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Ashland Tidings History of Motion Picture Industry THE ASHLAND PRINTING CO. (Incorporated) ESTABLISHED 1876 SEMI-WEEKLY Sert R. Greer, Editor and Manager Harvey R. Ling, Advertising Manager Lynn Mowat, - City Editor Offical City and County Paper Issued Monday and Thursday **TELEPHONE 39** SUBSCRIPTION RATES One Year .....\$2.00 Bix Months ..... 1.00 Whree Months .... 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 elaborate scale. an advance in advertising rates, or we will have to guit business. Fol-lowing are the advertising rates in there are but few people associated in the prosper in the prospec in the prosper in the Ashland Tidings after this date. There will be no deviation from this of the veterans, that now remember gratifying proportions. Their stock rate: ADVERTISING RATES.

Display Advertising-Single insertion, each inch .. 25c One month.... 20c

Reading Notices-5 cents the line straight.

first insertion, 1/2 cent the word tive illustrations of the peculiar and each other insertion. Thirty words or less one month, \$1.

All written contracts for space already in force will be rendered at and now in many cause the most the old rate until contract expires. Fraternal Orders and Societies.

Advertising for fraternal orders or societies charging a regular initiation terprise were Messrs. Blackton. fee and dues, no discount. Religious and benevolent orders will charged for all advertising when an admission or other charge is made, the enterprise, in its present day at the regular rates. When no ad-mission is charged, space to the two). Of the three, William Rock amount of fifty lines reading will be allowed without charge. All additional at regular rates.

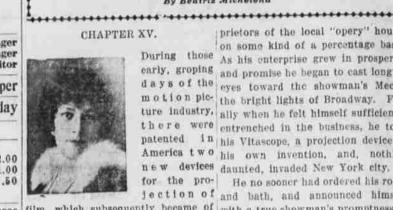
The Tidings has a greater circula-tion in Ashland and its trade territory than all other local papers com-

Postoffice as second-class mail mattor.

Ashland, Ore., Monday, Jan. 1, 1917

THE PUBLIC AND ADVERTISING.

Among the objections to advertising entertained by certain merchants the following was encountered the other day: One man said he had no question that advertising was read. He thought that even if the most attractive bargains are announced by a home merchant, his own townspeolooked so much more attractive that they would hurry off to some other



vast importance, not so much because | matters of press agency, than he of any superiority in themselves, but "bumped up" against J. Stuart because both gave objective to the Blackton and Albert A. Smith. , We companies originally incorporated to may imagine that his first meeting

By Beatriz Michelena

promote the sale of said devices, but with these two was quite a way short later changed in purpose to the film- of a "love feast." For Blackton and As matter of fact, I presume that type, had but a short time before

with motion pictures, unless they be were just beginning to prosper in that the names Vitagraph and Bio- in trade was the Vitagraph projector,

graph came first into being as terms invented by Smith and promoted designating projection machines, through his and Blackton's combined Such, however, is the case, and the ingenuity. One month..... " " 17½c Vitagraph and Biograph companies Six months.... " " 15c there interested themselves excluat first interested themselves exclu- and his Bioscope, they recognized a

sively in the exploitation of their re- rival of disquicting portent. Shortly Classified Column-1 cent the word spective devices. Both offer instruc-

almost chance evolution that was re- ity of name, was threatening theirs sponsible for many of the earliest prominent film-producing concerns. er meetings. While Blackton and

The magnates of the Vitagraph en-Smith and Rock (the last named but recently passed away, thus leaving the enterprise, in its present day was the first to interest himself in motion pictures. Several years before the dawn of the present century we get a passing glimpse of him displaying motion pictures to the aston-

ished inhabitants of New Orleans. Entered at the Ashland, Oregon, Thence he roved leisurely northward. stock of films as he went.

picture industry one of America's Finally he reached New England, greatest producing organizations. having so circled as to miss New Time has proven the wisdom of the York en route. Throughout Massa- team work that this early amalgamachusetts he played from town to tion made possible.

(To be continued.) town, "whackin' up" with the pro-

and

ple would not credit. Distant things United States Bureau of Markets foodstuffs in transit have been conducted. The object of these investi-Does Effective Work.

