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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.

SOLOMONITES
 By this, time tomorrow evening, the agony will be over insofar as the recall of the sheriff is concerned.

Wonder if the late J. Pierpont Morgan could solve this financial puzzle? France cannot pay her indebtedness to the United States until she collects her indemnity from Germany, and the latter cannot pay the indemnity until she gets a loan from us. What's the answer?

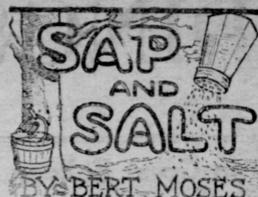
In the event of the recall election going against Sheriff Terrill, it is more than probable the matter will be carried into the courts in an effort to invalidate the election, practically on the same grounds as set up in the application for the injunction which was denied by Judge Calkins.

Raising three million dollars in five days for an hotel shows how they do things in Seattle, and is a pretty fair indication of the spirit that has placed that city in the enviable position it occupies today. Let us hope that when our own hotel proposition gets under way, a similar spirit will manifest itself.

Marshfield has a magnificent waterfront on Coos Bay. For years it has been disfigured with a lot of ramshackle buildings, which were wiped out by fire last Sunday morning. No evil that some good cannot come out of it, and in all probability the old eyesores that disfigured the waterfront will quickly be replaced with modern buildings that will be a credit to the city.

AMENDE HONORABLE
 In our issue of July 13th, an article was published to the effect that the state highway commissioners on their recent state tour had passed up Ashland, and that Governor Olcott was with them. We did not know that he had left the party at Medford the previous evening and had returned to Salem, as the Cadillac in which the party passed through Ashland, made no stop, and we could not distinguish the occupants for their dust. As we do not desire to place the governor in "Dutch" or seek to place him in the false light of having intentionally slighted Ashland, we are glad to print the following received from the governor yesterday, and which explains itself:

STATE OF OREGON
 Executive Department
 Salem, July 24, 1922.
 Editor Ashland Tidings:
 My attention has been called to an article in your issue of July 13th, headed "Olcott Gives Ashland Go-By



Getting business is easy; holding it is hard.

The vital organs are the heart, lungs, kidneys and pocketbook.

The only time it pays to quarrel is tomorrow.

Failure is sure if you try to get more out of marriage than there is in it.

You will always find men keener to get more wages than to do more work.

Why not start a Society for Staying at Home and Enjoying Yourself?

HEZ HECK SAYS:
 "I don't imagine Adam put up much of a kick when Eve tempted him."

on Road Tour," reading in part as follows:
 "Governor Olcott was in Ashland this forenoon. He came practically unheralded, and about all this city saw of the state executive was a cloud of dust from a high-powered Cadillac car as it flashed through Main street and hit the highway for the Green Springs road to Klamath Falls. He was accompanied by members of the state highway commission and a representative of the federal road commission."

This article does me an injustice, in that I was not a member of the highway commission party at that time, having left the party at Medford the night before, having been called back to Salem. I rejoined the commission at Bend a few days later and completed the trip through eastern Oregon, arriving home late last evening. Had I been a member of the party at that time, I assure you I would have attempted at least to have spent a few minutes in Ashland as I have most pleasant memories of it and its people, having had the pleasure of living near there in 1893. I appreciate the fact that this is not a very important matter, except to myself, but if you can give correction to it I assure you I will appreciate it.

Yours very sincerely,
 BEN W. OLCOTT.

THE PHILOSOPHY OF MOSES
 By BERT MOSES

Back in the 90's I came across this paragraph from Josh Billings:

"I don't care how much a man talks if he sez it in a fu words."

The thing stuck in my memory until it became almost an obsession. Josh was right. The sheer waste of language is colossal, and the number of words a man can use in saying nothing is staggering.

When I went to political meetings or to church or to gatherings of any kind, the speakers took Webster's Dictionary by the tail and wildly swung it around in the air. After they had finished, the audience was wading around in language up to its knees.

One day I wrote this: "What we need in this country are men who can say something and sit down."

