

**Ashland Tidings**  
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 Published Every Evening Except Sunday  
**THE ASHLAND PRINTING CO.**  
 OFFICIAL CITY AND COUNTY PAPER  
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 E. J. BARRETT, Editor

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 One year ..... 7.50  
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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.

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.  
 SOLOMONITES  
 Don't howl. Cheering pays better.  
 Tailors are making clothes now with special reference to the convenience of hip pockets.  
 When you're looking for Old Man Trouble, it might be as well not to overestimate your capacity.  
 Mark Twain once remarked that a great deal has been said about the weather, but very little had ever been done.  
 A late release in movies is announced as showing an eclipse of the sun. Ashland must have had a superstitious visit from the movie colony at Hollywood to get the proper atmosphere for that picture.  
 Some folks fail to realize that the logical time to kick is when you're in swimming. Listen to this from an Ashlandite who didn't get in on the reception to Sir Auckland Geddes: "Pshaw! Funny Englishman, that—didn't even wear a monocle."  
 NO TIME FOR THE PESSIMIST  
 The pessimist we have always with us. On every hand, in every age, are men who delight to drag a soapbox out into the streets of the world and cry out to all who will listen that mankind is on the highway to perdition. Sooner or later they are run down by traffic, in which grew some fate they find complete vindication for their theories.  
 The world today has many vexatious problems, but what is important to note is that it has been troubled gravely before. And it has always come out, scarred but sound. Ever since shortly after the dawn of things there have been anarchists and reactionaries and profiteers and greedy fellows of every type, in every walk of life. They are forgotten now, as the trouble-makers of today will be forgotten in another century. Many remember long those who serve them well. Nations have been overthrown before, and empires have expired, but mankind kept on developing through the centuries his knowledge and faith and power.  
 But there is no progress through

wishing. Man grows only by working. It is not enough to have faith that we shall come out of the valley of our discontent. We must have the faith that inspires work and the zeal of precept that enthruses example. If we would live again in the piping times of peace and plenty we must labor for them.

**WAS COLUMBUS A JEW?**  
 Almost any school child, if questioned, will tell one that Christopher Columbus discovered America in 1492, that Columbus was an Italian, born in Genoa, and that the good Queen Isabella of Spain turned her jewels into cash to finance his trip to the new world. These items are so long established that it seems inconceivable, if not sacrilegious, to disturb them now.  
 But now it happens that the Spaniards and the Portuguese, with equal lack of consideration for our tender feelings, are claiming Columbus was a Spanish Jew, while Portugal claims he was a Portuguese Jew. Sad to relate, it is now stated that Queen Isabella did not part with her jewels to obtain money to finance the expedition of discovery. It is said that documents have been discovered proving that Spanish and Portuguese Jews advanced the money to the queen without embarrassing her to the extent of taking her jewelry. That's altogether too much! What childhood illusions remain?  
 Ah, but the French are not to be outdone. The French press is now pushing the claim of Captain Jean Cousin, of Dieppe, as the real discoverer of America. Cousin is said to have reached South America in 1488, four years before Columbus' famous trip. But what about the Norse discoveries of America. The Norsemen ought not to lack support.  
 One must suppose that Lo, the poor Indian, welcomed all these discoverers to the shores of the new world. Lo apparently is classed with potatoes, tobacco, etc., as a wild thing of nature. Isn't it time that someone began pushing the claim of Lo and his ancestors as the real discoverers of America?  
 If there's such competition in Europe to claim the discovery of America, it must be they think well of us after all.

**Ammonia Tries to Escape**  
 To prevent loss of ammonia from manure, either land plaster or superphosphate can be used to advantage by putting a handful of the material in the gutter behind each animal once a day. Super-phosphate contains both phosphorus and land plaster, hence is of more value to the land. Hydrated lime or ground limestone should never be used with manure as they hasten the loss of ammonia.

**Vetch Aphid Scarce**  
 Growers will not need to fear the vetch aphid as much as usual if early indications hold true. The severe winter seems to have destroyed most of these troublesome pests.

**Bees Need Water**  
 Be sure your bees have a permanent supply of water near the apiary. This is especially important in the spring. Measure your success as a beekeeper by the average yearly production of honey from your colonies, and not by the number of swarms you get. Learn to prevent swarms.

**Climbing Pests Hurt Trees**  
 Young pear and filbert orchards especially suffer serious injury in the early spring from bud weevils, climbing cutworms and similar bud-infesting insect pests. This is especially true where the orchard is on new ground. Barriers of tree tanglefoot placed around the trunks 11 to 18 inches from the ground are an effective check against these pests. Home made barriers of cotton batting may be used. Cut the batting four inches wide and long enough to lap slightly. Tie it reasonably tight at the lower edge with a thin cotton string. Then take hold of upper edge and pull the band down over the tied edge. It then forms a fluffy, funnel shaped barrier.

