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 C. K. LOGAN, Editor

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ADVERTISING RATES
 Display Advertising
 Single insertion, each inch.....30c
 YEARLY CONTRACTS
 Display Advertising

One time a week.....27 1/2c
 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-pc't line.....10c
 Each subsequent time, per 8-point line 5c
 Card of thanks \$1.00
 Obituaries, the line 2 1/2c

Fraternal Orders 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.

TRUE APPRECIATION
 The lure of green pasture just across the way has caused more than one grass-eating creature to forsake a comfortable pasture and starve to death in barren fields.

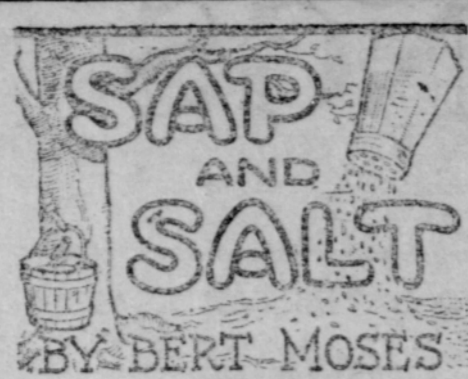
By the same token, the other fellow's girl appears in a finer light than the one beside our side, be she ever so lovely. Health and opportunities are not appreciated until these have been lost to us.

Ashland is blessed with a man who loves the city, and who will do whatever he can to further its interests. He has money. For that reason he has in the past been regarded suspiciously. This money is his. He made it himself. He retains the right to dispose of it as it so pleases him. By his acts he has won a host of friends throughout the state, and many cities have cast envious eyes upon him. Others have sought to entice him away from Ashland. But the charms of this community have so entwined themselves in his heart that he refuses to listen to the siren call.

Under the caption of "Jesse Winburn," the Oregon Journal, Portland Oregon, in a recent issue, commented as follows:
 They still talk about how it all happened last Tuesday. The most frequently expressed opinion is that Mr. Olcott's campaign managers and newspaper supporters did a great deal to contribute to his defeat. Many old-line republicans are known to have been driven to Mr. Pierce by the nasty fight made on him. Things that used to win political battles in mining camps and on primitive frontiers are not the effective methods of modern days.

And nearly as many other reasons are assigned as there are people discussing the subject. But in the conversations there is one important reason that is rarely, if ever, mentioned.
 It was a bankrupt organization that was undertaking to back Mr. Pierce when the campaign opened. Mr. Pierce himself was only a plain farmer, and a land-poor, tax-ridden farmer at that. In the early days there wasn't enough hope of election among his supporters to encourage them to invest savings in his chances. Financially speaking, it was a dreary campaign outlook.

At this juncture, one of the several reasons for the Pierce success came to pass. A \$5000 gift to the Pierce candidacy was announced from Ashland. Jesse Winburn, who had already contributed \$500 to the Olcott recount fund was the donor. His change of front came as a result of a campaign address delivered by Mr. Pierce at the Ashland. It was a discussion of the tax issue, and the



The best doctor is one whose own health is poor.

Reputation comes more from the bad things you do than from the good.

You learn what love is before marriage, and what it isn't afterward.

There is no work in heaven, and the habit seems to have spread to the world at large.

Old ideas that have survived are generally more reliable than new ideas that have not yet been thoroughly tried.

HEZ HECK SAYS:
 "Cannin' fruit is hard work, but gettin' the lids off afterwards is harder still."

tax issue alone, that caused the switch from Governor Olcott to Mr. Pierce.

Few Oregonians had ever heard of Mr. Winburn. His contribution was ridiculed by the opposition and attempt was made to raise it as a campaign issue. The news went round that Winburn was to be exposed. There were hints that some awful things in his past could be laid bare.

But as his detractors delved into his New York career and into his brief career in Oregon, it was found that the less Jesse Winburn was assailed, the better it would be for the Olcott campaign.

