

Ashland Tidings

Established 1876
Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
OFFICIAL CITY AND COUNTY PAPER
TELEPHONE 39

E. J. BARRETT, Editor

Subscription Price Delivered in City:
One month \$.65
Three months 1.95
Six months 3.75
One year 7.50

ADVERTISING RATES
Display Advertising
Single insertion, each inch30c

YEARLY CONTRACTS
Display Advertising
One time a week27 1/2c

Legal Rate
First time, per 3-point line10c

Local Readers
Each line, each time10c

Classified Column
One cent the word each time.

Legal Rate
First time, per 3-point line10c

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 reports of such activities after they have occurred is news.

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.



SOLOMONITES

A notorious bigamist would turn evangelist. He carries his own choir.

City administrations in the East are boasting a great saving—in daylight.

It takes a pretty smart man to be a crook, but what a ding-batted fool a smart man is to be a crook.

If it is true that children in Russia run out in the streets to get their share of cod liver oil, we will believe anything else they say of that country.

It is reported that the regimental bands of the American troops recently recalled from the Rhine country are now frequently playing "How Dry I Am" and "The Girl I Left Behind Me."

Pause today and let your mind dwell on the fact that nearly two thousand years ago today, the greatest tragedy in human history was enacted. Picture to yourself that scene on Calvary, where the Son of God, who had come to save the world was nailed to a cross, suffering excruciating agony, between two malefactors. Then search deep into your own heart with the thought: "Thath Thou done for me; what have I done for Thee?"

The Portland Tax league is considering the advisability of taxing property at its full value in order to reduce taxes. This is playing the old Tammany Hall trick with a vengeance. Whenever that wonderful political organization wanted to "put one over" on the dear public, they reduced the tax rate and raised the assessment. The rank and file, the "great unwashed," who didn't own any property, swallowed the bait, "hook, line and sinker," and the result was the invariable rousing of the big majority for Tammany Hall. The Oregon tax leaguers apparently want to reach the limit at once; maybe to get the agony over with. At the rate of increased assessments, it would only be a year or two, anyway, until a total valuation basis was reached.

GENOA CONFERENCE

It is not unlikely that much good may come from the Genoa conference, notwithstanding the haze of uncertainty surrounding its proceedings in these early stages. It is the first time since the war that all the nations of the continent have been able to get together and discuss their mutual problems, and while there are many divergent interests to be reconciled, it is more than likely, some of the deadly miasma of war hatreds may be lifted, toward the end that Europe may resume its normal industrial functions. The fact that Russia and Germany are participating in the conference augurs well for progress, and while it is improbable that Germany and France will ever get together to the extent of burying their national enmity, a satisfactory status quo, based on commercial expediency, may be arrived at, which would have a tendency to clarify the industrial atmosphere of Europe.

It is well, perhaps, for the United States that we are not represented. The problems with which the conference will have to deal, are entirely European, and our late experiences demonstrate that the less this country has to do with foreign entanglements, the better we are off.

ARBUCKLE'S FUTURE

The public can now draw an uninterrupted sigh of relief. The Arbuckle case has ended. "Fatty" is free and will re-enter the "movies" in the hope of being restored to public favor. It will be an interesting study to watch this staging of a "comeback." His "movie" manager seems certain of the outcome. In this case, however, it would seem that the "wish is father to the thought." The attitude of the public cannot be gauged to any degree of certainty. It is a pretty difficult matter to reset in all the prestige of former glory, a dethroned idol. Witness what has happened to "America's Sweetheart," Mary Pickford, and her present husband, Douglas Fairbanks. Both were at the zenith of their careers, when the hot breath of scandal swept across their path, blistering their reputations to the extent that they have been relegated far to the rear of the place they once held in public estimation. And to that extent have they lost prestige. True, they are big drawing cards today, because of sheer ability, but who will say they hold the warm spot in the American heart, or ever will again, that was theirs before the marital fiasco.

Easter in Switzerland

To those who have journeyed in Switzerland the word "Easter" conjures far more than a vision of towering peaks or snow-clad mountain ranges shining in an eternity of snows, and of lakes as blue as lapis lazuli, framed by emerald vineyards climbing up Alpine meadows. It recalls to one vividly the popular fetes and national dances of the people which bring joy to their hearts after the long, hard Alpine winter is past.

