

# Ashland Tidings

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

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Official City and County Paper

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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. . . . . 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, Feb. 5, 1917

### THE MOVIES.

It is always true that the things in life that originate with or appeal to the masses of a people sooner or later make compulsory demand upon the attention of those select few who form what are loftily termed the "classes."

In the beginning and for several years after their perfection, motion pictures held the attention of the great mass of the American people, while the intellectuals, the scholars and the critical persons in the professions and sciences stood on the sidelines scoffing.

Usually it makes little or no difference whether the intellectuals like a thing or dislike it—the opinion of the masses is the shaping or dominating factor and the opinions of the critics—no matter how serious and competent they may be—are entirely secondary.

This is true in the world of motion pictures.

If the producers had listened to the critics and the intellectuals the great motion picture industry would have been scooped out of existence.

So the producers took the judgment of the people themselves and adopted only such things from the critics as seemed beneficial and helpful.

The result—today motion pictures are the fifth largest industry in the United States.

Also, today the critics who were skeptical and ironical are trying in every possible way to "get in tune" with the industry and with the picture public.

In the beginning dramatic critics did not care to be seen attending picture presentations. For, in the beginning, pictures made no demand for evening dress and social niceties. There was no parquet; no dress circle.

But times change rapidly in an astonishing industry like this.

In the majority of large cities today the leading motion picture theaters are much better buildings architecturally and in equipment than the leading dramatic houses. They are newer, fresher, better laid out, better lighted and ventilated, have better orchestras and superior equipment to the old dramatic houses.

The average feature film that plays the average small town in America is one hundred times superior in cast, in staging, in mounting and general presentation to any—and almost all—plays that come to any local dramatic house.

The pictures presented throughout America are, on the average, much more entitled to public approval than the theatrical productions sent to lo-

cal communities for presentation by road companies.

The established producers lavish money on their productions. They hire the best known stars and supporting players. They draw upon the famous novels and previously successful plays. They hire the best and most skilled men in the business as directors. They labor for months and never less than five or six weeks in the actual work of making a five-reel feature. Their settings and stage equipments are the work of artists of distinction.

Beginning at a point where a picture cost merely a few thousand dollars, the point has been reached now where a producer spends as much as \$1,000,000 for a single picture.

In other words, the picture play you see from a big and established manufacturer is superior in every detail to the dramatic plays that come to the average city or town, the bigger cities included.

Sooner or later the critics of an industry are forced to take cognizance of the good points of the industry, of its monetary worth, of its superiority to the older branches of the amusement business where disintegration and loss of public favor have worked havoc.

The movies have forced themselves upon the attention of the critics and exacted a broader form of treatment because they deserve this attention and also because the public would quickly discard and ignore critics who refused to become enlightened and in accord with a form of amusement which is universal in its appeal.

### MAKING ECONOMIES.

The high prices prevailing this winter would not have worried our grandparents much. They were schooled in making economies. It was second nature for them to consider each penny and nickel. They would spend half an hour to straighten out an error of a cent.

It was conservation of resources, and they attended to it seriously and thoroughly. Nowadays if people spend more than they expected, they "are going to make it up somewhere else." But they don't. All appropriations are exceeded and they cheerfully consign the January bills to the wastebasket.

The housewife may decide not to spend more than 50 cents on her meat. But she finds those cheaper cuts, about which the woman's page told her, all gone. Perhaps she could get them at the next store. But she dislikes to seem too frugal. Or she sees some of the most appetizing relishes and confections put up in just the neatest and prettiest looking boxes. So the 50-cent dinner costs her a dollar.

Of course some people can't afford to bother. While they were saving a dime, they would be losing a dollar's worth of business. Most of us aren't in that class.

Wise administration of household resources involves spending some time at the butcher's shop. It is astonishing how much you can learn from the Man with the Cleaver. You can't get it over the telephone. Also in the kitchen. Servants and economy are two different propositions.

And it means watching for bargains and scrutinizing the newspaper advertising. It means testing the less expensive foods to make them go farthest and taste best. The man who buys an automobile may not be the one who is most successful in business. It may be the one whose wife is the best planner.

The European powers have got to that point in the national game of poker where you combine the efficiency of a confident smile with the value of a hotball flush.

The public insistently demands to have the alleged leaks to the stock market thoroughly investigated, as it wants to know where these valuable tips can be obtained.

After forbidding the reporter to put their names in the paper, many people will hustle down to the news stand to get copies of the item before they are all sold.

