

# Ashland Tidings

By  
THE ASHLAND PRINTING CO.  
(Incorporated.)  
SEMI-WEEKLY.  
ESTABLISHED 1876.

Bert R. Greer, Editor and Manager.  
Lynn Mowat, News Reporter

Issued Mondays and Thursdays  
Official City and County Paper

SUBSCRIPTION RATES.  
One Year ..... \$2.00  
Six Months ..... 1.00  
Three Months ..... .50  
Payable in Advance.

TELEPHONE 39

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

No subscriptions for less than three months. All subscriptions dropped at expiration unless renewal is received.

In ordering changes of the paper always give the old street address or postoffice as well as the new.

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

Ashland, Ore., Monday, Oct. 18, 1915

## EAT WE MUST.

The conversation occurred in an Ashland store. Two ladies were shopping. One suggested to the other, who was a grocery man's wife, that she should buy a two year's supply of a staple dry goods necessity which was marked down to an extraordinarily low price. The groceryman's wife replied, "I can not afford it. I already have a supply for this year and can not afford to buy that far ahead. It is going to be a hard winter." The other replied, "A hard winter can not affect you grocery people. Folks have got to eat."

"That is just it," came the reply. "People have to eat."

This is altogether too true. People must eat. No matter how little money there is in the bank or how small the salary. No matter if the man of the house is out of work or sick. People must eat. And here lies the reason for the economy of the groceryman's wife. When the wolf is at the door and the money sack is empty, the groceryman gives credit so that the family may eat. Sometimes it is months until payment is received. In some cases the account is a dead loss. How often is credit refused? The total amount on the average groceryman's books in the spring before work opens up would astound the average person who thinks a groceryman has a constant steady income. Yet the wholesale houses must have their money. They extend no credit. Who is the real Christian, the real philanthropist? The person who goes around at Christmas with the turkey for the poor man, or the groceryman who actually keeps the poor man with his capital through the winter? No wonder the groceryman looks forward to a hard winter with foreboding.

And the groceryman's reward comes in the fat seasons of the year when everyone has money. The man whom he has aided pays his bill, perhaps. But he pays the face amount and no interest. Then he turns from his unrecognized benefactor with a smug sense of having actually done him a favor by paying up. He turns from the man who aided him over the winter and sends his cash to the big city or to the cash store in the next town where circumstances permit of a slight reduction in occasional articles or, even worse, he sends his money to the eastern mail order house, and as a result the net business of the groceryman, regardless of cash or credit, IS ACTUALLY BIGGER IN THE HARD-TIME SEASON THAN WHEN MONEY IS PLENTIFUL.

We might be all broken up over the fact that James Couzens has resigned his position as general manager and vice-president of the Ford Automobile Company because of anti-armament and anti-loan utterances of Mr. Ford, but for the fact that Couzens visited Crater Lake last summer and is the only man on record who has kicked about the greatest scenic wonder of the west. Mr. Couzens is recorded as having said, "The beauty of the lake is no recompense for the hardships endured in getting to it." In his case the hardships consisted of a five hours' automobile ride in a high-powered car.

We learned the other day of a rancher who lives not far from Ashland who papered his house with the Ashland Tidings. Were you ever confined to your bed in a room papered with wall paper of hideous design? If so, you would probably see the advantage in friend rancher's method.

## KNOCKS.

There are knocks, and again there are knocks. Just now the knock which is stirring up the Rogue River valley is not of the common ordinary vacant lot brand of kicker's knock, but is of the other kind, the KNOCK OF OPPORTUNITY. A million dollars in capital is waiting at the door. Is the Rogue River valley "at home" to visitors? Are you, Mr. Farmer, content with the scant living that you grind out of your land, prices fluctuating and market poor? Or do you want a steady income of good hard Uncle Sam's dollars?

