

# Ashland Tidings

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Ashland, Ore., Monday, Sept. 21, '14

## STATE PRESS FIGHTING BACK.

Away back in the stone ages when medicine was first thought of and dentistry was unknown, some unthinking person originated the "ethics" of the profession, and among other things said it was "unprofessional" to let the world know of the individual ability of doctors through the newspaper or any other form of publicity. It was laid down as the rule that no matter how much humanity suffers, or how great the skill of a specialist to cure certain diseases, it was unprofessional for the doctor to let the sufferer know.

This professional ethical belief has been made a part and parcel of the profession since. Doctors who advertised were at once howled down by the professionally ethical as frauds and quacks. The ethical schools, by reason of their number and co-operation, have practically framed every medical law on the statute books today and eliminated all those schools upon which they looked with disfavor.

Dr. Parker, a dentist of Portland, has initiated a bill to make it possible for dentists who are graduates of any school issuing a diploma, and whose moral character is all right, to practice in Oregon. Under the present law it is a matter for the dental board, composed of "ethical" dentists, to decide who may and may not practice. The doctors and dentists "view with alarm" this bill. They even go farther, and place their disapproval upon the use of "all drugs" not recognized by the official journal of the "ethical" body.

As a result they have aroused the state press to the point of white heat. Almost one-third of the revenue of the papers of the state is directly received from drugs prepared and sold, and known as patent medicine. As the doctors and dentists do not believe in advertising, they are making their fight upon Dr. Parker's bill purely because he is an advertiser. He believes in letting the people know he is alive and a specialist in certain lines. And because he advertises the "ethical" professionals are being assessed \$25 each to fight the bill—and incidentally the newspapers.

As a result the state press is getting into the fight with a vim, as the foundation of the press is being attacked indirectly. The doctors have stirred up a hornet's nest and doubtless will be severely "stung" before they are through with the campaign of Painless Parker.

## ARE THERE ANY TRIFLES?

The patience of a spider repeatedly repairing its broken web filled the soul of David Bruce with renewed courage and led to a period of freedom for Scotland.

The fall of an apple led Sir Isaac Newton to discover the law of gravitation.

A shock from the angry heavens conveyed along a wet kite string led to Franklin's discovery of the lightning rod and greatly advanced man's grapple with the mystery of electricity.

A rain on the eve of the battle of Waterloo decided the fate of Europe. Admiral Mayo's sea-dog stiffness at Tampico forced President Wilson's hand and nearly involved us in a war with Mexico.

A fanatic's pistol shot in one of the little nations of the Balkans killed the heir of Austria and brought on the greatest conflict of the age.

Little things? Who knows when a thing is little? Only God. The merest trifle may be the pivot upon which will turn consequences enormous.

Perhaps it's well we can't foresee. The responsibility might prove overwhelming.

Phone news items to the Tidings.

## TRAVEL AT HOME.

European travel should give people broader views and more general intelligence. For some it has been mere extravagance and useless spending. It may be worth all its costs, yet it does drain hundreds of millions of dollars annually from our country.

On August 1 Europe closed up its hotels and railroads, opened its cemeteries, and went into the killing business. If the war ends soon many curiosity seekers may then go over, much as the ghouls flock to a railroad disaster. Normal people will find Europe in turmoil for several years. Everyone having leisure and money for travel may well take this time to familiarize himself with the wonders to be seen at home.

The war should teach a renewed respect for American ideas and institutions. While the powers of Europe have been loading themselves up with the barbarous implements of slaughter, America has been making better highways, educating its children, removing disease, and improving its farms.

While Europe is now destroying matchless relics of the past, America has been erecting churches and monuments, painting pictures and carving statues. Much of this work is crude, but much is very wonderful. While foreign powers are working off the cruel fevers of barbarism, let us here at home value at its true worth all that our own builders and artists have done.

There ought now to be in every American heart a renewed affection for his native land. It should stand for him as the home of peace, as the land where love and science and labor are the ideals, not blood and iron.

One should realize better the gorgeous scenic beauty of our fair land, and feel deeper interest in the abounding energy of American achievement. Let the traveler then, until Europe repents of its wild insanity, seek to learn more of what God and man have done for his own native land!

## GOOD SPORT CHEATED.

The minor results of the war that give disappointment are the necessary postponement of the air flight across the Atlantic and the yacht race for the America's cup. The former perhaps more than the latter, because of its novelty.

It is a very sporty idea, this promised attempt to see if man can fly across the ocean. It appeals intensely to the spirit of adventure and offers a spectacular test of mechanism in a daring new field of endeavor.

