

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Editor: Bert R. Greer; Business Manager: George Madden Green

OFFICIAL CITY PAPER; Telephone 39; Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter

Subscription Price, Delivered in City. One Month \$ .65; Three Months \$ 1.95; Six Months \$ 3.50; One Year \$ 6.50

DISPLAY ADVERTISING RATES. Single insertion, per inch \$ .30; One insertion a week \$ .27 1/2; Two insertions a week \$ .25; Daily insertion \$ .20

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

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

COSMETIC THERAPIST OR CHIROTENSOR?

This newspaper prides itself upon keeping up to date, down to the minute and abreast of the times. Only a few short days ago it discussed a measure then—and still before the legislature to regulate the practice of cosmetic therapy, a term which at that time defined the art of making a woman's face beautiful, regardless of any omissions by nature in that important duty as to individuals.

That, as has been said, was but a few days ago. Now comes along The Oregonian with a contribution to the discussion which, if it is based on correct information, indicates that cosmetic therapy has already become an obsolete term, as dead as the great auk or the civilization of Thebes.

The Oregonian usually knows whereof it speaks when it discusses great issues, but nevertheless we must call its attention firmly to the fact that in the present instance it does not let its readers know the source of its authority for the new—we almost said usurping—term.

Chirotensor is by no means as handsome a term to look at or to say as the one it seeks to supplant. Its first syllable, pronounced "ki," reminds one of falling over a dog and hearing its protest. Chirop makes one think of treatment for corns, or having one's spine adjusted with a mallet.

Let it be understood that this newspaper is going to keep up to date, no matter where that heroic course may lead. If it be shown that chirotensor is a term actually here, we will use it at least once a week for a while.

TITLES AND EMINENCE

If international relations were more sensitive than they actually are and as sensitive as they are often supposed to be, the chance remark of Secretary of State Hughes about the honors of Elihu Root, "the nearest approach that we can make in this country to the gift of an earldom," might be made the occasion of international inquiries.

It is an unsolved puzzle to Americans to understand why British citizens of such eminence as Herbert H. Asquith should make such a fuss about getting to be "earl of Oxford". We can easily understand why William E. Gladstone might be indifferent to being made a "lord", and we are puzzled when we learn that he did it to be "peculiar", rather than as a matter of course.

In this respect, there is no difference whatever between British and American basis of popular recognition. "Lords" are quite too common in Great Britain to make it any distinction to belong to the House of Peers, and such squabbles as the present one over the right of Mr. Asquith to be "earl of Oxford" but show that at the best Asquith would honor the title rather than the title honor Asquith.

There is one angle of this title-for-great-men procedure that American men active in public life would appreciate; perhaps some Britishers do. The man in England who accepts a title has at once, no matter how well he is known, to earn a new reputation. When, for instance, a man named "Smith" some years ago became active in British life, he had to fight for his name.

title the town in which he was born, "Birkenhead." In the last six years, as "Lord Birkenhead," he has had to make himself known anew to his nation and the world. This was a loss of advertising value of serious importance to a politician. When you once make good as "Smith", it is a loss to become even so peculiar as "Birkenhead."

NEW FARM AUTHORITY

Jardine, as secretary of agriculture in the President's cabinet, is an obviously good appointment. The new head of the nation's official farm interests himself makes a showing of being a "dirt" farmer, as he lived and worked on farms in Idaho and Montana until he was grown.

It will be of special interest to us that he is a "Westerner." We are perhaps naturally suspicious of the sort of farm that is different from ours. We in the Far West would be specially suspicious of the Massachusetts type of farmer, where the producer is working at the consumers' backdoor and to whom transportation problems are a minor factor.

We may expect from the activity of this still young and energetic man, this Westerner, a sympathy with the water problems of the Far West and with the transportation problems of the Pacific coast that will be useful for us at Washington.

THE PISTOL HABIT

Within the past year nearly 500,000 cheap pistols have come to this country from Spain and have been stamped and marked as American wares, against plain provisions of the tariff law, according to a report. They have been offered for sale at very low prices. They are poorly made, but they still have a 60-per-cent killing capacity and are found convenient and handy for neophytes in murder.

Another good move would be for the government to close the United States mails against the transportation of pistols in the indiscriminate way now practiced. When any schoolboy can get an automatic revolver by sending a couple of dollars to a great concern in Chicago there will be a lot of slaughter going on.

