

Ashland Tidings

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LOVE TO BE HUMBLED.

That the American people love to be humbled long since has passed into a proverb. Trickery may be called our national vice, our besetting sin. Like liberty, it appears to be in the very air we breathe. We take to it as naturally as we do to politics. Our entire social system has become saturated with it. Even at times it masquerades under the mantle of charity, which, like a well-filled purse, covers a multitude of sins.

There are various kinds and classes of fakers and tricksters, but the princes of them all, the incarnations of fraud, are the advertising humbugs, who, when stripped of the sugar coating by which they impose upon the public, are simply professors of falsehood.

The ancient scribes tell us that the Lord once attempted to check the humbug habit by striking the liars dead, but when he looked into the future and saw the huge catalogue houses looming in the distance he reluctantly relinquished the idea, as he saw that such a plan in the congested centers would prove more fatal than a second flood.

The mail order houses word their advertising so as to appeal to the greediness and weakness of human nature, as it is generally known that every son of Adam and daughter of Eve possesses a disposition to resort to games of chance, an inclination to get something for nothing.

JACKSON COUNTY WOMEN SHOULD REGISTER.

(Robert Ruhl in his Medford Sun.) About 800 men have registered in Jackson county. But less than 200 women have registered. This is rather a sad showing for the women. Every woman who fails to register not only is guilty of poor citizenship, but makes it just so much harder for the women of other states to secure the vote.

The most popular and effective argument against equal suffrage is that if given the franchise the majority of women won't exercise it. This argument was used in Oregon and stoutly denied by the women themselves. If the present ratio of registration is not increased, however, the only conclusion is that the anti-suffragettes were right and the suffragettes wrong.

Here would seem to be an excellent opportunity for the women's clubs of the valley to render the county and the women of the county a distinct service. Why not hold a few meetings for the purpose of arousing the women to the need of exercising the privilege that such a large portion of them demanded?

WHERE PUBLIC OWNERSHIP DARE NOT HALT.

Low carfares in cities are fine as far as they go, but they sometimes go pretty quickly into the absorbing pockets of the landlords, as an experience in three-cent-fare Cleveland demonstrates.

There a long haul through a sparsely settled suburban region was called for, in order to widen the residence area. The extension was recently opened and it is costing a deficit of about \$40,000 a year. This, of course, will taper down as the region is built up, but at present it is net loss.

But note this: The minute the extension was opened, affected property values jumped fully three-quarters of a million dollars.

Low fares here poured their first treasure of benefit into the pockets of land speculators, to the cost of home-seekers.

Suppose that, in addition to owning the car line, the city of Cleveland had also owned that land. Then it would have had a \$750,000 jump in land values to help it take care of the \$40,000 deficit in car operation, enough and to spare.

Plant a Grass an Tepitiz, the official rose of Ashland.

ONE PREACHER WHO SEES.

So often preachers don't see, it is a pleasure when one does.

"The men up here," writes Rev. Luther Long of Calumet, "demand not the giving of better conditions, but a share in arranging conditions; the recognition of their democratic rights."

Moreover, the fact that there is trouble isn't due to the presence or skill of "agitators," but to "the widespread and deep-seated feeling of unfairness in the relations between the owners of great industries and their employes"—to greedy denial by a few of the elemental right of the many to a say in the ordering of their lives.

"Getting rid of the Western Federation of Miners," Rev. Mr. Long continues, "won't settle anything; until we find out what is the next step in the evolution of industrial democracy, dissatisfaction will remain, and may at any time be aroused in the new men brought in to take the places of those driven out."

Very obvious, isn't it? Yet how many there still are who cannot or will not see it!

The green stamp salesman comes along and sell one merchant in each line the green stamp. Then the yellow stamp man gets in his work on one competitor to each of the others. Then, if the field is large enough, the brown and the purple men come along, until every merchant has stamps to burn. The merchant usually wakes up to the fact that all the stamps are owned and operated by the same company under different names, and the representation of exclusive trading drawing power has been destroyed. The merchant is holding the sack and the eastern concern has the cash and is ready to fold its tent and find a fresh field.

James J. Hill, the empire builder, is not very pessimistic over the business outlook. He says the skies are clearing beautifully and that there will be all sorts of business activity soon. He does not predict any great amount of speculation, but the country can do nicely with sound, solid business. Speculation will have to take care of itself.

House to Vote By Electricity

Washington.—The slow process of rollcall in the house of representatives may be done away with in the near future in favor of an electrical appliance for registering the votes of the 435 members almost instantaneously. A sub-committee of the rules committee has outlined a feasible plan which has the approval of Speaker Clark and Majority Leader Underwood.

The proposal for a voting machine was made by Representative Walsh of New Jersey, an expert in electrical appliances. Rollcall in the house now requires 45 minutes, and is resorted to when a filibuster is declared by the majority. The new scheme would eliminate this from legislative procedure. The sub-committee's plan would provide a locked device at each member's seat with buttons representing his vote, aye, nay or present. These would correspond with spaces beside the member's name on the indicator boards placed about the room, showing the detail of the vote in colored lights and also at the clerk's desk, where a card would be punched and tabulated mechanically, serving as a full record of the vote in every case.