But who knows what surprises in air flight the war itself may bring out? Quite early in the progress of aviation the human imagination conceived the chance that earth's bravest battles would one day be fought in the clouds.

And now that war is bringing this speculation to the test, who can guess what surprises may be in store? Widespread already is the expectation that the army airmen have surprises up their sleeves. The confidence with which German, for instance, faces a hostile continent is hard to understand on the basis of known land strength; so that armchair strategists are busy wondering if wonderful new engines of slaughter for use in the air may not be in the back of Berlin's mind.

It may even be that control of motor power in flight will, ere the war's end, have been so well established that a peaceful flight across the Atlantic would not have the content of surprise and would, therefore, offer little tribute of glory.

This, however, is all guesswork. The only sure thing is that the try-out across the water, to say nothing of the race for the cup, must await calmer times.

## MAKING LIGHT OF IT.

"Twenty-five thousand Germans killed and wounded at Liege."  
"The Germans make light of the fighting at Liege."

The foregoing are two news heads on the same page of one newspaper. Make light of it!

The wives, the mothers, the sisters, the sweethearts of those 25,000 stricken soldiers don't make light of it.

Allow for each man the usual average of four blood kin and you have 100,000 human souls, as many as inhabit the capital of New York state; and you can wager your last penny that not one of them makes light of it.

Pretty soon it will be the French or Russians or British and Belgians who will be making light of even bigger losses—for the fight at Liege was "only a skirmish."

But there will be no lightness in the hearts of the widows and the orphans—the thousands, the millions doomed to mourn.

And they suffer it all—why?

## SIXTEEN MILLION MEN UNDER ARMS.

(Scientific American.)

To appreciate the stupendous character of the War of the Nations which is now in full swing on the continent of Europe, we must bear in mind two facts: First, that it is a war to the death; second, that in the full realization of the absolute finality of the result, every one of the contending nations has already called out, or has stated that it will do so, the whole of its trained reserves, thus putting some sixteen millions of men under arms.

In the interests of humanity it is better that the nations which go down in absolute defeat should realize that the verdict is one against which there is no appeal. If the only possible cure for this monstrous cancer of militarism is the knife, it is better to cut so deeply as to let out all the rotteness, and so thoroughly remove the very seeds of disease as to ensure the wholesome, unhindered growth of the splendid civilization of this twentieth century.

The one mournful consolation to be drawn from this unspeakable calamity is to be found in the belief that the loss of life, the destruction of property, the paralysis of trade and industry, and the total setback of civilization, will be so stupendous as to bring the nations of the earth together, when the war is over, in the endeavor to substitute for the present brutal armaments, an international tribunal backed by an international military police.

In point of magnitude the present conflict is absolutely without a parallel. Never, in all the history of the world, have there been marshaled on the field of battle armies that even approached in numbers the hosts which are drawn up upon the frontiers of Germany and Austria. Not in the campaigns of Napoleon, nor the great Franco-German struggle of 1870-71, nor yet the seven-day battle of Mukden between Russia and Japan, was there seen such a gathering of warring hosts. As for the historic conflicts of ancient days, when the hordes of the east poured in a human flood over Europe, later historical criticism has thrown doubt upon the reputed numbers engaged.

At the present writing it is not unlikely that there are facing each other on a 250-mile battle line, reaching from Antwerp, Belgium, to Baisle, Switzerland, approximately 2,500,000 men, about equally divided between the allied French, British and Belgians, and the allied Germans and Austrians. These represent the standing armies, the flower of the national troops engaged.

To the east, along the borders of Germany and Austria, Germany has massed by this time some 600,000 of her second line of reserves, and Austria is moving to her own northern frontier and to the assistance of Germany in Alsace and Lorraine another 400,000 men. Russia has announced that her mobilization is complete, which means that she is moving down upon the German and Austrian frontiers her standing army of over 1,250,000 men.

And while these 5,000,000 troops are on the fighting line, there are being gradually assembled at the various camps and equipped for the field as they may be needed, the 10,000,000 trained reserves—every one having spent two or three years with the colors.

In all the countries engaged in this war, except England, military service is compulsory. In England service is voluntary, the men enlisting for seven years, at the close of which they enter the reserve. The war strength of the English army is 156,000 men, and of these, three army corps, or 120,000, have been landed on the continent and form part of the allied army. The whole of the reserves, 476,000 strong, have been called to the colors, and will be sent to strengthen the allies.

Compulsory service, or conscription, as practised in the German army, where it was first fully developed, is broadly representative in its operation of the practice in all European armies.

