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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.
 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.

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THINK DROPS

The mouse is behind many an up-lift movement.
 Two can live as cheaply as one, but it is pretty hard on the family toothbrush.
 Just when a fellow thinks he understands a woman she shortens her dresses to throw him off the track.
 The only thing that keeps some people from eating soup with a knife is their instinct for self-preservation.
 When a neighbor buys a pair of opera glasses it is a pretty good idea to keep your window blinds pulled down.
 When picking out an automobile or a wife, don't be deceived by the hood, the paint or the pleasing lines of the body.
 Ashland needs that big hotel and sanitarium. The Tidings is doing everything in its power to encourage the prospective investors. How about you?
 The results of the Chamber of Commerce vote, which will be counted tonight is far reaching. Wonder whether all the members fully realized that when they cast the ballots.
 Sixty-two new subscribers added to the list last week indicates the way the wind blows. Ashland folks really appreciate the efforts of those who are trying to do something for the city.
 A man's best vindication is the things he really does—the goods he delivers. Sentimental, friendly vindication against charges is pleasing, but may be gained through pure friendship or sympathy. What a man does stands for what he is.
 Slowly Improving
 Mrs. Ralph Hall, of B street, is slowly improving from her recent illness and it is expected to see her around among her friends again in the very near future.

GYPSY PROPHECY GIVES GERMANY A KING IN 1927

BERLIN, March 6.—Monarchy will be restored in Germany in the year 1927. That is, if a gypsy prophecy is fulfilled. This prophecy, dating from 1849, has been revived by a German lecturer in an address on "Germany's Future."
 According to this chronicler, Prince Wilhelm of Germany, later the first emperor of the new German empire, was returning from Baden, whither he had gone to suppress an uprising, when he was met by a band of gypsies. In some way the customary fortune teller of the band gained access to the prince and read from his hand four prophecies, three of which have already come true. They were as follows:
 1. He would become emperor of an united Germany.
 2. He would live to the age of 91.
 3. The German empire, established under his aegis, would go to pieces after a comparatively short existence, the Prussian empire collapsing in the ruins.
 One Prophecy Remains
 4. A new Prussian king would be chosen on March 19, 1927.

The prince was amused but incredulous, and the gypsy feeling her professional honor at stake, offered to prove her prophecies mathematically. Accordingly she drew up the following table:

	I.	II.	III.	IV.
1849	1871	1888	1913	
9	1	8	3	
4	7	8	1	
8	8	8	9	
1	1	1	1	
1871	1888	1913	1927	

 In this table the four totals represent severally the date of the coronation of the first German emperor, the death day of Emperor Wilhelm I, the beginning of the late catastrophe, and the future restoration of the Prussian throne.
 Particular interest is attached to the third prophecy from the fact that the gypsy gave the date October 18, 1913 (instead of August 1, 1914) as the beginning of the catastrophe leading to Germany's defeat.
 This she explained as follows: "In October, 1913, one of your descendants will be surrounded by a group of apparently friendly rulers, who a year later will have become his bitterest enemies. By provoking a war on an unprecedented scale, they will tear down everything you have so carefully built up, and the Prussian throne will be down in the ruins."
 This was the day when nearly all the rulers of Europe were present at the guests of Wilhelm II at the unveiling of the monument erected to the battle of nations, in Leipsic.
 In answer to the prince's question as to the duration of this war, the gypsy said: "Four years and an additional year until peace is signed," giving the exact day of the final catastrophe as "November 9, 1918."
 Those who believe in clairvoyance will have another five years to wait before the confirmation or the refutation of the gypsy's fourth prophecy.

Here from Yreka—
 Nick Delean, of Yreka, was here over Sunday visiting friends.

MEXICO IMPORTING NECESSITIES NOW

Trade between the United States and Mexico has slipped all former records—but it is paid for in cash, as no credit can be extended with safety. All business is done in gold—whether it is paying for hides and meat, for timber and coal, or for corn and other foods. Mexico is exhausting her gold reserves for absolute essentials, while the Government confiscates farms, ranches and many industries for the benefit of the natives.

