

**Ashland Tidings**  
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 E. J. BARRETT, Editor

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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.



**SOLOMONITES**  
 You may be the best or the worst in the world;  
 You may be the goods or a bluff.  
 But give me the guy who has fire in his eye,  
 When the going starts to get rough.

Between an earthquake and a special session of the legislature, California prefers the former.

An April snow storm here is merely an irregularity of temperature. The flakes do not stay to be counted.

"Looking around at the army of bootleggers who would vote against it, what chance appears for a loosening of the Volstead act by popular referendum?" — San Francisco Chronicle.

Easter week is remarkable historically in more ways than one. It was the week in which Judas Iscariot, the first double-crossing politician, almost monopolized the front page by becoming infamous.

"We did think the democrats had a show to make some material gains in the fall election, but now that Billy Bryan has come back into the fold with Tammany and William R. Hearst, the handicap seems too great for any party to carry." — Eugene Guard.

Of two evils Klamath Falls has chosen what its city council deemed the lesser. It was confronted with an increase of \$60,000 a year in insurance rates or doubling the cost of water to users in order to pay for the construction of bigger water mains for fire protective purposes. It chose the latter.

A Portland daily has the following headline and comment: "Dogs May Chase Chickens; Men Must Not, Says Court." "Dogs are a good deal like a lot of men in this world. If they see a likely looking chicken they'll get out on the chase and keep it up until the nab the chicken or until somebody comes along and breaks up the party."

The way newspapers are establishing women departments of whole pages, one would be led to think that woman was a real factor in civilization.

**TAX-EXEMPTS**  
 Secretary Mellon, in urging favorable action on a resolution to amend the constitution to prohibit issuance of tax-exempt securities, said: "Denial of the privileges of issuing tax-exempt securities would curb the extravagance of some municipalities and local governments."

"If issuance of tax-exempt securities is allowed to continue, a social upheaval will occur, which may be so far-reaching in effect as to undermine our constitutional government," says Congressman McFadden of Pennsylvania.

"It has been estimated that approximately \$15,000,000,000 of tax-exempt securities have been issued by the government and states and other political subdivisions. In the last few years we have seen personal wealth of this country so rapidly segregated into the tax-free class that, whereas taxable income of individual taxpayers under federal income tax law was \$992,972,985 in 1916, the amount decreased to \$731,373,053 in 1917, and to \$352,247,329 in 1918." The proposed amendment would not affect securities already outstanding, but would apply to new issues.

8. No need suffering any more with catarrh. McNair Bros. guarantee that if a Hyomei outfit does not relieve you, they will pay for it themselves.

**CIVIC CLUB IS HOSTESS TO TALENT FOLK**

As if in honor of the occasion, the weather man who has been most fickle and unpleasant all this month, presented the ladies of the Talent Community club and the Ashland Civic Improvement club with a perfectly gorgeous spring day on Tuesday for the delightful afternoon at the parish house when the Civic club was hostess to the Talent club.

Miss Chamberlain presided. Mrs. John H. Fuller started things off lively by leading the crowd in singing popular songs. At the last the Civic members "sang up" the Talent visitors in approved style.

Mrs. Lewis Brown gave an interesting account of the purpose, work and accomplishments of the Talent club which she said was originally started to promote good fellowship and improve and beautify the town. From this beginning it has enlarged its scope until now it is the central motive of community social and educational activities. A branch of the Medford public library, which is open to the public two afternoons and one evening of every week, at which time a member of the club acts as librarian, was established by the club. Sewing schools and millinery classes under the direction of Miss Poole and Miss Faldine have been sponsored and many a Talent housewife, like her sister in Ashland, has hied to the "dress form-all day school, and carried into her home an object at which the mere man of the house gazed with mirth, but later beamed with pride on the Easter creation that was made upon it and worn by the happy home dressmaker.

Child welfare work is one of the club's activities, and a chest is kept supplied with clothing for emergency cases, for anyone in need. The Albertina Kerr Nursery home in Portland has been remembered with support.

These thoughtful women initiated the establishment of the auto camp ground at Talent, which was used by many tourists during the season. Along with a study course, the club has, during the year, had now and then a good lecturer. Once a month, or oftener, if the occasion calls for it, refreshments are served at the meetings, with members taking turns as hostess. Club dues are 50 cents per year. And so well does the mayor and city council think of this progressive little band of women that they have given them a room with lights and fuel for a regular meeting place.

Mrs. D. Perozzi gave a short historical sketch of the organization of the Southern Oregon Federation of Women's Clubs, and urged all who possibly could to attend the coming annual meeting of this federation at Grants Pass, on May 6, when an all-day and an evening program will be given.

Mrs. J. F. Crawford, who said she was an old lady, but who most certainly doesn't look to be one, told of the annual "Old Ladies' Party," which the Talent club gives the first

Wednesday of every June. Many of the guests at this party are ladies who are seldom away from home and some of them are invalids. Usually a jolly program is given with a sprinkling of old time songs. Mrs. Crawford said she thought the club would include the old men in the festivities after this.

Mrs. R. J. Luke, president of the Talent club, in behalf of her membership, expressed appreciation of the hospitality extended by the Ashland ladies, and said she heartily favored this meeting together and discussing community problems.

Mrs. Shortridge sang that appropriate, sprightly little song "April Showers," with Miss Ward as accompanist.

The Civic club will shortly open up the salvage shop in the tent adjoining the Tidings office, for donations, it was announced. Mrs. A. L. Lamb, Mrs. George O. Jarvis, and Mrs. Will Moore will be in charge. Ashland citizens in general were so very generous in their donations to the shop last year and now that spring cleaning is on, Miss Chamberlain said the shop would be ready for gifts of furniture, clothing, toys, or anything which one wanted to pass on. The only article of clothing which will not be handled is old shoes. The



**From the Motorist**  
 "I found after draining the crank case and replacing with your Cyclo Motor Oil, that I have obtained more mileage, also better compression and more power in climbing hills. I congratulate you for producing such a high grade oil."  
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 M. S. "COQUILLE,"  
 San Francisco

**From the Aviator**  
 "My oil pressure gauge with the use of Cyclo only varies 5 points as against 20 to 30 points with other oils. This is from a cold motor to a hot one. This shows that Cyclo holds its body in the past I have changed oil every 8 flying hours, but with Cyclo I get over 40 flying hours."  
 E. DeLARM,  
 San Francisco

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