FEES IN TREASURY

All the fees collected in Oregon should be converted into the state treasury and the state treasury should pay out all the expenses of these boards and committees. It is wrong to have any commission, or any state office for that matter, collect fees and retain them, even although every dollar is properly accounted for.

UNIVERSITY OF ORE. HAS COMPLETED ITS GIFT PLEDGE FIGHT

Eugene, Feb. 17 — (Special) — After two years and four months' effort, the University of Oregon has obtained in its gift campaign contributions and pledges amounting to \$2,200,000. This report was formally made today to alumni and the public by the following directors of the Alumni Holding Company, Robert B. Kuykendall, Frank L. Chambers, Campbell Church, and W. K. Newell.

Wins Citation



SENATOR R.W. MEANS

For gallantry in action during the Spanish-American War U. S. Senator-elect Rice W. Means, of Colorado, formerly a lieutenant-colonel of infantry, has been cited by the War Department and granted the Distinguished Service Cross. Means distinguished himself in action against the Spanish forces at Manila.

The Blessings of Education. Northern: "You're the best darkey to work that I ever saw." Rufe (proudly): "Well, suh, Ah was in de convic' labor camp eleven years."

Son Mourns Missing Leginska



MRS. EMMA WHITTERN, CEDRIC WHITTERN & ETHEL LEGINSKA

Mrs. Emma Whittern, of Cleveland, O., mother-in-law of the missing Ethel Leginska, famous English pianist, who disappeared on the eve of a concert in New York City, is shown with her grandson, Cyril Whittern, Mme. Leginska's son, who mourns for his missing mother.

FORMER GOVERNOR OF S. DAKOTA WILL BE RESIDENT HERE

Aberdeen News. Former Governor Byrne's retirement from public life here and departure for Oregon to make his home is regarded with a pang of regret by the News for it has long had admiration and affection for the former chief executive.

At the insistence of many friends Mr. Byrne became a candidate for United States senator after his term as governor had expired but the nomination was won by Senator Sterling in 1918 and Mr. Byrne retired to his home until 1922, when he was appointed to the new position of commissioner of agriculture under Governor McMaster.

He had been a member of the first legislative session as senator from Paulk county in 1890 and when he was sent up again in 1906 he became outstanding in his champion of reforms which were needed to free the legislature from railroad domination.

Men and Women in News Spotlight



Above: DUCHESS OF YORK & DR. WILHELM MARX

Below: NICHOLAS LONGWORTH & GENERAL DE CASTELNAU

The Duchess of York, wife of the second son of the British rulers, exceeded even her titled husband's record on their present hunting trip in British East Africa, bringing down an immense rhinoceros with one shot. Congressman Nicholas Longworth, of Cincinnati, O., is said to be assured of election as Speaker of the next House of Representatives by the action of a caucus of the Pennsylvania delegation in voting to support him.

NOTICE OF SALE OF REAL PROPERTY BY GUARDIAN IN THE COUNTY COURT OF THE STATE OF OREGON, FOR JACKSON COUNTY. The Matter of the Guardianship of the person and Estate of VIRGINIA M. ROOT, also known as Jennie Root, Jennie M. Root, V. M. Root and Mrs. V. M. Root, an incompetent person.

McNair Brothers The Rexall Drug Store. Replacement Parts IF IT'S A: Gear, Axle, Pistons, Oil Rings, Piston Rings, Clutch Facings, Ignition Parts, Spring Shackles, Connecting Rod Bearings, Spicer Universal Joint Parts. YOU NEED We Sure Have It. SUDDEN SERVICE. Have your car overhauled before the spring rush starts.

Fire! LEEDOM'S TIRE and REPLACEMENT PARTS. Across from the Lithia Springs Hotel.

trifling cost. When you consider the trifling cost of having your family wash handled outside of your residence that should be sufficient incentive to have us call for the bundle. Especially if you have heard of the excellent condition of each garment when it returns to its owner.

Billings Agency. Estab. 1833. Real Estate & Real Insurance. 41 E. Main St. Phone 211.

Ashland Laundry. When you consider the trifling cost of having your family wash handled outside of your residence that should be sufficient incentive to have us call for the bundle. Especially if you have heard of the excellent condition of each garment when it returns to its owner.

STATIONERY AT CLOSING-OUT PRICES. This week we are making a special on box stationery at 1-4 Off. Supply your needs now at the 25 per cent discount. Toilet Goods—Drug Sundries ELHART'S Books and Stationery