

Ashland Tidings

Established 1876

Published

EVERY MONDAY AND THURSDAY

By

THE ASHLAND PRINTING COMPANY
(Incorporated)Harvey R. Lang... Business Manager
Bert R. Greer... Editor
Lynn Mowat... City EditorOfficial City and County Paper
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SUBSCRIPTION RATES

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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—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, April 23, '17

FROM LETHARGY TO ACTION.

One of the most remarkable things about this old country of ours is how quickly sentiment changes under stress of circumstances and how quickly we arouse ourselves to action when action is necessary.

A month ago we seemed lost in lethargy and with a world at war a majority seemed to feel that it was not necessary to prepare for war.

We are a great peace-loving nation. We have no ambition to add to our possessions by conquest. We have within our borders everything necessary to the maintenance of a nation, and all we wish is to be permitted to enjoy our prosperity without molestation.

We are, therefore, inclined to endure imposition rather than to seek trouble that may be avoided with the least semblance of honor.

The re-election of a president on a "He kept us out of war" platform, after repeated insults by the imperial German government and at a time when newspapers predicted that it would be impossible to uphold our honor and remain out of the war, is proof of this contention.

But today no man could be elected to any office on a promise of peace at any price.

Sentiment has reversed itself.

The iron heel ground too deep, and we are now in the war to win—not looking for new worlds to conquer, not to grind an emperor's ransom out of a people who are victims of the ambitions of a war-mad, blood-crazed monarch, but to uphold human liberty, to defend the rights of American citizens upon land and sea and to rebuke those who believe in the divine right of kings.

Not only will we defend our own liberties, but the result probably will be that the liberties which we enjoy will be extended to the citizens of other lands and autocracy will be wiped from the face of the earth.

A month or more ago one-half of the people were bitterly criticizing the president for his submission to German dictation and were telling him that his supinacy was but making war more certain. At the same time the other half of the people were criticizing him for assuming too militant an attitude. So he was pleasing no faction and was being criticised by all.

But today how different the sentiment! The die has been cast. Our personal contentions have been forgotten. German, or English, or Austrian, or French though our blood may be, we are all loyal Americans. Today to a man—be we republicans

or democrats—we are behind the flag and behind our president.

And that spells victory for the great peace-loving nation that has never known defeat.—Elbert Beade.

THE PSYCHOLOGICAL EFFECT.

The mere entrance of the United States into the war has had as great an effect, possibly a greater one, than if two million fresh, well-trained soldiers had been placed on the French-English battle line. Whatever prime ministers and kaisers, a safe distance from the front with their precious bodies, may say, the men in the trenches know that the defeat of Germany was a foregone conclusion the moment we entered the war. With our limitless resources untouched by the fatal hand of war, with millions of men fit to meet the soldiers of any country when once trained, the entry of the United States as an ally of France and Britain can mean only one thing—the crushing of militarism.

Not only do the men in the German trenches know that they are giving their lives in a hopeless fight, but the soldiers in the French and English trenches know that victory is as certain for them as anything human can be. The effect is that the German soldiers are disheartened. Their morale is reduced at least 50 per cent, while that of those who are certain to be victors is increased in almost the same proportion. With an army certain of final victory fighting against an army certain of eventual defeat, there can be but one result: The disheartened will give way and the encouraged will press on. A smashing defeat is a probability of the immediate future and would be as eagerly welcomed by the fighting men in the German trenches as by those in the trenches of the allies.

Psychological effect may prove an important factor in the last days of the greatest war of all history, and probably the last war of any magnitude.

A good booster for one thing never tears another thing down.

Heard and Overheard

(By Lynn D. Mowat.)