**VISIT OLD FRIENDS**  
**GRANTS PASS, SUNDAY**  
 Mr. and Mrs. M. E. Randles motored to Grants Pass Sunday, where they were guests of Mr. and Mrs. Roy McAllister. Mrs. McAllister will be remembered as Miss Olive Sober, who was a graduate of our local schools. Mr. and Mrs. McAllister have recently purchased land near Grants Pass and built a small bungalow and are now rejoicing over the advent of another baby girl, who arrived on March 9.  
 Leave a clean camp and a dead fire.

about 11 per cent of all sweet cherries in commercial orchards with pollinizers. Black Tartarian and Black Republican were recommended as pollinizers for the dark species such as Bing and Lambert, and Waterhouse for the light colored such as Royal Ann and Napoleon.

How many growers acted on the recommendations is not known, but that at least 5 per cent of them did is certain. The net gain annually from even this small percentage of full-bearing trees is about \$72,000.

Had all growers followed the plan it is estimated the annual value of the cherry crop in Oregon would be five times what it is now—\$1,800,000 instead of \$360,000 as at present. Growers who have reported on the plan had better results than the estimated 500 per cent increase in production.

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**EUGENE REALTOR DIES**  
 EUGENE, Or., April 11.—Clyde E. Sellon, realty dealer of this city for 11 years, died suddenly Sunday morning at the age of 44 years. He is survived by a widow and two children.  
 Livestock needs grass and water. Forest fires mean an end of both.

No day of all the year means more than Easter day to the one who loves and serves, even in the smallest things.  
 Grazing and lumbering are two great industries which are largely dependent upon the national forests. Forest fires kill all the green trees and destroys the grass.

**Union Easter Services**  
 The Christian Endeavor societies of the Presbyterian, Christian and Congregational churches will hold a union Easter service prayer meeting and breakfast Sunday morning at the Presbyterian church. All members are cordially invited to be there at 6:30. Please bring 10 cents each to cover cost of the breakfast.

*Mrs. L. writes:*

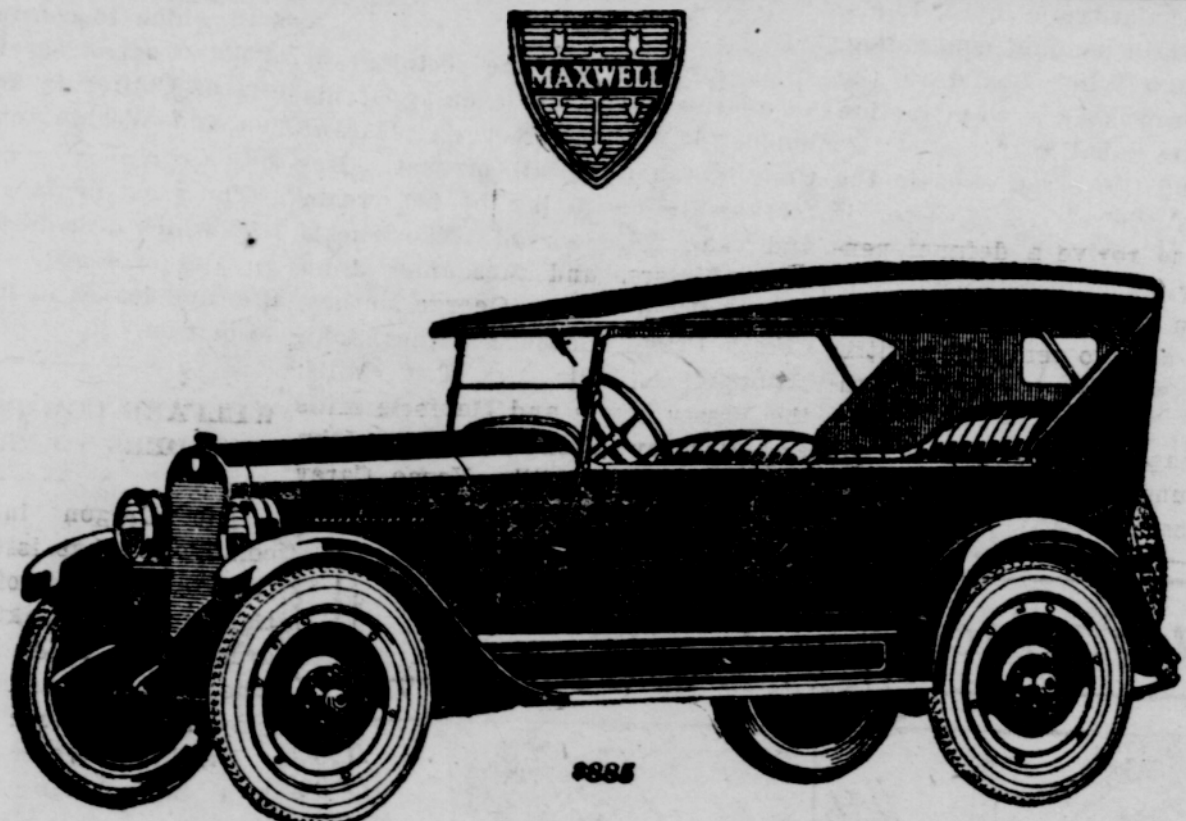
"I am convinced there is a difference in baking powder. I have been using any old powder for ten years but my cakes are 100 per cent better since I bought a can of Royal Baking Powder. I recommend it to any housewife who thinks she knows all about cake making with any kind of powder."

