

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

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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—6 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, April 19, '17

KEEPING DOWN WAR PRICES.

The Commercial Club and school authorities of the city are joining in attacking the local problems which confront efforts to place all available vacant lots under cultivation, and the co-operation of every Ashlander should be extended in the work. A nation-wide campaign is being made to encourage planting of every available foot of land in crops of some kind in order to meet the demand for food which the year is bound to bring. Cultivation of some ground, whether measured in feet or acres, is a duty which every man, woman and child owes to his or her country this year. It is the only way to keep down the prices of food commodities during war times. Those who have vacant lots which they themselves are unable to cultivate should turn them over to someone who can. The local Commercial Club will open an exchange for listing both vacant lots and the names of those wishing to cultivate lots.

WASTE OF FOOD

The story of the experience of the Gerard party in traveling from Berlin gives an interesting sidelight about food. They tell how after the scanty food conditions in Germany, the comparatively free use of food in Paris seemed perfect waste. Yet no doubt after the party got home, the use of food in this country seemed far more wasteful than in France. And yet our papers are full of food scarcity. But few people take much pains to conserve such parts of the food supply as come under their own control.

The waste of good food in hotels and restaurants, when prices are so high and so many people are suffering, is pitiful. People order lavish table d'hôte dinners, they demand a dozen dishes and only taste a little of each, and all the rest goes to the garbage pail or is supposed to. Perhaps the cheap restaurants get more than the public realizes. But at least there is a great and lavish rejection of good food.

Of late years the European plan of operating dining rooms has become more general. It tends greatly to reduce the amount of food consumed. Once people realize that they have to pay for what they eat, they will confine their orders to what they really want. It is the only sound basis for operating an eating room business. Most hotel proprietors would be glad to put it in. It is in quite general use now in city hotels and on railroad trains. It is not yet popular in boarding house and resort hotels, where a course dinner on the wasteful American plan somehow seems more liberal.

In private homes the same spirit

prevails to a large extent. We all help ourselves to a mammoth potato when half of it would give all that anyone wants. It is our national temperament, inherited from the day when foods were plentiful and a drug on the market. The public pays for it, and it makes prices needlessly high.

BUSINESS AND WAR

In looking forward to our entrance into the war, many people have been fearing that it would cause a great business shock and lead to suffering and unemployment. Such, however, is not the usual story of wars. Even with all the suffering in Europe, there are no unemployed. There is something for every willing hand to do. The shock and suffering come years after when people carry the heavy burdens imposed by war, and scrimp and save to pay national debts and heavy taxes.

War in this country has usually been preceded by stock market fluctuations. In advance the speculators are apt to sell short, trusting that people's fears will lead them to throw securities overboard at bargain prices. But the speculative crowd does not allow prices to slump very far. They realize that war creates work and business and tends to make industrial enterprises profitable for the time being. The final results are tremendously expensive but the people of ten years hence will feel it far more than today.

So let no timid business man get scared and think our great country is going to rack and ruin. War will make a demand for a thousand kinds of supplies, and the factories will have to get them out in a hurry. The need for food will be increased and the farms will have to hustle to fill the hungry mouths.

War is a time of artificial stimulus to business, and the first dose is as exhilarating to trade as some powerful drug. The costs of it will be paid later, but paid gradually, and there will be no panic and no industrial disaster. Though our military and naval situations may be wholly inadequate for this crisis, yet financially we are well prepared.

BETTER BABY WEEK.

Baby week, designed to help smooth the way for the tiny tots of baby world, will be observed the first week in May. More than 2,000 communities observed baby week last year and a still greater number are planning exercises this year. It doesn't take much money. Some of the successful programs are conducted without money at all. Some or all of the following features of observance are recommended by the U. S. Child Welfare bulletin, "Baby Week Campaigns," which contain suggestions for communities of various sizes:

"A campaign of newspaper publicity.

"Collections of baby welfare information.

"Mass meetings.

"Celebration in the schools.

"Message to women's societies.

"Follow up work of the campaign."

Baby welfare is necessarily closely associated with the well-being of the mothers, so maternal care will be given consideration. It can be shown that the 15,000 deaths annually incidental to maternity are largely preventable. Some helpful bulletins on these questions as announced by the Children's Bureau are as follows:

Second Bulletin on Baby Week, Prenatal Care, Infant Care, and Maternal Care.—Free, U. S. Children's Bureau, Washington, D. C.