SHORTEST RAILWAY OPENS.

New "System" in Oakland, Built By City, is Only 391 Feet Long.

Oakland, Cal.—What is believed to be the shortest municipal street railroad system in the world, measuring 391 feet, the length of a city block, was put in operation here recently. The line was built by the city for the purpose of connecting the two ends of a street car system, which would give crosstown service. The line has been leased by the city to a local street car company at the rate of \$1 a foot a year.

The car company had refused to construct the line for the city, because its officials were unable to figure approximately what the revenue would amount to. Under the charter the city would be entitled to annual revenue of 5 per cent of the earnings of the line. The strip of track connects San Pablo avenue and Washington street.

A Valuable Measure.

"How long do you think a speech ought to be?" inquired a student.

"That depends entirely on how much the gentleman in charge expects you to kill with it."—Washington Star.

The Home Circle

Thoughts from the Editorial Pen

Talk With the Young Men.

Accidental greatness dies young, and it knows no resurrection. It is excited, boasting, egotistical and tyrannical. All the littleness of its common childhood is lost in the shadow of its present brief loftiness. It assassinates poverty, courts Godliness under the sun and stabs it under the moon, flatters knowledge to keep secret its own ignorance.

Character never dies; it is born to live. Man makes his character and his character preserves him. Little promises, little debts, little words and little acts are small in themselves, but they are the very weights we throw in the balance over against a man's reputation. One noble deed doesn't establish true nobility. No man can be trusted with the cares of a high station until he has proven himself capable and honest in lower ones. Better see him swim the brook before you bid him try the river.

And yet some men begin to rise only when Fate seeks to pull them down. Difficulties awake them; and what to others seems certain defeat, is all that nerves them to win the battle. True bravery and true nobility are shy, unassuming. It is the traitor who boasts of his loyalty, and the villain who modifies his honesty! Honor "vauntheth not itself," looks every man in the face, fearing none; asking no advertising and cannot be flattered.

Boys, remember these little things and don't boast of your honesty. Boast not at all! And we think it poor philosophy to lend a man four dollars by way of enticing him to pay the one he already owes you. Weigh our promises well, and when you have made them, keep them, no matter what it costs. Judge others by what they have done, not by what they are going to do.

Don't keep your eyes on the stars and stumble over nuggets.

Women is the most patient of all mortals. She will toil and toil, spin, sew and cook. She will nurse sick children, and wait on her husband. She will sacrifice all, surrender all, forego all the ordinary pleasures and pastimes of life, and obey implicitly the call of duty. In return she asks and must have her husband's sympathy and love; without it the world appears a blank. A few words of encouragement and sympathy from the husband to the tired and discouraged wife will rest and encourage her more than anything else.

You Cannot Purchase Happiness.

One cannot buy love for paltry gold; neither can happiness be purchased, as if it were a pleasant beverage. You cannot put it on and lay it off, as if it were a garment of brocade, decked with glittering gewgaws and costly jewels. You cannot take it on your plate at the banquet table and eat in. Midnight revelry and dissipation say, "Happiness does not dwell with me." Neither is it found in excitement, exhilaration and in worldly frivolity. Everything has its price. Wealth comes only by toil, but people are miserably unhappy because gold dollars will not roll into their coffers without their earning the gold. The vile and unworthy pant for the respect of the virtuous when they do not deserve it. The indolent invalid wants health without strict temperance in all things. What a happy world this might be if everyone were willing to pay a quid pro quo—a fair equivalent—for every good thing received. People do have all they pay for. For this reason nothing but bitter complaints and murmurings bubble up from unhappy hearts. People pay the price of unhappiness. And they receive a full equivalent.

An Eloquent Passage.

Probably of all the beautiful and eloquent passages ever written by the inimitable George D. Prentice, the following is the finest:

"It cannot be that earth is man's only abiding place. It cannot be that our life is a bubble cast by eternity to float a moment upon its waves and sing into nothingness. Else why is it that the high and glorious aspirations which leap like angels from the temple of our hearts are forever wandering unsatisfied? Why is it that the rainbow and cloud come over us with a beauty that is not of earth, and then pass off to leave us to muse on their loveliness? Why is it that the stars which 'hold their festival around the midnight throne' are set above the grasp of our limited faculties, forever mocking us with their unapproachable glory? And, finally, why is it that bright forms of human beauty are presented to our view and taken from us, leaving the thousand streams of our affection to flow back in an Alpine torrent upon our hearts? There

W. C. T. U. Is Non-Partisan

The W. C. T. U. is strictly non-partisan. It will aid no party. It will aid good men individually when there is a clear dividing line between him and a bad man who stands for vice, gambling or the liquor traffic, but never does it allow itself to become an adjunct to a party. The W. C. T. U. is not circulating the yellow pledge of the "Out to Win," neither is it endorsing nor condemning the "Out to Win" party. And it is not a party auxiliary of the "Out to Win."

We give our time to the larger phase of temperance and prohibition. We affiliate and work with all Christians and others for Oregon dry.