Despite the shadow of their mountains and their eternal struggle with nature in the form of disastrous avalanches or similar catastrophes, the Swiss are a buoyant people and apply themselves to merrymaking with the same zest they display in their work. Next to August 1, when they celebrate the birth of their confederation, much as we do our Fourth of July, to which it is equivalent, Easter is looked forward to more than any other festival of the year.

From the time the first blossom appears on the meadows preparations for Easter are in progress in every isolated peasant home and in every chalet in the hamlets and towns nestling at the foot of the mountains. One of these Swiss homes is typical of all the rest. If it is old enough it has acquired the rich sepia and burnt sienna tones characteristic of the country, and frequently on its front walls is a motto or a legend in black gothic letters that proclaims, to all who behold, the sentiments of those who dwell therein, or it tells the year in which the owner caused it to be built by what master-builder. In addition to the garden space about it there is a pear tree trained up in front against the balcony, while the ledges of the two-storied balconies are adorned with potted plants blooming profusely. It is in just such a comfortable peasant home that Vrenell, the eighteen-year-old daughter, can be pictured in the act of announcing that she has found the first "Alpenrosli," as the little Alpen rose is called.

WEDNESDAY CLUB IS ENTERTAINED AT CHURCH

The Wednesday club was entertained yesterday afternoon at the Presbyterian church by the newly-elected officers of the organization. Mesdames Plummer, Harner, Lamkin, Van Sant, Shinn and Poley were named as the calling committee. Several plans for future work were discussed, among them being a plate shower for the culinary department of the church, Mrs. Shinn and Mrs. Harner to select the dishes.

An Arbor day ceremony was then observed by planting shrubs in the triangle of ground by the Helman street entrance for the following pioneer members: Father Williams, the first missionary in southern Oregon and founder of the church; the three sisters, Mrs. Mary Dunn, Mrs. Anne Russell, and Mrs. Martha Gillette; Rev. and Mrs. William Clyde; the sisters, Mrs. Kentnor and Mrs. Giddings, the Grubb family, and Mrs. Mathes.

The local chapter of the Guild then planted a rose bush of a very beautiful variety, the parent bush of which was planted many years ago by Mrs. Gillette. This rose is a perennial, and should long serve as a reminder to members of the Guild to live as good a life as did the donor. All enjoyed the refreshments and the chat over the teacups at the close of the ceremony.

By a curious coincidence, all the new club officers have names beginning with the letter "W." They are not the I. W. W.'s, however, but some of the bright ones are trying to compose a slogan of the letters that shall be a rallying cry for the year.

No room in the woods for Mr. "Didn't know it was loaded," or his burn.

Easter
THE meaning of Easter and its message of joy, the revival of hope and the buoyant renewal of our aspiration come to an old and tired world this morning and pervade our lives even as the springtide floods and fills the meadows with her everlasting miracle.
BY AN irresistible human impulse, we seek out our finest and most fashionable raiment, and that impulse is parallel to the natural processes in the world about us. If the earth can put off her drab habiliments of winter and forget the somber, sunless hours, so can the children of earth. In every life today there may be a resurrection from the dead. In every life old things may be discarded. He has not caught the spirit of the festal celebration who is not stirred to a renewal and is not moved to forsake the darkness and give welcome to the light.
IT IS more than a church festival. Believer and unbeliever together share the influences of the day. In each of us, whatever creed we formally profess, there dwells the feeling that the day betokens. It is the assurance that life is worth the living and that love can never lose its own. We stand today not at the brink of a tomb but on the threshold of this eternal life and of this love immortal.

Easter in Switzerland

To those who have journeyed in Switzerland the word "Easter" conjures far more than a vision of towering peaks or snow-clad mountain ranges shining in an eternity of snows, and of lakes as blue as lapis lazuli, framed by emerald vineyards climbing up Alpine meadows. It recalls to one vividly the popular fetes and national dances of the people which bring joy to their hearts after the long, hard Alpine winter is past.

Despite the shadow of their mountains and their eternal struggle with nature in the form of disastrous avalanches or similar catastrophes, the Swiss are a buoyant people and apply themselves to merrymaking with the same zest they display in their work. Next to August 1, when they celebrate the birth of their confederation, much as we do our Fourth of July, to which it is equivalent, Easter is looked forward to more than any other festival of the year.