"A large increase both in the volume and the total value of exports from the United States to Mexico during the eight months ending with August last, seems somewhat anomalous when considered in connection with the decline in values of goods imported by us from Mexico during the same time," says the St. Louis Globe-Dispatch.

In an analysis of the figures, issued by the National Association for the Protection of American Rights in Mexico, the statement is made that the enormous increase in exports to Mexico reflects the paralysis of that country's industry. Due to the uncertainty of land owners about their titles and to business men about profit sharing laws which are referred to in Mexico as the strange laws. A very large proportion of the goods imported by Mexico consists simply of food and finished necessities of life. Mexico's exports have been declining steadily in volume for about two years during which period her imports have been rising, sometimes gradually and sometimes very sharply, according to the number of bolshevik outbreaks, strikes or revolutions in progress also according to the condition of the National Railways.

The only article which Mexico exports that does not show both a decline in volume and value is petroleum. With this item removed, the exports of the country are negligible. More than sixty per cent of the revenue of the National Government is now obtained from taxes on oil.
 During the first eight months of this year Mexico's exports declined forty million dollars compared with the same period of 1921, while her imports increased sixty million dollars during the same period.
 The great Mexican cattle ranges have been swept almost clean of cattle so that Mexico is now importing both meats and hides from the United States. The uncertainty of conditions in the outlying sections of the country and the unsatisfactory railway service have forced Mexico to buy from the United States many million dollars worth of lumber, although that country holds some of the greatest timber reserves on this continent.

FARM BUREAU TO HOLD MEETINGS THIS WEEK

A meeting of the farmers will be held Friday afternoon, March 10, at 1:30 o'clock, at the home of Ralph Billings just north of Ashland. This meeting is being held under the auspices of the county agent and the farm bureau. An excellent program will be given, and two able men will be present to give facts and figures in regard to the subjects to be discussed. C. C. Dixon will be on the list and will give some valuable information for the benefit of the farmers and others who attend. Prof. E. B. Fitz of the extension department of Oregon Agricultural college, will be the other speaker of the day and anyone who has heard Prof. Fitz will certainly be present to hear his talk, which will be fully as instructive as any ever given in the past.
 The subjects to be discussed are

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SIMPSON'S HARDWARE

silage, corn planting and calf raising. The latter subject will be discussed in various forms and will lead to a general discussion of the development of the dairy herd. An enthusiastic meeting is anticipated and a large crowd is desired.
 The same program will be given Saturday afternoon at the home of George Hilton on the Medford-Central Point road.

DORMANT SPRAY NOTICE

Dormant spray with lime and sulphur should be applied just as soon as possible on pears and peaches. If this spray is applied before the buds begin to swell it will control pear leaf blister mite and San Jose scale in the pears, and peach leaf curl on the peaches. This should be applied at the regular dormant strength. Lime and sulphur test 30 degrees Beaume diluted one gallon lime and sulphur to eight gallons of water.

Apple spray for the control of San Jose scale and aphid can be applied a little later with better results, especially for the aphid. This dormant spray on apples can be applied even after the leaves begin to show, without material danger to the apple trees.

It is important that pears and peaches be sprayed immediately and

owners of these varieties ought to be busy every day that it is possible to get on the soil.

If dry lime and sulphur is to be used as a substitute for the liquid use 15 pounds to 50 gallons of water. Either oil emulsion one gallon to 100 gallons or one pound of casein to 100 gallons of the diluted spray may be used to advantage as a spreader. And it is recommended that spreader be used where San Jose scale has had a good start.

CLAUDE C. CATES,
 County Pathologist.

