

Ashland Tidings
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THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39

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 One year 7.50

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ADVERTISING RATES
 Display Advertising
 Single insertion, each inch 30c
 YEARLY CONTRACTS
 Display Advertising
 One time a week 27 1/2 c
 Two times a week 25 c
 Every other day 20 c

Local Readers
 Each line, each time 10c
 To run every other day for one month, each line, each time 7c
 To run every issue for one month or more, each line, each time 5c

Classified Column
 One cent the word each time.
 To run every issue for one month or more, 1/2c the word each time.

Legal Rate
 First time, per 8-point line 10c
 Each subsequent time, per 8-point line 5c
 Card of thanks \$1.00
 Obituaries, the line 2 1/2 c

Fraternities and Societies
 Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged the regular rate for all advertising when an admission or other charge is made.

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

A FRIEND OR TWO
 ♦ A song to sing and a crust to share, with a friend or two;
 ♦ A smile to give and a grief to bear, with a friend or two.
 ♦ A road to walk and a goal to win, an inglenook to find comfort in.
 ♦ The gladdest hours that we know begin, with a friend or two!

Irish haberdashers are convinced that it is impossible to make a union suit that will fit Ulster.

A news report says two men fought with knives over a pie. Can't see any news in that. We are accustomed to see the same thing in every restaurant in town. Only they call it "sword swallowing," not a fight.

Treasury statistics just issued state that the cash in circulation is \$48.89 per capita. Must be an inaccuracy in that report. We can locate the 89 cents, but a rigid man hunt fails to disclose the whereabouts of the \$48.

It certainly does depend on the viewpoint. A bit back and the democrats were blaming the republicans for sending the country to the demerol bow wows, and now when the business of the country is beginning to look up, they say the work of the last administration is just bearing fruit. A sort of belated crop.

Complaints have been made by rural postmasters that federal prohibition enforcement officers have been using their quarters for the storage of seized illicit liquors. They propound the inquiry as to whether they are to regard the storage as dead letter matter, but fail to specify whether they mean prohibition or enforcement.

Last Saturday will go down in history as a red letter day with the Ashland youngsters who went to Sap and Salt as the guests of Jesse Winburn. Someone said, or they should have if they didn't, that the light of heaven is in the smiling face of a child. That appears to be the religion of Mr. Winburn—to limn the smile that won't come off.

The stenth chapter of the Klamath court house controversy has just been given to the press. The story dates back to 1911. So many chapters have been written and published

First Aero Lighthouse in America



Hugh D. McKay, president of the American Airways Training School, operating the searchlight in the aero lighthouse, the first permanent night guide for flyers to be operated in America, which was put into service at College Point, Long Island, N. Y., at the entrance to Flushing bay. The light is a steady beam thrown skyward from a high-power searchlight.

The concluding chapter will bear a date sometime after the passing of the Christian era, which seems just as likely as that the controversy will ever have a final chapter.

THE RECALL
 In the "Public Forum" today will be found a letter from the Revs. Oldfield and Koehler, in which they come out flatfooted with the statement that the recall of Sheriff Terrill was inaugurated and is sponsored by the W. C. T. U. and the ministerial associations of Ashland and Medford, and that the K. K. K. is an organization, has had nothing whatever to do with the matter. Whatever attitude may be assumed by the citizenship of the county in this controversy, it is gratifying that even at this late date, the game is to be played in the open. If any cause is just it cannot be injured by having the spotlight of publicity turned upon it. On the contrary, if the facts justify the assertions which heretofore have been made by innuendo, the sooner the public is made acquainted with these facts, the sooner will the remedy be applied by the court of last resort—the people. The letter published today will have a tendency to clarify the atmosphere; first, in that it removes the K. K. K. from participation as an organization, from the controversy, and second, that specific charges are made against the sheriff. The cards are laid face up on the table, thereby creating a clear cut issue. The citizenship of the county can be relied upon to do the rest; by recalling Mr. Terrill if the charges are substantiated, or defeating the recall if sufficient evidence is not forthcoming to prove beyond question that he has been derelict in the enforcement of his duty, or that he is in sympathy with a class which the law has designated criminal.

Had this course been followed from the outset of the movement, it is not at all likely the unsavory and odoriferous mess now simmering in the public pot would have been concocted. The recall would have followed the usual course of such proceedings—been sustained or defeated at the polls, on the judgment of the voters. As it is, the fight is being waged in the county clerk's office instead of at the ballot box. On the one side the supporters of the sheriff, seeking the slightest pretext for striking off the signatures to the recall petition in order that the number may be reduced below the 1235 required by law; while the other side is fortifying itself with affidavits so that the rejected signatures may be sworn in, which would necessitate throwing the whole matter into the courts, involving a long and costly legal battle.

REFORMING THE PRIMARY
 S. S. Gordon, writing to the Oregon Voter on the subject of improving the direct primary, which the Voter has been advocating, points out that one of the most desirable things to be accomplished by reform or otherwise, of the direct primary, is to dispense with one of the two elections made necessary under the present law. Mr. Gordon further declares that the decadence of party spirit is largely due to the primary, and along this line says:
 If your suggestion of a pre-primary convention could be carried out, I hope for the sake of a revival of party spirit, the party making the nomination—and not the nominee—will be allowed to expend all the money they can raise to elect their nominee and defeat that of the other party. In former times, when to be a republican or democrat meant more than wearing a tag to be changed whenever one wished to vote for a friend, a voter was expected to be so well informed as to the principles and candidates of his party that he could hold his own in

argument, and if he could not, he was expected to keep quiet, and let men who could, argue for him. A political argument on the street corner or wherever men meet each other is now unknown. Party spirit has died with party contribution, and it is not well that it is so. Look at the dwindling vote in all elections, and watch the voters with all their attention on what the papers say, rather than arguing for their convictions. We don't need to have posesses, but we do need some real party spirit, and political convictions that we can back up personally and with our money.

