

ASHLAND TIDINGS

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Harvey R. Ling.....Business Manager
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Lee B. Franklin.....City Editor

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.



MAIL ORDER ADVERTISING.

The drift of public sentiment away from the mail order house is encouraging to the local merchant, who has had an uphill fight against unfair trade conditions thus imposed upon him. One of the best signs of the day has been the announcement of the Butterick Publishing Company that it intends henceforth to exclude all mail order advertising from the columns of the Delineator. What it would mean to the local merchant if there were no mail order house competition is shown by some startling figures presented by the Delineator publishers in this connection. For example:

It has been estimated that as high as 20 per cent of the rural retail buying of the country is today done through mail order houses.

It has been estimated that the total amount of business done yearly in this country by mail order houses direct with consumers is \$500,000,000.

The largest mail order house in the country claims 6,000,000 re-order customers. In one year it sold 5,000,000 pairs of shoes.

In one day's mail it took more than \$1,500,000 from individual customers throughout the length and breadth of America.

It receives 90,000 pieces of mail per day. In the furniture line alone it takes the entire output of over 100 factories.

It is estimated that 10,000 people in this country buy something each year from the mail order houses.

If the mail order house were a fundamental necessity, or if it were economically sound, there would be no use fighting it. But this is not the state of the case. It has accomplished nothing for the good of the consumer, and its costs of doing business, which every student of business economics knows, the consumer must pay in the final analysis, are no smaller. Thus, Prof. Paul H. Nystrom, author of The Economics of Retailing, quoted by the Delineator publishers, says:

"When one adds up all expense properly chargeable and incident to dealing with a mail order concern, it is open to question whether the mail order method of distribution is more economical than the older jobber-retailer-to-consumer method."

Professor Nystrom figures that out of each dollar that a customer spends with a mail order house 20 per cent goes toward the cost of the mail order houses and 10 per cent for the cost of mail order transportation, a total of 30 per cent. Out of every dollar spent at a local store, 12 per cent is for the wholesaler's cost, 2 per cent for transportation and 16 per cent for the retailer, a total of 30 per cent.

Thus the costs of doing business are the same, but the mail order method has three distinct disadvantages for the consumer: (1) Interest is lost on money paid in advance. (Where one mail order house sometimes receives more than one million dollars in a single day, the interest on this money for the time prior to

the receipt of the goods is considerable.) (2) Delay in receiving the goods and in exchanging goods. (3) Impossibility of examining merchandise previous to receipt of goods.

It is conceded that unless the mail order house offered some substantial advantage, it ought not to exist. It does not offer any substantial advantage. It has built up a business by extensive advertising—for which, of course, the ultimate consumer pays—but it has sapped the local community for the benefit of a few fatted plutocrats in the big centers. The local community has everything to gain and nothing to lose by supporting the local merchant.

SUMMER NEWS.

This is the time of year when the newspapers are filled with items of people's movements. Long columns of personals and vacation goings and comings are printed. The supercilious make fun of it as mere tittle-tattle. Yet the people who ridicule these items the most grab the paper with eagerness to see what they can learn.

It is a perfectly normal interest to know about the things your neighbors are doing. It fills a large part of our daily conversation, and if it is important enough to talk about it is important enough to go into the paper. A knowledge of the goings and comings of our neighbors helps us keep in with them, and gives us pleasant subjects for conversation.

So let us not be ashamed to have it in the paper when we go away to summer resorts or have friends visiting us. Don't think you look queer if you bring or telephone such items to the papers. These personal movements are part of the story of daily life, and the newspaper does not do its duty unless it covers that story thoroughly. So give us the news about your doings.

OUR TRANSFORMATIONS.

War experiences are remaking a great many personalities. The writer has in mind a fellow who always had a reputation for conceit and dullness, but since the war came on he has become interested in military affairs and will soon go to France, an experience for which he is eager.

His very defects in civil life seem to work out well in the military field. His conceit becomes the self-confidence that a commander needs, and does not seem offensive. His dullness becomes merely the strict regard for details that spells soldierly success. This fellow is now drilling young men, putting into them his confidence and his pride in appearance, and one of these days he will return a hero.

War brings a dreadful train of sorrow, but it turns many fellows from little men into big ones. It is the law of life that self-sacrifice brings rewards. No man who has offered his life to his country will be as petty afterward as he was before.

