

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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A SUGGESTION.

Few of the citizens of Josephine county appreciate the interesting and unique pioneer history of southern Oregon. The older residents fail to appreciate how interesting it is because they were a part of it and can not judge it from an impersonal viewpoint. Most of the newcomers do not know it and the few who are acquainted with it have heard it discussed in a common-place way.

The pioneer history of this section of the state is as interesting as that of any section of the continent. It is replete with stories of adventure and heroism, hardship, conquering of difficulties, fabulous success by individuals, Indian treachery and Indian helpfulness.

How many know that the first electoral recall in the history of Oregon, if not in the history of the United States, was at Jacksonville? How many know the story of gathering every woman in Jackson county into a log stockade to defend them against Indians. How many know of the times when miners paid a dollar apiece for bringing letters by stage from San Francisco? The section is filled with such memories.

We have reached the day when many of those who know the stories of pioneer days from experience and by hearing them from the lips of their parents are passing to the great beyond. A few years' delay and many of those stories will be lost to posterity. They richly deserve perpetuation.

There should be a central place, both in Jackson and Josephine counties, for the gathering, indexing and storing of records and relics of the pioneer era. In lieu of their provisions, the public library might be used for this purpose. The expense would be very slight. A committee could be appointed to solicit such relics and data. Possibly a little expense in the way of supplying stenographic service should be provided.

Some time most interesting volumes will be published on early southern Oregon history. The material should be on hand and authentic.—Rogue River Courier.

The neutrals are piteously begging for food supplies with which to bribe Germany to let them alone.

LESLIE SALT
supplies the tastiness which coaxes the best flavor out of your cooking

FOOD PRODUCT DISTRIBUTION.

The provision man has quite a problem to know how to push his product at the present high prevailing prices. In a time of high prices dealers sometimes say that it is of no use to advertise, because all their prices will seem high to the people who read their ads.

Nevertheless, and good wide-awake merchant has talking points that he can use at any time. If he sells a high quality of products he can advertise the fact that his meats and groceries can be absolutely depended upon. He can bear down on the idea that everything that goes out of his store is of the very best. That will attract a lot of people even in high price times.

If a man delivers provisions by team he can emphasize the pains he takes to please his customers, that he saves them all the trouble and time of coming to the store, waiting for goods, and the bother of carrying them home. That will appeal to a lot of people.

Or if he cuts out delivery and sells only for cash, he can of course afford to sell cheaper if he can get the same volume of business. He should be in a position to advertise lower prices and draw the attention of those who consider price first. Every man has some argument that will appeal to a lot of people who want the kind of thing he provides, and who will go to him when they find that he is catering to their individual desires.

And it must be a pretty good kind of a store that does not pick up some bargains regularly. Every time a dealer gets something that has special value, then is the golden chance for him to push his business. The people that come in to see the special bargains will be attracted by the solid worth of his regular lines.

SCHOOL DISCIPLINE.

In choosing the public school teachers whose work for the year is now beginning, the biggest problem is always to find the people who have the gift of discipline. This does not mean a perfunctory submission to authority, where the children are sufficiently scared to keep quiet. It means a condition where the pupils loyally take hold to work and where they feel responsibility for the condition of the school.

In the old days things never settled down in a school until the matter of authority had been firmly settled. In the backwoods districts many were the unfortunate pedagogues who were dumped out of doors in the bushes by the big boys. When the school board secured a more athletic instructor, quiet reigned and the pupils worked as docilely as old sheep.

In a more refined way the same thing is tried out everywhere. Insubordinate children work their little tricks, not because the tricks are essentially interesting, but they want to find out just how far they can safely go. If the teacher is flabby, the ingenuity of the children is amaz-

ing in devising means for promoting anarchy and irritating the "school-marm."

The spirit of loyalty to the school and its work can not be drilled into children by punishment or nagging. It takes knowledge of the child mind and the arguments that appeal to it. There are teachers who have no particularly magnetic personality, but somehow they succeed in making the children feel that they want to study.

They arouse the spirit of competition and make the youngsters ashamed to fall behind. They stir the spirit of ambition and make a boy see that if he wants to get higher in life he must do some work. A teacher that has these gifts is a prize not to be parted with readily. Too many communities lose such teachers from being too parsimonious to give small advances in salary. It is poor policy to let any teacher go who has the gift of inspiring youthful enthusiasm.

DIGGING IN.

The American boys, it is said, do not take kindly to the art of "digging in" for modern trench warfare. It does not appeal to their love for direct action and positive and immediate results. However, they must learn the art and realize how big a part it has played to date in the great game.

The Italians in this country are sometimes ridiculed as "ditch diggers," though the contribution they have made to this land in the creation of so many sewer ditches and railroad embankments is nothing to be sneezed at, not at present prices of labor. This capacity for hard and quick muscular exertion in excavating shelter has won them many a peak in the heroic Alpine fighting.

Also it was ability to dig in quickly that saved the Germans from being driven out of France in 1914. There was a state of flux there following the battle of the Marne, when just a little faster pressure would have routed them out. But they could dig a little faster than the artillery could catch up, and before the guns could get at them the trenches had become impregnable for two years.

