

Ashland Tidings

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Payable in Advance.

TELEPHONE 39

Advertising rates on application. First-class job printing facilities. Equipments second to none in the interior.

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Ashland, Ore., Monday, May 18, 1914

NATURE'S BEAUTY SPOT.

How many people in the city know how much and what ground is owned by the city just above the Chautauqua park grounds? Who knows where the lines of the city property run? Does the city own both sides of Ashland creek, or only one side? Who has been out along First avenue to where it comes down in the picnic grounds up the creek? It will pay any Ashland citizen to travel that way and take a look. By careful driving automobiles can now make the trip. Compare that drive with what we now call Scenic Drive. Go over it and see. Look down through the woods at the winding crystal creek; view the landscape with a view of determining what can be done and what it will look like if properly developed. Start on the street that goes south from the First National Bank, go up to the street that skirts the Chautauqua grounds on the east—that is First avenue—follow it around the hill to the south and west—the road is level and good; follow it clear around and come back by way of the present park drive. Do that. It will be a revelation to you. Then think it over. Wonderful natural beauty. We need to landscape this ground in such manner that the natural beauty will be preserved, not destroyed. In other words, a proper adjustment, or application of what nature has done, to fit our needs. President Sproule of the Southern Pacific has promised to try and get John McLaren, the man who made Golden Gate park and who is now landscaping the exposition grounds, to come and show us how.

MOTHERS' DAY.

The best that is in us we owe to our mothers. Our dads may have been all right; in fact, as men so, most of them were. But they didn't cuddle us or kiss our bruises or pillow us on loving hearts to sob away the griefs of the day or make us forget the fears of the stormy nights.

Much of history is but a futile attempt of mankind to do right reverence to motherhood. Poets have sung of it, painters and sculptors have sought unceasingly to transfix its inspiring spirit upon canvas or in wondrous carvings of stone, religion has tried by aid of it to build a ladder to the stars, and yet the divinity of it surpasses our powers to express and almost our capacity to understand.

What is the miracle that in a few fleeting years transforms the shy and gawky girl of the early 'teens into that marvel of patience, devotion, sympathetic understanding and surpassing courage which unfolds with maternity? Isn't it God once more sending His spirit to abide among the sons of men?

And so we do well to pause in the selfish rush to do some bit of honor to Mothers' day.

But every day is mothers' day, glory be. Never does the mother-love falter; never the mother-patience fail.

If only we could live up to the hopes, the expectations, the standards of our mothers, what a corking fine world this would be!

ANOTHER LESSON UNHEEDED.

It is just about a year now since the Ohio River Valley was devastated with an appalling flood and millions of dollars' worth of property and hundreds of lives destroyed unnecessarily. Immediately thereafter editors and preachers and economists everywhere began to lay plans to prevent a repetition. Practically nothing has been done. Congress appropriated more money to accomplish what was already proved to be a failure. Hundreds of cities throughout the country are in imminent danger now. Resolutions of sympathy, appropriations for the relief of sufferers, and long-face talk has little influence upon the mighty flood. It is respectfully suggested for the benefit of the high-brow economists of the east who are criticising the way we do things that it is time for them to get busy.

ONE MAN'S OPINION.

(By R. F. Paine.)

Speaking of the "industrial wars" in Michigan, West Virginia and Colorado, a western editor says:

"There is a remedy—a very simple remedy.

"Recognize the combatants in the industrial war. Give them equal rights and let them fight it out.

"When mine owners, for example, are permitted to maintain private armies of gunmen to protect their property, let the miners have full right to arm themselves to protect their own lives.

"Why temporize? Why beat about the bush? Why not frankly admit that the industrial war is actual war, and grant to the other side the same belligerent rights we all know the one side now exercises without hindrance?"

In short, this editor asks, why not a community civil war every time there is a serious disagreement in the industrial world? Young Rockefeller give sa pretty fair answer when he says that these Colorado men are fighting their own government.

It is indisputable that the people should have the kind of government that they choose. If the people of Colorado, for instance, want a cowardly, brutal and impotent government, such as they have, they should have it. It is their own government and they can change it to suit themselves. It is their own fault if they don't provide for themselves something better. Republican form of government is based wholly and solely upon consent of the governed. To depart from that basic principle means nothing less than anarchy or monarchy.