They motored together; they were inseparable on the tennis courts; she was always with him at the beach; he went shopping with her; their devotion was the talk of the society in which they moved. Even now as he sat enjoying a cigar, on the wide veranda of his country home, she stole up behind him and, putting both bewitching hands over his eyes, planted a fervid kiss on both of his cheeks. She was soon on his knee with her charming head of blond loveliness nestled on his breast and her rounded arms clinging passionately about his neck. Her delicate perfume sent the blood tingling through his veins. Her graceful, well-developed figure and her mass of silky hair, a stray lock of which brushed his cheek, made his temples throb with a desire to crush her matchless beauty against his heart and forever shield her from the glances of his fellow men. Her finely moulded features, the cool freshness of her cheek, the boldness of her gay colored, low-necked summer waist, the superb texture of her complexion and her eyes like limpid pools of azure blue, which looked up alluringly into his face, made him sigh time and again as he kissed the budding lips she offered, for he was thinking of the time when some young man would appear and take his daughter's devotion away from him.

I once knew a woman
Whose beauty made me love her,
With a reverence akin to that which
I bear for my favorite pipe.
But one night,
At an opera,
I discerned her exquisitely moulded jaws
Moving up and down.
And an unexpected "pop" told me it was gum.
That she was punishing
With her even, pearly teeth.
Since that night,
The thought of her has impelled in me
The same feeling
That I once had
When I inhaled a draught
Of green, uncured tobacco
From the amber stem
Of my companionable meerschaum.

Halfway—The Idaho-Oregon Power Company starts construction on a transmission line from the Ox Bow power plant at Copperfield to this town. It means much to the development of the valley and mines.

Phone news items to the Tidings

Oregon Booster Booklets Arrive

Agent Kramer has written for several hundred of the booklets and will place them at the Commercial Club where citizens may secure them for mailing to friends outside the state. Announcement will be made through these columns when the booklets arrive.

Ashland is given much space in the booklet and pictures of Lithia fountains, Ashland creek falls, the park, view from Mount Ashland and a number of other views of scenes near this city are included. The attractions which Ashland has to offer are outlined in the booklet as follows:

Ashland and Lithia Park

Ashland has a wonderful future as a tourist resort and a health resort. No city in the west has a keener appreciation of the value of recreation, health and climate than Ashland. Within the city limits or in the immediate vicinity of Ashland there are more than 50 highly mineralized springs, including Lithia springs, hot sulphur springs, magnesia springs, and others containing combinations of magnesia, sodium and iron. The citizens of Ashland recently voted a bond issue of \$175,000 and have spent this sum upon the development of their springs and park. As a consequence few cities in the west are better prepared to make pleasant the stay of tourists than Ashland.

A park of 51 acres has been created in which are children's playgrounds, tennis courts, croquet grounds, rustic summer houses, bandstands, picnic grounds with rustic tables and seats, and through the park there flows a picturesque mountain stream—Ashland creek. Auto tourists and campers are made welcome without money and without price to the many advantages of Lithia park. A camp ground has been provided for them which is well lighted and well cared for. The camp ground is connected with the various city conveniences. It is well sewered, electric lighted and has a commodious kitchen with lockers for storing food, and sinks for washing dishes. Gas stoves are available for the use of the city's guests, the gas being on tap by dropping a coin in the slot. Throughout the park are numerous natural springs of pure mountain water, as well as fountains of mineral water. Adjoining Lithia park is Chautauqua park and City park, while stretching upward and

southward from Lithia park toward the not far distant Siskiyou mountains is Ashland canyon with thousands of acres of natural playground. This canyon is controlled by the city of Ashland and the national government while the upper part of the canyon is in the national forest so that for all time to come visitors will be assured of the preservation of this natural beauty spot.

From Ashland fishermen and hunters are within easy reach of a splendid trout fishing and big game. Wonderful views are to be had from the gracefully curving, hard surfaced roads that lead outward and upward from Ashland. Ashland is the mecca of the health seeker, the mountain climber, the hunter, the fisherman, the lover of nature, and the sight-seer and there is pleasure and satisfaction for all here.