Investigating the high prices will at least serve the purpose of suggesting to many people that they can get more money for their goods.

### Phone Job orders to the Tidings.



**BERWICK ARROW COLLARS**  
one curve cut to fit the shoulders perfectly. is clean, cool, strong.  
CLUETT PEABODY & CO. INC. Makers

## Here and There Among Our Neighbors

**Yaquina Bay News:** Thursday evening last "Farthest West Camp" of the Spanish American War Veterans was organized in Newport by Department Inspector General Robert E. Green of Albany. The name selected for the camp is unique and at the same time very appropriate, for being located on the shore of the Pacific ocean, it is farthest to the westward than any other camp in the United States, and also the nearest to the Philippine Islands.

A meeting will be held in Riddle on next Monday composed of the prune growers of that vicinity. The purpose of the meeting will be to discuss the advisability of erecting a co-operative process plant. Canyonville growers will also participate in the meeting and many spirited talks are scheduled for that time. The prune growers of Riddle and Canyonville claim that last year they lost \$2,400 by shipping their prunes to Roseburg for processing. If this is true they feel as though they will profit much by the erection of their own plant and thus eliminate the loss.

Dogs are worth more than cows in a number of counties of the state, according to returns on file with the state tax commission from the assessors of the state. For instance, the average value of a dog in Tillamook county is placed at \$32.75, while the average value of cattle is \$27.72.

An appropriation of \$25,000 will be asked of the Oregon legislature, to match a similar sum from the state of Washington and \$12,500 from British Columbia, for the big joint advertising campaign of the Northwest Tourist Association. These sums are to be annual for a two-year period.

**Pendleton Tribune:** Every day brings to the office of E. F. Averill, of the biological survey, reports of rabid coyotes and appeals for aid. The latest is that of Homer Ross, forest supervisor at Prineville. He says that reports come to his office almost daily, also, that January 23 two cows in that neighborhood died of rabies. Four mad coyotes have been killed near there in three weeks. Stockmen report rabies on the increase and are extremely desirous of obtaining government aid.

Eastern hat manufacturers are showing an increased interest in Oregon jackrabbit fur as a raw material from which felt may be made, and one Philadelphia concern, L. Schoeble & Co., has, through Representative Sinnott, asked that 500 additional skins be forwarded for experiment as quickly as they can be prepared.

The population mark at the Oregon state penitentiary has declined to 433, a record for the past two years. While two years ago the number was a trifle lower, by March, 1915, the number ascended the scale to 566 and kept appreciably high until the prohibition law went into effect, when a steady decline became noticeable. The number includes only those confined to the prison itself, and not men out on parole.

**Roseburg Review:** W. H. Redfield, who arrived here last Friday night from Cow Creek to spend a couple of days on business, is one of the veteran hunters of Douglas county. During the early days he hunted deer for their skins and is said to have killed as many as 1,000 of these animals. Mr. Redfield has lived in Douglas county for many years and has a host of friends in this section. During the early days in Douglas county deer skins were in big demand, and the hunters received substantial returns for their work.

**Grant County Journal, Prairie City:** Word has been received from the Utah-Oregon Gold Mines Company, the new owners of the Ophir group of claims, that the affairs of the company are rapidly taking shape and that work will be started on a mill at the mine six miles from Prairie as soon as the weather permits.

**McMinnville Telephone Register:** Sheriff Applegate Sunday raided the wine ranch of Fred Setler, four miles above Mountaside, and confiscated about 3,000 gallons of wine. Setler is a Swiss, about 60 years old, and is a bachelor. The sheriff found over fifty barrels of the liquor, many of which were nearly filled. Hundreds of gallons of the wine was seventeen years old.

**Hood River News:** The municipal water plant owned by the city of Hood River has been a success in every way. The records of the water office show that \$1,000 per month has been earned through this source

above expenses of operation and maintenance during the past year.

**Salem Statesman:** The Drager Fruit Company has received from the British government an order for eight carloads of prunes, the fruit to be sent to the soldiers at the front. Five thousand boxes of fifty pounds each will comprise the shipment. Both the Roseburg and the Salem plants will furnish the shipment.

**Coos Bay Times:** The new suspension bridge across Rogue river at Agness is about completed, according to the Gold Beach Reporter. It is said to be the longest bridge of its kind on the coast, if not in the country. Its main span is 365 feet, and 635 feet separates one anchor from the other. The company furnishing the wire guarantees its stability and safety, and will have a representative on the ground to see that it is properly strung. The wire is expected in Rogue River on the Rustler this week, and everything is in readiness to have it put in place.