But let us pass this feature by, and suppose that the miners in West Virginia, Michigan and Colorado had been permitted to arm themselves and kill as many of the opposition as they could. It would be civil war, which the federal government would be bound to put down, and, so sure as war means "money, money, money," as the greatest warrior in history put it, the hundreds of millions of the Rockefellers would win. The miners of Colorado have resorted to arms. They have instituted actual war. What have they gained? For every enemy slain, the Rockefeller have hired ten others. Every rifle that the miners have got hold of has been matched by a Rockefeller rapid-fire gun. Have the miners been violent? Look at the mutilated corpses of those women and children at Ludlow, victims of the servants of Rockefeller gold.

We hear that the conflict is on between men and dollars. Is our power of self-government so fictitious, our civilization so rotten, our Christianity so barbarous, that he can only settle the issue between a man and a dollar by cutting each others' throats?

Who is it that permit mine owners to maintain private armies of gunmen who slaughter inoffensive as well as offensive workmen and burn women and children in their homes? The people. Is it our only remedy to equip another part of the people to shoot and burn?

Is it really Rockefeller greed—which is natural and rather universal—that is responsible for such conditions as that in Colorado, or is it the political ignorance and recklessness of the populace, which populace it is proposed to permit to settle its differences by civil war?

All men must despise the cowardly and senile government of Colorado and abhor the brutalities perpetrated over there in the name of that miserable hypocrisy, law and order, but must we not all finally get back to the fact that what the people over there suffer is suffered at the hands of their own government?

JOURNALISTIC CONFIDENCE.

Several newspaper men have recently been brought into court to make them tell authors of articles of information given them. The latest case occurred at Halifax, Nova Scotia, where the editor of the Herald was jailed for forty-eight hours for refusal to tell who wrote a letter that was said to insult the assembly. The editor took the ground that to give this information would be a violation of journalistic ethics.

No doubt there are individual cases where it would be for the advantage of the public to know who wrote a given article. But the prevailing custom of keeping confidential the authorship of newspaper communications brings out many facts and just criticism of public officials. This helps hold public men to higher standards.

If every one was compelled to print his name under a letter to the press, many people who should be heard would keep silent. It will be unfortunate if the courts refuse to sanction this unwritten law of keeping newspaper confidences.

Make it "Ashland the Beautiful."

NEW YORK BANKING.

The system of locking the stable after the horse is stolen has been admitted for a great many generations as the poorest kind of business policy. One would hardly think of the great state of New York in connection with such a principle, especially as it may be applied to its banking laws. But that is precisely what they are doing now in the New York legislature.

True, the old system has some features which may be commended. It is quite likely that New York will have another horse which might be stolen. In fact, New York is looked upon as being the leader. In points of population, financial power and national influence New York admittedly leads all the other states, but this is not because the people there are wiser, brighter or more scrupulously honest. Not by any manner of means would this be admitted. New York has waxed wealthy because she has been especially favored—not by the Almighty but by the legislatures, the courts and congress itself.

It would be difficult to imagine a more outrageous business deal than that of the Siegel bank. The Siegel company, owner of the biggest department stores in the country, conducted a banking institution in connection with its other enterprises. Its depositors were its own employes, working girls and poor people generally. Merchants throughout the country looked upon the institution simply as a trade-getter or an accommodation to the company's customers. But its proves to have been an accommodation to the company. They operated their "accommodation" as a private bank. As fast as the cash passed their receiving tellers' windows they regarded it as their own property and used it for their own private purposes even to the extent of paying dividends upon the stock of their corporation. Pennies, nickels, dimes and quarters poured into the fake bank until the total has mounted up to nearly three millions. Then came the collapse. The crash came and the poor people who had contributed—for it amounted to a contribution—now find that they will never receive more than a very small fraction of the amount of money for which they worked so hard and denied themselves so much.

Now the New York legislature is trying to pass a law to protect the security of deposits in state and private banks. The word "trying" is used advisedly, for there is a lobby with hundreds of thousands of dollars now in Albany to defeat the Van Tuyl banking law.

And all this in the great city of New York which, had it not been for the energy and integrity of President Wilson, would still control the finances of a hundred millions of people. Verily, it is better to lock the stable now than to leave it go unlocked longer.

COMMUNITY SUICIDE.

Statistics show that the big cities of the country are growing faster than the smaller ones. There are exceptions, but this is the rule.

One of the principal reasons for this ominous tendency is the lack of community spirit among so many people.

