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Ashland, Ore., Monday, Nov. 16, 1914

DON'T BE A BEAR.

With politics out of the way, back to business. And as we return to the desk and the shop and the furrow, it would be a good thing if we would paste this motto in our hats:

"Don't be a bear."

The late John Pierpont Morgan used to say that the man who played bearish on the future of his country would go broke; meaning thereby that confidence in one's self and one's neighbors has a financial as well as a psychological value.

J. Pierpont Morgan knew as well as any other man the value of that confidence in business. In this day and time it has not shrunk a particle, and it will be all the better for us if we will only remember that, and resolve not to be a bear.

What is the use or the profit in being a bear?

Now that the election is over there is bound to be closer attention to business affairs than there has been for some weeks or some months past. That will have its beneficial effect; and if we do our business duty in a spirit of business cheerfulness we will make the most of it. We will not go round with our mouths drawn down at the corners. We will not be continually singing: "Hark From the Grave a Doleful Sound." That sort of conduct will get us nowhere, do nothing, buy nothing, and sell nothing for us. There is nothing ahead of us but to make good, provided we back up.

Don't be a bear!

In these hard times Ashland is too much inclined to the bear side. The year 1915 holds the greatest hopes of the century both for the nation and the Rogue River Valley, especially for Ashland. With the proper development of our mineral springs resources Ashland has a bigger chance than she has ever had before. By the middle of the coming year thousands of tourists will be coming and going out of Ashland. New hotels and apartment houses will be building, business will be humming, every person who wants work will be employed and the era of prosperity will be upon us. Don't be a bear. Get your shoulder under the load and help push. Ashland is nearly to the top of the long grade. It will be a down hill pull when work on the springs is started.

THE COMING TASK.

(Eugene Register.)

The people of Oregon have decided by a majority that is decisive to banish the saloon. This determination is no weak and shaky one that might indicate indecision and lack of certainty as to the advisability of the step. It is a firm and confident expression of opinion by such a large number of voters as to leave no doubt of the preponderance of belief. Oregon has spoken against the saloon, and has spoken in a voice that cannot be mistaken.

But let no one be so foolish as to believe that the whole question is settled by the counting of the vote, for it is not. The campaign for statewide prohibition has not ended. Instead, it has really only begun. The inhibition against the manufacture and sale of liquor must be made effective. The bootlegger must be restrained. Illegal acts must be punished. Violators of the law must be arrested and convicted. The assertion that prohibition does not decrease the sale of liquor must be disproved.

This can only be done with the aid of local public sentiment. Officials who enforce the law must be commended and those who do not must be condemned. Enforcement of law depends wholly upon public sentiment. If public sentiment demands that prohibition shall be made effective there will be little liquor sold. But if the people of Oregon consider that they have done their whole duty

in voting for prohibition—if the huge vote against the saloon that has just been recorded is only a sop to conscience—conditions will be little better in the future than in the past. Real prohibition cannot be brought about merely by going to the polls and casting a vote. The interest of the citizen must go farther than that. He must show by his subsequent acts that he wants the law he has helped to pass enforced.

Let no one be so sanguine as to believe that the passage of the prohibition amendment will automatically stop the sale of liquor in Oregon. States, like individuals, do not "swear off" the liquor habit without a struggle. There will be backsliding here and there. Bootlegging will not be stamped out without effort. But if the determination to "swear off" is persevered in, the prohibition amendment will be made fully and completely effective. Once the habit is broken, Oregon will be a better state just as the individual who breaks off the liquor habit is a better man.

FOREVER CRUSHED.

Let's see! There was some one who had a "hunch" that the people of Oregon might like to go back to the old convention system, was there not? We remember seeing something of that sort in the official pamphlet. And there was quite a long argument in support of it—an argument, as we recall, which laid great stress on the necessity of a more clearcut partisanship to the safety of our institutions and the preservation of our liberties. At any rate the argument ran pretty much to that effect.

The thing proposed wasn't starting in itself, but it was headed the wrong way. It presumed a state of mind on the part of the people that does not exist; that we are willing to assert never again will exist. The people sat down on this back-tracking proposition with a heftiness that has left it flat as the proverbial pancake.