Spinsters dislike to talk of old times.

WOMAN'S PART IN THE WAR.

All kinds of advice are being handed out to women as to how they can help in the war. A conscientious woman, anxious to assist in every possible way, must be bewildered by the conflicting suggestions.

Many of these ideas are advanced by people with their heads in the clouds who do not see the immediate and practical thing that any person can do. Some of us feel so dismayed by the wastes of our distribution system that the plain and simple means of everyday economy appear too trifling to interest them. But our distribution problems are too large to be remedied offhand. While new economic systems are being organized, the war will be won or lost.

Meanwhile, there is one thing that every woman can do in a simple and practical way. That is to co-operate heartily with the government suggestions as to food economy. This obligation comes home especially to women of wealth who keep servants. In such homes the pinch of necessity has never impelled either mistress or maid toward economy. It seems easier to throw food away than to bother to adapt it to table use.

The woman of wealth can do more to win the war through work in the kitchen than by any other thing she can attempt. If she knows nothing about cooking it is time for her to learn. She will find a new pleasure in life in providing herself and her family with dishes of a dainty and tempting quality that few hired underlings ever attain. It will not be long before she realizes that the home of wealth is accustomed to waste more materials than it uses. That makes food scarce for all of us and helps the enemies of our country.

The women are responding so nobly to this and other calls that such advice seems almost needless. Hundreds of thousands of women in luxurious homes have put on their aprons, rolled up their sleeves, and are baking and broiling. The scarcity of servants makes it often obligatory. All over the country women are rolling bandages and knitting comfort articles. They can be relied upon to do their full share.

Pendleton Roundup
September 20-21-22

Fifty thousand dollars will be expended by Pendleton in putting on the 1917 roundup, September 20, 21 and 22, which insures the very best in contests, horses, steers, performers and contests worth seeing. Special Pullman trains have already been engaged and will come from Portland, Spokane and St. Paul. The attendance will be equal to if not greater than in 1916. The railroads have granted the usual special rate of one and one-third fare for the round trip from all points in the northwest. The railroad officials assure the management there will be no falling off in attendance, and the only question with them is whether or not they will be able to furnish the equipment.

Prunes are not only an excellent thing for a man's purse, when they bring a good price, but they are a fine thing for a man's health when taken internally.

Phone news items to the Tidings.

SQUIBLET.

Kaiser William has been sick a good deal, but it doesn't seem to affect his health any.

When it is announced that the German will be danced, hyper-patriotic people take French leave.

Wireless music is reported, but what the residence neighborhoods are longing for is pianoleless music.

The bathing suit joke is not much heard from this year as there isn't enough of it left to crack a joke on.

What the country wants in this ship-building row is more noise of the hammer and less clicking of typewriters.

About now the school teachers are having a restful vacation studying works on apperception, psychology and pedagogy.

So far as heard from, no one has declined any million-dollar legacies, in spite of the heavy taxes over which the millionaires groan so much.

Probably the drafted men will never feel quite so badly under fire as they will in grabbing the newspaper to see if their names were drawn.

Pretty hard to get the food bill through congress when it is simply for the benefit of the whole country instead of for some separate districts.

Feeling the necessity of making some response to the popular demand, the Kaiser puts in a new chancellor who will give the people even less than before.

Viewing the advance of woman suffrage, many men inquire, "What are we going to do with woman?" What is woman going to do with us? would be more pertinent.

After rejoicing in the quiet of the Mexican border recently, President Wilson should give three distinct knocks on wood and have Secretary Tumulty witness the same.

It seems strange to many people that the navy does not issue a full description of how every submarine is sunk so that the Germans will know what to look out for next time.

It is claimed that the desolated part of France will be impoverished for a generation, but just think of the Americans who, when the war is over, will pay a franc a trench to see it.

Those people who a year or two ago were going to put a substitute for gasoline on the market at three cents a gallon are nobly and persistently resisting the call to a very illustrious fame.

New Names for I. W. W.

"I Work for Wilhelm" is one of the new interpretations given to the I. W. W. organization, following their recent activity in behalf of that individual.

One Swedish lady employed in the city refers to this body as the "Independent Wampires of the World." It is the consensus of opinion that the order has richly earned both these titles.



Never Too Late

BUT, it is certainly better EARLY than late—in opening a bank account at The First National Bank. The sooner the start the bigger the balance on deposit. We cordially invite the patronage of firm, household and individual.

