

# Ashland Tidings

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

Bert R. Greer, Editor and Manager  
Harvey R. Ling, Advertising Manager  
Lynn Mowat, City Editor

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TELEPHONE 39

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

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.

## NOTICE TO ADVERTISERS.

News print has doubled in price the last four months. It necessitates an advance in advertising rates, or we will have to quit business. Following are the advertising rates in the Ashland Tidings after this date. There will be no deviation from this rate:

## ADVERTISING RATES.

Display Advertising—  
Single insertion, each inch. .25c  
One month. . . . . 20c  
Six months. . . . . 17 1/2c  
One year. . . . . 15c  
Reading Notices—5 cents the line straight.

Classified Column—1 cent the word first insertion, 1/2 cent the word each other insertion. Thirty words or less one month, \$1.

All written contracts for space already in force will be rendered at the old rate until contract expires.

## Fraternal Orders and Societies.

Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged for all advertising when an admission or other charge is made, at the regular rates. When no admission is charged, space to the amount of fifty lines reading will be allowed without charge. All additional at regular rates.

The Tidings has a greater circulation in Ashland and its trade territory than all other local papers combined.

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

Ashland, Ore., Thursday, Dec. 28, '16

## CHRISTMAS.

They are killing more men a day in Europe than the average man can make dollars in ten years. Life is the cheapest thing in life. Scientifically speaking, we do not know whence we came, and we have an equal amount of information as to whither we are bound. Under these circumstances we might suppose that life, as we understand it on this earth, would be very precious; that we would do all in our power to conserve it; that we would avoid all unnecessary means of extinguishing it.

Ordinarily, in moments of sanity, we do somewhat take care of ourselves. We (most of us) refrain from jumping off moving trains and trolleys; we avoid standing in front of swiftly approaching autos; we observe deep-water danger signs at the beach, and we are inclined to look at the bottles in the medicine cupboard before partaking of the contents of any particular one of them, to prevent our swallowing prussic acid instead of pease. But once in a while the whole world, or a great majority of the people therein, appears to become insane, and the cry is "KILL!"

So is it now in Europe, and so has it been for very nearly thirty months, with the prospect of many more bloody months to follow. Various peoples, calling themselves separate nations, have some kind of an argument under way, the exact nature of which argument is and will continue to be the subject of speculation, investigation and controversy for half a century or more to come. There is no great clearness as to how or why the trouble started, the only really definite fact being that because different nations are different, and want to be different, selfishly different, they are fighting—as if that were any decent way to settle a matter presumed to involve ideas above the brute plane. Yet, because there are differences, and at present it seems impossible for either side to understand enough of the other's attitude to come to a state of reasoning together, the fighting continues, because fighting is the simplest form of argument, requiring the least exertion of brains or imagination. In other words, the world is so little advanced, after all, in anything except mechanical matters, that we resort to the same methods in use a million years ago to settle whatever misunderstandings may arise among humankind. In early times, if we were strong enough, we smashed in our neighbor's skull with a rock when he expressed sentiments or did deeds that we thought we had reason to object to. Today we do the act with wonderfully improved engines of destruction. Our progress has

brought us out of the rock stage, but is there any advancement in the idea of the thing?

War, of course, happily does not occupy all of our attention every where all the time. Usually there is war going on somewhere, but earth has her peaceful zones at the same time. Old Mother Earth is not all the time troubled with the prickly heat all over. She has not to scratch all the time in the same places. Fortunately the war zones shift, so the pain is not always in the same place.

Therefore, while one part of earth is afflicted, other parts may indulge resurrounding recreations like art, music, agriculture, religion and the gathering of knowledge. Half the world attempts to keep sane while the other half is mad for blood. This seems to be a sort of provision of nature to save the world from altogether destroying itself. It would be a joke if it wasn't so abjectly foolish.

What has all this to do with Christmas?

Everything, because of the sublime contrast revealed in the Christmas injunction, "Peace on earth, good will among men."

