

Ashland Tidings

By
THE ASHLAND PRINTING CO.
(Incorporated)
ESTABLISHED 1878
SEMI-WEEKLY

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

Official City and County Paper
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TELEPHONE 39

SUBSCRIPTION RATES
One Year\$2.00
Six Months 1.00
Three Months50
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. 15, 1917

PERSONAL FEELING AND ADVERTISING.

Some advertisers make the tremendous mistake of refusing to advertise in a paper because they have some personal feeling against the editor. No such attitude should be taken. This excellent editorial along these lines recently appeared in the Oberlin, Ohio, News:

"An Oberlin business man, solicited for advertising business, stated that he would not use the columns of the paper which the solicitor represented because of the fact that notice had been made of an action brought against the business man a few weeks before.

"There should be but one reason for advertising, and that because it pays the advertiser. We would not drive away the business of the man who carries a space because he and the editor are members of the same church or smoke the same brand of cigars or have similar tastes in neckties or politics, but the fact remains that the business of advertising is plain business. It should be a dignified presentation on the part of the business man of the reasons why the public will find it profitable to deal at his store.

"The fact that he likes or dislikes the editor should have nothing to do with the question. The fact that the paper in question prints the news without fear or favor is a strong reason for using its columns. Character—for papers have character—and circulation should be the determining factors in the purchase of space. If the paper reaches the people in the territory of the advertiser and if its policy is such as to command the respect of those with money to spend, the business man should use space in it, not to oblige the editor, but to push his own business. Advertising is a commodity of genuine value. The advertiser should get value received for the money he expends for space. He should patronize the papers which print the news, because that is the business of a real paper, and any other policy is unfair to its readers."

History of Motion Picture Industry

By Beatriz Michelena

CHAPTER XVII.



Even antedating Spoor and Anderson, of whose meeting and partnership I made remark in my last chapter, another Chicagoan began with the very first pioneer producers to push his way toward fame and wealth in the motion picture industry. This man, whose name is now known the world over, was William N. Selig, the present day head of the Selig Polyscope Company.

From his first modest advent into the motion picture field, Selig has proven himself a man with the full courage of his convictions and a readiness at all times to back up his judgment with the ever necessary cash. With the exception of Hellmuth's very early "Passion Play," Selig's "Damon and Pythias" was probably the first multiple-reel production ever filmed. Through financing expeditions to China, Korea, Japan, India, Africa and the Amazon river, he gave the first extensive impetus to travelogues in this country. His "The Adventures of Kathlyn," starring Kathlyn Williams and received with unprecedented enthusiasm in every quarter, gave introduction to the motion picture serial, and the idea of screening picture plays in connection with serial stories released contemporaneously in metropolitan newspapers.

However, there is still more important matter to link Selig's name indelibly with the history of motion picture producing activities. It was his scouts, Boggs and Persons, that blazed the trail to California. In search for better light and better "the-year-around" weather conditions than the east afforded, they turned their faces westward and in 1908 swung off the train at the Los Angeles depot.

To give a faint idea of these two men's earliest producing experiences, I quote to some length from Otis Turner, dean of motion picture directors, and at one time a member of Selig's forces, although now with the Fox studios in southern California. Turner writes:

"A comparison drawn between the present day picture concerns and the one started by Boggs and Persons on the roof of a mercantile establish-

ment is more ludicrous than any possible fiction conception of the human mind. Boggs acted as director, scene painter, property man, photoplaywright and stage carpenter. To be sure, he had other work, but it was of a more varied and less classified sort. As for Persons, he also had one of those nothing-to-do-until-tomorrow jobs. Primarily he was manager of finances, which job at that time you may be assured required no Alexander Hamilton. He was also cameraman, business manager, bookkeeper and wardrobe "mistress," while handling scenery and helping to write scenarios came in as occasional chores to fill those times when he might be fretting for something to do.

"These two men constituted the original stock company and the regular salary list of the first picture-producing company in Los Angeles. Nowadays it takes at least that many men to properly attend a single camera, to say nothing of the assistant directors and the assistants' assistants and the property man and the corps of "grips" and stage carpenters, without which no studio is complete.

