 384,488,000 board feet of timber, of which about 76 per cent is yellow and sugar pine, or 292,210,880 feet. This pine at \$2 per M. would be worth \$584,421.76 and the other kinds of timber, 92,277,120 board feet, at 50 cents per M. would be worth \$46,138.56, or a total timber value of \$630,560.32. Now add to this land a value of \$5 per acre, or \$34,280, and it would give you a valuation for assessment purposes of \$664,840.32, which deduct the present assessed value of \$236,920, would leave you a net gain of \$428,020.32.
"Now we have at least 250,000 acres of deeded timber land, assessed at from \$5 to \$40 per acre, which I think would take a proportionate increase if cruised.

Militants and Moderates Divided In Japanese Imperial Conference

By HENRY W. KINNEY
(United Press Staff Correspondent)
TOKYO, July 25.—Official silence envelops the results of the great cabinet and foreign office conference which deliberated on Japan's policies in respect to various countries on the continent of Asia.
While the foreign office had originally planned to give an outline of the results in an official statement to the press; this idea was abandoned for some reason. It is, however, possible to form a very accurate opinion of most of the decisions which were made, from talks with well-informed officials in a position to know.

The decision to withdraw the troops from Siberia, except the Amur region and Saghalien; and from the Kwantung railroad, was regarded as a victory for the militarists, for while the civil officials have for some time past been anxious to take such action, they have been thwarted by the iron opposition of the war department. I am informed, however, from a reliable source, that this action was suggested by no less a person than Minister of War General Tanaka, even though opposition remains in the general staff, which continues to harbor many reactionary militarists of the pre-war school.
Whether General Tanaka's action indicates that the more enlightened soldiers were finally able to see that continued presence of Japanese troops in Siberia was bound to lead to war, cannot be stated. Such a war would involve enormous forces and expense. Furthermore, contrary to the former war with Russia, the Russians would this time be fired with patriotism to drive out the invaders, while the Japanese would be lukewarm, to say the least.

Since the conference broke up, the situation in Siberia has changed by capture by the Kappelist forces of Vladivostok and neighboring territory. The withdrawal policy was made contingent on the Chita government's accepting certain Japanese demands, chief among which was the undertaking of maintaining peace in Siberia. It would seem as if, now that Vladivostok has passed out of the control of the Chita government, this might make it difficult for Japan to accept any guarantee which it might be willing to make, but a high official informs me that this will make no difference, and that Japan remains, in spite of the changed conditions, willing to withdraw her troops on Chita's assurance of maintenance of order, and that a high official will soon be sent which is uplifting and of a kind to develop a strong moral fiber?
The clean-living youth who went to war still is as pure as he ever was, with the added experience which makes him more firm in his belief as to which road to follow, and the few others are no worse than they would have been anyway. Aside from physical effects, we must believe that the soldier is a better man for his experiences. Let us grant him that, for it is little enough compensation.

DISCOVERY OF RICH ORE AT NORLING MINE CAUSES EXCITEMENT AMONG MINERS

Discoveries of rich ore upon the properties formerly known as the Norling mine on Jackson creek, has caused a stir among local mining men. Assays taken of ore from various places show values running from \$9 to \$18 per ton.
An engineer's survey of the four ledges show that they will intersect at a given point upon the property, and a tunnel is now being driven upon one of the veins that will cut this intersection at about 300 foot depth.
Numerous pockets have been taken from the surface and shallow workings, yet considerable ore has been staged and shipped with excellent results, netting from \$50 to \$100 per ton.
The mine is situated about three miles by good road from Jacksonville and a little over one mile from the railroad, and is easily accessible.