The paragraph floated around in the papers, got into editorials, was quoted in the senate, and was credited to Irving Cobb, Solomon, Bernard Shaw, Billy Sunday and Pythagoras.

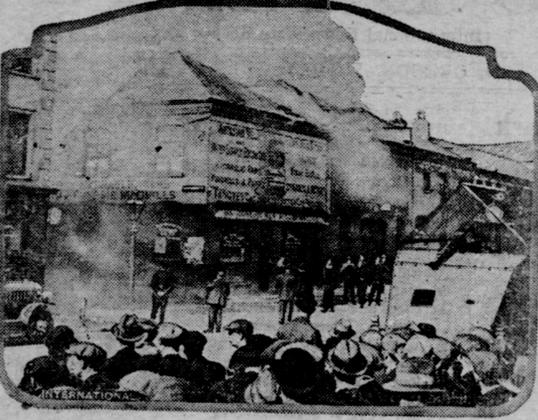
To economize in the use of words became a passion with me, and for 25 years I have been taking human nature to pieces and putting it up in capsules, all ready to swallow at a small price.

It is hard to say just what kind of label to put on my paragraphs because they contain a little of everything. In a way they express what to me is the philosophy of the average man.

Now, the chief ingredient in the brain of the average man is ignorance. Still, he knows more than he thinks he knows, but he fails to recognize his thoughts until another man expresses them for him. That is what I try to do—stir up the ideas that loaf around in the average human brain.

Philosophy is dry feed, and you have to go through several spells of rheumatism before you take much interest in it. But by putting philosophy into popular language, you sort o' soften up the dryness and put a jigger of appetizer into the thing. Popular language is more than 50 per cent slang, and its content of grammar shows only as a trace in the test tube. So I figured out that if I went right ahead and said things without bothering much about grammar, and if I worked in idioms and harmless slang, I would

Fighting Incendiary Fires in Belfast



Fires believed to be of incendiary nature recently broke out in Belfast, necessitating the appointment of armed troops and armored cars to patrol the scene. The photograph shows one of the armed detachments holding back the crowds while firemen fought a blaze in an engineering plant.

find a following. The main thing was to say something and sit down.

For instance, I attended trials where alleged bad men were up for breaking the law. The prosecuting attorney told how terrible they were, and the attorneys for the defense told of their good points. After listening for hours to the language let loose, I went home and wrote this:

"About all that anybody can do is to keep nine of the commandments at a time."

If the laws were fixed up to agree with this, I think taxation would be lower.

Dignity always annoyed me. At first I thought it was a disease, but later it all came to me, and I wrote it down:

"Dignity is about 50 per cent frock coat and 50 per cent whiskers."

Flattery is another pestilence, and very few people know how to get the most mileage out of it. Women fall for flattery, while men take more kindly to josh. Still, flattery is effective when skillfully employed which suggested this paragraph:

"In applying flattery, you get better results with an atomizer than with a squirt gun."

Seneca, Spencer and Schopenhauer would not express it just that way, but the whole thing is right there in a few words.

I once wrote a book and had about 2000 copies printed, and told the printer to keep the type standing for a second and maybe a third edition. It was a real good book, or rather I thought it was, but the public has been slow about recognizing my ability. Anyhow, about 1800 copies are still awaiting a demand, and so I am prompted to say:

"While it may require no genius to write a book, it requires rare genius to sell it."

Then there is the great prohibition question. They began talking about it when Methusalem was a young man, and are at it yet. And in all this waste of words, they have missed the heart of the whole question. I have put it in a sentence:

"Prohibition will never come until God gives man the same viewpoint of water that He gave the duck."

Religion is one of our cornerstones. Without it, we are told, civilization would just dry up and blow away. There are plenty of religions now, and it is as hard to make a choice between them as to get a good living from a peanut stand. Each creed has its advantages, but no one seems to be widely popular. What we need is a man like Ford to start something with a universal chassis that fits the purse and fancy of the masses. After thinking the thing over for a quarter of a century, I sent this suggestion to Henry and hope he will act upon it!