From the time the first blossom appears on the meadows preparations for Easter are in progress in every isolated peasant home and in every chalet in the hamlets and towns nestling at the foot of the mountains. One of these Swiss homes is typical of all the rest. If it is old enough it has acquired the rich sepia and burnt sienna tones characteristic of the country, and frequently on its front walls is a motto or a legend in black gothic letters that proclaims, to all who behold, the sentiments of those who dwell therein, or it tells the year in which the owner caused it to be built by what master-builder. In addition to the garden space about it there is a pear tree trained up in front against the balcony, while the ledges of the two-storied balconies are adorned with potted plants blooming profusely. It is in just such a comfortable peasant home that Vrenell, the eighteen-year-old daughter, can be pictured in the act of announcing that she has found the first "Alpenrosli," as the little Alpen rose is called.

Reveals Coming of Easter.

Instantly there is great excitement in the family circle, and they all gather round her to view the rich red blossoms.

"Now comes Easter!" cries the grandmother excitedly. "Behold our resurrection flower!" she adds reverently, leaving her chimney corner for the first time in months. She has had a busy time through the hard Alpine winter knitting woolen stockings, and there are many pairs of feet to provide for.

"Mother, aren't you glad?" asks Vrenell. Mother smiles and sighs good naturedly as she thinks of the busy days ahead, not only for Easter, but the preparation for Vrenell's wedding soon thereafter, judging by the attentions of one Jean.

The boys are already dancing a jig with their smaller brothers and sisters—Kathiel, Jaggi, Babell and Seppi—while Vrenell with shining eyes takes her place at her spinning wheel to weave more treasures for her beloved "hope chest."

WHY "ROGUE RIVER"

In the earliest maps of southwestern Oregon, made by French-Canadian trappers, they call the river "Riviere Rouge," as it runs through a red granite formation. By a mistake at Washington, D. C., the cartographers transposed the letters and it has been known as the Rogue river ever since, and it certainly is, at most seasons of the year, in the canyon below Galice.

COMMANDERY WILL OBSERVE EASTER SUNDAY

Malta Commandery No. 4 will observe Easter Sunday at Medford, in Masonic hall. At 1:30 o'clock there will be a fine lunch for the Sir Knights and their ladies, who are all invited to attend. At 2:30 the Easter ceremony will be presented by Rev. P. K. Hammond. Excellent music has been provided for the occasion by the committee in charge. Easter is one of the two big days of the year for the commandery, and it is the intention to observe in a fitting way. A large delegation of Ashland knights and ladies will attend the meeting.

Camp fires are dangerous—put them out. It pays to be careful with fire.

INSTALLING COLD STORAGE PLANT AT NELDA CAFE

Mine host Avery of the Nelda cafe is getting ready for the tourist trade, which he expects to be heavier this year than ever before. In anticipation of the hot weather he is having



NORTHWEST grains and northwest people give you Wheat Hearts and other OLYMPIC cereals.

OLYMPIC FLOUR CEREALS FEED

VINING THE THEATER BEAUTIFUL Friday-Saturday
WALLACE REID
The World's Champion
Round One—He is branded N. G. by Dad and driven into the cool, cool, world!
Round two—He is Gunboat Williams, fistic artist supreme!
Round three—He is wine and dined by society's creme de la creme!
Round four—He is knocked all groggy by two big eyes!
And then—You'd better be in a ring-side seat when he wins!
Aubrey Comedy—"THE DECORATOR"
EASTER ATTRACTION
GEORGE ARLISS in "DISRAELI"