The people are quite well satisfied, thank you, with the exercise of the power they have acquired. As the darky preacher in the south used to say, "They are mighty superstitious" about handing back any part of that power to the political boss. They realize, perhaps, that their intentions miscarry now and then; but that is better than it used to be when they miscarried all the time.

The voters of Oregon have become accustomed to doing business in their own behalf, and they like it. Of course they cannot prevent any man at any time from advancing a proposition that they shall again take the political boss into partnership; but they can and do and always will answer with a crushing "No."

It would seem, in the circumstances, to be about time for the camp followers of the old guard to take to the woods, climb a tree, or in any other way get out of this hated atmosphere of political progress. They should begin to realize that their race is about extinct so far as this state is concerned, and that their chances of retrieving fortunes by the old methods are absolutely nil. Emphatic rebuke is their answer every time, and always will it be thus.

A Good Bartender.

To the married man who cannot get along without his drinks, the following is being suggested as a means to freedom from the bondage to the saloons:

Start a saloon in your own house. Be the only customer. You will have no license to pay. Go to your wife and give her \$2 to buy a gallon of whiskey—and remember there are sixty-nine drinks in one gallon.

Buy your drinks from no one but your wife, and by the time the first gallon is gone she will have \$8 to put in the bank and \$2 to start business again. Should you live ten years and continue to buy booze from her and then die with snakes in your boots, she will have money enough to bury you decently, educate your children, buy a house and lot, marry a decent man and quit thinking about you.

FOUR HUNDRED MILLIONS RELEASED

On November 16 the federal reserve banks located by the organization in New York, Chicago, Philadelphia, Boston, St. Louis, Richmond, San Francisco, Cleveland, Kansas City, Minneapolis, Atlanta and Dallas were established.

At the same time the new reserve requirements for national banks, as prescribed by the law, became effective, thus releasing, according to Secretary McAdoo, more than \$400,000,000 of reserve money and increased the credit facilities of the banks of the United States by that amount.

In the opinion of Mr. McAdoo, the early establishment of the new banking system will ease up the money situation in the United States.

The Home Circle

Thoughts from the Editorial Pen

Tears Vs. War.

The women of Europe in these troublous times of war must be well armed if the poet's ideas are correct. "What is a woman's weapon?" has been asked and answered in various ways. A quarter of a century ago, perhaps, there went the newspaper rounds an exquisite little triplet of stanzas each bearing an answer to the question, and below is the way it went:

A Woman's Weapon.

"What is a woman's weapon?"
I asked a charming girl;
She dropped her lashes slyly
And stroked a vagrant curl;
Then consciously she murmured—
This rosebud newly cut;
"I have a strong suspicion,
Her weapon is a pout."

"What is a woman's weapon?"
I asked a lover true;
He turned him to maiden
With eyes of heavenly blue;
Her velvet lips were parted,
All innocent of guile,
And eagerly he answered,
"Her weapon is a smile."

"What is a woman's weapon?"
I asked a poet then;
With sudden inspiration
He seized upon his pen;
"Oh, I could name a thousand,"
He cried with accents clear;
"But a woman's surest weapon,
I grant you, is a tear."

Then, if tears are being shed from the weeping eyes and wounded hearts of troubled women of these countries in proportion to the blood that flows from the gaping veins of the fallen soldiers, surely peace, white winged, must soon surely come, with her mission of love and mercy.

"O peace! thou source and soul of social life;
Beneath whose calm, inspiring influence
Science, his view enlarges, Art refines,
And swelling Commerce opens all her ports;
Blest be the man divine who gave us thee."

Health is the source of beauty, and every rule for beauty is simply a rule for health. A girl cannot have a fine, elastic body, a clear skin, a fine color and bright eyes unless she exercises, sleeps and eats profusely and sufficiently. All these outward charms appeal to the eye, but how much deeper and more lasting is the impression when there is beauty of character as well. Is it not strange how persons who seem plain and unattractive to the casual eye, seen often, become absolutely beautiful to us in their revelation of character? And how some whom we consider beautiful at first, when better known, seem only ugly and unattractive, because of some defect of character. Character will out. We may try to hide our defects, but it is useless. We may deceive for a time, but ere long we are known and valued for what we really are in spite of all our efforts and pretense.