The work of the Federal Office of gations is to secure better co-opera-



period, never mentions Nicholas, bishop of Myra. The oldest known monument of the cult of St. Nicholas seems to be the Church of Sts. Priscus and Nicholas built at Constantinople by the Emperor Justician. In the west the name of St. Nicholas appears in the ninth century records of the martyrs, and churches dedicated to him are to be found at the beginning of the eleventh century. It is more especially, however, from the time of the removal of his body to Barl. in Apulia, that his cult became popular. "The inhabitants of Barl organized

an expedition, selzed his remains by means of a ruse and transported them to Bari, where they were received in triumph on the 9th of May, 1087, and It also happened that all three of where the foundations were laid for a the men were in a position to feel the new basilica in his honor. This was growing demand for more motion the origin of a famous and still popular pligrimage. There are nearly 400 churches in England dedicated to St. bilities that might be found in pro-Nicholas. He is the patron saint of ducing same. This combined with Russia, the special protector of chiltheir original consideration to argue dren, scholars, merchants and sailors. "In art St. Nicholas is represented the advisability of laying aside all with various attributes, being most differences and amalgamating for a joint endeavor. Thus was launched commonly depicted with three children standing in a tub by his side. Of in what might well be considered as showing pictures and adding to his still the "dark ages" of the motion the various interpretations of this none is absolutely certain.

"One explanation has been sought in the legend of St. Nicholas miraculously restoring to life three rich youths who had been murdered, cut up and concealed in a salting tub by a thievish innkeeper or butcher in whose house they had taken lodging.

"A legend of his surreptitious bestowal of dowries upon the three daughters of an impoverished citizen who, unable to procure fit marriages for them, was about to sell them is said to have originated the old custom of giving presents in secret on the eve of St. Nicholas, subsequently transferred to Christmas day.

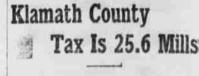
"Hence the association of Christmas with 'Santa Claus,' an American cor-





BUILT IN TIERS. Graduated lengths is the motif here. Collar, coat. yoke and coat bottom take the same lines. Hand embroidery picks out the collar and yoke charmingly, while the deep seal collar adds richness to the finish. The fabric is tobacco brown broadcloth. Rumor says skirts are to be longer and narrower. Fur is receiving a great deal of attention as trimming.

Phone job orders to the Tidings.



Klamath county taxpayers for 1917 must pay a tax of 25.6 mills on all property assessed to them.

The state levy is 2.4 mills and the county levy, covering general expenses, redemption of outstanding warrants, interest on outstanding general fund warrants and school libraries is 8.7 mills. The special levies are divided as follows: Grammar schools, 4 mills.

County high schools, 1.9 mills.

Agricultural extension work, 1 mill.

New court house construction, 3.8 mills.

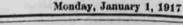
County library maintenance, .1 mill

The city of Klamath Falls general levy is 15 mills, with .5 mill for park purposes. The Merrill levy is 17 mills and Bonanza 10 mills.

La Grande-The famed MacRas ranch of 8,000 acres in Grants county has been sold for \$200,000 cash and includes 10,000 sheep, 109 horses, 100 cows and poultry, all registered.



ASHLAND Storage and Transfer Co.



TELEPHONE

444-R

Pure Cream

city or send long distances to a mail Markets and Rural Organization has tion between shippers and carriers ruption of the Dutch form 'San Nicoorder house, although they fared no developed very rapidly, and some no- and greater efficiency in methods of laas.' the custom being brought to better for their time and trouble.

rather unusual, and indicated a good the fruit interests of the states of en waste. deal of pessimism about human na- Oregon, Washington, Idaho and Monture. Are people quite as foolish as tana. An organization composed of and records for primary grain elethat?