WHAT'S IN A NAME? HERE'S HOW PROSPECT WAS NAMED

When Judge William L. Colvig stated last Sunday that he and his bride spent their honeymoon fifty-two years ago at Dundee's mill, that was located just south of the present Prospect hotel, he raised the question as to how and when Prospect was named. Jim Grieve came to the rescue by saying that twenty-five years ago, when they built the first school house, the question arose as to what the place should be named. Mr. Aiken said, "The place has a bright prospect; let's name it Prospect." And they did.
Judge Colvig said "that reminds me of the naming of Persist post-office. The people there were so persistent in their efforts to have a post office established that it was named Persist.
James Grieve located at Prospect twelve years ago and built the hotel there. He has been adding to the place ever since. They will double the capacity for next year. People often after partaking once of the splendid bill of fare served by Mrs. Grieve, always boost for the place. In fact, Jim himself is a traveling advertisement for the place.

REPORT GOLD STRIKE IN GALICE DISTRICT, GOLD HILL

GOLD HILL, Or., July 25.—A gold strike on Birch creek in the Gallice district is reported by F. N.

Mithell. The strike was made on the property of a Frank Wilmarth and consists of a vein carrying large quantities of free gold, some of it running as high as 50 per cent. Mr. Wilmarth had a powder box full of the rich quartz. He had been following the lead in for some time. There are rumors current in the Gallice district of a rich strike at the mouth of Whiskey creek, but these have not been substantiated. Mr. Mitchell, who opened up the old Oricle mine, reports that the hills are full of prospectors brought in by the recent discoveries.

W. C. T. U. NATIONAL SUPT. SOCIAL MORALITY HAS APPOINTMENT FROM GOVT.

By MRS. HENRY H. LEAVITT
Dr. Valeria H. Parker, national director of social morality, as executive secretary of the United States interdepartmental social hygiene board, was announced yesterday by Major General M. W. Ireland, surgeon general of the army and chairman of the board.
Dr. Parker is considered one of the foremost authorities on social hygiene in the country. During the war she was a member of the national council of defense, and had supervision of the state policewomen in Connecticut.
The Ashland W. C. T. U. has placed a valuable magazine, published in Baltimore, entitled Mother and Child.

It's toasted LUCKY STRIKE CIGARETTE
The American Cigarette Co.

WOOD
In order to make room we are offering
Slab Wood at \$2.75 per tier
Cash with Order
Ashland Lumber Co., Phone 20

A LITTLE WATER SPRAYED
on flowers will keep them fresh and lovely for a long time. Get a reel of our first quality garden hose and keep your flowers, fruits, vegetables and lawn healthy and thriving. And we help in the effort to make gardening pay by charging the least we can for garden accessories.
SIMPSON'S HARDWARE

Summer Fuel Cut
Pine Cord Wood \$3.25 PER TIER
Good For Cook Stoves
Carson-Fowler Lbr. Co.
"In the Heart of Town"

July Clearing Sale
Any Spring Coat one-half Price—Ladies Suits 25 per cent to 50 per cent discount.
Every Waist or Blouse 10 per cent or more off.
Silk Dresses reduced 10 to 50 per cent—Summer Underwear 10 per cent off.
Laces and Embroideries 10 per cent to 50 per cent discount—Wool Dress goods 20 to 50 per cent discount
White Goods and Figured Veils all reduced.
Bleached Muslin, 12 1-2—19—22 1-2—25c—Curtain Goods and Draperies 10 per cent disc.
One Lot Dress Gingham, 19c
Sport Silk Skirts, \$9.75—Jersey Jackets, now \$6.95
GLOVE SPECIALS
CHAMOISETTE GLOVES
in slip-on style, Cream Gray and Chamoye Brown. Values up to \$2.00
Now \$1.19 and \$1.39
SILK GLOVES
One Lot at 80c
TWO-BUTTON SILK GLOVES
of excellent heavy quality with embroidered wrists, in White and Gray \$1.79
Selling Fast—the SILK HOSE at \$1.50
JAP CREPE Special 35c
Bridal Cambric 22 to 33 1-3c
Bleached Muslin 12 1-2 to 25c
One Lot DRESS GINGHAMS 19c
DEVONSHIRE CLOTH 35c special
Bridal Long Cloth 19 to 29c
Bridal Nainsook 22 to 48c
McGee's DRY GOODS