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 C. K. LOGAN, Editor

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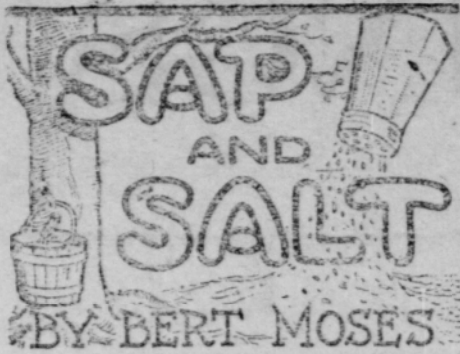
What Constitutes Advertising
 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule, which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS 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.

WHAT IT MEANS
 With the entire community back of the Bellevue district in its efforts to obtain water for the community, it is to the interest of every Ashland resident to help boost the movement.
 Plans have been formulated by the land owners south of Ashland to sign up all the holders in that district to petition that they shall be made a part of the Talent irrigation district. If they are successful in their attempt, 1600 acres of land in the Bellevue district will be brought under water. This plan, it is hoped, will be completed by November 25, at which time the petition will be placed before the board of directors of the Talent project.
 This movement is of vital interest to the people of Ashland. The city council has been consulted and has gone over the matter very carefully. They, as well as all others who have studied the situation, consider it to be best as the question regarding the future water supply can be met and solved.
 Water in the Bellevue district means a decided increase in property values, both within the city and the district; it means more people on the farm, which will increase trade in the city; it means more people will be attracted to this section and more people in Ashland; it means that the farmer will have several dollars in his pocket when he has but one at present; it means more fruit, more vegetables, more hay, more grain, more dairy products, more beef cattle, hogs and poultry; it means that it will be necessary to build a cannery and a dryer; it means increased prosperity for the creameries; it means more prosperity in general for Ashland.

Oregon voters decided against Portland's attempt to tax itself for the 1927 exposition. This does not mean that the people are against the fair. They are suspicious that somewhere, hidden under a mass of legal terms, there will be something that will increase their taxes. This suspicion was aroused by the calling of a special session of the legislature some time ago, when it was sought to have the state carry the brunt of the 1927 expenses. This lurking doubt has not been dispelled.

For once a jury was not swayed by a pretty face, though it did take them 24 hours to return a verdict of murder in the Clara Phillips case in Los Angeles. Even the customary alibi of insanity failed.

The Portland principal who was found guilty of maltreating one of his pupils should be given a generous dose of his own medicine.



No country can become big as long as little men run it.

When a bad man does a good thing, he gets very little credit for it.

There are many more men who think they are lawyers than men who really are.

The long distance that money can go is longer still when you are chasing it.

When there is a good reason for doing a thing, why bother about precedents?

A man's allegiance to his country ought at least to equal his allegiance to the cash drawer.

HEZ HECK SAYS:
 "Crooked things cast crooked shadows."

PEOPLE'S FORUM

Ashland, Oregon, Nov. 16, 1922.
 To the Editor of the Tidings:

It is represented to me that those closely interested in the completion of the highway to Klamath Falls are planning to override the will of the people as expressed at the recent election.

By a decisive majority, the voters of the county rejected the proposal to levy a tax for the completion of this highway, and I am one who believes that precisely what the people vote for is precisely what the people should have.

One of the planks in my platform in the late election plainly stated my position about "jokers" and "subterfuges," and the big majority given me at the polls is evidence that the public is solidly behind the idea of a square deal.

I might say here that I was in favor of levying the tax for the Klamath Falls road, and voted for it. But the people voted it down, and that decides the issue with me.

It doesn't matter to me whether the plans now contemplated for overriding the wishes of the people are legal or not. The point is that the people voted against being taxed and I, for one, insist that their mandate be observed.

It surely looks irregular to rush any plan through at a time when many public officials are about to retire from office. It would be but common courtesy to await the swearing in of new officials in January before saddling any new costs upon an already overtaxed community.

The people of Oregon voted overwhelmingly on November 7 against this wild orgy of taxation, and I propose to do all I can to stop the thing. To me, it is wicked and vicious to ignore the wishes of the voters. It is just such high-handed action as that now proposed that is keeping new capital and new people out of Oregon. Being on the level is the finest thing I know anything about.

CHARLES L. LOOMIS.

Great Reservoirs of India.

For conserving her water supply there are to be found in India tremendous artificial lakes. At Dhebar, in the Rajputana province, for instance, there is a reservoir with a superficial area of 21 square miles; the masonry dam measuring over 300 yards in length and 32 yards in height. In southern India, too, there are several reservoirs over 12 square miles in area.