To Expectant Mothers, and Are Your Baby's Eyes Sore?—Oregon State Board of Health.

Programs, Press Articles (The Extension Press Service will send prepared articles on request), Food for the Family, and School Luncheons.

Join the delegation of Ashlanders who will go to Grants Pass on Monday, April 23. A noonday luncheon with the Grants Pass Chamber of Commerce is slated for that day, and Ashland should send a representative bunch. The best of harmony exists between these two cities, but can be furthered by such "get-together" meetings as the coming luncheon.

Cosco Bay Harbor: The sale of a big tract of timber is reported as the result of a war order which has been received in Cosco county. The Prosper Mill Company of Prosper, on the Coquille river near Bandon, has received an order to cut spruce lumber for aeroplanes. The company is controlled by Sudden & Christensen of San Francisco, and it is reported that a part of the Frank Boutin timber on the Coquille river has been bought for \$110,000 especially for the spruce timber which will be logged and manufactured into aeroplane lumber.

Phone job orders to the Tidings.

Heard and Overheard

(By Lynn D. Mowat.)

Friday, the 13th.

Friday is feared by many as their unlucky day, and when Friday happens on the 13th of the month those who are born under an unlucky star will not venture forth from the feather bed. We worried considerably in advance about what Friday would bring us, and, sure enough, nothing but trials and tribulations resulted. First thing that happened, we forgot to wind our watch Thursday night, and when we woke up it said 2:30, causing us to jump hurriedly out of bed and rush downstairs, only to find that we had got up an hour earlier than usual. Then when we got down to the office we found three letters waiting for us, and of course they were all advertisements. Doesn't it irritate you when you find that letters contain advertisements? Then in the afternoon we were unlucky enough to challenge Chi Pierson to a game of pool and have Brick Moody come in while we were playing it. We lost, of course. Next we went up to Jean Hastings' shop to get barbered and found so many ahead of us that dinner was cold before we got home. And so on through the day.

Just plain unlucky. If these things had happened on any day but the 13th we would have thought nothing of them. But you know how it is. When a fellow can find an alibi to blame things on to he always does it. If there were no superstitions about black cats crossing the road, and walking under ladders, and like "signs," a fellow wouldn't have anyone to blame but himself and would get a mighty poor opinion of himself. So we guess unlucky signs are lucky, after all.

Just as we get a masterpiece of lyric verse or prose about half writ, some gink comes in and peddles us his woes. And by the time he leaves the place we find our pipe is out and sixteen minutes are consumed in seeking all about to find a match, and by the time we're settled down all right and start to work, we scratch the match and find it will not light. Then we go out and buy a box and smoke up like a king, and as we gather up our thoughts the telephone doth ring. And so it goes the livelong day. Although our brain may bust with gems which we would like to write we give up in disgust.

Patriotic Signboards.

The signs that once blazed forth the worth

Of Wrigley's spearmint gum
Are gone since war controls the earth
And put them on the bum.

Look where you may, on empty lots,
In any part of town,
The men that paste these beauty spots

Have torn the gum signs down.
Though works of art to some they seemed,
The posters won't be missed;
Where once a spearmint gum smile beamed,

Your country pleads, "Enlist."

Ed Dews was lucky enough to be leaving Klamath Falls for Ashland on the same train with a number of Klamath boys who were leaving to enlist in the navy. All the fair young ladies of the city were present to bid the boys good-bye, and Ed, being a passably handsome young man, lined up with the rest to receive the marks of affection which the girls generously distributed on the departing heroes. He is now trying to get a run out of K. F. on the railroad in the hopes of being mistaken for a recruit every day.

Portland contemplates establishing a factory fund by selling \$500,000 bonds and loaning money on good security to industries at 5 per cent, as a method to encourage industrial growth of the city.

The American Sugar Refining Company is to spend \$1,000,000 for trademark advertising in 1917.

A 200-foot wooden ship for Libby, McNeill & Libby has been launched at Portland.

Corvallis—Farmers are being urged to raise sugar beets.



