

ASHLAND TIDINGS

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

OFFICIAL CITY AND COUNTY PAPER.

TELEPHONE 39

SUBSCRIPTION RATES

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Payable in Advance

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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.



THE NEXT LIBERTY LOAN ISSUE.

It is now proposed to increase the interest rate on the next Liberty loan of three billion dollars to 4 per cent. This would automatically increase the rate on the two billions already floated from 3½ to 4 per cent, imposing on the government an additional interest obligation amounting to twenty-five millions per year. No doubt, as the government is about to levy a war tax of about 33 per cent on incomes above five hundred thousand dollars, and at the same time, make Liberty bonds non-taxable, the result should be to induce large incomes to invest in the new Liberty bond issue at 3½ per cent net. Therefore, the next issue should be floated largely to excess incomes. By expending somewhat less than three million dollars in advertising the next bond issue it could be floated on a basis of 3½ per cent, thus saving to the government twenty-three million dollars in interest charge, and at the same time enhance the prestige and credit of the nation.

Great amounts of advertising space will be required in marketing the new bond issue, whatever the interest rate may be, and it is unjust and unfair to ask the newspapers to donate this space—which is a commodity, a manufactured product with definite producing cost. To appeal to newspapers on the ground of patriotism is no more fair than would be a similar appeal to all others who manufacture products needed by the government. If it is proper for the government to pay for munitions, for arms, for clothing and equipment for its soldiers, for fuel for its ships, for materials with which to build cantonments, or for foodstuffs, then it is proper for the government to pay for the commodity of advertising.

That many publishers are willing, even at great sacrifices, to donate advertising space to the government, or that merchants and bankers may be induced to pay for advertising space in which to offer the bonds, does not justify the government in relying upon this policy for the flotation of the next issue of its war securities. That such donations assured the success of the first bond offering does not argue for the soundness or for the justice of the policy, nor does it mean that reliance may be placed upon such methods in the future.

An appropriation by congress for advertising would be quite as much in the nation's interest as an appropriation for any other product or commodity necessary for the successful prosecution of the war. Such an appropriation would place the sale of these bonds on a business basis, assuring the success of the offering and saving the proposed enormous increases in interest obligations.

Kathleen Kirkham, whose work in the big Clune feature, "The Eyes of the World," is a noteworthy feature of the picturization of the well-known Harold Bell Wright novel, married Harry Woodruff, prominent clubman and insurance broker of Los Angeles, recently.

AN INVESTMENT.

The next two or three years, if Ashland is made to go forward, will call for considerable sums which must be raised by the business man. Nothing ever stands still. It either goes forward or slips back. Ashland must go forward. A community will slip back without effort or expenditure, but it takes push and money to make it go forward. What percentage would it add to every business in Ashland to double the population and create a condition of prosperity and contentment among our citizens? It would double the value of every business, rents would go up, property values would rise, a quick home market for produce would be established. Everybody would benefit from such condition.

As it takes money and well-directed energy to accomplish that result, everybody benefitting from it should be willing to contribute energy and capital necessary to make it go. In doing that the citizen is giving nothing to the community. He is only making an investment for himself. These expenditures of effort and money should be viewed as an investment—a money-making investment—not as a donation. Citizens should contribute their share with the same idea as they purchase goods for sale at a profit, or buy property to rent, as an investment.

This is especially true in the financing of our water cure baths. These will help the community and help you with it. The same as to funds for proper publicity purposes. Absolutely nothing is accomplished in any line without some sort of publicity. Especially in successful town building proper publicity is a great factor. Therefore citizens should subscribe to a publicity fund with the understanding that they are making an investment out of which they will make money, not a charitable donation in the interest of somebody else. When this view is accepted such investments become easy and free in the necessary amount, because citizens understand that the money will come back in greater sum. Proper publicity will put Ashland forward and make money easier to get. Therefore citizens should do their share in getting together enough funds for a comprehensive publicity campaign during the next two years.

Monroe Salisbury, Tyrone Power and Winnifred Greenwood are screen players who went back to the stage to appear in the revival of "Shenandoah" at Los Angeles recently.

Mary Jane Irving is a two-year-old member of the Culver City studios who is known as "Hart's Sweetheart." She will appear in Bessie Barriscale's final Triangle picture.

DEO FOR BURNS, CUTS AND WOUNDS
Dennis Eucalyptus Ointment
AT ALL DRUG STORES
TUBES 25c JARS 50c

WHAT IS GERMANY?

Has not the time about arrived for a suspension of all this superior language about making the world safe for democracy and liberating the oppressed people of Germany from the heel of the kaiser, and our awakening to the fact that we are at war, and a very serious war? We do not wish to make light of the high-aimed words of our president or of the idealism that made this glorious republic enter the lists of battle against autocracy, but let us look the facts in the face.

If any one of our readers has a friend who is really "on the inside" at Washington he will tell you that the situation is most grave; that the allies are at the crest of their power; that the submarine menace is more serious than is publicly admitted; that Germany has today accomplished all that the most sanguine junker could have hoped for, and that she has only to maintain the defensive, with matters progressing as they are, and she will win the war. These are facts! And some people are still debating whether we should have entered the war! And others are promoting peace propaganda!

Now, who and what is this Germany we are fighting and which has advanced a measurable step toward the conquest of Europe, if not of the world? Who is it that has extended the power of Germany from Riga to Bagdad? Is it the kaiser, or von Terplitz, or von Hindenburg, or the whole outfit of junkers? No! It is the German people, united and firm, behind the kaiser! This is the Germany the United States is fighting, and don't any one make any mistake about it.