MEET THE AUTHOR OF "THE LAST TRAIL"

Nearly every reader of red-blooded American fiction, probably has read stories by Zane Grey. Even the few who have not, at least know him by reputation as the past master of tales of daring and adventure dealing with life in the wilder regions of the great west.

Zane Grey, a native of Zanesville, Ohio, is only 47 years of age, and all his celebrated literary work has been done since 1904. Prior to that time, for half a dozen years or more, he practiced dentistry in New York. From pulling teeth to pulling crowded houses at motion picture theatres is something of a jump—but with the aid of well known photoplay producers, he has made it.

COURT NEWS

Circuit Court
 Earl Roberts vs. Carl H. Loveland. Chattel lien.

Real Estate Transfers
 Luke Bonnin et ux, to Joseph M. Shoemaker et ux, w. d. to lots 18 and 19, Bellevue tract—\$10.

Susie L. Allen to Fred Dearthoff et ux, w. d. to land in Ashland—\$10.

Charles C. Millon et ux, to Mary E. Sutherland, lot on Oak street, Ashland—\$2.

Richard P. Campbell to Geo. G. Ogg et ux, lot on High street, Ashland—\$10.

BELONG TO HIGHEST BIDDER

Girls on Vella Lavella, in the South Seas, Have No Say as to Marriage.

No clergyman ties the knot; no Lutheran motif fills the air at a Vella Lavella marriage ceremony. The little bride-to-be, the most attractive and talented actress I could find for the role on Vella Lavella, is standing in the doorway of her father's house, as she would stand if she were actually being married, Edward A. Salisbury writes in Asia Magazine. The husband is selected according to the number of pigs and the amount of shell money he can pay for the girl; she goes to the highest bidder without having a word to say in the matter. The father, by touching the presents, signifies that he has accepted them. The marriage ceremony is then over. The one missionary on the island has naturally opposed this practice of selling brides. The natives were quick to learn this, and flocked to the mission station to marry the mission girls, because they did not have to pay for them. But the fathers of these girls created a lively disturbance because they felt that they were being cheated out of the customary presents. Finally the missionary was forced to compromise. He permitted the father to receive presents, provided the daughter was married in church. Then he would tell the groom that he was now a mission man and must live at the mission and work at gathering copra.

But the rebellious husband often took his bride back to his village.

BLIND MEN AND BIG TREES

Writer Laments That So Few Really See the Beauty of the Wonderful Redwoods.

On a page of his book, "The Open Spaces," John C. Van Dyke writes: "After a week a sense of the bigness of the redwoods begins to dawn upon one. And their arrowy majesty and mighty lift are more comprehensible. How straight and strong and splendid they are!"

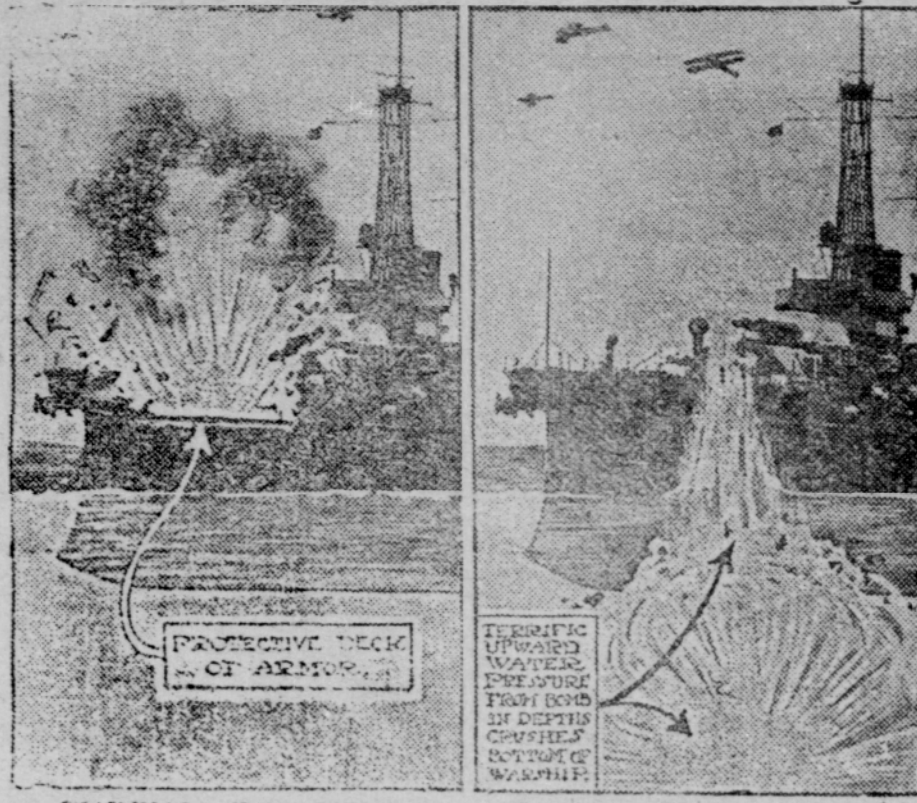
"People, with a genius for seeing the infinitely little, camp under these great trees, and in the morning perhaps are amused by the antics of the Douglas squirrel (a western red squirrel) chasing himself around the 30-foot trunk; but they do not see the tree.

