

ASHLAND TIDINGS

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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.

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WINNING THE WAR

"This war is terribly depressing," some people complain. "It is an overpowering weight on our hearts. An atmosphere of sorrow and gloom shrouds the world. The sight of all those war preparations in our own country is infinitely depressing. The whole thing leaves us weak and helpless."

It is natural that sensitive natures should feel so; but it is useless, and even wicked, to indulge such sentiment. It is purely negative and destructive. What we need now—individuals and cities and nations and groups of nations—is the positive, constructive, forward-looking spirit.

Weak souls yield to sorrow and let their grief turn to gloom. Strong souls should rise above it, making their grief a stepping stone to victory.

Let us get firmly fixed in our minds, at the outset of a war, that is going to try all our souls the habit of positive, optimistic thought.

Are we giving a son or brother to the army? Let us think of the separation, of the toll and pain he will suffer. Let us think of the way he is going to fight for us, of the battles he is going to win, of the fine ideals he exemplifies.

Are we paying burdensome war taxes or contributing to the war loans? Let us think not of the burden, but of the good that money will accomplish, of the return it will bring us in freedom, in the overthrow of mighty evils, in the triumph of international righteousness, in the establishment of secure peace.

Are we giving to the Red Cross? Let us reckon the gift not as charity but as money we pay gladly to have done for us what we would eagerly do with our own hands if we could.

Whatever we do as "our bit" toward the war, let us do it ungrudgingly, cheerfully, hopefully, knowing that it will not be done in vain.

There is only one possibility for our nation in this big struggle. That is Victory. And it is the same with every individual whose heart and head are strong enough to match the spirit and purpose of America.

"As a man thinketh in his heart so is he." Weak sentimentality must go. Men and women must think brave thoughts.

This war is a monster, but not destined to destroy humanity. We are stronger than it. We are going to destroy war.

Oregon's portion of the new draft will be only 717 men.

RAILROAD FOOD REGULATION

The Pennsylvania railroad is credited with a fine bit of food regulation at Philadelphia. There were standing on its sidetracks on a certain day 56 carloads of potatoes, amounting to about 56,000 bushels, and 61 more cars were due to arrive the same day. The potatoes were being held deliberately by commission men who willingly paid the demurrage charges in order to use the cars for storage and thus keep up the market price.

Some of the cars had been in the yard a week or more. Finding that the potatoes came from Maryland and Virginia, the railroad authorities announced that an embargo would be placed on further shipments from those districts until the cars on hand were removed from the yards.

At once the potatoes held by the speculators were thrown on the market. And the price quickly dropped about \$1 a bushel.

This example might well be followed by every railroad. It is bound to help the roads themselves as much as the consuming public, because it makes an excellent club to use on the speculators. Holding food products in freight cars is a familiar device, practiced nearly everywhere.

TWENTY-FIVE CENT WHISKY

Whisky experts at Cincinnati, "the greatest whisky market in the world," prophesy that if the congressional prohibition of the manufacture of spirits goes through, whisky will soon be sold over the bar at 25 cents a glass. And they may be small glasses, too, with the dose poured out by the bartender, instead of left to the discretion of the consumer.

They explain that the supply of whisky now on hand will not last more than two years if production is stopped, and every bit of the present stock will therefore take on a monopolistic value. The increased tax, too, will help to send prices up.

This is one phase of the high-living problem, however, which most citizens view with equanimity. It is hard to arouse any public excitement over the cost of whisky. No demand has been made, or is likely to be made, for government regulation of the price of drinks.

Indeed, if the government does anything about the whisky now held in bond it may make the supply still scarcer and the price higher by confiscating most of it to turn into explosives. And that would be a pretty good use for it.

EVEN A SERGEANT'S JOB

You will hear it said that war, as it is fought in Europe today, uses so many millions of men that the individual human being is wholly lost in the shuffle. Don't believe this. The facts deny it. In actual truth, no previous war has ever laid such heavy demands upon individual initiative, judgment and courage, from the high command to the humblest.

Take the duties even of a sergeant standing watch over his small group of men in a short stretch of the trenches. At night he carries a signal revolver, always ready in his hand. The moment he has reason to suspect a surprise attack he takes a red cartridge and fires. A rocket shoots up from the revolver, displaying three red balls in the air.

