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 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.

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.

THINK DROPS
 It is all over now but the voting. Let's get that big hotel.
 The hottest hell into which a man falls is the one he kindles for others.
 The question now is not so much "who is who," as it is "What is what."
 Only through obedience to law, have we freedom; disobedience is slavery.
 All together please, the fight is over. Let's go! Ashland, Ashland.

Mrs. McCormick, Daughter of John D., Evolves New Idea of Woman's Life



Mrs. Pauline O. Field. Mrs. Edith McCormick. Catherine II of Russia. Lady Astor.

By MARGERY REX
 Written for International News Service
 NEW YORK, March 3.—Oh, sisters, do not "sit in" in a man's game! She who plays another's hand shall meet failure.
 Woman's immemorial work in this wide world, added to her present pursuits, can best be done if she retains the feminine role of passivity and lets man play his part without trying to prompt him or provoke him.
 In her study of the newer—called "synthetic"—psychology, Mrs. Edith Rockefeller McCormick, of Chicago, has evolved a philosophy concerning woman's work and its relation to that of man.
 In order to found a school in her Ashland!

Lake Forest home for the study of psychology, Mrs. McCormick returned from Switzerland recently. To the Cordon club, of Chicago, she has outlined her views, which seem a sensible compromise between the extremes of modern thought and the conservative status of her sex. She said:
 "Mrs. McCormick's Views
 "Woman in her negative capacity is as great as the man in his positive role, and when woman enters a man's field, understanding her limitations and powers, she is apt to succeed."
 "It is when women try to be other than they are by nature, and play the game according to the man's rules, that they are apt to fail."
 "In all human activities there are positive and negative forces. Woman

is a negative force; man a positive. The speaker cited for illustration a railroad in which woman would represent the rails, the negative force, and man the engine, or positive.
 Out of the darker ages, when successful women were expected to somewhat approach men in appearance and manner and mode of life, has come gradually a realization that woman need be no less a woman because she may add other accomplishments to her ancient role of housewife and mother.
 Mrs. Field's Opinions
 Whether she be painter or pianist or politician, woman can still be herself. According to Mrs. McCormick, and also according to a prominent woman lawyer of New York City, Mrs. Pauline O. Field, lately appointed to the district attorney's staff, the woman who is not true to herself is without real success, friends or admiration.
 "The woman who wants to play the game in a man's way," emphasizes Mrs. Field, "does not understand or appreciate her own sex."
 "Woman's natural endowment tends toward passivity, of course. There is no question about that—

Anyhow, when Ashland really starts out after anything she brings home the bacon.
 All together. A strong pull, a long pull and a pull all together. That's what gets the persimmons.
 There is no argument in calling your neighbor a liar and blackguard. Facts only should justify action.
 If Mr. Clayburne should come forward with a good proposition for Ashland, the Tidings would be with him for the undertaking.

um would be a fitting finish to an undertaking in which Ashland has already invested some two hundred thousand dollars. Looks like some plan should be worked out to get it.
 Citizens of every town have their personal ambitions and the differences growing out of the clash of ambitions, but in live towns these personal differences are not allowed to stand in the way of big undertakings.
 It would not be bad if we succeeded in landing somebody who would spend half a million or more in building a big hotel for Ashland and put enough experience and advertising behind it to make it go. Such an enterprise could not possibly be made to succeed without increasing the population of Ashland two or three fold.

You came into the world weeping while all around you smiled. So live that you may go out of the world smiling while all around you weep.
 In olden times we advised the boys to hitch their wagon to a star. Now we have the dickens of a time trying to keep them from hitching their flivver to a comet.
 The Tidings is glad that its chief, during the past few months, has not indulged in any little, mean personalities, or innuendoes against anybody's personal character.
 A fine, big new hotel and sanitar-


Great results may be looked for from the sportsmen meeting at Medford Wednesday night. The Ashland boys were very successful in inducing down-the-valley members to their way of thinking. The proper handling of the fish and game matter means much to the Rogue river valley in the future. That kind of sport fits in splendidly with Ashland's big plans. The Ashland delegation is to be congratulated.