It may be that the German people are misled; that they have had wrong ideas and wrong ideals instilled in them from childhood; and that they would have greater individual opportunity under a democratic form of government. But this is no time to worry about the German people. They would not thank us for it and we have another job on our hands.

INDIRECT BENEFITS.

The Tidings spends fifty dollars a month—six hundred dollars a year—purely on building up circulation. At the present price of paper, subscription at \$2 the year, when the subscriber is served by carrier, produces no profit directly. Yet, the fact of a large circulation contributes indirectly to the profit of the business by supplying a better medium for advertisers and stimulating a greater volume in that line. While there is no profit in the subscriber, it still pays to spend six hundred dollars a year to secure them.

Just so with community building. It pays to build up population. Much money must be spent that brings no direct profit, but contributes to cumulative thrift and growth.

The Tidings considers its donation to the Commercial Club, to the publicity fund, to the Hyfu Hehe and Roundup, as well as many other community enterprises, an investment to build up community prosperity which will indirectly stimulate its business and make it more profit than those subscriptions cost. It pays to do it.

TO USE MORE LOCAL TALENT.

The opinion seems to prevail generally that the talent at the Roundup this year was too high class and professional. It was as good show of the kind as can be staged. There were six world champions on the list. But, world champion riders who can safely scratch high the wickedest buckers and still sit erect without pulling leather is too stagey for the novice. He wants the ground soft so it won't injure the rider, and then to see him tossed twenty feet high by the rangey buckers.

All of this consideration led to the suggestion that next year local talent—buckaroos from Klamath, northern California, the Applegate country and southern Oregon generally—be given a chance. Therefore there will be special prizes offered for non-professionals and a number of new and

thrilling arena feats will be staged that have never before been presented to the public in roundup featuring.

This is a good conclusion. If the Roundup is to be continued, and it is much too profitable to the community to be abandoned, the development of roundup stock and performers should be encouraged in this community.

Movie Matters

Rena Rogers, who decided to quit pictures when she married Frank Borzage, is back again, playing opposite Paddy McGuire in Vogue funnies.

McClure is going to make a new series of pictures, using Los Angeles studios. Shirley Mason is to be the star.

Myrtle Stedman is no longer with Morosco, according to advices from Los Angeles. She was with that company since the beginning of Bosworth, Ins.

Essanay has reopened the Niles studio, closed since the days of the G. M. Anderson "Bronco Billy" days. Jack Gardner is to work there in Western pictures.

A Hollywood correspondent of a trade paper wired that Wallace Reid has bought a saxophone and is learning to play it. He adds that Wally has been a great studio favorite up to now.

Margaret Gibson, Christie comedy girl, is patriotic. She has a red, white and blue bathing suit. But, alas, colored photography is not in use in the Christie studio.

Down in Los Angeles they are hanging up dancing prizes for film players. The latest to aspire to honors are Mary Pickford and Douglas Fairbanks.

"Cabiria," that famous story-spectacle that was one of the first of the big features of motion pictures, is to be withdrawn from exhibition.

Edna Goodrich asserts that screen work is hard, but she is almost persuaded never to return to the speaking stage.

Tom Moore supports Mae Murray in "The Primrose Ring."

Mr. and Mrs. Jesse Ferren and daughter Mildred returned home Friday from a ten days' camping trip to Crescent City and Eureka. Mr. and Mrs. Smith of Medford accompanied them.

Born to Mr. and Mrs. J. H. Harrington on August 25, a fine nine-pound baby boy.

KEEP THE KIDNEYS WELL

Health Is Worth Saving, and Some Ashland People Know How to Save It. Many Ashland people take their lives in their hands by neglecting the kidneys when they know these organs need help. Weak kidneys are responsible for a vast amount of suffering and ill health—the slightest delay is dangerous. Use Doan's Kidney Pills—a remedy that has helped thousands of kidney sufferers. Here is an Ashland woman's recommendation.

Mrs. E. F. Wolters, 263 Mountain Ave., Ashland, Oregon, says: "I have been taking Doan's Kidney Pills off and on for a long time when I have felt any need of a kidney medicine and they have never failed to give good satisfaction. I am subject to backache and at times my kidneys act irregularly. Doan's Kidney Pills soon correct this trouble."

Price 60c, at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Wolters uses. Foster-Milburn Co., Props., Buffalo, N. Y.

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

Is Your Name There?

AMONG the almost 2,000 names of depositors here at The First National Bank are representatives of Firms, Households, Factories, Farms; in fact, every walk of life in this community.

A VERY REASONABLE AMOUNT OPENS A CHECKING ACCOUNT.

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

Auto Dealers Are Jolly Fellows

A news item from Grants Pass says:

"A jollier or more easily entertained bunch of visitors never visited Grants Pass than the Portland auto dealers who reached the city yesterday afternoon (Wednesday). They were easy to entertain because they entertained themselves.

"The bunch was no sooner in town than its members began to scatter, each group to the task or pleasure where most inclined. Some were fishing in the Rogue river within an hour of their arrival in Grants Pass. One group of about fifteen struck out for the park bath house and a swim in the river. A few spent the time with local agents for their respective cars."

W. D. Hodgson and Jim Beagle went down on the Rogue river Thursday last and made a big catch of fish. The two men caught 150 pounds near the Bybee bridge.

Phone news items to the Tidings.

Sam Koehler, well-known local boy who has been employed in a meat market at Yoncalla for the past year, returned to Ashland recently and is now employed in the Eagle meat market of this city.

Wise is he who selects an abedient daughter of a good mother to be his children's mother.

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

KODAK FILMS DEVELOPED

Stevenson, 177 East Main Street
"I Never Sleep"

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.

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