We make this explanation because the W. C. T. U. has been identified by some with partisan political activities. We have a large field and shall not be trampled from it to the partisan fields.

Those who say women are rash will find us following the safe and conservative path. You may safely trust the Woman's Christian Temperance Union.

LYDIA M. HOWEL,
County President.

GIVE THAT PUNY CHILD THIS GUARANTEED REMEDY

If your child is under-weight, listless, ailing, liable to get sick easily, it needs a medicine to build its weight and strength. For this purpose there is nothing else we know of that we can so strongly endorse as **REXALL OLIVE OIL EMULSION**. The remarkable success of this splendid medicine is due to the fact that it contains ingredients that tone the nerves, enrich the blood and furnish to the entire system the strength, weight and health-building substances it needs. And it does all that without injuring the stomach. In fact, **REXALL OLIVE OIL EMULSION** is not only pleasant to take, but even the most sensitive stomach is benefited by it, and the digestion improved. On the other hand, it contains no alcohol or habit-forming drugs, which most parents object to giving their children. It does its good work by taking hold of the weakness and builds the body up to its natural strength, at the same

time making it strong to resist disease. If **REXALL OLIVE OIL EMULSION** doesn't build your child up, feed the stunted, puny muscles, and make the little one lively, strong, well and full of the animal spirits children are meant by nature to have, come back and tell us and get your money back. We don't want you to lose a cent. We think this is no more than fair, and it leaves you no cause to hesitate. For old people also—for convalescents—for all who are nervous, tired out, run down, no matter what the cause—we offer **REXALL OLIVE OIL EMULSION** with the same guarantee of entire satisfaction or money back. Sold only at the 7,000 **REXALL STORES**, and in this town only by us. \$1.00.—McNair Bros., Ashland, Ore.

He who knows what is good and chooses it, and who knows what is evil and avoids it, is both learned and temperate.

WHEN you think of "First National," you think of "banking." Why not, when you think of "banking," think of "First National?" We grant every accommodation consistent with a safe and conservative yet progressive business policy.

First National Bank

Oldest National Bank in Jackson County

Depository of the United States, State of Oregon, County of Jackson and City of Ashland.

time making it strong to resist disease.

If **REXALL OLIVE OIL EMULSION** doesn't build your child up, feed the stunted, puny muscles, and make the little one lively, strong, well and full of the animal spirits children are meant by nature to have, come back and tell us and get your money back. We don't want you to lose a cent. We think this is no more than fair, and it leaves you no cause to hesitate. For old people also—for convalescents—for all who are nervous, tired out, run down, no matter what the cause—we offer **REXALL OLIVE OIL EMULSION** with the same guarantee of entire satisfaction or money back. Sold only at the 7,000 **REXALL STORES**, and in this town only by us. \$1.00.—McNair Bros., Ashland, Ore.

—The Tidings, Daily and Sunday Oregonian, Sunset Magazine and McCall's Magazine, \$8.40. This bargain runs only to March 1. 73-74

Make it "Ashland the Beautiful"

MAKE THE

HOTEL MEDFORD

Your Home and Resting Place. Visitors to Medford will find this modern hotel both convenient and accessible place from which to shop and meet friends. Rooms \$1.00 up. Hot and cold water in every room. Courteous attention. Ladies will find large, comfortable and airy parlors and reception room. Meals served a la carte in spacious dining room. EMIL MOHR, Prop. YOUR RESTING PLACE.

\$8.75 ROUND TRIP

TO THE MEETING OF

Oregon Development League

AT

Eugene, Thursday, Feb. 19

VIA THE



"THE EXPOSITION LINE—1915"

Tickets will be sold from Ashland February 18 and 19, and will be good for return until February 20th.

Low Round Trip Fares

ALL OTHER POINTS

Call on nearest S. P. Agent for further particulars. train schedules, etc.

JOHN M. SCOTT, General Passenger Agent, Portland, Oregon.

Staple and Fancy Dry Goods Fancy Waists

VAUPEL'S

The QUALITY STORE

FURS, SHOES AND GENTS' FURNISHINGS

Our New Goods from the Eastern Markets Are In and On Display

AMONG them are a great variety in suitings and dress materials, consisting of many new novelties, such as Ratine de la Reine, Jacquart Matelasse, Novelty Bourette, Novelty Crepe, Gypsy Cloth and Ratine. In white, blue, green, tan and mixed colors.

Voile embroidered in colors. Embroidered flouncing 9 to 44 inches wide.

Something entirely new in a special fabric for afternoon and evening wraps. Colors are blue, pink and white.

Just received a shipment of new frillings for neck and sleeve trimmings, also lot of new novelty collars; 15-inch corset cover lace with beading top and bottom; 18-inch lace flouncings.

Allover laces in great variety and latest designs for waistings, etc. Colors white and ecru. Laces and bandings to match.

Come in and look them over. You will find an endless variety from which to select your new Spring Gown, Suit or Wrap.

Boys' Suits, Boys' and Men's Shoes and Furnishings

Let us fit you with a pair of SOROSIS or UTZ & DUNN shoes. They are right in price, style and quality. Satisfaction guaranteed.