In the next thirty days the valley will either gain or lose a million-dollar industry. It does not depend upon the landowners alone. It depends upon every man in the valley. Bankers, merchants, all can by their offers of co-operation with the farmer, induce the landowner to sign up acreage. The sugar factory means the spending of large amounts of cash in the valley, not alone for bets but for fuel, labor and many other necessities to the successful conducting of such an industry. Let us answer the knock of opportunity with a ready hospitality which will advertise the progressiveness of southern Oregon. The Willamette valley, the Umpqua, the Klamath county and many other sections of Oregon are ready to grab the factory if the Rogue valley falls. It is the knock of opportunity.

## AN APPEAL FOR COMMUNITY SPIRIT.

The people of Ashland are often unwilling to credit themselves with anything more than mediocrity. If one of their number develops more than common ability they often have no knowledge of it. If they begin to suspect it, rather than encourage they become hostile with jealousy.

The people of Ashland are constantly admitting that their stores, their professional men, their schools, are inferior, and in doing this they admit their own individual inferiority. Every time a citizen goes away to trade he admits that his own town is inferior and that he himself as a member of that community is also inferior.

Why should not citizens of Ashland co-operate in having the best stores, in educating their young men and women to the highest efficiency? Why should they not cultivate it themselves?

Just as soon as farmers and the people will begin buying everything at home, Ashland will begin to get bigger and better, the stores will be better, the schools and churches will be better, the professional men will be more able. No one will care to go away to buy cheap articles and worthless service, showing that they themselves are cheap and of no particular account.

## HOME BOOSTER.

### GET A TRANSFER.

"If you are on the gloomy line,  
Get a transfer.  
If you're inclined to fret and pine,  
Get a transfer.

Get off the track of doubt and gloom;  
Get on the Sunshine train, there's room—  
Get a transfer.

"If you're on the worry train,  
Get a transfer.  
You must not stay there and complain,  
Get a transfer.

The cheerful cars are passing through,  
And there's lots of room for you—  
Get a transfer.

"If you are on the grouchy track,  
Get a transfer.  
Just take a happy special back—  
Get a transfer.

Jump on the train and pull the rope  
That lands you at the station Hope—  
Get a transfer."

A married woman is fond of having her own way—and she can't understand why her husband isn't.

Many a lightheaded girl wasn't born that way.

## The Home Circle

Thoughts from the Editorial Pen

We are forcibly reminded that "the melancholy days are come" by the amount of golden leaves piled indiscriminately about. If father's pride and mother's joy will direct half the energy he displays in a game of shindy to raking up the aforesaid leaves and burning or otherwise destroying them it will take about twenty-four hours to make the lawns about Ashland present a marked difference in their appearance.

### Get People to Your Store.

In talking recently with a man who has made a big success as an advertising salesman, the question was asked him, "What has been the most effective argument you have used to induce merchants to advertise?"

"I ask them," the salesman replied, "what proportion of the population in the territory they serve has come into their store within the past three months.

"Very few of them, in reply to this question, claim that any large proportion of the population has come into the store. A few say they have had 10 per cent of the people. Many would admit not over 1 per cent of the people had been in their store during that period. In many cases the proportion would be away below 1 per cent.

"Then I say, how are all the rest of the people going to have any idea about the merits of the stock you carry? They may go by your place of business twice a day. But they know nothing about what you are doing. You will never get their trade unless you seek after their business and tell them what you have got.

"To do that I tell them there are just three things that can be done. They can send a salesman around from door to door to tell them about the goods. They can distribute handbills or circular letters. Or they can advertise in the newspapers.

"Newspaper advertising would not cost a twentieth of the cost of personal solicitation. It is more effective, because it gets attention where a solicitor would be turned away. And a newspaper advertisement is read where a handbill goes to the wastebasket. If you don't care to adopt one of these methods, I tell them the great mass of people will continue to pass you by without knowing about your goods or giving you any business."

An order of the postoffice department which went into effect September 1 provides that fourth class mail shall not be registered, but may be insured against loss in any amount equivalent to the actual value, but not to exceed \$5 in any one case, on payment of a fee of 3 cents; not to exceed \$25 on payment of a fee of 5 cents; not to exceed \$50 on payment of a fee of 10 cents, or not to exceed \$100 on a payment of a fee of 25 cents, in addition to the postage.