When a person buys supplies out of town he helps some other place to grow. His support permits a merchant in some other place to enlarge his business, hire more clerks, and pay more taxes. The merchant thus favored does nothing in return, except to sell his goods at a price that can usually be equaled or bettered in a home store.

When you buy goods at home you help your home business men to increase their business, to draw more help from other places, to pay more taxes, and do more to support all home institutions. It pays to think what will become of your money after you spend it. Do you want it to help your own interest, or those of some larger city?

BOOSTS ASHLAND.

Marshfield Record: If Ashland does develop her springs that city is certain to reap a wonderful return financially. Ashland will become a big health resort and everyone owning property in that immediate locality will be a whole lot better off. The move at Ashland is one every well-wisher of the state should try and help along.

Since Grants Pass determined to make a city by building a railroad to the coast, and Ashland decided to build a city by developing her mineral waters, the spirit is spreading. Roseburg now proposes to build a railroad from that point to tidewater. It will be but a short time now until the Rogue River Valley will be in touch with tidewater in two places. It is now reported that the Grants Pass line is already financed to the sea.

VALUE OF NEWSPAPER ADVERTISING.

The record of thirty-six retailers added as new customers in one town by advertising was included among other successes of a campaign for Armour & Co., made by the Johnson Agency in Chicago, in which magazine advertising was shown to be hopelessly distanced. This record of new customers was reported from a small city in the south by the local manager, who wrote: "In regard to the Easter campaign advertising done through the local papers, the advertising has done more good for Star ham and bacon business in Greenville than billboard advertising or magazine advertising. It has gone direct into the homes of the consumers. The publishing of the merchants' names handling Armour's Star hams and bacon has enabled us to round up about 356 new customers in the town of Greenville alone. Our Easter ham and bacon business for two weeks preceding Easter amounted to practically 14,000 pounds against 5,000 pounds the previous year. * * * It would seem that a continuation of the paper advertising would be the most effective at the present time." Another salesman wrote from a Texas town: "This class of advertising does us fellows in what you might call the rural dis-

Capital and Surplus, \$120,000.00

First National Bank

Oldest National Bank in Jackson County

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

tricts more good than any of the magazine advertising you can do. It reaches more of the customers, and helps wonderfully towards getting the customers using Star brand."

Phone news items to the Tidings.

Ten boys owed ten dollars. Ten new boys came in and bore their share of the payment. Did adding the last ten boys raise or lower the tax on the first ten?

Make it "Ashland the Beautiful."

Staple and Fancy
Dry Goods
Fancy Waists

VAUPEL'S

The QUALITY STORE

Butterick Patterns
SHOES
GENTS'
FURNISHINGS

We Give 5% Cash Coupons With Every Cash Purchase

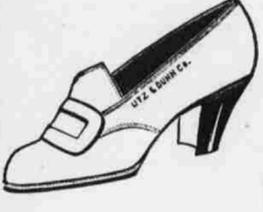
SUMMER FOOTWEAR

FOR

OLD AND YOUNG

Sorosis and Utz & Dunn

MAKES





New Colonials in tan leather, black suede and gun metal.

Pumps in satin, velvet, suede, nu buck, canvas, pat. & dull leather.



Button Oxfords
IN
Patent Leather,
Kid and
Gun Metal
In Your Size



Our High Shoes
in button and lace
are beauties.
In patent, plain toe,
kid top, cloth top,
kid, gunmetal,
lace and nu buck.

You will find our stock the largest and most complete in the city.
Prices range from \$2.00 to \$4.00.

THE STAPLES REALTY AND AUTO AGENCY

Select Your Residence Property

And buy your choice of land now before the inevitable jump in prices.

My clients are continually raising prices or withdrawing offers, but I have a few SNAPS left.

Don't think that because I sell the STANLEY STEAM AUTOS that I can't find you a bargain in land. That's why I can do it.

If you want money, land, a home, an automobile, timber lands, remember that a man in the real estate business is a good one to interview. I am one of them.

Would any of the following interest you?

22 acres, alfalfa ranch, close to town, on perpetual stream. Splendid building site. \$4,500. Easiest kind of terms.

An 80-acre alfalfa and grain farm well improved, nicely located, offered for a short time at \$12,000. Ought to and no doubt will bring \$16,000 within a year.

A cottage on paved street leased for a year at \$15 to responsible tenant, \$1,200.

A mountain ranch, well improved, on Williams creek, to trade for Ashland property.

E. T. STAPLES

Hotel Ashland Bldg. Ashland, Oregon