Resources Almost One Million.

THE FIRST NATIONAL BANK

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

Ashland Boy
Training at Frisco

Following is part of a letter received by O. H. Barnhill from Paul Deuber of Ashland, who recently joined a division of the hospital corps which is in training at San Francisco:

Post Hospital, Presidio.

July 29, 1917.

Dear Friend: We are certainly receiving some intensive training these days: three daily lectures and drill the rest of the time. Friday we had double quick time (running) for about three-quarters of an hour.

Before payday most of the boys are "broke" and are good to stay home. But for about a week after they get their money John Barleycorn causes a good many headaches. I wish the whole United States was dry.

It is very cool down here and for several days last week it was actually cold.

Henry Pace of Talent is quartered near here and is getting to be some soldier.

Our lectures are quite hard, two being on first aid and one on physiology.

I heard yesterday that a bunch of us medicals will be sent to Russia from one of the coast training camps, the one to go to be decided by lot. Of course I'd rather go to France, but suppose that Russia needs us more than France.

Friday brought a letter from my folks in Switzerland. Mother is very feeble and my sister, with whom she lives, is unwell. Food is getting very scarce over there and everybody is praying for peace.

The Y. M. C. A. is only a block from the post hospital and is a fine place to go to any time. I'm taking lessons here too. Nearly every evening they furnish some entertainment upstairs in the big hall. Tonight there is to be a vesper service for about an hour and then everybody is invited to attend a social at the Congregational church, where refreshments will be served. I think this is a splendid way to bring the men to church. So many are afraid to show their colors in camp, but at those church parties one finds that nearly half of them have belonged to a Young People's society back home and feel right at home.

I hope the Ashland boys will be sent to the training camp at Palo Alto, as that is only about thirty miles from here.

Faithfully,
PAUL DEUBER.Some Effects of
Cherry Advertising

Tulsa, Okla., July 27, 1917.

Bert R. Greer, Ashland, Ore.

Dear Bert: Yesterday the expressman delivered some beautiful cherries at our door from Ashland and from you. Only for color we should have called them apples, they were so large. They were beyond anything I had ever seen in the way of fruit-beauty, and tasted as delicious as they looked. These cherries make Ashland look very attractive to us and you may expect us out to look it over next summer.

(Ed. note: This is from a wealthy Oklahoma oil man.)

Comply With the Law

AND USE

Printed Butter
Wrappers

ACCORDING to the ruling of the Oregon Dairy and Food Commission all dairy butter sold or exposed for sale in this state must be wrapped in butter paper upon which is printed the words "Oregon Dairy Butter, 16 (or 32) ounces full weight," with the name and address of the maker.

To enable patrons of the Tidings to easily comply with this ruling this office has put in a supply of the standard sizes of butter paper and will print it in lots of 100 sheets and upward and deliver it by parcels post at the following prices:

100 Sheets, 16 or 32 ounces \$1.50
250 Sheets, 16 or 32 ounces \$2.15
500 Sheets, 16 or 32 ounces \$3.25

Send your orders to us by mail accompanied by the price of the paper and it will be promptly forwarded to you by parcel post, prepaid.

We use the best butter paper obtainable, and our workmanship is of the best. Let us have your order and you will not regret it.

Ashland Tidings
Ashland, Oregon

"Wonderfully Satisfactory"

STEARNS-KNIGHT
American Automobile Co.
Tacoma

"results secured in the hundreds of Stearns-Knight sold by us have been wonderfully satisfactory."

CHEVROLET
W. S. DuPont Motor Co.
Seattle

"we are finding Zerolene a very efficient lubricant."

CADILLAC
Western Auto Sales Co.
Reno

"we consider Zerolene particularly adapted for use in high-speed "V" type motors."

MAXWELL
Lord Motor Car Co.
Los Angeles

"have used Zerolene in Maxwell cars for over three years with excellent results."

For tractor, Zerolene Heavy-Duty is especially recommended.

ZEROLENE
TRADE MARK

Endorsed by Leading Car Distributors

—because the records of their service departments show that Zerolene, correctly refined from California asphalt-base crude, gives perfect lubrication—less wear, more power, least carbon deposit.

Dealers everywhere and at our service stations.

STANDARD OIL COMPANY
(California)

ZEROLENE
The Standard Oil for Motor Cars