JAMES P. HUMPHREYS, well-known automobile man of Hebron, Mr., who declares he believes Tanlac is the best thing to overcome stomach trouble and run-down condition. States it completely restored his health.



"I believe in giving everything its due and I want to say right now I just can't praise Tanlac too highly for what it has done in my case," declared James P. Humphreys, proprietor of the Hebron Motor Co., Hebron, Md.

"For three years or more I suffered from indigestion. After eating I would bloat terribly with gas, and my heart would palpitate until it interfered with my breathing. I was habitually constipated and my nerves were all upset. My sleep was unsteady, I got up mornings all tired out, and I was only a shadow of my former self."

"Well, Tanlac has given me a keen appetite, stomach trouble has disappeared, my nerves have steadied down, and I have gained several pounds. Tanlac, to my mind, is the best thing ever sold for stomach trouble and run-down condition."

Tanlac is sold by all good druggists.

of good government should carefully read this report before he permits himself to be won over by the suave representations, if not the overt threats, of Terrill and his henchmen.

In the third place, politics of that unsavory kind which is always with us, has lifted its head to shout the praises of the sheriff and to endeavor to retain him in office. For various motives many people, who are of the highest character and cleanest purposes, have joined hands with this political enterprise. But is it not strange that those who have rallied to the defense of Terrill are for the most part those who are thought to be liberal in the interpretation of the 18th amendment? The writers are confident that if

Planting the Bourne Monument



Upon the side of Mount Washington in New Hampshire is a pile of rock marking the place where Lizzie Bourne met her death years ago in a mountain slide. A simple tablet marks the place, but each fall it is carried hundreds of feet down to milder climes and away from winter storms. Each spring comes the event here photographed—the "planting of the Bourne monument."

the Christian people and the law-abiding people of the county permit this recall to go by default, that they have dealt a staggering blow to political cleanness, moral integrity in government and law enforcement. Shall the boozers rule at the courthouse, or will the citizenry of the county show those who govern there that they must rule justly or be turned out of office?
 W. JUDSON OLDFIELD.
 C. F. KOEHLER.

JACKSON COUNTY GETS TWO ON EXECUTIVE COMMITTEE

Jackson county is indeed fortunate in being able to get two members on the executive committee of the republican state committee, it being the only county in the state outside of Multnomah that has such an honor, there being only a total of 20 members of that committee.

The Jackson county members of the committee are, Mrs. Louise Peruzzi, of Ashland, and S. Sumpter Smith, of Medford. Mrs. Peruzzi has served for four years on the committee, having been selected as one of the first women who ever served in that capacity. Mr. Smith has served on the committee for the past six years.

An executive committee meeting will be held in Portland Thursday, at which time a secretary-treasurer and a publicity manager will be selected and plans formulated for an active campaign in behalf of the entire republican ticket at the fall elections.

Bids have been called for on the Bandon-Cliquot section of the Roosevelt highway.

MARRIAGE OF COUPLE IS SURPRISE TO FRIENDS

Herbert Jewett and Mrs. Mary Mead slipped away Thursday to Jacksonville, where they procured the necessary papers, and were married. It appears they intended to keep it a secret, but, as in most cases of this kind, the news got to a friend of the bride, who scattered it among other friends, so when the couple returned Friday evening to the Clapp home on Palm avenue, they were visited shortly afterwards by a noisy bunch of some 30 friends, who gave them an old-fashioned serenade and late in the evening the serenaders were invited to partake of delicious refreshments furnished by the newlyweds.

Mrs. Jewett is quite well known in Ashland, having made her home here for some time past, while Mr. Jewett arrived here only recently from Kalispell, Mont.

The couple will leave for Portland tomorrow for a short stay, but have not decided where they will make their future home. Their friends are urging them to decide on Ashland.

A want ad will sell it.

KITCHEN CONVENIENCES

You wouldn't give up your electric lights, would you? Then why try to get along with your old fashioned, worn kitchen utensils, when a small investment will equip you with the new labor savers. They will lighten the day's work immensely.

SIMPSON'S HARDWARE
 37-39 No. Main Phone 203

To Meet Your Needs

This bank is under the jurisdiction of the State and operates under laws devised to meet the banking conditions of this state—and to meet them well.

The advantage of such a charter for local patrons is obvious.

The Citizens Bank of Ashland
 Ashland, Oregon

A Business Motive Power

The time must come when all businesses will consider the advisability of advertising in the same spirit that a manufacturer ponders over the advisability of adopting a new machine. One does not install a piece of labor-saving mechanism because it suits his fancy; but because the efficiency of the business requires it.

On the other hand, the man who looks to advertising to checkmate all weaknesses and shortcomings of his business and to carry it along to victory despite these, has a childlike faith in the miraculous.

Advertising will not make his product or his service any better than they are; but it will bring him the full benefits of their merits. It will not eliminate wastefulness in his factory or his store; but it will reduce his cost to operate. It will not make illogical selling methods successful; but it will assist good selling methods, and often point the way for improving them.

Advertising is the most inexpensive motive power that the manufacturer or merchant can buy today. It is a form of stimulus that brings excellent returns on the investment.

He expects the new machine to reduce his cost to operate—perhaps to make a better product—and thus aid him in meeting competition and making larger profits.

Advertising is exactly similar. The man who refuses to consider it as a possible expedient, simply shuts his eyes on one of the problems of his business. He might as well ignore the banks as sources of credit when he has need to borrow capital.