That instant the supporting artillery at the rear opens fire on the enemy's trenches opposite the point where the sergeant is posted. The guns have previously been aimed so that their projectiles will fall exactly on the enemy's line. If the fire endangers any of the sergeant's own outposts he will send up a blue signal and the range will immediately be lengthened. There has been no time to telephone, though there are forty telephones to cover 800 yards of the front. Sixty long seconds mean defeat.

And all this happens in response to the word of a sergeant! Think of the responsibility it puts upon him. The mechanical part of the arrangements is remarkable. But if the sergeant is to give his signals rightly, he must be something more than a machine. He must be awake and alert. He must be fully informed, by personal study of the whole field of battle, so that he will quickly understand the significance of the slightest enemy movement. He must not waste ammunition on false alarms. The immense growth of mechanical appliances for the conduct of war has correspondingly increased the need of individual human ability which can rightly control it.

THE ART OF AD WRITING. NO. 1.

The subject of advertising writing has been surrounded by a fog of psychology by many writers, who construct elaborate systems before which the ordinary retail ad writer is bewildered. The subject is really simple. It is a question of getting the most facts into small space without crowding the type.

J. D. Logan, formerly of Siegel, Cooper & Co., New York, gives specimens of ads following these general lines, illustrative of different types of ad writing:

No. 1.
No Flour so Good as
PURITY FLOUR
John Smith & Co.

No. 2.
Bread Baked From
PURITY FLOUR
Will make you smile all over your
face and half way down
down your back.
John Smith & Co.

No. 3.
USE PURITY FLOUR,
So rich that it tastes good even without
butter. Makes more bread than
other brands. You can depend on it
in the baking.
John Smith & Co.

No. 1 keeps pounding on the idea that John Smith sells Purity Flour. It helps make an impression on the public, but does not convince the man from Missouri.

No. 2 tries to attract attention by being smart. When such ads succeed, their wit may attract attention enough to make up for lack of argument. But the average writer does better to stick to real fact and argument.

No. 3 gives three reasons why Pur-

ity flour is better. From its appearance of sincerity and substantial fact it should sell the most goods.

WOMAN'S NEW JOBS.

Tremendous social changes in the life of women will take place from this war, as they have in England. Men having been drafted for army service, women are everywhere working into new fields. They are running hotel elevators, serving as clerks in railroad freight offices, acting as messengers, in fact filling any position where strength is not required. And judging from the athletic appearance of the majority of modern girls, the strength factor won't eliminate them very long.

In some steel-working factories women are being employed extensively. They have long furnished the backbone of the labor in the textile fields, and are everywhere in the boot and shoe industry. The claim is made by many employers that women are capable of closer application, greater accuracy, and better manual skill.

One man who has taken girls for messengers instead of boys says they will return to the office in an hour where the boys would formerly take two. The lingering ways of the telegraph messenger boy were for a generation a favorite subject for the humorist.

Women and girls who are undertaking new kinds of work may get low pay at first, but they will find there is always an opportunity for anyone who shows exceptional skill. Manual ability, accuracy and thoroughness in details, tact in dealing with people, a gift for foresight and planning, a capacity for acquiring information about things—these qualities are none too common. A woman who shows them will get her promotion though she may have to wait for it.

These qualities are noticed by employers and when vacancies occur the best equipped person will get them, regardless of sex. As years go on, many women will become foremen of gangs, while men of less ability and persistence will respectfully take their orders.

Hotel Men Will Visit Roseburg

Roseburg News: Roseburg will entertain the Oregon State Hotel Men's Association on July 21, the occasion being the semi-annual convention. The convention will convene in this city on Saturday July 21, at 9:30 a. m., and after luncheon and sightseeing will hold a business session at which the main address will be delivered by John A. Westerlund of Medford. At 5:30 p. m. the convention guests will depart by train for Medford, where that evening they will be specially entertained. The convention will last for three days, during which time a trip to Crater Lake will be held.