"A religion that makes dancing and divorce compulsory would sweep the country."

Being an optimist, much optimism gets into my paragraphs, as for instance:

Tall people get the front seats. "The law of gravitation is always at work on your reputation."

There is no particular glory in a homely woman being virtuous.

"Why not apply the birth-control idea to bedbugs?"

"Troubles and cockroaches never come singly."

"How to get a raise is the male problem; how to keep this is the female."

"The only place it is stylish to sweat is on a golf course."

"Some, as they grow older, gain in intelligence; others gain only in weight."

"Going down grade, all makes of cars have the same horsepower."

"The best man eventually gets to the top in everything but politics."

"Polite folks get little to eat in a boarding house."

"To be able to earn a living is more important than a college education."

"The wife of a genius knows that he isn't."

"In taking exercise, don't overlook the mental muscles."

"Muscle and manure are what makes a farm pay."

"The first place a carpet wears out is in front of the looking glass."

Altogether I have written some eight or ten thousand paragraphs in the last 25 years, putting them in cold storage against a day when I might acquire enough gumption to syndicate them. A year or two ago I started sending out the stuff in packages to the newspapers, and now the Premier Syndicate is doing it for me. We have a fine list of papers, and hope in time to have many more still.

Whenever I have something to say that I am loath to be responsible for, I pass the thing along to my side partner, Hez Heck. He is a wise old man, along in his 70's, and his store of humor, wit and wisdom is inexhaustible. He is, perhaps, becoming more of a national character than I am, but this distinction in no wise affects his simple tastes and ways. He puts all his philosophy into this sentence: "Happiness consists o' gittin' your fun without payin' out any money fer it." Among some of his late saying are these:

"All dogs taste alike to a flea."

"Life is just a continual struggle to keep damfoolishness under control."

"There is lots o' times when thinkin' ain't no good unless you do it quick."

"Never hev your troubles half-soled."

"Scum rises to the surface whether in society or the soap kettle."

"Paint improves houses more than wimmin."

"There is plenty o' opportunities, but about 95 per cent of them is wormy."

"Many hopes ain't realized because they cover too much ground."

"When nobody gives a dam, it's time someone did."

Facts, Sanity and Reason
 VS.
Bunk, Hysteria and Hypocrisy

If the voters of Jackson county will pause for a moment's reflection on what has been transpiring in this community during the past two years, and give a little time to a calm analysis of the source and inspiration of the vindictive campaign of misrepresentation being waged against the recall election to be held tomorrow they will be in a much better position to cast an intelligent and unbiased ballot. However we may differ as to the merits or desirability of the recall law, we will all agree that it was made a part of our election machinery to enable the people to correct any mistakes they might make in the selection of their public servants, and to give them an opportunity to quickly remove any official whom they might deem inefficient, corrupt or dilatory, instead of having to wait for the expiration of his official term before removing him by the more orderly process of a general election. The primary purpose of the recall is not to secure the removal of an official caught in some overt criminal act, but to curb the inefficient, the incapable, or the extravagant, and to replace them with responsible and able officials.

We call on the people of this county to exercise their rights under this law, to the end that the sheriff's office may be put on a sound, economical business basis, and law violations and law evasions be made dangerous and unpopular.

The opposition to the recall lays great stress on the expense of this election, but they failed to state that if the sheriff's office had been properly and ably conducted it would not have been necessary to spend untold thousands of dollars for special officers and spotters to run down law violators, nor for special grand juries called for political purposes to investigate everything and everybody in a vicious and contemptible effort to cast reflections on the characters of our individual citizens and to blacken the good name and fame of Jackson county.

The opposition makes the false and misleading charge that the Ku Klux Klan is responsible for the recall. We wish to make the statement right here that practically every organization in this county that stands for morality, law, order and decency, is backing this recall and the candidacy of D. M. Lowe for sheriff. And we wish to call attention to the fact that the report of the 1921 grand jury shows that they seriously considered bringing an indictment of malfeasance in office against Sheriff Terrill, and were only deterred from doing so by lack of co-operation and support from the district attorney, and when an appeal was made to the governor, he pointed out that "there is remedy in the recall." And this report was signed by seven responsible citizens of this county.

