

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

Official City and County Paper
Issued Monday and Thursday

TELEPHONE 39

SUBSCRIPTION RATES
One Year\$2.00
Six Months 1.00
Three Months50
Payable in Advance

No subscription 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., Thursday, Feb. 8, '17

THE INVESTIGATING COMMITTEES.

Investigations are the style in politics now. From congress down to state legislatures, they're all doing it. Commissioners are renting roll-top desks, hiring stenographers, summoning witnesses, seeing the country and smoking choice cigars (often at taxpayers' expense). Cost of living is the favorite subject now, but the labor question, decline of country life, taxation and many local problems are continually being raked over.

Often the only result is publication of a ponderous black covered report that gathers dust in libraries and storerooms. Legislators distribute copies to friends who are pleased to be thus recognized. The reports contain much useful information, but there is often such a mass of statistics and conflicting opinion as to leave the subject in a worse fog than before.

Ordering an investigation is a favorite political device. It keeps the public quiet, gives the impression that something is being done and holds down the lid.

The idea of investigation is good. A business corporation gives to any new problem the most intensive study and exhaustive tests. But it does not place such investigations in the hands of "lame ducks" out of a job.

Frequently the reports of these commissions are well arranged, with practical recommendations. But politicians, whose chief interest is distributing plums and pork, feel helpless in the presence of big human problems requiring constructive ability. If public interest has died down, the report is apt to be pigeon-holed. If the people would elect their servants on a basis of business rather than politics, there would be more investigations that really investigate and fewer reports that merely create paper stock for the junk man.

About now the homesick city people who don't know anyone feel sorry for the lonesome folks in the country who meet several times a week at church and lodge suppers.

Uncle Sam holding all the real money, and Europe all the guns and ammunition, is an arrangement that usually doesn't work well when the police aren't handy.

Klamath Falls—Box factory company with capital of \$40,000 will employ over fifty hands and have 50,000 capacity, to be new industry here.

THE SPIRIT OF ENTERPRISE.

It is an interesting problem in business psychology to determine why people trade at one store rather than another. Prices, location, quality, are all vital, but not the whole thing.

The wide-awake manager of a real store comes down town full of the spirit of enterprise. He does not ask to be sure of two dollars back before he will spend one. "Start something" he calls out to the boys, and soon the place radiates his pushing personality.

His first move is to spread the news. He finds this or that line in his store where he got unusual values, or something he wants to turn into cash. He realizes that the public will never know what he can do for them unless he takes some pains and goes to some expense to inform them. By persistent advertising he gives the public the news of his store. Pretty soon the impression is spread abroad that it is a store where there is "something doing."

The American people have little use for inactivity. They care little for the business man who sits down and waits for opportunity to knock and business to come. They will go out of their way to trade with a man who seeks their trade and shows some spirit of push. The one way to convey this impression is of course to advertise. Circulars don't give it to any large extent, as they are so apt to be thrown away unread. While the circular reposes all crumpled up in the wastebasket, the newspaper remains on the parlor table until the whole family has been through it.

Solicitation from door to door, if done by a tactful and competent man, gives an impression of enterprise. But advertising is twenty times cheaper and quite as efficient. It spreads the news all over, and makes a man seem like a pusher instead of a waiter.

BOYS BEET CLUBS

The proposed project of the establishment of boys beet clubs should meet with the hearty co-operation of every parent of the valley. The boys can find no more profitable way to spend their spare time this spring and summer than in the care of a patch of sugar beets, be it only a few square feet or several acres in extent.

The work is bound to return handsome remuneration. Many of the vacant lots of the city could just as well be put in beets and turned into productive land.

The Grants Pass sugar company will no doubt offer prizes of a substantial nature, according to Field Agent Pettingill, and offer the lads every co-operation. It is to be hoped that the work may be taken up in an organized manner by school authorities as is the pig and corn club work at present.

Ashland Has One Of Four Stations

(Continued from Page One.)

bark, hatch out one hundred young to each pair twice yearly; how the trees fight back with pitch and sometimes conquer the pest; how the birds and parasites prey upon the beetles to such an extent that the bureau has learned that if 75 per cent of the beetles are destroyed, nature's balance is overwhelmed and the beetles disappear.