## HOW TO MAKE ECONOMICS.

With prices climbing up to altitudinous heights, the newspapers are full of schemes and experiments and advice about the cost of living. Economics experts are suggesting menus and housekeepers are beset with advice. One of the recent experiments is that of Health Commissioner J. D. Robinson of Chicago, who is trying out a 40-cent daily diet with a squad of experimenters in Chicago. He contends that 40 cents a day is ample for good and wholesome food for any person.

In all probability it is. But it requires a certain firmness of human nature to maintain a limitation on one's expenses. The housewife goes to the butcher's shop determined not to spend more than 40 cents on the family dinner. But when she gets there she finds the cheaper cuts of meat are gone. Or she sees a lot of attractive foods put up in fancy boxes. Or bacon, fruits or cakes look so attractive that she can't resist the temptation. She goes home finding that her 40-cent dinner has cost her a dollar or more.

Formerly it was second nature to consider every penny and nickel. Now most people have a very comfortable feeling about expenses. If they spend more than they expected for a certain article, they think hopefully that they will make it up elsewhere. But they never do. Their appropriations for all departments of expense are exceeded, and at the end of the year they are surprised to find themselves in debt.

Administering a household economically has become a science in these times. It involves spending a lot of time at the grocery store and at the butcher's shop. Also a lot of time in the kitchen. It can not be secured by issuing orders over a telephone, nor handing out commands to a more or less ignorant servant.

It involves watching for bargains and keeping an eye on newspaper advertisements. It means testing out the less expensive foods to find those that are appetizing and nourishing. There are plenty of ways of saving money even in these times for people who will make a study of it.

## THE SPIRIT OF ENTERPRISE.

It is an interesting problem in business psychology to determine why people will go to one store to trade rather than to another. It is not wholly a matter of the personality of the proprietor and his assistants, nor altogether of the prices or the quality of the goods sold. When a person quits his home town and goes off to trade somewhere else, he does not commonly buy the same article any cheaper. But something in the distant place seems more alluring.

Of course the relation of a store to the cost of living is perhaps the biggest factor. Prices come home closer to the modern family than anything else. When a woman reads that a \$2 shirt waist can be bought for \$1.33, nothing in the paper interests her so much. If she gets an idea that a certain place sells cheaper, she will patronize it, and you can't pry her loose from it.

A great many stores win trade by giving an impression that they have enterprise. They spread abroad the idea that they have the spirit of hustle. There is nothing that the American temperament values more than this. If a man can give the idea that he is wide awake people like to do business with him. They have the confidence that he has been alert to get the best values in the market, and can afford to sell the same article cheaper.

The American people have little use for inactivity. They care little for the business man who sits down and waits for trade to come to him.

They respect and have faith in the man who gets out and hustles for business.

The one way to give this impression of enterprise and hustle is to advertise. Personal solicitation from door to door might accomplish the same result, only it would cost twenty times as much. The newspaper advertisements give the impression that you are hustling for business, that you are wide awake, and keen to pick up the opportunities that are going, at the most favorable terms. The American public like to do business with that type of merchant.

## A SHORTAGE OF CAPITAL.

A few years ago it was commonly said that there was an oversupply of capital. Savings and other banks competed for chances to lend their money.

Today there does not seem to be capital enough in the country to float all the good enterprises. In a great many places there is a scarcity of houses for people to live in. But no one seems to have the money to build enough of them. Railroads are unable to get credit for needed equipment and the farming industry is hampered by the high rates on mortgage loans.

What is to become of the increased gains of farmers, food producers and manufacturers, also of the better wages received by so many skilled artisans? Will all this increment be swallowed up by higher cost of living? Will it be paid for automobiles and other luxuries? Will it go into wildcat speculation, and be gathered in by smooth promoters for investment in impossible schemes? Or will the banks and substantial enterprises get their share, so that railroads can be extended, farms improved, houses built, and manufacturing plants be established?

The results of a spendthrift policy are disastrous both for the individual and the nation. There must be a constant addition to capital to keep up the advances of modern science. Increases of population, demands of foreign trade, and to make good the wear and tear of daily use. If these constant additions to capital are not provided, the people can not be kept at work.

