

ASHLAND TIDINGS

Established 1876

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Harvey R. Ling.....Business Manager
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OFFICIAL CITY AND COUNTY PAPER.

TELEPHONE 39

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.

ADVERTISING RATES

Display Advertising—
Single insertion, each inch..... 25c
Six months, each inch..... 20c
One year, each inch..... 17½c
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, \$1.00.
Cards of Thanks \$1.00.
Obituaries 2½ cents the line.

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.



MAKE YOUR WILL AND REPORT FOR DUTY.

If the war lasts for any length of time we expect the spectacular chapters of its heroism to be written in the air. What of the qualifications of the men by whom the record is to be made?

First, physical fitness in which there is no blemish; then nerves of steel, approved by the severest test; and, finally, the better education a man has the better chances will be for his getting in and to "carry on." We should not run away with the idea that an aviator fitted for war service is merely a chauffeur of the air. He is all that with a great, big plus sign following. He must be a man who can be taught to fly a machine in a week. He must be competent to take scientific and complex mechanical instruction in heroic doses and profit by the treatment. He must have the heart to greet death as a jest; for, as it is said, his orders are, over there on the battle front: "Make your will and report for duty."

An air fighter must be a wireless operator, at least of the second class, which means that he must be almost good enough to qualify as an expert. He must be a real, practical photographer. He must be a machine gun operator, which means that beyond the knowledge necessary to work the gun, he must know every part of the weapon as if he had made it, and be able to repair it immediately. He must understand and be able to use the theory of range finding. He must be a topographical map maker who can turn out work that others can read and understand without assistance. With all this he must be a mechanical engineer competent to deal, and at once, with all the possibilities of any problem that may confront him.

It is perfectly evident that air warfare is to command the services of the highest class fighting man ever bred.

If you send off your trunk a fortnight in advance over the congested roads. It may get to the summer resort by the time you have been there a week or two.

It is frequently economical in the long run for the wife to make the ice water, and keep the men from upsetting every article in the refrigerator.

Nobody has succeeded in turning the flank of the beef trust.

The Incomparable Baby Food.
Makes delicate babies healthy, keeps healthy babies well.
"Nearest to Mother's Milk"
WIDEMANN'S GOAT MILK
PURE, UNWEETENED, EVAPORATED
A Perfect Food also for Invalids.
AT LEADING DRUGGISTS
11-14, Tins.
WIDEMANN GOAT MILK CO.
Physicians' Dispensary, San Francisco, Cal.

WHY WORRY?

The following adaptation of the French soldier's "don't worry" philosophy has been wholeheartedly endorsed at the Fort Snelling training camp. It is applicable to every young man within the draft age limits, and should be cut out and preserved:

"For me, one or two things is certain: either I will be assigned to duty with the new army, or I will stay at home. If I stay at home, there is no need to worry. If I am called for duty, one of two things is certain: either I will go to France to fight or I will stay in the United States and drill.

"If I stay in the United States and drill, there is no need to worry. If I go to France, one of two things is certain: either I will be sent to the front, or I will stay in a safe place in the rear. If I stay in the rear, there is no need to worry. If I go to the front, one of two things is certain to happen: either I will be wounded or I will not be wounded. If I am not wounded, there is no need to worry. If I am wounded, one of two things is certain: either I will be seriously wounded or only slightly wounded. If I am slightly wounded, there is no need to worry. If I am seriously wounded, one of two things is certain: either I will die or I will get well. If I get well, there is no need to worry. If I die I can't worry.

"So why worry at all?"

Although swatting the fly is always commendable, it is not necessary to pick out the new parlor paper as a field for operations.

The high price of pork isn't bothering some congressmen so much as the fact that they are not getting any.

When people light a match to see if there is a leak in the gasoline tank, the existence of the same is thoroughly demonstrated to the surviving bystanders.

"Nearest to Everything"
HOTEL MANX
Powell St., at O'Farrell
San Francisco
In the heart of the business, shopping and theatre district. Running distilled ice water in every room. Our commodious lobby, fine service, and Homelike restaurant will attract you. European Plan rates \$1.00 up.
Management W. B. James
Hotel Manx San Francisco

IMAGINE MAN WITHOUT MACHINERY

Divorced from the intelligence factor in human labor a man, says Prof. O. B. Goldman, as a source of power only, is worth hardly so much as a cent a day. He is valuable chiefly through engineering and machinery that was unknown until a comparatively recent period of human progress.

"To earn a bare living then," says he, "men had to work long hours, and even at that a given district could support only a small population."

"To pump water by hand, for example, even with a modern hand pump, costs on the average about a dollar and a half per thousand gallons of water if we pay the man only twenty cents an hour, while with an engine the water costs only ten cents per thousand, or often very much less."

"Emerson states that it would take an active man 500 years to spade up a section of land, while with large tractors and gang plows three men can turn over 640 acres in as little as 36 hours. It is hard to make a broad jump of 20 feet at a speed of ten miles an hour rising 4 feet from the ground, while an aeroplane can reach a speed of 150 miles an hour, and will fly as easily at 5000 feet elevation as at 50. Formerly a man could carry a maximum load of 100 pounds while now his trains drag 6000 tons and his ships carry 30,000 tons."

"Modern machinery has made it possible for a man to improve his living conditions and to shorten his hours of labor. It has made us more interdependent and knitted us into larger communities: Our great modern nation would not be possible without machinery. It has brought the light of civilization into the darkest corners of the earth."