Living for self with no object but to follow the bent of our inclination never yet made a woman healthy, happy or beloved. She mostly turns out to be fretful, nervous and uncomfortable to live with, and not much sought after by anyone. A woman who lives for self alone should never marry. Men take to bad ways if their dinners are not good. It is not sound reasoning, to be sure, for him to think he is entitled to do wrong because his wife does, but it is a sort that is much used; and one can readily see how discouraging it must be for a man to see his earnings squandered by his wife in her goings and comings, her dressing and adornments, while she seems to have no thought of his needs, and no willingness to attend to them.

Her Secret.

We occasionally meet a woman whose age is as beautiful as the bloom of youth. We wonder how it has come about—what her secret is.

Here are a few of the reasons:

She knew how to forget disagreeable things.

She kept her nerves well in hand and inflicted them on no one.

She mastered the art of saying pleasant things.

She did not expect too much from her friends.

She made whatever work came to her congenial.

She retained her illusions and did not believe all the world wicked and unkind.

She relieved the miserable and sympathized with the sorrowful.

She never forgot that kind words and a smile cost nothing, but are priceless treasures to the discouraged.

She did unto others as she would be done by.

She never missed an opportunity to tell her friends and neighbors to subscribe for this paper and impress them that the Home Circle department alone is worth many times the subscription price.

The ideal life for a woman, and for a man on less, is the closest supreme love for one, true and tender affection for many, and kindly, active good will to all.

Thanksgiving Appeal For the Children

It is sincerely hoped that every person having the welfare of the Boys' and Girls' Aid Society of Oregon at heart will not fail to remember them this year. This society is caring for all the dependent and neglected children in the state who may be committed to it by the proper authorities. Their annual report is descriptive of some of the work they have accomplished, showing the society has received into its care 4,378 children since its organization. During the past year 443 have been received from twenty-five different counties as follows: Baker, Benton, Clackamas, Clatsop, Crook, Coos, Columbia, Curry, Douglas, Hood River, Jackson, Josephine, Klamath, Lane, Linn, Marion, Multnomah, Malheur, Umatilla, Union, Wheeler, Wallowa, Wasco, Washington and Yamhill.

Another grand thing which the society accomplishes is the investigation of complaints of abuse and neglect among children, and they quickly have an agent on the spot, and what otherwise would be nobody's business they make the business of this noble institution, and if there is merit in the complaint they see that the matter is brought before the proper authorities and the children made such disposition of as may be for their best interests.

Therefore, one cannot donate anything for a better cause than for the work of this institution. Money can always be used to good advantage, and their needs are for everything that can be used in a household—canned goods, groceries of all kinds, especially sugar, rice, beans and flour, also vegetables and fruits of all kinds.

The railroad, steamboat and express companies running into Portland have recognized the importance of this institution sufficiently to dead-head all donations shipped to it if properly boxed and plainly marked the Boys' and Girls' Aid Society of Oregon, Portland, Ore.

The results of the work of this institution can now be seen in many parts of the state. Many of the children have now grown into manhood and womanhood, many are happily married and the largest per cent of the cases turned out good and law-

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One wants a poultry ranch, another a stock ranch and another a dairy ranch. Anyone having property of this kind to sell right should call and give us your listing.

REMEMBER, prices must not be inflated. We mean business. The buyers have the money. Have you the place?

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Thanksgiving Linens

THANKSGIVING---a day above all others when the festal board must look inviting. The experienced housewife knows that the setting for the food is as important as the food itself.

White snowy linens add greatly to the spread. You will find here special values in matched sets, linens by the yard, doilies and napkins.

A Few Special Values in Linens

72-inch all-linen damask \$1.00 per yard
72-inch Austrian damask \$1.25 per yard
Napkins to match above patterns if desired.

PNEU-FORM We have just received a shipment of the Pneumatic Dress Forms. We will now be able to give you any size you may desire. PNEU-FORMS ARE NOW GUARANTEED FOR FIVE years. Come in and let us show you these forms.

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