Frank H. Reed of Tulsa, Okla., and wife are spending a part of their summer's vacation in Ashland and Medford. Mr. Reed is a prominent man in financial circles of Oklahoma. He visited Ashland six years ago and has always wanted to come back, but this summer was the first opportunity he had to revisit this fine summer resort. Mrs. Reed's parents, Mr. and Mrs. Steepe, reside in Medford. In order to more fully enjoy their vacation here, Mr. Reed purchased a car soon after their arrival about three weeks ago. Mr. Reed is an old friend of Frank H. Greer of Tulsa, brother to Bert R. Greer of the Tidings. Mr. Reed paid the Tidings a pleasant call Tuesday.



CHECKING ACCOUNTS

CONVENIENCE, system and a means by which one may build up his prestige and credit standing in the community, are the important features of a Checking Account. One finds this facility very complete here at The First National Bank, and, easy to make use of.

How about a Safe Deposit Box in which to store your valuable papers. It will be just the place for your Liberty Bonds. Rates reasonable.

THE FIRST NATIONAL BANK

ASHLAND OREGON
E. V. CARTER, President C. H. VAUPEL, Vice Pres.
J. W. MCCOY, Cashier CLARK BUSH, Asst. Cash.

SAMS VALLEY ITEMS.

"Oh, it's hot!" is what we hear wherever we go. Thermometer registered 109 in the shade Sunday.

Sunday night about 3:30 a. m. we had quite an old-style electrical storm. It started to rain but quit as suddenly as it commenced after raining about half an hour. We are hoping we will get a soaker yet that will make the farmers laugh.

Grandma Edgington is quite sick. No hopes held out for her recovery as she is quite aged, being 84 years old.

Mr. and Mrs. J. B. Fisher took in the roundup at Ashland the 4th.

Mrs. Stoner was in Ashland the 3rd, 4th and 5th.

Misses Mabel and Daisy Cooper and Ruth and Irene Strathren spent the 3rd, 4th and 5th in Ashland and report a great time.

Ellm Gall spent Sunday afternoon visiting Mrs. Gardner and Mrs. Shattuck.

S. B. Stoner spent the week-end in Ashland, attending Chautauqua.

Mrs. Horace Pelton chaperoned several young ladies to Ashland, spending several days at Chautauqua.

Mr. Green and family spent the 4th at Rogue river, bringing home with them several fine fish.

Mrs. Green's daughter and baby from Los Angeles are here visiting.

The farmers are busy haying and harvesting. The fall grain is excellent.

Mrs. Gilchrist is on a visit to her mother in Kansas. She has not seen her for many years. All the children are meeting at the old home for a reunion on her mother's birthday.

Mrs. DeFord left for Washington last week to be at the bedside of her mother, Mrs. Ensley, who is very ill.

Mrs. Ed Wolters and daughter, Miss Inez, returned from California Monday after a few days' visit with relatives. Mrs. Wolters reports the weather very warm now in California.

Boy Killed By Vicious Horse

Merrill Times, July 14: Fred Martin, who was kicked in the head by a vicious horse last Saturday, died in Merrill Wednesday morning without recovering consciousness. His skull was broken by the kick and an operation was necessary, but it was seen from the first that there was but little hope of the boy living. Martin was twenty years old.

Oliver Morton is reported to be in New York getting ready with others to sail for France ere long.

INTERURBAN AUTOCAR CO.

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

Leave Medford for Ashland daily except Sunday at 8:00 a. m. and 1:00, 4:00 and 5:15 p. m. Also on Saturday night at 10:15. On Sundays at 8:00 and 10:30 a. m., 1:00, 2:00, 5:30 and 9:30 p. m. Fare between Medford and Ashland, 20 cents. Round trip, 35 cents.

Ashland Transfer & Storage Co.

C. F. Bates, Proprietor

Wood, "Peacock" and Rock Springs Coal and Cement

PHONE 117

Office 99 Oak Street, Warehouse on track near depot.

Ashland, Oregon



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No coal, wood or ashes to lug. No waiting for the fire to burn up. Meals in a jiffy and a cool kitchen all the time. Bakes, broils, roasts, toasts. Better cooking because of the steady, evenly-distributed heat. More convenient than a wood or coal stove for all the year 'round cooking, and more economical.

The long blue chimneys prevent all smoke and smell. In 1, 2, 3 and 4 burner sizes, with or without ovens. Also cabinet models. Ask your dealer today.

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FOR SALE BY

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PROVOST BROS., Ashland, Oregon

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Norton's Clover Leaf Dairy

E. N. NORTON,
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