

ASHLAND DAILY TIDINGS

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Editor: R. Greer, Business Manager: George Madden Green

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WHAT CONSTITUTES ADVERTISING. All future events, where an admission charge is made or a collection taken is Advertising.

DONATIONS. No donation to charities or otherwise will be made in advertisement or job printing—our contributions will be in cash.

OWE NO MAN ANY THING, but to love one another: for he that loveth another hath fulfilled the law. Love worketh no ill to his neighbor: therefore love is the fulfilling of the law.—Romans 13:8, 10.

G. W. McNABB, CHIEF OF POLICE

Almost everyone present at the meeting of the new city council last night was given a distinct shock when three members of the council flatly refused to ratify Mayor Johnson's appointee to the office of Chief of Police, Mr. J. W. Hatcher.

Although we believe Mr. Hatcher to be a very capable man, able to carry out the duties of the office very competently, The Tidings at this time wishes to commend Mr. McNabb for the efficient police work he has done while in the local office.

It is doubtful if another city the size of Ashland, in the state of Oregon has as competent police protection as has been given this city during the term in office in which Mr. McNabb has directed the activities of the police force.

Working in a city, peculiarly difficult to properly police, difficult because of its situation so near the border of another state, and because of its being a railroad division point, Mr. McNabb has set a record which is far in advance of any other police officer record in the state.

Although he is still in office because of the refusal of the council to ratify the appointment of Mr. Hatcher, it is possible that Mr. McNabb may not be removed.

DUTY TO REGISTER

Perhaps we have been too zealous in our demands that everyone vote. We have, according to the story that comes from Mexico City, where the new President, Calles, was debarred from voting because he was not properly registered.

Wouldn't it look as though such a person as the President of the Republic would be well enough known, so sufficiently vouched for that his ballot could be cast without suspicion of being irregular?

If the theory of the vote is that every person should be expected to vote—if it is in fact a duty rather than a privilege—would not this theory also call for a system that would give the benefit of the doubt, to the voter, as against any red tape of registering?

But the fact is that the duty of the voter is not only to vote; it is also to prepare to vote. He must prepare to vote so as to cooperate with his fellow citizens in reasonable assurance that the vote is clean, and just.

So, if the citizens of the republic are to cooperate for a uniform, a regular and a just ballot, they must also feel the duty of seeing that proper regulations are enforced for registry.

Doubtless President Calles of Mexico feels this, and takes the lesson to heart—that he did not oversee properly his registration.

If we remember aright, not many years ago, another, a President of the United States, was found not to be a voter of his home state, although undoubtedly he was the most noted citizen of his republic.

AN OUTRAGED SPIRIT CAN ACCOMPLISH MUCH

One man can accomplish great things against entrenched wrong and cruelty when his weapon may be only a burning spirit of hatred against injustice and inhumanity.

There is the case of E. D. Morel, a Labor member of the British Parliament, who died a few days ago in London.

To Morel, more than to any other man, was due the revelations in Belgian Congo, which so shocked the world a few years ago, and enforced reforms in the treatment of the natives.

Morel was a clerk in a shipping concern in Liverpool when he first became convinced there was something rotten in the administration of the Congo Free State.

But what he soon learned took such a hold on him that he quit his job and gave himself up to the exposure of that rotteness. Against him were arrayed the forces

of wealth, of royalty, of international finance, of the speculators in African raw materials, of the investors in African plantations.

He was reduced to poverty, his name held up to public execration, he himself denounced as a fanatic and a fool. Even many of his friends deserted him. Yet he persisted for fifteen years, gathering documents which filled an entire room and telling one of the most damning stories in the long tragedy of man's inhumanity to man.

And in the end he compelled the governments of the old world to listen and then to act.

A WOLF CRY THAT IS NO LONGER REGARDED

The expected has happened. The recent murder of Sir Lee Stack, governor general of the Sudan, was not the work after all of overzealous Egyptian patriots, men who had been moved to an insane deed by their hatred of the military rulers of their country, representing a government which bestowed upon it an independence that was a denial of every fair and honest meaning of the word.

Although they looked like Egyptians and acted like Egyptians, this crime is said to have been the work of the Soviet government in Moscow.

This theory is given credence, according to the New York Times, by high officials of the British government and is doubtless echoed in the American State Department which is also afflicted with the Bolshevik nightmare in the most advanced form.

But the general citizenry is no longer greatly excited by the cry of "Wolf! Wolf!" with this special and particular application.

It has been used too frequently by the reactionary elements in every nation to camouflage their own purposes to distract public attention from their own designs and chicanery.

In America it reached the stage of absurdity when during the last campaign it was charged that so great an American as Senator La Follette was also a creature of the Moscow regime.

SMALL STORE ADVERTISING

Consistency is held to be the soul of advertising for the small dealer in a pamphlet on "Small Store Advertising" issued by the Domestic Distribution Department of the Chamber of Commerce of the United States.