Ashland Realty Co.
HOUSES RANCHES CHEAP!
Opposite City Hall Ashland, Oregon

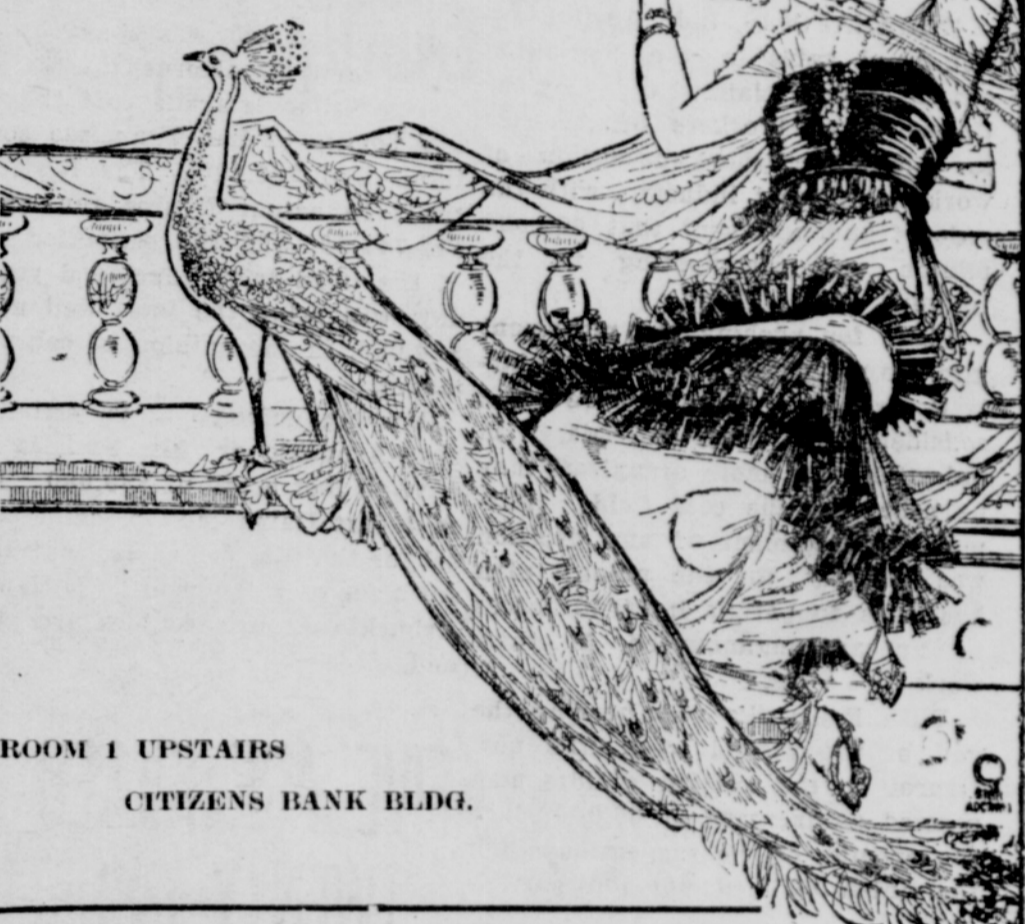
a cold storage plant installed which, when completed, will be the most commodious of any in the valley. This will solve quite a problem for the restaurant. Mr. Avery raises on his own ranch all the fruit, butter, eggs and milk he uses, and to keep these things, as well as meats and fish, during the hot weather, is one of the banes of the restaurant business. His cold storage plant, he expects will meet all the demands he will make upon it.
No forests—No wealth.
No trees—No health.
He who fires and runs away,
Will live to pay a fine next day.
Fire is destructive—handle with care. Winds won't blow camp fires out.

Easter Fashions

That will make you proud as a peacock
EVERYTHING will be so charged with loveliness this Easter! New Hats—new everything. And of course you too want to look your most dazzling best.
Our display and sale of Easter Hats has been pronounced a very "Symphony of Springtime." There are so many charming, irresistible new things to wonder at here.

And most wonderful of all are the amazingly low prices.

Wineland & Shepherd



MACK'S GARAGE
J. H. MCKENZIE, Prop.
Expert Repairing and Electrical Work
1919 Studebaker, Special 1919 Velie
Six, 4-passenger. 1918 Buick Six
1920 Nash Six 1918 Ford
135 Pioneer Ave. Phone 195

PLAZA MARKET
61 NORTH MAIN STREET
Get one of those live Bunnies—50c each
Has just what you want for that Easter Dinner—say
A can of Brussels Sprouts
Fancy Maine Corn
Red Kidney Beans—Sweet Potatoes
Fruit Salad
Also Shrimp or Tuna Fish
JUST OPENED
Fresh kegs of Chow Chow, Sweet, Sour and Dill Pickles, Ripe or Green Olives
Best of Potatoes at \$2.35 per Hundred
This is the last week to buy Crown Flour at \$2.25 per Sack
BEST MEATS AT RIGHT PRICES

In This Institution
we are proud of the friendly spirit which exists between our patrons and ourselves.
We endeavor to foster this friendship by being at all times ready and willing to serve.
The Citizens Bank
Ashland, Oregon