"However, despite the handicaps, and there were more than could possibly be chronicled here, the main fact is that they did make pictures. How good they were need not be mentioned, for in those days no masterpieces were being made under the most favorable conditions. Securing actors was out of the question. They had to take anyone who was willing to work for the wages offered. Make-up? There was no such animal. A different suit made a different character, and it required no genius to change clothes. So the pictures were made, some of them as long as one reel, and some of them not."

Thus, due to the enterprise of Selig and his two dauntless scouts, California, where now 80 per cent at least of all motion pictures are filmed, became a producing center. Thirty-five years before Muybridge had set his string of cameras under California's sunshine and snapped Occident as the horse trotted down Senator Stanford's track. Since then the idea, born of those snapshots and grown into the motion picture industry, had practically circled the globe and pressed its way into the most remote corners thereof, and now, after due season, it had come back unpretentiously to the place of its birth to finally establish its Mecca of future expansion and growth.

Heard and Overheard

(By Lynn D. Mowat.)

Down . . .
At the town . . .
Of Umatilla . . .
The women . . .
Have taken . . .
Complete control of all . . .
City officerships from . . .
Mayor to janitor of the . . .
City hall. . .
Just imagine . . .
If the women . . .
Of Ashland . . .
Should do likewise! . . .
We wonder . . .
Who would be mayor . . .
And, even more, . . .
Chief of police. . .
And whether any . . .
Of the Civic Improvement Club . . .
Ladies . . .
Would displace Mr. Daney . . .
As city poundmaster. . .
And who would take . . .
Amos Graves' job . . .
Of official superintendent . . .
Of . . .
The city dump grounds? . . .
Would the ladies . . .
Permit . . .

Gum-chewing . . .
In the council hall? . . .
And would the street superintendent . . .
Wear rubber boots . . .
And the water superintendent . . .
Ride a motorcycle? . . .
But, . . .
Despite these questions, . . .
We will bet . . .
That if the ladies . . .
Took the notion, . . .
They would acquit . . .
Themselves . . .
With high honors, . . .
Because Ashland women . . .
Always finish . . .
Anything . . .
They start. . .
Going Down. . .
First a quip, . . .
Then a sip, . . .
Just a wetting of the lip; . . .
Then a slip, . . .
Whizzing dip, . . .
Soon a bottle on the hip . . .
Makes him flip, . . .
Each day takes a bigger nip, . . .
Lost his grip, . . .
Let her rip, . . .
Dancing to King Booze's whip. . .
Coffin trip, . . .
Tears that drip, . . .
End it always—take a tip.

DEO FOR
Chilblains
Dennis Eucalyptus Ointment
AT ALL DRUG STORES
TUBES 25c JARS 50c

TRADE AT HOME!

ASHLAND Creamery

manufacturers of

Butter and Ice Cream

When Buying Butter Ask
for Ashland Creamery
Butter

Phone 24 D. Perozzi, Mgr.

Park Garage

MORRIS BROS., Props.

Used Cars for Sale

Automobile Supplies and Repairs

Michelin, Goodrich
and Fisk Tires
in Stock
Other Makes on
Short Notice

Phone 152 Park Ave

Men's Shoes
Must Wear

Your shoe money
spent for GOOD
Shoes will last
longer.

Briggs & Elmore
11 East Main Street

How Aggravating!

This column is meant to spread
cheer,
To drive away heartaches and
blues.

To dry up each quivering tear,
And put all your troubles to
snooze.

So you may conceive our dismay
When we found an old-time girl
friend

With the Tidings in hand 'other day
And sobbing like nothing could
mend.

We gathered her into our arms* (N.
B.)

And soothed her the best that we
might.

We swore to protect her from harms,
And asked her what caused her
such fright.

She replied: "It is not fright that
makes

Me wash off the powder with
weeps,

But sorrow o'er awful mistakes
And bad habit that into life
creeps."

Then she opened the sheet to page
two

And said: "This is what makes
me snifle.