It seems incredible, in these days tions operating for the producers and tions, and for co-operative stores of high prices, that people can for individual growers, was formed dur- have been issued. Systems for counany length of time be cajoled or ing the past year. The purpose of try creameries and cotton warehouses fooled into neglecting their real in- the organization is to secure broader have been divided and are being testterests. If a home store really has distributions through the establish- ed under commercial conditions, the goods, at right prices, and will ment of uniform grades and market- Systems perfected by the department tell the public about them, it should ing methods. Through it the fruit for farmers' co-operative elevators get plenty of business. People are industry of the northwestern states and for fruit and produce associanot anxious to pay express charges should be placed upon a more effi- tions already are in extensive use. A or railroad fare and walk long distances for nothing.

The trouble is that the local mer- industry, representing an investment idend basis has been worked out and of \$150,000,000 and supporting ap- published. chant too often thinks that the public knows all about what he has with- proximately 20,000 growers. This is out being told. But if people get out probably the most important single of the habit of trading at a certain activity in forming co-operative orplace they really know very little of ganizations that has yet been underwhat a merchant has. taken by the department. Preliminary plans have been form-

He may be a very good buyer, he may be an excellent judge of values. ulated for the investigation of foreign able to land goods in his home town markets for American farm products and place them on his counters at and for assistance in the development rates way below the big city store of the export trade under normal conwhich has heavy overhead charges to ditions. A representative of the depay. But the public is from Mis- partment recently conducted investisouri. It wants to be "shown." If gations in Europe along this line. it is not "shown" it goes to some The work, in so far as possible, will guarter where there is a disposition be done in close co-operation with to get after business and give informthe departments of state and comation about stock. merce.



table results have been secured. Def- handling, with a view to eliminate, This point of view struck us as inite assistance has been rendered to or at least greatly to reduce, the pres

Immediately they heard of Rock

they found that his device, through

both its intrinsic merit and similar-

with absolute rulu. So a meeting

was arranged, to be followed by oth-

Smith foured and admired the Vita-

scope, Rock, with a quick eye for

mechanical nicety, saw certain points

picture films, and to sense the possi-

of superiority in the Vitagraph.

Well-tested systems of accounts co-operative associations, corpora- vators, for livestock shipping asociacient business basis: It comprises plan for adapting farmers' grain-ele-65 per cent of the northwestern fruit vator companies to the patronage div-

## Market News Service.

The value to producers of fruits and vegetables of the experimental market news service inaugurated in 1915 resulted in insistent demands for the extension of the work. During the past year telegraphic reports have been received from thirty-three important metropolitan markets and from officials of all railroads serving producing territory. The information thus secured has been furnished to growers, shippers and distributers through thirty-five temporary offices in producing territories and eleven

permanent offices in large cities. Statements from growers and shippers of tomatoes, peaches, strawberries, cantaloupes, watermelons, onions, grapes, apples and potatoes indicate that the actual monetary saving due to a wider knowledge of market conditions has exceeded the cost of the service many fold.

The education of producers in the of the various states with those of proper marketing of farm products, the avoidance of unnecessary losses

due to diversions in transit, and the age reports on apples has been con- encouragement given to growers who desire to reach new consuming centended to include butter, eggs and ters are some of the benefits resultcheese. These reports show the cold- ing from this attempt to develop for storage holdings throughout the the farmer a reliable business basis.

the holdings of the current year with Florence-A contract let to cut those of the previous year. In co- and deliver 35,000,000 feet of logs operation with carriers, extensive in- will keep a largo crew at work sevvestigations of the economic waste of eral years.

America by the early Dutch colonists."

When Christmas Comes. While passing days are short and cold and

While nights are long, the longest of the year. While cruck winter solstice reigns supreme

O'er earth and air, o'er field and wood and stream. Glad Christmas comes with glowing heart

of cheer, The brightest, bravest day of all the year.

-Ladles Home Journal.



Creamy satin is the fabric used here. Braid and stitching are both combined to lavisbly trim peplum, girdle, collar and roll back cuffs. This braiding is silver thread interwoven with red.

C. F. BATES Proprietor.

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

A General Transfer Busines Wood and Rock Springs Coal. Phone 117.

Office, 99 Oak Street, ASHLAND, OREGON.

## **Comply With the Law** = AND USE = **Printed Butter Wrappers**

CCORDING to the ruling of the Oregon A 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	0Г	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.