Methods of Fighting

Mr. Keene explained how the infected trees were marked and cut at the right time and the bark burned to destroy the beetles. The timber could be marketed and is marketed in many cases. The McCloud Lumber company employs their fire fighting crews in winter to fight the beetles under the direction of government experts and is highly gratified with the work, according to the bureau man. Other timber companies are doing likewise.

Mr. Keene dwelt at some length on the local problem. He closed by inviting the people of the city to visit the station and see the specimens and many interesting collections which the bureau had collected.

At the close of the talk a vote of thanks was extended to him and the entire gathering stayed to examine the several cases of specimens and fire interested questions at Mr. Keene.

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.

Heard and Overheard

(By Lynn D. Mowat.)

The Emigration of February 9. (Governor Withycombe signed the bone-dry bill at 4 p. m.)

'Tis midnight,
And a grouping moon
Sulks through the ever-shifting clouds.
And chilling, shivering
Wind gusts sweep
Down from the reaches of the north.

And look!
The ghostly shapes.
High-flying near the gloomy sky.
I ask you, Night,
What are those ghouls,
Those southbound phantoms of the mist?
No answer.
But the lonesome howl
Of far-off wind notes seems to grate:
"South, south—
I whisk them south.
The morning-after headaches of your state."

Le Envoi.

I slammed the window hard and fast
And cowered, while the phantoms passed,
Lest some of mine, bound from the state,
Should think of me and hesitate.

Vim, Vigor and Victory.

(With apologies to Herbie Hoffman.)

If you would strong and healthy be
In body, mind and soul,
Trot to the corner drug store
And fill up on "Sargol."

Or if 'tis weight that holds you down,
Grow lanky like a rat
By taking home a case or two
Of Johnson's "Antifat."

If you are cross or have cold feet,
Feel heavy, dead or slim,
The drug store has the very stuff
To put you back in trim.

But never buy two kinds at once—
You might some time get fussed,
And take a dose of anti-fat
With anti-lean—and bust.

(The local drug stores are welcome to the advertising.)

Friend—"What was the name of the correspondence school from which you took that memory course which you said did you so much good?"

Graduate—"Pickboy, or Richardson, or something like that. I don't remember exactly."

Just as We Go to Press.

H. O. Butterfield, who works up in the hotel barbershop right next to the express office, says he has noticed a great many of our prominent citizens hurrying like an express train into the express office with an express purpose expressively expressed in their expression. One man hurried out with his express pressed to his bosom, slipped and pressed his nose to the sidewalk and the express ran all over the adjacent territory. H. O. says the gentleman expressed himself impressively, but because of our lady readers we will repress his expressions expressly on their account. (No, Mabel, he did not belong to the Presbyterian church.)

Finding a Vocation.

There is a man in Ashland town
Who had no end of trouble.
His eyes are somewhat out of whack
And make him see things double.
He barely made a living from
The sale of carpet beaters,
But now the city's hired him
To read electric meters.

Oh, Scissors!

Little Willie yesterday
Stuck the baby, all in play,
Head first in a rubber boot.
Isn't little Willie cute?

Agree?

A queer coincidence it seems,
Unto my way of thinking,
A fellow never takes to drink
Until he takes to drinking.

La Grande—Imbler State Bank increases from \$90,000 in 1915 to \$140,000 in 1916.

Hermiston—A two-story business building is planned.

Use of Whiskey Increases in 1916

The amount of whiskey consumed by the American people in 1916 apparently was greater than in any previous year since 1909, according to tax returns to the treasury department, says reports from Washington, D. C., and the amount of revenue collected by the government on whiskey, beer and cigarettes during the year was the greatest on record.

While returns show that the tendency toward prohibition has not lowered the government's revenue from whiskey, officials believe a portion of the increase—nearly \$24,000,000 more than in 1915—is attributable to the fact that the government is at present collecting taxes on all whiskey produced in the country, whereas, because of extensive frauds, such was not the case a few years ago.

Consumption of cigarettes in 1916 reached the highest mark ever recorded. The tremendous increase, more than 40 per cent over 1915, is attributed to two main causes: Increased prosperity of the country and growth of the cigarette habit among women. Many millions of cigarettes made for feminine users were produced in this country and imported during the past year.

The number of paper-wrapped cigarettes upon which the government levied a tax during the year reached the grand total of 25,232,960,928, as compared with 17,939,234,208 in 1915.