GORDON—2½ in.
an
ARROW
form-fit COLLAR
2 for 30c
CLUETT, PEABODY & CO. INC. MAKERS

Ice Co. Enlarges Medford Plant

Medford Tribune: In anticipation of a bumper fruit crop of probably 2,000 cars in the valley this season, the Medford Ice & Storage Company is at work on extensive improvements and alterations at its Medford plant, which, when completed, will double the capacity of the present plant, giving it 150,000 cubic feet of space.

These improvements and alterations, which will be rushed to completion within eighty days, will give an ice-producing capacity of eighty tons daily, and the largest single ice storage room between Portland and Sacramento. This room will hold 3,000 tons of storage ice and will have close to two miles of 1¼-inch pipe in coils.

A new 30 tons daily refrigeration machine will be installed to reinforce the two 25 tons each daily machines now in use.

Included in the improvements will be a 500-foot platform for icing fruit cars, equipped with conveyors and other apparatus, which will enable the plant to ice ten cars at a time.

The main new building, which will be for storage ice only, will be 70 by 70 feet in dimension, with a 30-foot ceiling. Another new structure, which will be used only for cold storage of perishable commodities such as eggs, meat and fruit, will be 30 by 30 feet and two stories high.

The company does all the icing of cars for the Southern Pacific railroad between Roseburg and Ashland, in addition to supplying the valley with ice for ordinary consumption. All cars of fruit originating in the valley are iced at the Medford plant of the company, and all re-icing of through cars of fruit and perishable commodities is done at its Ashland plant.

"Our company is spending much money in backing up its faith in this season's coming crops by getting ready to properly handle them with dispatch, and in general valley conditions," said H. K. Tomlinson, manager of the Medford Ice & Storage Company, on Monday. Present indications are that there will be close to 2,000 cars of fruit to be shipped out from the Rogue River valley the coming season."

All of the stock of the company is owned by citizens of Medford, Ashland and the valley. It is understood that plans are being considered for enlarging and improving the Ashland plant also.

Eugene—W. B. Hall is to start a new shingle mill in Lane county.



Regarding the U. S. War Loan

INFORMATION on, and assistance in subscribing to, the new U. S. War Loan will be tendered the Public of this community, with out compensation to, or charge by, the First National Bank.

Call upon or write us for all details when Bonds are available.

THE FIRST NATIONAL BANK

ASHLAND OREGON
E. V. CARTER, PRESIDENT C. H. VAUPEL, Vice Pres.
J. W. MCCOY, CASHIER CLARK BUSH, ASST. CASH.

Start Plans for 1917 County Fair

Medford Sun: At the regular monthly meeting of the Jackson County Business Men's Association at Crowson's last night a movement was endorsed to co-operate with the Jackson County Fair Association and also with the farmers' granges being formed with a view to better co-operation among the ranchers in the valley. D. M. Lowe of Ashland spoke in favor of closer union between the business men and the farmers, and his remarks were very well received. He spoke of the ten granges being formed in the valley and a Pomona grange in Central Point. With the farmers and merchants working together it is believed it will be possible to have a fair in the fall that will be better than ever before. Mr. Underwood of the Portland Credit Men's Association gave an interesting talk on "Trade Acceptances," explaining that they were becoming more and more popular with retail merchants. About thirty-five merchants were present and Mr. Crowson furnished a splendid banquet.

Newport—Lincoln county is to vote on \$418,000 harbor improvement bonds and place that port on an equal footing with other Oregon ports which have taken similar action. From an industrial standpoint Lincoln county cannot afford to turn this down. The government puts up an equal amount.

Replant Southern Oregon Forests

Reforestation of the foothills and mountain slopes of southern Oregon is being pursued by the federal government this year on a much larger area than heretofore. The system has practically passed the experimental stage and is being applied as a real business proposition.

Work on an 80-acre project on the Applegate river watershed has been in progress for three weeks under the supervision of Martin L. Erickson, forest supervisor for this district, 15 men being employed. A tract of 36 acres was planted last year, largely as an experiment in cultivating yellow pine. Although the aridity of this district militated somewhat against the immediate success of the project, the trees planted did sufficiently well to justify enlarging the tract and planting under a slightly revised method.

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SAVAGE GRAFINITE TUBES

The only tubes that have graphite vulcanized into the surface. Prevents deterioration, sticking, friction and heating. Makes replacement unnecessary. Lengthens life of tube.