Thus the results of national extravagance cut two ways. They deplete the individual income, and they restrict all productive enterprises and limit employment.

Formerly food producers used to have to prove the merits of their goods to sell them, but now all they have to do is to scare people into thinking that there is going to be a famine.

## Small Ranchers Develop Big Wells

For years the residents on the small ranches just east and south of Ashland have worried along without a great deal of water. Some used windmills and some used reservoirs with varying success. It remained for J. M. Grimsley and H. L. Sinclair to revolutionize irrigation on their places at least by the development of wells which have produced exceptionally great flows.

Mr. Grimsley started last summer to dig a large well-reservoir, conceiving the idea that he could develop a live reservoir. His belief was borne out by test augur holes. To his surprise, when he had got the original four-foot well down twelve feet the water came in so fast that he could hardly control it. He has now four wells sunk to about that depth in a reservoir and the water is coming in so fast that he found it necessary to plug up the wells to keep the water low enough in the reservoir to permit work with an electric motor and a centrifugal pump going at top speed. When the construction work is finished and the wells opened up the flow will probably be tremendous. He expects to irrigate his place and sell water to his neighbors for irrigation.

Mr. Sinclair's experiment is on a much lower scale but gives evidence of developing into just as good a proposition, and in fact is already of sufficient proportions to assure irrigation for his five-acre place, which is located on Main street just beyond the railroad. He had one small bored well which furnished water for his garden. He now has put down a five-foot well sixteen and a half feet and the water is running over the top. He will install a tank and electric pump.

The remarkable part of these two water flows is the fact that they are so heavy at this time of the year when the underground water flows are at their lowest ebb. What they will be next spring and summer can only be conjectured.

A new cheese factory is to operate at Coquille next summer.

## Heard and Overheard

(By Lynn D. Mowat)  
Ask George.

Where can a man buy a cap for his knee?

Of a key for a lock of his hair?

Can his eyes be called an academy, because there are pupils there?

In the crown of his head what gems are set?

Who travels the bridge of his nose?

Can he use, when shingling the roof of his mouth,

The nails at the ends of his toes?

What does he raise from a slip of his tongue?

Who plays the drum of his ears?

And who can tell the cut and style of the coat his stomach wears?

Can the crook of his elbow be sent to jail?

And if so, what did it do?

How does he sharpen his shoulder blades?

Hanged if we know—do you?—Ex.

Wail of the Insurance Peddler.

(Dedicated to H. O. Purucker.)

He would write of life, of hate, of death,

And the tragedy of hopeless love.

He would write of birds, and the perfumed breath,

Of flowers, and "fleecey clouds above."

He would write, indeed, of pulsing life,

Immortal verse quite fills his head.

But he has a materialistic wife,

So he's "underwriting" life instead.

Postmaster Kaiser informs us that, although at first thought he was inclined to agree with us that the W. C. T. U. could be arrested under the postal laws for interfering with the mails, after looking through the postal regulations he had reversed his opinion on account of a clause that says, "No liquids shall be put in the mails."

Doc Jarvis must feel just as if he had operated upon some fellow for appendicitis and, when he got him open, found that some other doctor had beat him to it.

## Why?

On Christmas day acquaintances

Greet you with outstretched hand,

And josh a while, and grin and smile,

And laugh to beat the band.

And you yourself may safely smile

At dames you do not know,

And holler "Merry Christmas,"

And roll them in the snow.

How different on the twenty-sixth!

Friends pass with scarce a word—

Forget the play of yesterday—

A laugh is seldom heard.

And if a strange miss passes by

And you should chance a grin,

She'd have a cop come on the hop

And quickly throw you in.

Why doesn't Christmas spirit last

More than a single day?

We'd like to see the Christmas glee

Forget to go away.

We had a very successful Christmas. As usual, everybody to whom we forgot to send a card sent us one. All those to whom we sent cards forgot us this year. Next year we will forget them and they will remember us, and vice versa the following year. It's a great life if you don't weaken. It saves the price of cards and stamps every other year and is therefore highly efficient as a system.