NAMES OF JUDGES OF ELECTION ANNOUNCED

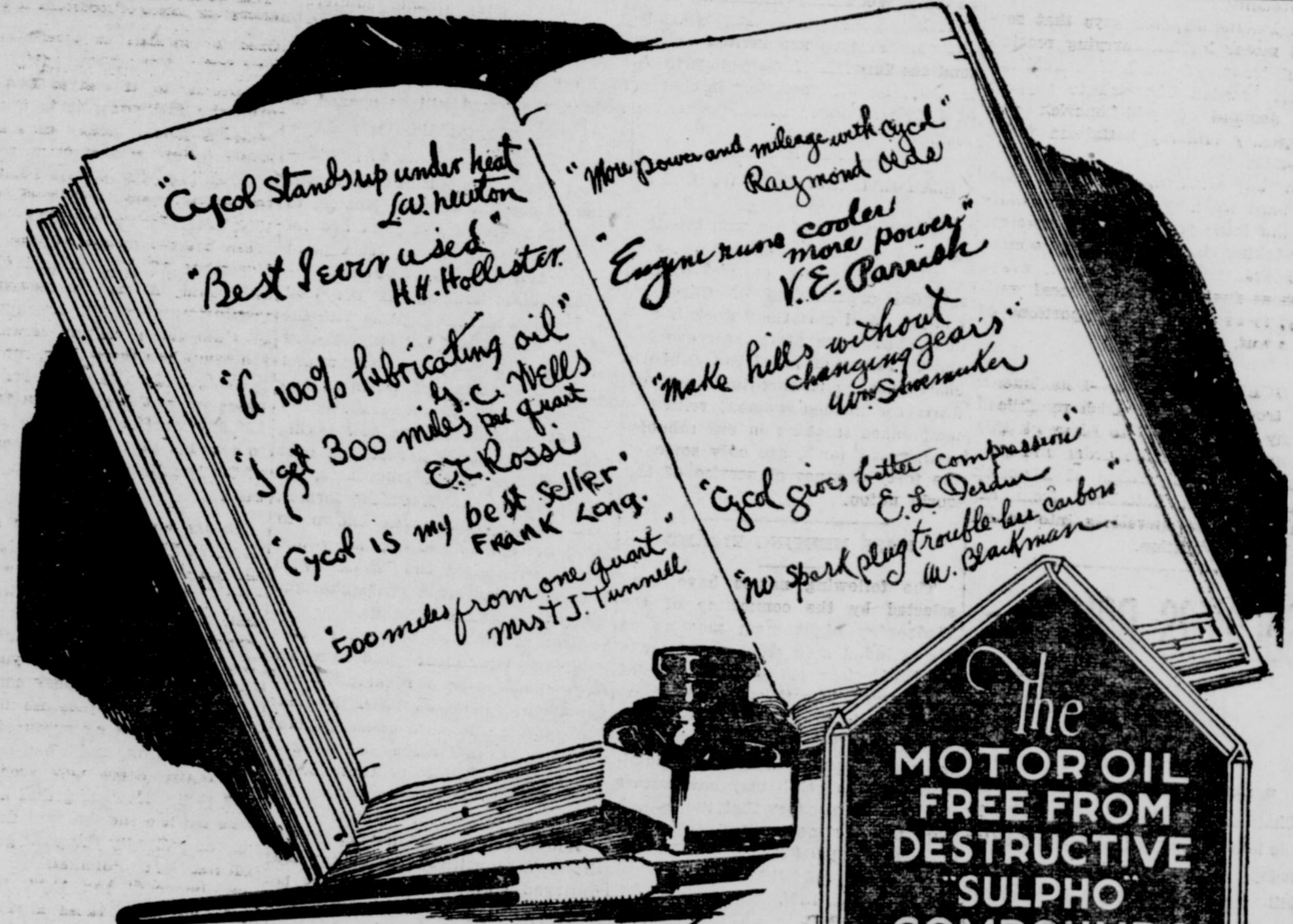
The Chamber of Commerce has announced the names of F. E. Watson, Irving Finley and A. E. Kinney as judges in the forthcoming election of that organization. President Enders announces that all applications received before Monday evening, March 6, will be voted in at a meeting of the board that evening.

POLISH CABINET RESIGNS

LONDON, March 6.—The Polish cabinet resigned Saturday, a result of the failure of the Vlna negotiations regarding annexations, according to a Warsaw dispatch.

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