The records showed that Mr. Winburn began life in poverty on a salary of \$2 a week; that a keen brain, an indomitable purpose and a genius in legitimate business activity had enabled him to retire with a large property and big income before 50. It was also disclosed that his activities for human welfare, his benefactions, his war record, his secret philanthropies, and other activities of high civic and moral purpose raised him above the level where it would be profitable to make him a campaign issue.

And all this is a reminder that Jesse Winburn at 51, a comparatively new citizen of Oregon, who has bought a hospital and refitted and re-equipped it and is ultimately to present it to the city of Ashland; who has built a well-equipped community house and presented it to the people of Ashland; who is living now mainly to help sweeten and enrich the lives of others; whose well-stored mind and gentle purpose and amiability make his companionship a delightful comradeship, is one of the big reasons for last Tuesday.

His main activity in the campaign was in publishing in all the newspapers of Oregon, Mr. Pierce's program and statement, and in that activity he spent thousands.

THOUGHTLETS
 Scientists will have a job classifying some of the sounds that come through the radio.

If drugs were called by common names, the people would go home and make their own medicine.

An ordinary rubberneck contains nearly as much rubber as a standard auto tire.

A pessimist sees things that are gone; an optimist sees things that "aint yet."

Some of the election prophets have finally got the weatherman tied.

DELAY IS ANTICIPATED
 IN HERRIN MURDER TRIAL

MARION, Ill., Nov. 14.—The selection of a jury in the Herrin massacre case may possibly be delayed long enough one day this week to allow nine or ten defendants to file bond in open court upon another murder indictment.

The state, when the massacre trial was called, reduced the number of defendants from 48 to 5, and of the 43 defendants thus released, 33 were still held under bond for other massacre murders, but ten of the defendants were released entirely, so far as murder indictments are concerned.

COAL IS TOO LARGE;
 CONTAINS DYNAMITE

WALLA WALLA, Wash., Nov. 15.—Fortunately for Mrs. Ellen Liggett, a piece of coal last night was too large for her to put into the stove. She broke it in two and discovered a stick of dynamite, a cap and fuse.

The dynamite stick was believed to have been overlooked when the coal was shipped.

PRICELESS OLD RELICS SHOWN IN HEYE FOUNDATION MUSEUM



A sage of Ecuador
 New York City's first cliff dwelling
 Museum of the American Indian
 A wooden mask
 A ware Indian, South America, 27 inches high, bones removed. Normal average height, 5ft. 8in.

NEW YORK, Nov. 15.—Riches of the Aztecs, such as were in the loot of Cortez; ornaments of fine gold such as Pizarro, the Spanish conquerer, took from the Peruvians; priceless objects of art of the civilization of the ancient Mayas, are among the nearly two million specimens of the Museum of the American Indian, Heye Foundation, which today was officially opened. Tomorrow (Thursday, November 16), it will be ready for the general public, who, without charge, will have the opportunity to see and study the most remarkable assemblage of the records of the past of the twin Americas now under one roof. Among those invited to the reception were distinguished citizens and scholars from all parts of the country.

The museum of the American Indian, Heye Foundation, grew out of the enthusiastic interest in aboriginal culture aroused in Mr. George G. Heye in 1897, when engaged in the construction of a railroad in Arizona. His first contact with Indian lore was through the purchase of a buckskin shirt from an Indian workman.

OBITUARY
 I. W. SPERRY

I. W. Sperry was born at Brownsville, Ore., June 20, 1857, spending most of his early years in Oregon. Mr. Sperry was married in Gilham county, near Arlington, to Miss Ella Baker some years ago. To this union was born one child, Miss Sarah Sperry, of Ashland. The Sperry family later moved to Washington state, moving from Centerville, Wash., to Ashland two years ago last July.

Mr. Sperry was in his usual health until about two months ago since which time he has been in a critical condition, suffering intensely at times, and passed away at his home on Mountain avenue Monday morning at an early hour.

