

Ashland Tidings

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

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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 17½c
One year 15c
Reading Notices—5 cents the line straight.
Classified Column—1 cent the word first insertion, ½ 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., 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 townspeople would not credit. Distant things looked so much more attractive that they would hurry off to some other city or send long distances to a mail order house, although they fared no better for their time and trouble.

This point of view struck us as rather unusual, and indicated a good deal of pessimism about human nature. Are people quite as foolish as that?

It seems incredible, in these days of high prices, that people can for any length of time beajoled or fooled into neglecting their real interests. If a home store really has the goods, at right prices, and will tell the public about them, it should get plenty of business. People are not anxious to pay express charges or railroad fare and walk long distances for nothing.

The trouble is that the local merchant too often thinks that the public knows all about what he has without being told. But if people get out of the habit of trading at a certain place they really know very little of what a merchant has.

He may be a very good buyer, he may be an excellent judge of values, able to land goods in his home town and place them on his counters at rates way below the big city store which has heavy overhead charges to pay. But the public is from Missouri. It wants to be "shown." If it is not "shown" it goes to some quarter where there is a disposition to get after business and give information about stock.

NEAREST TO EVERYTHING

Hotel Manx
San Francisco
Powell St. at O'Farrell

Oregonians Headquarters while in San Francisco

moderate rates

Running distilled ice water in every room. Special attention given to ladies traveling unaccompanied. A la carte dining room.

History of Motion Picture Industry

By Beatrice Michelona

CHAPTER XV.



During those early, groping days of the motion picture industry, there were patented in America two new devices for the projection of film, which subsequently became of vast importance, not so much because of any superiority in themselves, but because both gave objective to the companies originally incorporated to promote the sale of said devices, but later changed in purpose to the filming of motion picture productions on an elaborate scale.

As matter of fact, I presume that there are but few people associated with motion pictures, unless they be of the veterans, that now remember that the names Vitagraph and Biograph came first into being as terms designating projection machines. Such, however, is the case, and the Vitagraph and Biograph companies at first interested themselves exclusively in the exploitation of their respective devices. Both offer instructive illustrations of the peculiar and almost chance evolution that was responsible for many of the earliest and now in many cases the most prominent film-producing concerns.

The magnates of the Vitagraph enterprise were Messrs. Blackton, Smith and Rock (the last named but recently passed away, thus leaving the enterprise, in its present day vastness, in the hands of the former two). Of the three, William Rock 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 astonished inhabitants of New Orleans. Thence he roved leisurely northward, showing pictures and adding to his stock of films as he went.

Finally he reached New England, having so circled as to miss New York en route. Throughout Massachusetts he played from town to town, "whackin' up" with the pro-

prietors of the local "opery" houses on some kind of a percentage basis. As his enterprise grew in prosperity and promise he began to cast longing eyes toward the showman's Mecca, the bright lights of Broadway. Finally when he felt himself sufficiently entrenched in the business, he took his Vitascoper, a projection device of his own invention, and, nothing daunted, invaded New York city.

He no sooner had ordered his room and bath, and announced himself with a true showman's promptness in matters of press agency, than he "bumped up" against J. Stuart Blackton and Albert A. Smith. We may imagine that his first meeting with these two was quite a way short of a "love feast." For Blackton and Smith, previous lyceum entertainers of the most finished and artistic type, had but a short time before launched an enterprise in which they were just beginning to prosper in gratifying proportions. Their stock in trade was the Vitagraph projector, invented by Smith and promoted through his and Blackton's combined ingenuity.

Immediately they heard of Rock and his Bioscope, they recognized a rival of disquieting portent. Shortly they found that his device, through both its intrinsic merit and similarity of name, was threatening theirs with absolute ruin. So a meeting was arranged, to be followed by other meetings. While Blackton and Smith feared and admired the Vitascoper, Rock, with a quick eye for mechanical nicety, saw certain points of superiority in the Vitagraph.

It also happened that all three of the men were in a position to feel the growing demand for more motion picture films, and to sense the possibilities that might be found in producing same. This combined with their original consideration to argue the advisability of laying aside all differences and amalgamating for a joint endeavor. Thus was launched in what might well be considered as still the "dark ages" of the motion picture industry one of America's greatest producing organizations. Time has proven the wisdom of the team work that this early amalgamation made possible.

(To be continued.)

FRUIT and FARM

United States Bureau of Markets Does Effective Work.

The work of the Federal Office of Markets and Rural Organization has developed very rapidly, and some notable results have been secured. Definite assistance has been rendered to the fruit interests of the states of Oregon, Washington, Idaho and Montana. An organization composed of co-operative associations, corporations operating for the producers and individual growers, was formed during the past year. The purpose of the organization is to secure broader distributions through the establishment of uniform grades and marketing methods. Through it the fruit industry of the northwestern states should be placed upon a more efficient business basis: It comprises 65 per cent of the northwestern fruit industry, representing an investment of \$150,000,000 and supporting approximately 20,000 growers. This is probably the most important single activity in forming co-operative organizations that has yet been undertaken by the department.