The Department lays down the general rule that "every merchant must make himself known in order to conduct a profitable business." It then goes on to explain the methods best adapted to the use of the small store owner by which this may be accomplished.

By way of parable the Department points to the despised onion. "The onion," it says, "is a plebeian vegetable; tear-compelling, self-assertive and slightly vindictive; a fermenter of domestic strife and a bane upon polite conversation. It is to be tolerated, perhaps, not sought. But turn the magic light of advertising upon the onion and what happens? It becomes an appetizing, health-giving and blood-enriching gift of benign Nature, more delicious than the ambrosia of Olympus and as salubrious as the breezes from a forest of pines."

With this is coupled the advice: "Although every repetition of an advertisement or a letter costs money, occasional, hit-or-miss advertising is usually a loss, whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week."

"This principle applies to all forms of publicity. If form letters are sent out, it is best to send them regularly; if handbills are broadcasted, it is best to broadcast them regularly; if window advertising is used, the displays should be constant and changed frequently. Never let the public forget you. Never give even your old established customers a chance to forget you, your store, your goods."

The times are not rotten just because the children know the things you knew at their age.

As a general thing you find the softest hearts where the hardest hands are.

PSYCHOLOGY OF CROSS WORD PUZZLE BRINGS OUT NEW DICTIONARY

NEW YORK, Jan. 7. — A tiny dictionary, a little volume hardly larger than a wrist watch, is being sold on the streets of New York like the proverbial hot cakes. Your first guess is correct—it is being bought by the cross-word puzzle fans.

This is not the only dictionary placed on the market especially for cross-word puzzle workers. Hardly a publishing house that deals in dictionaries has overlooked the field. One firm alone has sold 250,000 volumes.

A most remarkable phase of the cross-word puzzle craze, and one which is baffling psychologists, is that the cross-word puzzle made its appearance in New York thirteen years ago and failed to interest the public. The syndicate which created cross-word puzzles at that time, shortly afterward discontinued them because of the public's lack of interest.

What a different story is to be told today! No form of public amusement has taken hold the way the cross-word puzzle has. It is almost impossible to pick up a newspaper anywhere in the country without finding a cross-word puzzle.

Henry Flory, an American newspaper correspondent stationed in London, who arrived on the liner Olympic this week, said that the cross-word puzzle only now has begun to interest the British. At first it was looked upon as "another American fad."

Newspapers printed long articles some of which were highly exaggerated, and told of "cross-word tournaments in all the large cities."

It is a different story today. Flory said. The stolid Englishman may be seen grimly absorbed in cudgeling his brain for "a word of four letters representing a bird's mouth," as he rides on the bus. In the House of Parliament a member surreptitiously draws a paper from his pocket during a desultory debate and begins thoughtfully to print letters in white squares.

Coming back to America, J. C. Boyd, who compiles cross-word puzzles for the biggest newspaper feature syndicate in this country, says the cross-word puzzle in reality was originated thirteen years ago by a New York artist. He hit upon the idea of combining an acoustic, a puzzle-poem, with a checkerboard.

Boyd is not so sure that the fad is adding to the vocabulary of the American people, as he has been contended. The average vocabulary comprises 600 words, according to Boyd, and creators of cross-word puzzles aim to keep all words within such a vocabulary.

The cross word has, however, brought an enormous demand for dictionaries, Boyd said. These new dictionaries, though, contain more three-letter words than anything else, and while they help the puzzle-worker, they are not, in his opinion, conducive to a greater vocabulary.

Archaeologists are declaring that the cross-word puzzle idea is to be found in cuneiform or cylinder writing. It was they argue, created by the Phoenicians some 10,000 years ago. The psychologists are about evenly divided on the psychology of the subject. The majority is inclined to the belief that the psychology of the cross-word puzzle

FEATURED IN NEWS OF THE DAY



Mrs. Ralph Greenleaf, pocket billiard champion of the world, has been granted a divorce in Philadelphia from his wife, Beatrice E. Greenleaf, twenty-five, one year his senior, on grounds of cruelty, indignities and barbarous treatment.

Ralph Greenleaf, pocket billiard champion of the world, has been granted a divorce in Philadelphia from his wife, Beatrice E. Greenleaf, twenty-five, one year his senior, on grounds of cruelty, indignities and barbarous treatment. Previously she had filed a separation action in New York, in which she said Greenleaf's earnings were \$300 a week. Later they became reconciled. The divorce action came as a surprise. Miss Ethelind Terry, American prima donna, has denied a report of her engagement to Martin B. Jones, Jr., of New York, son of the president of the Hooker-Jones-Jewell Milling Company. Mrs. Louise W. Lewis, heiress to the \$60,000,000 fortune of the late Henry M. Flagler, has appealed to legal counsel and has engaged detectives to run to earth persons behind an alleged scheme to blackmail her and her young husband, Lawrence Lewis, from whom she had been estranged until their unnamed foes threatened both.