The funeral was conducted this afternoon from the Sperry home at 172 Mountain avenue, by Rev. Miller of the Baptist church, assisted by John F. Leggett, pastor of the Christian church.

Mr. Sperry has been a member of the Baptist church for a number of years and was loved and respected by his neighbors as an upright Christian man, who will be sorely missed from their midst.

He is survived by his wife, Mrs. Ella Sperry, and daughter, Miss Leona Sarah Sperry, of Ashland, and by one brother and four sisters; G. W. Sperry, of Heppner, Or., who has been in Ashland for some days past, and Mrs. W. W. Weatherford, of Olex, Or.; Mrs. Mary Hale, of Ione, Or.; Mrs. Wm. Cochran, of Walla Walla, Wash., and Mrs. J. H. Wood, of Portland.

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Orres cleans clothes. Phone 64.

WANTED
 The services of an energetic married man living in Ashland, who desires to make money representing an excellent Life Insurance Company, offering an original and self-selling insurance policy. Our contract is different and better than any competitor offers and every insurance prospect will instantly admit it. Investigate for yourself.

LIBERAL COMMISSIONS PAID
 Complete Instructions and Personal Assistance Gladly Given at Any Time

Apply
 GENERAL AGENCY
 NORTHERN LIFE INSURANCE COMPANY
 No. 209 Liberty Building
 Medford, Oregon

DRY LAW HELD TO RULE ON HIGH SEAS

WASHINGTON, Nov. 15.—A decision held to be of great importance in liquor smuggling prosecutions was rendered today by the United States supreme court in upholding the government in its suit against Raymond H. Bowman, in which it was held that the jurisdiction of the United States may extend to offenses against its laws committed by American citizens upon the high seas.

Patience up those turkeys and chickens for the holiday feast. We have a car of cracked corn and mill run at the right prices. Plaza Market, H. A. Stearns, 61 North Main St. 57-1mo

"LORNA DOONE" IS PRAISED BY OHIO ORGANIZATION

The Cleveland Cinema club, an influential Ohio organization, has gone on record as endorsing "Lorna Doone," in the following letter, signed by Mrs. Elmer G. Derr, president, and Maria D. Hacker, corresponding secretary.

"The Cleveland Cinema club wishes to express its appreciation of the opportunity afforded through your office to review the picture, 'Lorna Doone,' as produced by Mr. Maurice Tourneur at the Thomas Ince Studio in Culver City.

"The purpose of the Cinema club, as you may know, is to encourage the production and exhibition of motion pictures of the highest standard

of artistic excellence. We recognize the immense potentialities of the motion pictures, and we are glad that a company of the importance of Associated First National has seen fit to co-operate in the production and distribution of 'Lorna Doone.' Photographically, the picture has many scenes of rare beauty. As a presentation of Blackmore's novel, 'Lorna Doone,' it will receive a hearty welcome from all those who have read and come to love that quaint English story of Lorna Doone and her John Ridd.

"We hope the production will attain every success, and are glad to give it our endorsement."
 "Lorna Doone" is at the Vining today and tomorrow.

66
 11
 99
 cigarettes
 They are GOOD! 10¢

Free from destructive "sulpho" compounds
 Cylcol saves your engine from destructive "sulpho" compounds
 Cylcol is the motor oil made by the new Hexeon process—the effective method of removing destructive "sulpho" compounds.
 Thus Cylcol retains its "body", sustains an "oil tight" piston seal and maintains an unbroken lubricating film under terrific engine operating temperatures. That means it will prevent excessive friction wear and many lubricating troubles.
 Flush your crankcase and refill it with the correct grade of Cylcol Motor Oil.
 CYCOL MOTOR OIL
 ASSOCIATED OIL COMPANY
 Executive Office, Associated Oil Building, 79 New Montgomery St. San Francisco, California