Old-fashioned warfare showed heroes standing upright and hewing down around them in a spectacular way. Or there were long lines of soldiers standing up and lying at each other. It was very dramatic, and made fine spectacular civil war pictures we are all familiar with. But this kind of warfare is dead today, and those that fight that way are soon dead too.

The teachings of the old war text books have all gone by. It is a new game even for the war experts as well as for the raw material. So far the spade has played quite as important a part as the rifle, and our boys will have to learn to use it. In "No Man's Land" the least little earth protection saves lives, and our boys will have to learn to create it quickly under fire and often when lying down.

New Road Map Is Now Out

A very good road map of Oregon has just been issued by the B. F. Goodrich Rubber Company. All the principal auto roads of the state are outlined. The road from Ashland over the Green Springs mountain to Klamath Falls, around both sides of Upper Klamath Lake and on to Crater Lake is brought out with equal emphasis with the Pacific Highway and the Columbia River Highway.

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

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Our commodious lobby, fine service, and Homelike restaurant will attract you.
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Management W. B. James

NUTINGS

By Leith Abbott.

I think that the war
Will soon be over,
Because
A friend of mine
Joined the army,
Not long ago,
And he has never
Stayed with any job
For more than six months,
In his life.

At last the mystery has been solved. For the past two months the local people have been perplexed and dumfounded over the small showing of Ashland boys who have enlisted in the navy. Group after group have joined the aviation corps, the officers' training school, the artillery branches and the many other departments of the service, but a very small percentage of the local boys joined the navy. Early this morning the man who has charge of the nut storeroom in a local garage, who as special NUT correspondent to this paper has worked incessantly on the problem, solved the baffling question when he found out that all the recruiting posters which have been distributed about the city have read, "Join the navy and live on water." The first company mess might be scanty, but they at least have more than water to live on.

When you go into Rose Brothers' coco cola house ask the coco colier to play on the grafanola that touching little tear jerker entitled "Come Home, Boys, Mother Has Found Work." It is a great handkerchief bringer. (Paid advt.)

"Gee! I had a funny dream last night."
"I know it. I saw you with her."

Claude Warren is now clerking at Holmes' grocery store, and he is sure making good. A party, while making purchases for a trip to Mt. Ashland, Saturday, asked, "Have you any eggs that you will guarantee have no chickens in them?" "Sure, I have," replied Claude; "some duck eggs." Leave it to Claude to get away with it.

Bert Freeman has started to take vocal lessons to get revenge on his neighbors who recently poisoned his dog.

The Nuttings column of the Ashland Tidings is reported very ill this week, and unless revived before next week little hope is held out for its recovery. The writer of the column was hit on the ear last week, which has resulted in his having the ear-ysipelas, Doctors' Judge and Life magazines are doctoring the sick column this week.

Shortage of Funds Dismisses Wardens

On account of depleted finances, State Game Warden Shoemaker has lopped off fourteen deputy game wardens, who will be relieved from duty October 1. One warden is kept for each of ten districts of the state. Mr. Shoemaker states:

"The necessity for revoking these deputy wardens' commissions is due to a continued decrease in the sale of game licenses. The sale of these licenses has decreased for a number of reasons.

"First, several thousand licenses were not taken out in northwestern Oregon this year on account of the duck season having closed on December 31, instead of January 15, as heretofore.

"Secondly, Oregon has sent to the front as her quota in this war about 8,000 men, ranging from the ages of 18 to 30. The great majority of these are sportsmen who have been in the habit of taking out either a hunter's or angler's or combination license in the past.

"And third, the closing of the hunting season shut off a great sale of licenses to the people who take their annual vacation the first two weeks of the deer season."

Setting forth these facts, Mr. Shoemaker sent communications last week to the deputy wardens and also to every rod and gun club in the state.

For plumbing or general repair work call George Carey, 462 Allison street. Phone 314-J. 28-10*

Place Your Affairs In Our Hands.

BESIDES affording complete banking facilities, The First National Bank has authority to receive and execute all matters pertaining to the settlement of estates of persons, families and organizations.

Call upon us if we may serve you in any way whatsoever.

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

Adams Plan Meets Favor of Officials

Klamath Herald: That the move of J. Frank Adams to induce the government officials to purchase mares as well as geldings for war purposes is getting results and may prove of great benefit to the stockmen of Oregon and other parts of the country, is evidenced by a wire just received by the Commercial Club, which has also been active in the matter, from Senator Charles L. McNary.

The senator has taken the matter up with the quartermaster general at Washington, and declares that the government will purchase both mares and geldings at the rate of 15 per cent of mares to 85 per cent of geldings. It is hoped by those here who are interested in the matter to increase the per cent of mares.

Washington officials decided at first not to purchase any mares for use in the war, fearing that such a move would deplete the stock throughout the country for breeding purposes. It has been pointed out, however, by those heavily interested in the business that the ranges are now overcrowded with horses, and the increasing use of motor vehicles is reducing the demand to such an extent that if there is not a greater call for them their owners will be forced out of business.

A man who is six feet eight inches tall was refused by the exemption board the other day, but probably he does not feel as tall as the boy who is just trying on his new school suit with long trousers.

As those 50,000 Chinese soldiers that have been offered us are all provided with chopsticks, it is probably correct to say they are armed to the teeth.

If you see a really bunged up and tired looking man he is probably one of those who have just got back from a restful vacation.

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 8:30. 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

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