Records show the government collected a tax of \$1.10 per gallon on 146,355,146 gallons of whiskey during the year, a total of \$160,990,660 as compared with 124,549,210 gallons and a tax yield of \$137,004,131 in 1915. Beer consumption, according to the records, was 61,145,583 barrels as against 57,805,896 barrels the previous year. The tax yield on beer during 1916 was \$91,718,375; in 1915, it was \$86,708,803.

Total revenue on beer and whiskey during 1916 was \$252,708,934 as compared with \$223,712,934 in 1915. Cigarettes yielded \$31,541,200 last year and \$22,424,042 the year before, making the total revenue to the government from these three sources \$284,250,235 in 1916 and \$246,136,976 in 1915, an increase last year of \$38,113,259.

So far as heard from, the merchants who didn't advertise did not complain about overwork during the recent holiday season.

CHICHESTER PILLS

DIAMOND BRAND

Beware of Counterfeits. Refuse all Substitutions.

LADIES! Ask your Druggist for CHICHESTER'S DIAMOND BRAND PILLS in RED and GOLD metallic boxes, sealed with Blue Ribbon. TAKE NO OTHER. Buy of your Druggist and ask for CHICHESTER'S DIAMOND BRAND PILLS, for twenty-five years regarded as Best, Safest, Always Reliable.

SOLD BY ALL DRUGGISTS

TIME TRIED EVERYWHERE WORTH TESTED

"Give Me Men As Sleep O' Nights"

—Julius Caesar.

One of the most admirable of modern recipes for good, healthy night-sleep is the abstaining from coffee (and tea) at the evening meal.

A better recipe, for health and comfort at all times is total abstinence.

For a cheering, healthful, non-disturbing, delicious beverage, use

POSTUM

"There's a Reason"

If Glasses Will Help

now is the time to procure them. No sight defect ever gets better of itself. It always gets worse. If you cannot read with comfort, if you have headaches after a little reading or writing, you want glasses. Let us provide those exactly suited to the needs of your vision.

H. L. Whited

Registered Optometrist, Ashland



J. P. Dodge & Sons

Undertakers

Lady Assistant
Deputy County Coroner
State Licensed Embalmer

Here and There Among Our Neighbors

Echo, Ore.—Artesian water has been found on Butter creek, 15 miles west of here, at a depth of 77 feet. Plenty of water is easily reached at a depth of 12 to 15 feet in that vicinity. Lou Wattenburger, a prosperous farmer of the Butter creek country, wishing to reach a lower level of water for domestic use, had a well drilled, when unexpectedly artesian water was found. The exact flow of water cannot be estimated until the casing, which has been ordered, is placed.

Eugene—The board of directors of the Lane County Fair association on Saturday officially decided to hold no round-up next fall in connection with the fair. An executive board was chosen by the directors as follows: C. J. Hurd, M. H. Harlow, Amos Wilkins, E. M. Warren, H. W. Stewart, G. W. Taylor, E. E. Morrison, Alton Hampton and E. A. Bond.

Eugene—Ray Goodrich, vice-president of the First National bank of Eugene, and regent of the University of Oregon, died in Boston, Mass., last night, according to a message received here this morning from Frank L. Chambers, also vice-president of the bank, who accompanied Mr. Goodrich to Boston for an operation for eye trouble. Mr. Goodrich was operated upon about a year ago, but his eyes became worse recently. He went to Boston a week ago and the operation was performed last night, but he failed to recover from the effects of the anaesthetic. The body will be brought to Eugene at once for interment.

Salem—Complying with the suggestion of Warden Charles E. Murphy, of the penitentiary, the state board of control has asked Attorney General Brown to prepare a resolution submitting to the people at the next general election the question of a new state penitentiary. The bill to

be voted on will provide for an appropriation of \$600,000 to extend over six tax levies of \$100,000 a year and also to provide for new prison grounds, if such are deemed best.

Paisley—Creamery will be established here by spring.

NEAREST TO EVERYTHING

Hotel Manx

San Francisco
Powell & S. O'Farrell

Oregonians Headquarters while in San Francisco

"Meet me at the Manx"

moderate rates

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

Management of Chester W. Kelley

Worth Looking At

Real Estate That Has Real Value

If you do not own your own home, let us show you one of these: Three acres of choice land, well located, close to the heart of town, good six-room house; \$2,700. Terms.

Two good hard-finished dwellings on B street, good sized lots, at a bargain. Will sell one or both. Assessments paid.

Billings Agency

Real Estate and Real Insurance
41 East Main Phone 211