This paper is endeavoring to give its patrons the best service that is possible to give and all that the patronage will permit. Our paper is being frequently complimented on its appearance and the amount and kind of matter it contains. Our citizens can make the paper still more effective by liberal patronage, both in subscriptions and advertising. The paper will always endeavor to merit the patronage.

An exchange says that an editor once applied at the door of hades for admission. "Well," replied his sable majesty, "we let one of your profession in here many years ago, and he kept up a continual row with his former delinquent subscribers, and as we have more of that class of persons than any other we have passed a law prohibiting the admission of editors."

Some men who have words with their wives are proud of the privilege.

## Jurors for Coming Term of Court

The following men constitute the grand jury which will come into session on the 18th of October: Lloyd Touston, Peter Barneburg, C. R. Moore, C. D. Woolverton, E. H. Helms, J. E. McDonald and Oris Crawford.

Criminal cases to come before the grand jury are: Harry Young, for horse stealing; E. J. Pool, assault and battery; James Roller, for breaking into a store.

Following is the venire of trial jurors to serve during the coming term of court, which will open October 18. There is a small criminal docket this term. The civil docket is quite long, with several important cases to be tried:

Thomas H. Elliott, Barron, farmer; William W. Newton, Ashland, orchardist; Walter Wehl, Sterling, farmer; Edward C. Welch, Rogue River, farmer; Richard Balz, Ashland, merchant; E. C. Graff, Ashland, farmer; John Cooper, Trail, farmer; R. L. Wilson, Central Point, farmer; J. H. Carlton, Central Point, farmer; Robert Watkins, Watkins, farmer; E. M. Case, Antioch, farmer; R. W. Ruhl, Medford, editor; William H. Milton, Rogue River, farmer; T. H. Tompson, Ashland, nurseryman; E. T. Merrill, Ashland, timberman; William Stump, Talent, farmer; Austin Corbin, Eagle Point, farmer; T. T. Ross, Central Point, farmer; W. E. Hammell, Eagle Point, farmer; Court Hall, Medford, merchant; Lawis J. Miller, Footh Creek, merchant; W. E. Money, Flounce Rock, rancher; W. W. Williams, Wimer, farmer; Harvey Walter, Perrydale, farmer; E. G. Trowbridge, Medford, cabinetmaker; Fred E. Wahl, Medford, farmer; William Bates, Medford, barber; Thomas R. Stewart, Rogue River, farmer; David S. Powell, Ashland, carpenter; C. V. Beeler, Ashland, retired; H. T. Baughman, Ashland, merchant.

It flatters a girl almost as much if a man proposes to her as it does if he had sent her a dollar box of candy.

## No Difference

The man with a small account in this bank is given the same courteous attention that is given larger depositors.

Our service is for the small depositor as well as the large one.

First National Bank  
ASHLAND, OREGON.  
Oldest National Bank in Jackson County

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

## May Open Vast Copper Deposit

Roseburg Review: Frank Galbreath, an assayer of minerals for the British Columbia Copper Company, arrived here yesterday and made an examination today of the mining properties of Harry Banfield of Portland, located in the Drew vicinity. Mr. Galbreath was sent here in the hope that his company will be able to extend their vast interests to the copper deposits of Douglas county.

From information that the copper company, whose headquarters are at Grand Forks, B. C., has already received, the ore of this section is very favorable to being exploited at this time, according to Mr. Galbreath. The ore is wanted by the British government for copper jacketing bullets for use in the European war. Mr. Galbreath will take samples from various parts of the Banfield claims, the rich ore with the poor, and if the percentage averages satisfactorily it is his opinion that the property will be bought and actual work of development will begin within a couple of weeks. It will require about one week to complete the assays.

This is the second time recently that the copper properties near Canyonville have been examined. The Banfield claims are said to be about thirty miles from that place. Copper is now worth 18 cents a pound, which is a high price, and every workable claim in the country is being opened if possible. Mr. Galbreath will return here probably tomorrow.