that she has the ability 'to bear, to sustain, to carry, even though she suffer. That is the great wonder of woman! Though that is a negative quality it equals man's 'positive' achievements.
 "We all have reached the status today where sex is not involved at all. What woman does she feels she must do well. She can apply herself diligently to her ideals, and the question of her being a woman has nothing to do with her success or lack of it.
 "This Generation Pioneers"
 "It is still a new thing for great numbers of women to do man's work. Those of this generation are the pioneers, though."
 "I agree with Mrs. McCormick in that woman, whether she remains in her home or go to office or business, must be her natural self, a woman. She should never forget she's a woman. Because of it she will get greater respect than if she tries to imitate men."
 "Although I agree, for the most part, with Mrs. McCormick as to her appreciation of women's great asset in her own femininity, I think her attitude somewhat European. People in Europe have a different conception of woman from ours."
 The woman who plays the game by a man's rules not only lessens her own value by this low estimate of her own sex, but flatters men by admitting she doesn't think she can win otherwise.

BUDDHIST TURNS CHRISTIAN
 HUNTINGTON, W. Va., March 3.—Hayao Kashawagi, a Japanese lineal descendant of ten Buddhist priests, and son of a native Congregational minister, has just been ordained a minister of the denomination at the first Congregational church here. The new minister is a graduate of Oberlin college and of the Yale Divinity school. He left Japan eleven years ago and plans to return next fall to enter upon active ministerial work in Japan.

Guns Repaired
 FISHING RODS WRAPPED
 Barrels and Parts Supplied and Fitted for Any Make of Gun
R. Middleton
 81 OAK STREET

Ashland Realty Co.
 Houses to Rent
 Property for Sale
 25 East Main St. Ashland, Oregon
 Phone 181

Good Cooking Utensils

 makes good cooking easier. The right pan, roaster, saucepan, boiler or kettle has a lot to do with the result. Our housewares are selected by an expert in housekeepers' needs. Every housekeeper, actual and prospective, should visit this department and see what are the very latest and best ideas in kitchen efficiency and economy.
SIMPSON'S HARDWARE

IT'S EASY
 when you have friends drop in unexpectedly for dinner, to serve them plates of nice, hot soup made from our cans. Those who know say our tomato, beef and chicken soups are as good as any made at home.


PLUMMER'S
 153 EAST MAIN ST. PHONE 59
 QUALITY GROCERY
 GENERAL DELIVERY SYSTEM SERVICE

Every Fisk Tire
 is backed by an unlimited guarantee. Twenty years of actual experience in tire building, and twenty years of honest dealing with the public.
 That is why we recommend Fisk tires.
 They cannot be excelled.
KRUGGEL BROTHERS
 GUARANTEED VULCANIZING
 TIRES ACCESSORIES
 TEL. 125 ASHLAND, OREGON 91 OAK ST.

Pending Future Investment
 Invested in our Certificates of Deposit, business or personal funds that are temporarily idle pending some future investment, can earn a reasonable rate of interest for even a short period.
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

The insolent alarm clock that went off at the wrong time
 For a little while it gave the call at 7 a.m., and was useful. When it began calling at midnight and 2 o'clock in the morning, it became a nuisance.
 When tea or coffee stimulates the nerves at mealtime it seems pleasant, but when it gives the wake-up call at midnight and leaves nerves hungering for sleep at mid-afternoon, the pleasure is gone and serious harm is on the way. This often happens.
 Thousands of people have found it fully as pleasant and far more safe, to get the comfort of a hot meal-time cup of Postum—and to know that there's not going to be any irritation to nerves afterward.
 Postum is delicious and satisfying, and it contains no element that can harm nerves or digestion. Postum is a safe and delightful drink for every member of the family, at any meal.
 Your grocer has both forms of Postum: Instant Postum (in tins) made instantly in the cup by the addition of boiling water. Postum Cereal (in packages of larger bulk, for those who prefer to make the drink while the meal is being prepared) made by boiling for 20 minutes.
Postum for Health
 "There's a Reason"
 Made by Postum Cereal Co., Inc., Battle Creek, Mich.



MILLINERY
Spring Opening
Saturday, March Third
 THE DAINTIEST, MOST ATTRACTIVE CREATIONS FROM THE CENTER OF FASHION
 NEW FABRICS—NEW STRAWS—ALL OF THEM SAUCY; SHOWING A RARE COMBINATION OF STYLE, COLOR AND CRAFTSMANSHIP
 At \$5.00 and up
Wineland & Shepherd
 Hairdressing Parlors
 ROOM 1—CITIZENS BANK BLDG.