The Medford Sun, of February 26,

1922, in reporting the findings of the 1921 grand jury, states in big headlines—"Sheriff Grilled in Grand Jury Final Report. Asked Governor for Assistance."

On July 23, only a few days ago, the Mail Tribune, which is under the same management as the Sun, with the same reportorial staff, states in its report of injunction proceedings against the recall, that "the recall movement against Sheriff Terrill is a Ku Klux Klan plot to secure control of the sheriff's office."

The case is plain and no one with ordinary intelligence need be deceived. Ahe we to put confidence in the report of the 1921 grand jury, signed by seven impartial citizens of Jackson county, and in the governor of the state, who suggested the recall as a remedy, or shall we be "taken in" by the insidious propaganda spread broadcast over the county by a bunch of Medford lawyers, whose bread and butter depends upon their ability to stir up strife and contention, and a few Medford office seekers, who hope to reap personal or political advantage by lining up all the excitable, destructive and lawless forces of the community against the recall of a public servant charged by a Jackson county grand jury with not doing his duty.

D. M. LOWE.
 Authorized by the General Committee. W. D. Hughes, Chairman.

278-1t

Coleman Swears Terrill Was Not Drunk

T. P. Coleman, proprietor of the Ashland Crystal Carbonating company, voluntarily has appeared and made the following affidavit, tending to discredit and falsify the affidavits heretofore made that Sheriff Terrill was drunk at Kingsbury Springs:

AFFIDAVIT
 State of Oregon,
 Jackson County—ss.

I, T. P. Coleman, after first being duly sworn, depose and say: That I am a citizen taxpayer and legal voter within the county of Jackson, Oregon, residing at Ashland, Oregon; that I have been present at every dance which has been held at Kingsbury Springs since its opening to July 1st, 1922; that I have seen Sheriff C. E. Terrill there many times. In fact, every time he has ever been there and come in the building; that I have talked with Sheriff Terrill practically every time he has been in the Kingsbury Springs building, and that I know of my own personal knowledge that there was no odor of any intoxicating liquor of any kind on his breath, and that he was neither drunk nor intoxicated at any of the various times aforementioned when he has visited Kingsbury Springs dance hall; that I have never seen Sheriff C. E. Terrill take a drink or use intoxicating liquor of any kind, although I have known him for about two years.

T. P. COLEMAN.
 Subscribed and sworn to before me this 20th day of July, 1922.

WM. M. BRIGGS,
 Notary Public for Oregon.
 My commission expires February 11, 1923. 278-1t

"Here's How!"
 —to quench that thirst

—a sparkling foaming glass of

Columbia Brew
 and thirst vanishes

Wherever good drinks are sold

Snider Dairy & Produce Co.
 MEDFORD, OREGON
 Local Representative

Protect ---your home

The germs, carried by Flies, have caused the loss of thousands of lives.

Does your home need a screen door, or window screen?
 Inspect Our Complete Line of Screen Doors

Carson-Fowler Lbr. Co.
 "In the Heart of Town."

\$2.00 DOWN BRINGS YOU THIS CORONA

Simply write your name at bottom of this ad and mail or bring it to our store. We will demonstrate to you, without obligation on your part, this wonderful 6 1-2 pound typewriter. When you have seen the CORONA, written on it yourself, lifted it in one hand, compared its work with that of any \$100 machine on the market, then pay only \$2.00 down and small monthly payments until you have paid \$55.00 in all, or if convenient, pay \$50.00 in cash.

THE CORONA HAS NEVER BEEN SOLD ON THESE TERMS BEFORE
THE TIME OF THIS OFFER IS LIMITED
SEE US AT ONCE

Name.....
 Address.....

ELHART'S
 DRUGS — BOOKS — STATIONERY