We have a great big woodpile up by our house and are beginning to think that the hobo travel this year is falling off. The other morning a weary appearing gentleman started in toward the back door, but beat a precipitate retreat when he saw that stack of cordwood. The funny part of it is that the wood belongs to our next door neighbor.

## NO LOOKING BACK IN ASHLAND.

New Evidence Constantly Being Published.

Since the long succession of Ashland reports were first published in the local press there has been no looking back. Ashland evidence continues to pour in, and—better still—those whose reports were first published many years ago verify all they said in a most hearty and unmistakable way. Read the experience of Mr. M. Powell, 263 Oak street. He says: "Sometimes my back bothered me so badly I could hardly get around. In the morning I was stiff and lame. The kidney secretions were irregular in passage. As soon as I commenced using Doan's Kidney Pills I felt better and before long I was in good health." (Statement given October 23, 1909.) OVER THREE YEARS LATER Mr. Powell said: "I willingly confirm the endorsement I gave Doan's Kidney Pills some years ago."

Price 50c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Powell had. Foster-Milburn Co., Props., Buffalo, N. Y.

### Our Bargain List.

Sunset Magazine for ten months and the Ashland Tidings one full year for \$2.

Weekly Oregonian until January 1, 1917, and the Ashland Tidings one full year for \$2.50.

The Daily Telegram and Ashland Tidings one full year for \$4.

Any of these bargains apply to either new subscribers or renewals made for a full year.

Good for a short time only. Better get in quick. 38-1f

Phone job orders to the Tidings.

ASHLAND Storage and Transfer Co  
C. F. BATES Proprietor.

Two warehouses near Depot. Goods of all kinds stored at reasonable rates.

A General Transfer Business. Wood and Rock Springs Coal.

Phone 117. Office, 99 Oak Street, ASHLAND, OREGON.

Staple and Fancy  
Dry Goods  
Sorosis Shoes

VAUPEL'S  
The QUALITY STORE

Butterick Patterns  
GENTS' FURNISHINGS  
SHOES

# Beautiful Silks and Dress Goods

America has produced them for several years, but Europe received the credit for many of them.

The silks and dress goods this Autumn strike a distinctly unique note from previous seasons.

A brief limit of the fabrics now being worn:

Wonderful dress goods at \$1 yard, 44-in. wide, Armures, granite cloths and wool poplins for smart street dresses.

Peter Thompson serge \$1 yard, 48-in. wide all wool.

54-in. poplin, \$1.75 new shades, Algerian Brown, dark green, plum and bordeaux.

Plushes \$4.00 a yard, you know how supremely fashionable they are this season. Striped Taffetas 36-in. wide at \$1.50, Pekin and candy stripes for stunning gowns

## Furs of the Better Class

We are showing a comprehensive selection of fashionable furs. The sets are in most cases one of a kind.

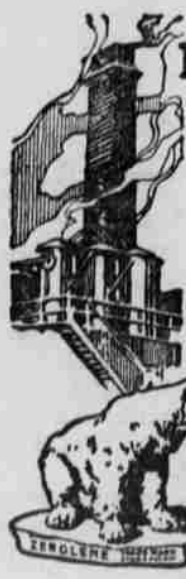
Lovely Jap mink sets, melon muff and black skin scarf.

Little Chin Chin furs at \$1.25.

VAUPEL'S

The Best in Quality

The Lowest in Price



## Made from the right crude

The Jury of Awards at both San Francisco and San Diego Expositions found an oil made from California asphalt-base crude, highest in lubricating efficiency. That oil was Zerolene. The fact, too, that such unbiased authorities as a U. S. Naval Engineer, engineers of the Packard and Ford Motor Companies, and others, have also gone on record in favor of oils made from asphalt-base crude—in accord with the decision of the Exposition juries—proves that Zerolene is made of the right crude, and made right.

STANDARD OIL COMPANY  
(California)

ZEROLENE  
The Standard Oil for Motor Cars