Hornbrook "Grip" Is Exchanged

Medford Sun: Harvey E. Boyle reached Medford recently, after a peculiarly interrupted journey from Red Bluff, Cal., and thereby hangs a narrative.

Mr. Boyle was making his way by easy stages. At Montague he found a "for hire" Hummobile coming this way and obtained passage on it to Ashland. On the way its occupants, two others besides himself and the driver, had occasion to stop at various business centers, Hornbrook being one of them.

The grip he carried looked very much like another carried by one of the other passengers. When Mr. Boyle left the auto near Barron's station he hurriedly picked up a grip and sought the farmer whom he desired to see. Remaining for the night, he discovered that he had the wrong bag. He opened it and found it contained two or three quarts of the Hornbrook booze, but no apparel.

The owner of the grip, on reaching Ashland, discovered that his original package had disappeared. He had the apparel, but no booze. Each, suspecting the probability of the transfer, sought the other. Neither succeeded. Mr. Boyle said that, so far as value is concerned, he got the better of the bargain; but the contents of the other fellow's grip were too perishable to be of permanent value.

The Tidings is on sale at Poley's drug store, 17 East Main street.



Eliminating Disappointment

ONE many times makes expenditures and afterwards is regretful. This is hardly so likely to happen when one has his money safely tucked away at The First National Bank. Withdrawal occasions time for considering the matter from every angle.

You will find The First National a splendid place for the deposit of your personal, household and business funds. Our other facilities are available for your use, too.

THE FIRST NATIONAL BANK

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

Scott Valley To Have Railroad

A railroad which will open up the rich agricultural regions of the Scott and Middle Klamath rivers in Siskiyou county is now practically assured. The promoters of the road have asked the property owners of the district to guarantee the payment of interest on \$1,000,000 bonds for ten years as a condition of building the line, which with other moderate requirements is almost certain of being accepted by the progressive people of that region.

The road will be sixty miles long and will connect with the Southern Pacific at Grenada, the new town south of Montague. From Grenada the road will run to Fort Jones, on the Scott river, and from there a branch will follow Scott river to its junction with the Klamath, while another will run up the river to Etna Mills. Probably no other region in this part of the country so needs a railroad as does the Scott valley. The many farms around Fort Jones and the extensive mining activities of Etna Mills can now be reached only by stage.

What do you want? A Tidings want ad tells it to more than two thousand people in a day. Twenty five cents does the business.

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, 2:00, 4:00 and 5:30 p. m.

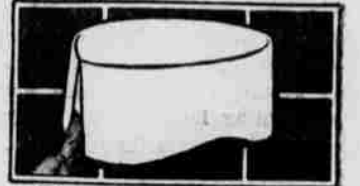
Leave Medford for Ashland daily except Sunday at 8:00 a. m., 1:00, 2:00, 4:00 and 5:15 p. m. Also on Saturday at 10:15. On Sundays at 10:30 a. m., and 2:00, 4:00 and 9:30 p. m.

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

Work has started on the construction of a 150,000-foot capacity sawmill near Austin, Ore.

Fifty cars of baled hay, hogs and cattle were sent out of Echo, Ore., in one week.

Phone job orders to the Tidings.



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

"Father Time and Mother Nature grew the tobacco. I guess they cure it best."

A pipe load of VELVET gives you every last bit of enjoyment that there is in a pipe.

VELVET'S two years' ageing in wooden hogsheads brings out the last bit of mildness, mellowness and taste that is naturally in Kentucky's best Burley tobacco. That two years' ageing is Nature's own method. No shortcut processes can even touch it. And VELVET will prove this to you.

The best natured fellow in the world will lose his temper if you push him too hard. An even good Burley tobacco loses a lot of its friendliness if you rush the curin'. Velvet Joe

50c Tin; 5c Metal-lined Bags; 1 lb. Glass Humidor

Liggett & Myers Tobacco Co.