Most of the Christmas packages came by express this year. Twenty-two packages arrived on one train Saturday and, queerly enough, all were exactly the same size. They all came from the south.

Joy and bliss! New Year's eve comes on Sunday, and New Year's resolutions made at the customary minute before the new year is tolled in will not be legal and binding under the law. For a New Year's resolution is a check on bad habits, and a check made out on Sunday is worthless. Those who really wish to make New Year's resolutions should do so Saturday night.

Bandon is working hard to establish a shipyard at that port.

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## OUR NEW SYSTEM FOR GRADING FURS INSURES YOU FULL VALUE

NO one man can grade furs rightly at all times. That is why we have established a commission of three fur experts who have done nothing but judge furs for years. They will grade the furs you send us and price them according to the latest market reports. This new system protects your interests and insures you full value on your furs.

## COYOTES Are in Tremendous Demand

The large markets we have to supply make it absolutely essential for us to get a good, steady supply of pelts. We know that the best way to get this is by protecting the interests of those who ship their furs to us. We established this Commission to protect ourselves as much as to protect you. It was simply good business. We make more in the end by paying you more. And besides, we are encouraging trappers of high grade pelts by a premium system.

FREE Automatic revolvers, guns, traps, etc. Our profit sharing plan not only gets you top cash prices, but also gives you free, riding, shot guns, traps and other things you want. So don't be tempted to send your furs elsewhere. We can make this year the biggest year you have ever had. Write for our Fur Cash News, Premium List and List of Prices. All mailed to you FREE. Write TODAY.

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Established 1896 Largest Fur and Wool House in America (27)

## FRUIT and FARM

Saved Big Money in Buying Dairy Feed.

Members of the Turner, Marion county, Cow Testing Association let their association make them some easy money. They have known for a long time that feeding dairy cows makes them money, but they have just learned by practice how to make \$5.37 more than ever before on a ton of mill feed. It was done this way:

Each of several men needed a few tons of mill feed and each knew that the others needed it. The tester for the association, Mr. Hanneman, took the lead and found out how much feed was needed and, despite their own excuses, such as "no place to store feed" and "no money to buy feed," they got together an order of 40 tons of bran and shorts. The local mill man was able on this large cash order to supply the feed at \$25 for bran and \$26 for shorts, while he charged \$31 to the man who took a few sacks at a time and wanted 90

days in which to pay. The feeder who buys bran at \$31 never gives the cow the amount of feed she would pay for, because he is paying 24 per cent interest on the \$25 the feed could have been bought for. The man who had to go to the bank and borrow \$75 in order to buy three tons of bran co-operatively with his neighbor, if charged 10 per cent interest for a 90-day period, saved \$5.37 on each ton of feed bought and made it easier for the dairy cow to show a substantial gain over her cost of keep.

## Stockholders' Meeting.

The regular annual meeting of the stockholders of the Ashland Fruit & Produce Association will be held at the city hall Saturday, January 6, 1917, 2 o'clock p. m. All are requested to be present.

By order of the board of directors.  
63-31

Phone news items to the Tidings.

## Comply With the Law

AND USE

## Printed Butter Wrappers

ACCORDING to the ruling of the Oregon Dairy and Food Commission all dairy butter sold or exposed for sale in this state must be wrapped in butter paper upon which is printed the words "Oregon Dairy Butter, 16 (or 32) ounces full weight," with the name and address of the maker.

To enable patrons of the Tidings to easily comply with this ruling this office has put in a supply of the standard sizes of butter paper and will print it in lots of 100 sheets and upward and deliver it by parcels post at the following prices:

100 Sheets, 16 or 32 ounces ..... \$1.35  
250 Sheets, 16 or 32 ounces ..... \$1.85  
500 Sheets, 16 or 32 ounces ..... \$2.65

Send your orders to us by mail accompanied by the price of the paper and it will be promptly forwarded to you by parcel post, prepaid.

We use the best butter paper obtainable, and our workmanship is of the best. Let us have your order and you will not regret it.

Ashland Tidings  
Ashland, Oregon