## New Issue of Small Green Backs

A new issue of \$1 and \$2 United States notes or "greenbacks," the issuing of which was discontinued more than thirty years ago, were put in circulation recently. The treasury department at Washington, in explanation of the action, says the new issue was decided upon because silver certificates in small denominations could not be issued lawfully in sufficient quantity to supply the business demands of the country. In 1878 the limit of outstanding "greenbacks" was fixed at \$346,681,016 and no currency of such class has been put out since 1885. The amount of outstanding \$1 and \$2 notes of this class is now slightly in excess of \$3,000,000. However, there is \$102,445,300 of United States notes outstanding of \$10 denomination and higher, and a portion of these will be retired and canceled, dollar for dollar, to permit the new issue of smaller denomination currency.

### Phone Job orders to the Tidings.

### INTERURBAN AUTOCAR CO.

Leave Ashland for Medford, Talent and Phoenix daily except Sunday at 9:00 a. m. and 1:00, 2:00, 4:00 and 5:15 p. m. Also on Saturday night at 6:30. Sundays leave at 9:00 and 1:00, 6:00 and 10:30 p. m.

Leave Medford for Ashland daily except Sunday at 8:00 a. m., 1:00, 2:00, 4:00 and 5:15 p. m. Also on Saturday at 10:15. On Sundays at 10:30 a. m., and 2:00, 5:00 and 9:30 p. m.

Fare between Medford and Ashland, 20 cents. Round trip, 35 cents.

Medford—Southern Oregon's Greatest Place of Amusement

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Tues. Night, Feb. 6

## GUARANTEED ATTRACTION

Enroute Oakland to Seattle, this company will make only two stops.

**Geo. M. Cohan's Best!**  
Cohan & Harris Present Geo. M. Cohan's Latest Laughing Success

Phone 418 For Reservation Now

# "Hit-the-Trail Holliday"

with Frank Otto

**YOU'LL ROAR! YOU'LL HOWL!**  
San Francisco Went Wild Over It.

Seats on sale Saturday at 10 a. m. Prices:—\$1.50, \$1.00, 75c and 50c.

### Obituary.

Mrs. Nancy C. Bunnell passed away at the Granite City hospital on January 28, of a complication of diseases. She had been a patient sufferer for several years. She was born in Arkansas on August 11, 1853. Her father, Major R. H. Wimpy, died a few years ago in Phoenix, Ariz. She leaves four brothers and two sisters to mourn her loss: Mrs. C. B. King of Los Angeles; Mrs. H. Dayton Smith of Endicott, Wash; Joseph, Newton, Douglas and Harry, all of Washington and Idaho. She was married to P. D. Bunnell in 1874 and has been an active and much-beloved member of the Congregational church since December 5, 1909, seemingly never happier than when working for the church or doing something to help others. With an affliction in her eyes which threatened total blindness, she never complained. We will miss the dear "Aunt Nannie," as she was familiarly called, but we would not call her back. "Whereas she was once blind, she can now see her Saviour face to face," whom she loved so well, and her loved ones who have gone on before. Truly it can be said of her, "She hath done what she could."

Her nearly heart-broken sisters were unable to be present on account of sickness. Funeral services were conducted at the church by her pastor, Rev. Brett, assisted by Rev. Douglass of the M. E. church. Comforting words were spoken, also an abundance of pretty flowers from the W. R. C., of which she was a member, and the Ladies' Aid and other loving friends.

Phone news items to the Tidings

As lower salaries are expected next spring in baseball, many young men want to know what is the use of a college education anyway.



## Fire Insurance

When your house is burning up, your neighbors will all stand around until it is a little pile of ashes, then walk off, and there will be nothing standing but the chimneys. We go right after your money for you. Our companies all pay cash; no waiting or parleying. We keep up with your policy; that's our business, and we make it our business to give you the best service possible.

That's why we are your friends after the fire.

Established 1883

## Billings Agency

Real Estate and Real Insurance  
41 East Main Phone 311

# 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 price	.75
One McCall's Pattern, price	.15
Regular price for all	\$4.90
And the Companion Home Calendar for 1917, FREE	

**Our price until March 31st, only \$3.60**

Saving to you on the deal \$1.30