Actual service in the German army begins at the age of 20. The young man joins the colors and remains with them three years. He then passes to the reserve for four years, during which he is called out for training with his corps twice for a period of about six weeks. He is then drafted into the "first ban" of the Landwehr for five years, in which he is given two trainings lasting from eight to fourteen days. At 32 he passes into the "second ban," where he remains till he is 39. He now passes into the first ban of the Landstrum, where he remains until his 45th year. The second ban of the Landstrum consists of men who have had no military training.

Tidings "For Sale" ads are active little real estate salesmen.

Phone news items to the Tidings.

## WHY DEFINITENESS PAYS IN ADVERTISING.

Here and there one finds a merchant who says he has tried advertising but never made it pay. The chances are ten to one that he simply needs to study definiteness.

The principle of the specific fact, and the specific instance, affect all writing and speaking. They make one man's advertising a partial failure, while another's is a money getter.

If one man visits a strange city he comes back talking something like this: "It was fine, grand, splendid." His talk evaporates into vague, general phrases. The people that hear him talk know no more about that city than before. He has few listeners, whatever his subject of conversation may be.

Another man remarks about the same town, that it is full of buildings twenty stories high, that the streets were so crowded he had to wait ten minutes at one crosswalk to get over, and that people were always in a hurry and the street railway conductors always said "Step lively."

After such a man has talked a few moments you get some idea about the place he describes. You see it with your own eyes.

Every man who ever made a success as a newspaper writer has learned that you must give personal incidents and actual happenings to make any kind of news article interesting. If the reader can't see the thing with his own eyes, the copy won't sell.

Just the same in advertising. If you merely say "Best stock in town" the reader may or may not believe you. Try picking out the best values in your store, give a few details about them so the purchaser can get some idea what they are, then name the price. The reader then sees the bargain with his own eyes, is interested, and feels a desire to buy.

That is all there is to good advertising. It does not require wit, nor literary nor technical skill. Just "come down to brass tacks." Give the plain facts about an article as you would talk to a buyer over the counter. Try it and see!

## THE DAY OF RECKONING.

Here now we are to have a war tax, with no war. The emergency that confronts the American people is due in no way to any act of them; but not so much can be said for congress.

If congress had observed the pledges of economy and retrenchment upon which it was elected, the war tax would not be necessary. But congress at this session has made appropriations of all kinds approximating \$1,100,000,000—the largest in history—and the end is not yet. The ordinary expenses of government for the fiscal year ending June 30, 1914,

The Oldest National Bank in Jackson County

Member Federal Reserve System

## FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

DEPOSITORY OF

City of Ashland County of Jackson State of Oregon  
United States of America

were \$17,000,000 greater than in any previous year.

The people are to be penalized for the extravagance of congress. The spoilsmen must be fed. The spenders are running the country. They have performed no single important act that could, by the most liberal construction, be said to be designed to save money. It is a wastrel congress.

When the people of the United States find themselves pinched here and there, in their industrial activities, in their pastimes, an din their business, by an exacting government, to pay taxes that by ordinary prudence could well have been avoided, they will realize more keenly than ever what democratic inefficiency is doing to them.—Portland Oregonian.

The Commercial Club is desirous of obtaining good specimens of grains and grasses for exhibit purposes. Will those who have such kindly leave at the Commercial Club rooms? If

Phone news items to the Tidings.

# Are You Awake?

Stock Ranch Cheap. Ask About It

House and lot leased for \$180 for one year. For sale for \$1,500. Where can you invest money to beat that?

320 acres good farm land worth \$75 an acre offered at \$50 for quick sale.

A \$3,500 modern residence offered at great discount. Inquire.

Houses Rented. Autos Insured

## Staples Realty Agency

HOTEL ASHLAND BUILDING.

Staple and Fancy Dry Goods Sorosio Shoes	<b>VAUPEL'S</b> The QUALITY STORE	Butterick Patterns GENTS' FURNISHINGS Shoes
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We Give 5% Cash Coupons With Every Cash Purchase

# Your Winter Bedding

Bedding Made With Crown Jewel Batting  
Is Lighter and Warmer

Crown Jewel Cotton Batting will give your quilts and comforters the delightful springy softness that means genuine comfort and restful repose.

This batting is absolutely pure, clean and sanitary—made of select long fibre cotton without a touch of corroding chemical bleaching.

## CROWN JEWEL BATTING

Crown Jewel Cotton Batting is the softest, downiest, fluffiest, cleanest batting you can buy.

The long strong unbleached fibre gives it great wear-resisting qualities. In making comforters with Crown Jewel Batting it is not necessary to stitch or sew the layers together, as is the case with other batts, for it will not knot, bunch or separate with use.

Let us show you these batts. They are different.

## VAUPEL'S

EXCLUSIVE AGENTS FOR "PNEU-FORM"