That a healthy young human like you
Should waste time upon writing
such piffle."

*N. B.—This sentence is merely
figurative. We wanted to, but it was
right in front of McGee's store and
we knew how the clerks would talk
if they saw us.

The women who drive men to
drink are never arrested for reckless
driving.

The total tax levy of Douglas county
for 1917 is \$376,328, as against
\$413,203 for 1915.

"The Lilac Domino"
Coming to Medford

"The Lilac Domino," the great
three-act musical production by
Charles Cuvillier which took New
York, Boston and Washington by
storm last season and was success-
fully produced in Vienna and Paris,
will be presented by Andreas Dippel
at the Page Theatre, Medford, Fri-
day night, January 19. This is a
most elaborate production and seems
to embrace every feature of high-
class musical entertainment, from
grand opera music to the catchy, pop-
ular variety of lyrical fun and dance.
The score is enchanting as it ripples
and sways and floats along in a var-
iety of tempos, the syncopations of
which have been arranged by Mr.
Milan Roder of Vienna. There has
been a lavish expenditure in produc-
ing the wonderful scenic effects. The
many lovely young girls in the chorus
disport their youthful charms in mag-
nificent and appropriate costumes
and sing as well as dance in a decid-
edly sprightly and vivacious manner.
Five noted comedians call out about
three laughs to the minute, through-
out the entire three acts. Among the
notables of the cast are Bradford
Kirkbride in the leading role, and
whose work has placed him in the
foremost rank of light opera singers;
Yvonne Darle with the highest, clear-
est, sweetest vocal registers to be
heard anywhere outside of grand op-
era; Marie Hamilton, a dainty, mis-
chievous sprite with a voice of gold;
Joseph Carey and Edward Crawford,
who are the principal laugh-coilers,
with their comical songs and danc-
ing and their breezy personalities;
Alban Ramsey, Mile. Andree Corday,
from the Opera Comique, Paris, and
Archibald Gilchrist. Some of the most

popular songs are "The Song of the
Chimes," sung by Mr. Kirkbride and
Miss Darle to the accompaniment of
silver bells; "The Lilac Domino," the
motif of the piece, repeated with
pleasing persistence throughout the
three acts; "Let the Music Play,"
"And Still We Smile," "Ladies Day,"
"What Is Done You Never Can Un-
do," "Where Love Is Waiting,"
"What Every Woman Knows," and
many others. There is dancing of
almost every variety, the merriest of
which is a travesty on the Russian
ballet done by four men in the second
act. There are so many special fea-
tures in the piece that it must be seen
to be appreciated, and no lover of
good music or of good clean enter-
tainment can afford to miss it.

IT IS SERIOUS.

Some Ashland People Fail to Realize
the Seriousness of a Bad Back.
The constant aching of a bad back,
The weariness, the tired feeling,
The pains and aches of kidney ills
May result seriously if neglected.
Dangerous urinary troubles often
follow.

An Ashland citizen shows you what
to do.
Mrs. E. E. Heath, 855 B street,
Ashland, says: "Whenever I have
used Doan's Kidney Pills to relieve
a dull ache across my kidneys, I have
always been relieved of the trouble.
I consider Doan's Kidney Pills a
medicine of merit and never hesitate
to recommend them to my friends,
for I know they are very reliable and
can't be equalled for kidney trouble."
Price 50c, at all dealers. Don't
simply ask for a kidney remedy—get
Doan's Kidney Pills—the same that
Mrs. Heath had. Foster-Milburn
Co., Props., Buffalo, N. Y.

The Albina Engine & Machine
Works at Portland has contracts for
two 3,300-ton and four 3,800-ton
steel steamships.

Phone news items to the Tidings.

Another Good
Subscription Bargain

Until March 31st Only

The Ashland Tidings, regular price . . . \$2.00
The Youths Companion, regular price . . . 2.00
McCall's Magazine, regular price75
One McCall's Pattern, price15
Regular price for all \$4.90
And the Companion Home Calendar for 1917, FREE

Our price until March 31st, \$3.60
only

Saving to you on the deal \$1.30