"Science grew from nothing to engineering. Then engineering grew, and growing, branched with divisions innumerable as it became too large for one mind to master it all. The field of mechanical engineering covers an enormous area. The design of heating, refrigerating and power plants, such as steam, gas engines, compressors, blowing and hoisting engines, conveying and elevating machinery, together with innumerable other classes of machinery, constitute part of its field. Machinery is interesting to all people, but to those that have mastered its technique it is more than fascinating. To the uninitiated an engine is only so much iron, steel and bronze. To the master engineer it is a living, breathing thing born of his genius and doing the work of a thousand horses or fifteen thousand men."

"For those of ability, for those willing to work hard and persistently, mechanical engineering offers an unlimited field, not only in the line of first-class engineering but in the line of originality and inventive work to improve the machinery we now have and to create new machinery for new services. Hereafter society will in times of peace pick its leaders from the staff of engineers as it must do in times of war."

Many people are convinced that while they are away on their vacation their neighbors will esteem it a pleasure to come in three times a day and feed the dog and cat.

SUMMER ADVERTISING.

There are some business men who get the notion that they won't advertise much in summer because so many people are out of town. As a consequence, if business is so dull in their stores that some one has to go around and wake up the clerks at stated periods, it is not the newspaper's fault.

As a matter of fact, the idea that there is no chance for business in summer is a myth. As you look at the streets there are always just as many people to be seen. Some are away, but also some are visiting here. They read the local papers, and are just as likely to be attracted by a bargain as the old residents.

The large department stores in the big cities are good guides as to the practical value of any kind of advertising. They keep their notices in the papers week after week right through the summer. They certainly wouldn't do it unless there is a lot of summer trade that can be had. What pays them will pay the merchants in a town like ours.

Canning the Kaiser

London.—The newspapers declare today that the American soldiers and marines have already found a slogan, which is, "Can the kaiser!" The British are much puzzled by the ability of the Americans to invent new slang, and the papers explain that the word "can" is used in the sense of hermetically sealing the kaiser to prevent his further activity. (Tune: Marching Through Georgia.) Bring the good old bugle boys, we'll sing another song, Sing it with the spirit that will move the world along, Sing it as we need to sing it, half a million strong—

While we are canning the kaiser, Chorus—
Oh, Bill! Oh, Bill! We are on the job today!
Oh, Bill! Oh, Bill! We'll seal you so you'll stay

We'll put you up with ginger in the good old Yankee way—
While we are canning the kaiser, Hear the song we're singing on the shining roads of France;
Hear the Tommies cheering, and see the Poilus prance;
Africans and Kanucks and Scots without their pants—

While we are canning the kaiser, Bring the guns from Bethlehem, by way of old New York
Bring the beans from Boston, and don't leave out the pork;
Bring a load of soda pop, and pull the grape juice cork—

While we are canning the kaiser, Come, you men from Dixieland, you lumber jacks from Maine;
Come, you Texas cowboys, and you farmers of the plain;

From Florida to Oregon, we boast the Yankee strain—
While we are canning the kaiser, Now we've started on the job, we mean to put it through;
Ship the kings and kaisers all, and make the world anew;
Clear the way for common folk, for men like me and you—

While we are canning the kaiser, Chorus.
Determined not to be accused of being slackers, many of the girls rush to the railroad stations to kiss the soldiers as they go through.

Phone job orders to the Tidings



Industrial Ashland

ASHLAND'S industries—and those surrounding, such as Merchandising, Manufacturing, Farming, Stockraising and Fruitgrowing are destined to develop in proportion to the efforts of those within, and the support of those outside.

From both angles The First National Bank may be counted upon to co-operate through its complete facilities and efficient services.

THE FIRST NATIONAL BANK

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

All the Boy Scouts have to do now is to take part in all parades, attend all flag raisings, distribute circulars of all patriotic meetings, keep the back yard gardens clear from weeds, learn the complete signal code, render first aid to all the injured, and do a good turn daily.

Marriage used to be a lottery; now it is a game of skill.

THE ART OF AD WRITING. NO. 3.

If an ad is to be successful it must give details enough about the goods so that the reader becomes interested in them. This does not necessarily mean the use of a lot of flowery descriptive language. It does mean simply that the ad writer should talk about his goods as he would talk to a customer he was trying to sell them to.

Mr. Logan, previously quoted as a former Siegel-Cooper man, gives this experience as a suggestion of the value of definiteness. He once advertised as follows:

GREAT REDUCTION SALE OF WHITE GOODS.
Prices Slaughtered.

Everything Reduced 25 Per Cent.
The results of that ad were not satisfactory. There was a certain indefiniteness about it that killed its effect. Then he produced the following:

GREAT REDUCTION SALE OF WHITE GOODS.
Prices Slaughtered.
Sheets marked \$2.00, now \$1.50.

Towels marked 20c, now 15c.
This ad, showing what the goods had cost and what they would cost, was so clear and definite that it sold the goods at once.

Here is a good illustration of attractive advertising from the hardware line, showing how an article can be clearly described and made to seem like a very desirable home convenience:

GOOD STONES.
Keep your knives and scissors always sharp.
Anyone can operate it. May be attached to any table or bench.
Speed 1,500 revolutions a minute. Just pull the strap. No water required. Prices: Quartz stone \$1.50, emery stones \$2.00.

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

He used a pebble in his day, to keep his mouth moist—

WE use

WRIGLEY'S



WRIGLEY'S gives us a wholesome, antiseptic, refreshing confection to take the place of the cave man's pebble.

We help teeth, breath, appetite, digestion and deliciously soothe mouth and throat with this welcome sweetmeat.

The Wrigley Spearmen want to send you their Book of Gum-ption. Send a postal for it today. Wm. Wrigley Jr. Co., 1732 Kesner Building, Chicago.

The Flavor Lasts!