Preliminary plans have been formulated for the investigation of foreign markets for American farm products and for assistance in the development of the export trade under normal conditions. A representative of the department recently conducted investigations in Europe along this line. The work, in so far as possible, will be done in close co-operation with the departments of state and commerce.

A survey of state marketing activities has been made and the results published. Provision was made in the appropriation act for the fiscal year 1917 for co-operation with the several states in the employment of marketing agents. This provision should enable the department to bring about a close coordination of the marketing activities and policies of the various states with those of the department.

The issuance of monthly cold-storage reports on apples has been continued, and the work has been extended to include butter, eggs and cheese. These reports show the cold-storage holdings throughout the country and include a comparison of the holdings of the current year with those of the previous year. In co-operation with carriers, extensive investigations of the economic waste of

foodstuffs in transit have been conducted. The object of these investigations is to secure better co-operation between shippers and carriers and greater efficiency in methods of handling, with a view to eliminate, or at least greatly to reduce, the present waste.

Well-tested systems of accounts and records for primary grain elevators, for livestock shipping associations, and for co-operative stores have been issued. Systems for country creameries and cotton warehouses have been divided and are being tested under commercial conditions. Systems perfected by the department for farmers' co-operative elevators and for fruit and produce associations already are in extensive use. A plan for adapting farmers' grain-elevator companies to the patronage dividend basis has been worked out and published.

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 distributors 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 proper marketing of farm products, the avoidance of unnecessary losses due to diversions in transit, and the encouragement given to growers who desire to reach new consuming centers are some of the benefits resulting from this attempt to develop for the farmer a reliable business basis.

Florence—A contract let to cut and deliver 35,000,000 feet of logs will keep a largo crew at work several years.

On the Day After Christmas

OUR word Santa Claus is a corruption of the Dutch San Nicholas, and the story of the original saint from whom the name and the custom come is told in the Encyclopedia Britannica as follows: "St. Nicholas, bishop of Myra, in Lycia, a saint honored by the Greeks and the Latins on Dec. 6.

"His cult is as celebrated as his history is obscure. All the accounts that have come down to us are of a purely legendary character, and it is impossible to find any single incident confirmed historically.

"The main facts of his life are usually given as follows: He was bishop of Myra at the time of the Emperor Diocletian, was persecuted, tortured for the faith and kept in prison until the more tolerant reign of Constantine and was present at the council of Nicea.

"It should be observed that this last circumstance is ignored by all historians and that St. Athanasius, who knew all the notable bishops of the period, never mentions Nicholas, bishop of Myra. The oldest known monument of the cult of St. Nicholas seems to be the Church of Sts. Pricus and Nicholas built at Constantinople by the Emperor Justinian. 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 Bari, in Apulia, that his cult became popular.

"The inhabitants of Bari organized an expedition, seized 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 where the foundations were laid for a new basilica in his honor. This was the origin of a famous and still popular pilgrimage. There are nearly 400 churches in England dedicated to St. Nicholas. He is the patron saint of Russia, the special protector of children, scholars, merchants and sailors.

"In art St. Nicholas is represented with various attributes, being most commonly depicted with three children standing in a tub by his side. Of 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 corruption of the Dutch form 'San Nicolaas,' the custom being brought to America by the early Dutch colonists."

When Christmas Comes.
While passing days are short and cold and drear,
While nights are long, the longest of the year,
While cruel 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.
—Ladies Home Journal.

FASHION'S FANCIES



FOR DRESSY OCCASIONS.

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

Pure Milk Pure Cream
Norton's Clover Leaf Dairy
E. N. NORTON, Proprietor
TELEPHONE 444-R
Strictly Sanitary. Thoroughly Up-to-Date. Good Service to Any Part of Town

Cleanliness, Personal Attention and Courtesy Combined to Make the Eagle Meat Market Popular
INSPECT our market and your confidence will be behind the pleasure of eating our meats. The knowledge of cleanliness and a sanitary workshop will aid your digestion.
L. Schwein 84 N. Main Phone 107



BUILT IN TIERS.

Graduated lengths is the motif here. Collar, coat, yoke and coat bottom take the same lines. Hand embroidered 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 Tax Is 25.6 Mills

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 MacRae ranch of 8,000 acres in Grants county has been sold for \$200,000 cash and includes 10,000 sheep, 100 horses, 100 cows and poultry, all registered.

PLUMBING Installed or repaired also general repairing. Prices reasonable.
GEO. L. CAREY, 462 Allison Phone 314-J

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.

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