**ROYAL BAKING POWDER**  
*Absolutely Pure*

Contains No Alum Leaves No Bitter Taste

Send for New Royal Cook Book—It's FREE  
 Royal Baking Powder Co., 130 William St., New York

**LEADING SWEET CHERRIES NEED CROSS-POLLINATION**  
 Orchardists Advised to Top-Work About 11 Per Cent of Orchard With Proven Pollinizers  
 Oregon's leading sweet cherries—Napoleon or Royal Ann, Bing and Lambert—are not only self-sterile, but inter-sterile as well. This startling fact was brought out and announced by the state college experiment station away back in 1911, 1912 and 1913.  
 Based on these findings, recommendations were made to topwork



**THE splendid performance of the New Series of the good Maxwell in every part of the country, emphasizes the value of this fine car.**

Touring Car - \$285 Sedan - \$265  
 Roadster - \$305 Coupe - \$285  
 R. G. B. Deutz, exclusive dealer in Ashland

**A. W. WALKER AUTO CO.**  
 Phone 18 MEDFORD, OREGON

*The Good*  
**MAXWELL**

SAY IT WITH  
**Easter Flowers**  
 —See what a glorious variety you can choose from at The Ashland Greenhouse! Lilies, Roses, Carnations, the gentle fragrance of Sweet Peas, sturdy potted plants—they all carry Springtime's message of beauty and cheer.  
 —Better make your choice now for Easter. You can't send a happier, more appropriate remembrance than Flowers—and there's no better place to choose them than at  
**The Ashland Greenhouse**  
 PHONE 120

**TIRE PRICES SLASHED**  
 TO  
**ONE-HALF**

These are Culp-Plan prices on Empire Tires. They are low because all the unnecessary selling expense has been cut out. We buy the entire factory output on a cost-plus basis. Our prices are just about half what you've been paying. Read 'em and weep:

SIZE	Fabrics N.S.	Cords N.S.	Red Tubes	Gray Tubes
30x3 Clin.	\$ 7.90		\$1.90	\$1.35
30x3 1/2 Clin.	\$ 9.93	\$14.85	\$2.35	\$1.55
32x3 1/2 S. S.	\$14.35	\$19.14	\$2.70	\$1.70
31x4 Clin.	\$16.03	\$22.07	\$3.25	\$1.85
32x4 S. S.	\$18.72	\$24.82	\$3.35	\$2.00
33x4 S. S.	\$19.73	\$25.30	\$3.50	\$2.10
34x4 S. S.	\$20.15	\$25.71	\$3.70	\$2.30
32x4 1/2 S. S.	\$1.48	\$4.30	\$2.50	
33x4 1/2 S. S.	\$2.15	\$4.45	\$2.65	
34x4 1/2 S. S.	\$2.55	\$4.55	\$2.75	
35x4 1/2 S. S.	\$3.92	\$4.60	\$3.00	
36x4 1/2 S. S.	\$3.62	\$4.85	\$3.25	
33x5 S. S.	\$39.13	\$5.25	\$3.50	
35x5 S. S.	\$41.08	\$5.65	\$4.00	
37x5 S. S.	\$43.22	\$5.90	\$4.75	

The Empire Tire & Rubber Company has been making rubber goods for 53 years. It is one of the oldest tire companies in the business. Its tires have stood the test of the hardest service in the East, where they have been among the most popular brands for years. You'll find the Empire a thoroughly-made, strong and serviceable tire.

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**Class A Garage**  
 ASHLAND HOTEL BLDG., PHONE 30