"They gaze beyond the 300-foot top into the sky, watching the wheel of a hawk or a vulture, but they do not see the sky.

"The story goes of some dullard presented to a great queen at one of her receptions and the only thing he saw about her majesty was the wart on her nose.

"But how can one miss the majesty of those mighty trees! They belong with the Grand canyon and Kanchenjunga—among the sublime wonders of the world."

Depth Bomb Will Sound Knell of Warship Declares General Mitchell, Air Chieftian



CRASHING WARSHIPS BY WATER PRESSURE.

At the left is shown the usual type of air bomb making a direct hit on a battleship. The battleship's heavy protective deck minimizes the effect of the bomb.

At the right is shown the manner in which the new bombs will be used in the army air service. The bomb is dropped near the battleship, not on it. Upon reaching a predetermined depth, it explodes. The tremendous water pressure thus set up crushes in the fragile bottom of the dreadnaught and disables the engines through the condenser pipes.

PHILADELPHIA, Nov. 17.—The knell of the present-day battleship has been sounded by the airplane, but not by the dropping of bombs on its decks, as popularly supposed, according to General William A. Mitchell, chief of the army air service, who stopped off here recently in his plane for a few minutes.

New developments in air bombs, the general said, have proven that it is practicable to sink battleships not by direct hits, but by hydrostatic pressure created by the explosion of a bomb at a predetermined depth beneath the water in the neighborhood of the ship being attacked.

The modern dreadnaught, able to stand up for hours against heavy gunfire, and protected with heavy armored decks from bombs from aloft, is vulnerable on its unarmored bottom. The open intakes of the condensing system which admits sea water to the engine room condensers provide an "Achilles' heel" by which the greatest battleship may be put out of action.

DON'T LOSE YOUR TEETH

Thousands of people are wearing false teeth today because of the ravages of PYORRHEA.

Pyro-Form

—a newly discovered scientific remedy is guaranteed to give permanent relief in any case of Pyorrhea. Your druggist will refund the purchase price if you are not entirely satisfied with the results obtained.

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It is pure; containing only such ingredients as have been officially approved by U. S. Food Authorities.

Within the Calumet factories — the largest and most sanitary on earth—hundreds of skilled workers clad in white are busily engaged in producing the baking powder that is used by millions. Human hands never touch it. Its sale is 2 1/2 times as much as that of any other brand. Pure in the making—pure in the baking.

A pound can of Calumet contains full 16 ounces. Some baking powders come in 12 ounce instead of 16 ounce cans. Be sure you get a pound when you want it.

CALUMET

The Economy BAKING POWDER

THE WORLD'S GREATEST BAKING POWDER

of lifting a dreadnaught bodily out of the water by the force of its submarine explosion.

With such weapons as these and an efficient air force at strategic points, General Mitchell claims no enemy fleet could safely approach within 200 miles of the American coast.

Marriage is a Mode.
 It is well life in the South seas is so simple and not complicated by social or financial pressure; otherwise, their young married set would have a difficult time, for the average age of the bride is twelve and that of the bridegroom seventeen. Usually the woman does the proposing and the man waits to be chosen.

Cause and Effect

Taste is a matter of tobacco quality

We state it as our honest belief that the tobaccos used in Chesterfield are of finer quality (and hence of better taste) than in any other cigarette at the price.

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—that shows what good tobacco can do!

Chesterfield
 CIGARETTES
 They Satisfy

LIGGETT & MYERS TOBACCO CO.

Cutlery Sale

Pocket Knives, \$2.50 values
 Pocket Knives, \$2.25 values
 Pocket Knives, \$2.00 values
 Pocket Knives, \$1.50 values
 Scissors, \$2.00 values—Sale Price \$1.19
 Scissors, \$1.50 values—Sale Price96
 Scissors, \$1.25 values—Sale Price83
 Scissors, \$1.00 values—Sale Price49

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