Vienna opens war on American jazz. BERLIN, Jan. 7. — Vienna, the queen city of women, wine and song and dance, has declared open war on jazz music and jazz bands. The Vienna City Council has adopted an ordinance forbidding jazz bands at all dancing schools.

Expedition starts to recover wealth of Mexican Incas. NEW YORK, Jan. 7. — If the fabulous wealth in gold of the Incas is recovered, a woman will be one of the chief factors in retrieving the treasure. She is Mrs. Fanny Brandel, and she is one of the organizers of an expedition now being made ready in New York for the search.

Mrs. Brandel is an authority on the culture and traditions of the Incas. Senator-elect Hiram Bingham, of Connecticut, also is active in the search. A. V. Rosell, a direct descendant of one of the emperors of the Incas, and G. Casanave, brother of the Secretary of the Navy of Peru, are the chief agents in the project. Rosell computes that there are more than fifty tons of gold ornaments stored in and around Cuzco, the ancient capital of the Incas. The jewels were hidden by the Incas when they engaged in warfare with the invading Spaniards.

Mrs. Brandel, who represented the Museum of Natural History at Cuzco, is well known here. Senator-elect Bingham spent years at Cuzco representing Yale University and the National Geographic Society. Mr. Bingham discovered the lost city of Machu Picchu, high up in the mountains, the last city built by the Incas for defense against the Spaniards.

The expedition has the approval of President Augusto B. Leguia, of Peru, and his cabinet. Through his good will and that of Secretary of the Navy Casanave, all the resources of the Peruvian Government will be behind it. President Leguia has made it known that he welcomes not only the expedition, but all Americans who desire to exploit the natural resources of Peru.

Rosell said there are more than 3,000,000 native Incas in Peru who maintain their tribal traditions, customs and manners. Music played on ancient instruments of the tribe, he stated, has the same compass as American jazz. At the celebration of the centennial of the battle of Ayacucho, in Peru, recently General John Pershing represented the United States, and Police Commissioner Enright, of New York City, was also an interested participant.

PONCA INDIANS CARRY ON FIGHT IN CONGRESS. PONCA CITY, Okla., Jan. 7. — The Ponca tribe of Indians will resume its forty-seven-year fight for indemnity from the government and the Sioux Indian tribe in Congress this winter. They will ask permission to file suit for \$11,000,000 against the Sioux tribe and the government,

LATIN WORDS MAY STOP PUZZLE FANS

PHILADELPHIA, Jan. 5. — Cross-word puzzle solvers soon may try this new "indoor sport" in a dead language.

According to R. J. Scott, instructor in Latin at the University of Pennsylvania, he has collaborated with R. G. Kent, of the Latin department, in completing a Latin cross-word puzzle book. A copy of the new book has been sent for printing to the Service Bureau for Classical Teachers at Columbia University.

"Cross-word puzzles in Latin," declared Scott, "like those of the English language, have as their primary object the increasing of the vocabulary of the solver, who proceeds to fill in the words that he knows and also acquires new ones from cross combinations.

"Cross-word puzzles" may be composed in any language. I personally have composed them in five languages and could do so in more. They are of immense value in teaching languages, especially in high-school work."

Ten puzzles of different designs are included in the new volume. It will be the first Latin Cross-word puzzle book to be published, so far as it is known.

Florence — West Coast Power Company takes over Florence electric plant.

WHERE AND WHAT IS HELL?

Evangelist T. L. Thuemler will tell you exactly how many persons are in hell at present. Just where hell is located, if the devil is in charge and if the fire burns the meanness out of people, or if they must go on burning forever, and how you can escape going there, you can escape going there. Some evangelists would almost like to have us believe that hell is so jammed full that there is hardly standing room left. Hear the lecture at the Adventist church, corner 4th and C streets, Thursday, January 8, 7:30 p. m. Intensely interesting and not a dull moment in it.

MEXICAN STAFF BAND IS DISBANDED BY CALLES

MEXICO CITY, Jan. 7.—The Mexican Staff Band, which had made a name for itself in the United States as well as in Mexico, has been disbanded as a part of the campaign of economy instituted by President Calles.

Tidings Want Ads are go-getters

BRING YOUR SASH to us. We do the glazing Free. The new wall paper patterns for spring are here and you should see them before you purchase. SWENSON-PEEBLER Furniture Company

KING COAL A UTAH COAL One of the hardest and hottest coals that come to Ashland. SPLENDID VALUE Try a Ton You will not Regret it. Carson-Fowler Lbr. Co. "In the Heart of Town"

You Will Always Find a Fine Assortment of Watches, Diamonds, Jewelry, Silverware and Novelties ON DISPLAY AT Charles A. White, Enders Block Formerly W. H. Hodkinson Store