

ASHLAND TIDINGS

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Bert R. Greer, Editor

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TELEPHONE 39

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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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Ashland Tidings (twice a week, one year), regular price.....\$ 2.00
Daily and Sunday Journal, one year, regular price..... 8.00

Regular price for both\$10.00
For a short time we will make this bargain price on both:

Daily and Sunday Journal and Ashland Tidings from now until February 1, 1919 \$ 8.00
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ASHLAND TIDINGS
SUBSCRIBE AT OUR OFFICE

"THE PRINCE OF PEACE."

And He said, "I came not to bring peace, but a sword."

What a strange contradiction, and how shall we reconcile it?

Again the season is with us when the hearts of Christendom turn to that wonderful Personality and dwell with feelings of awe and wonder on the words that fell from His lips. Again we commemorate the birth of Him who shall make us free indeed. But now we come with hearts bowed down under a world sorrow and minds clouded by a veil through which it would seem impossible to pierce. When we would sing acclaim to the Prince of Peace, we look out over a world drenched in war and blood. We see on every hand misery and suffering, human conditions which He gave His life to alleviate. And it has been so long since He made the sacrifice, that hope almost turns to despair.

Can we by any means glean one ray of comfort from that cryptic re-

was the case. Too well He knew the fearful lust of pride and power against which men must battle and under which they must be ground to powder; too well He knew by what slow degrees the world would be brought to a realization of the fact that but one human attribute can ever be taken into the great beyond—love.

It was said of Him that "He was in the world and the world knew Him not." If the world, then, knew Him not, how much less shall it know His teachings without diligent study and search?

It would be well for the American people, as they approach the anniversary of the Messianic birth, to again fortify themselves with the teachings of the Son of Man. We should look into the national heart and see that in the momentous conflict before us we harbor no unworthy motives by which we may help to defer the consummation of His benediction, "Peace on earth, good will to men." It would be well that we again assure our own hearts that we desire but the everlasting Right and Truth.

Having, then, assured our hearts of these things, let us revert to just one incident in His life. Let us recall that when He found the temple of God profaned, with a scourge of cords He drove the profaners from its precincts. Wonderful man! For His own safety He would not contend, but for the honor of His Father, yes!

Was it a divine pointing of the way for His followers all down the ages? Surely it could not have been a trivial incident of no particular significance to man. Such incidents had no place in His life.

Assured, then, that peace-loving, mercy-loving, truth-loving America has but one aim, the preserving of the sanctity of the Father's temple—that temple which is the great heart of humanity—we can approach this benign season with hearts attuned to its significance—the anniversary of the earthly advent of the Prince of Peace. Coming in this spirit, we, like the shepherds of old on the Judean hills, may catch a glimpse of that light that shall dispel the darkness of ignorance and avarice and shall make of all men followers and champions of the Right.

And as we approach that day let it be with hearts that can feel for

all peoples everywhere. Let it be with a fervent hope that soon the clouds that now encompass us may be rifted and dispersed, and the beneficent sun of world-wide righteousness may shine thenceforth forever. Let it be with a faith that the eternal principles of Justice and Right for which we stand will ultimately rule the earth, and man see his fellowman for that which he is—his brother.

COMPLIMENTARIES.

The time-honored custom of newspaper exchange is being discontinued by the metropolitan press. Now the city papers ask that the country papers subscribe for their publications for cash, and in turn the city paper subscribes for the country paper, if they want it. That makes it hard on the country papers, for in many instances they have to pay three times as much for the city paper as the city paper pays for theirs. Yet, it is good business. The stock in trade of a newspaper is subscriptions and advertising. It is not business to give either away. That is the only thing it has to sell to raise cash for cost of production.

Along with others, it has been the custom of the Tidings to give complimentary copies to commercial clubs and libraries. The changing conditions have made this exceedingly unprofitable, for it is found not only to lose the cash for the single complimentary, but the newspaper is read by many patrons of the commercial club and library who should be subscribers to the publication, but who are not willing to pay for something they can get for nothing.

Therefore it has been found expedient to charge these institutions the regular subscription price for the paper. Beginning January 1, 1918, the Tidings will discontinue all such complimentary.

EACH FOR ALL.

Just what is community co-operation, anyhow? Who does it benefit? How does it help the individual?

Let us see. Any community whose residents band together and through the strength of their combined effort accomplish things from which all are benefited is practicing community co-operation. If this community spirit—this working of each for the good of all—is continued harmoniously the result in the long run is bound to be good for all.

Villages, towns and communities are rated as "live" or "dead" according to the rate of development they show. One man or one family can not make a community progressive. It takes a majority. You can not take the attitude of indifference if you wish to see your home town classed as a live town. The harder you and all your neighbors fight for progress the surer you are to reap the good that progressive team-work brings. A good, wide-awake town is a sure sign of public-spirited, wide-awake citizens living in it and around it.

The spirit of "let well enough alone" never accomplished anything. The spirit of "let's make things better" is a sovereign remedy against retrogression.

One way of bettering your home town is open always and to all. This is it: Keep your trade as nearly as may be in your own town. As we have pointed out before, a good portion of every dollar spent in your local stores helps in the support and development of your own neighborhood. Increased local business makes possible more public conveniences, more educational, religious and social advantages, and, as a national consequence, increases individual opportunity and wealth.

Villa is reported to have grown a luxuriant set of black whiskers. While it is true that the leopard can not camouflage his spots, you have always the alternative of killing the varmint.

Kerensky is said to have as many followers as before he was deposed, but they seem to be following him for a different cause.

If bad habits were as easily overcome as good ones, the millennium would be ancient history.

It is a safe bet that the addition of the woman vote in New York will not add to the certainty of pre-election predictions.

Observe Christmas Despite War Times

Just now two widely divergent streams of economic thought are seeking outlet to the desired sea of success for freedom's cause. One flows in the direction of abnormal economy. Its trend is towards a complete reversal of every buying habit on which trade and industry have hitherto thrived. "Cut out everything except absolute necessities, and minimize these," say its advocates. "Wear old clothes, forswear entertainment, shun even the thought of luxuries, and lend every cent you can to the government."

The other—as sincerely desirous of upholding Uncle Sam—suggests less revolutionary methods. "Spend freely, but wisely," is its advice. "Keep every dollar moving, but in a right direction. In this way help to make money a balancing force, and avoid such disturbance and depression as might induce panicky symptoms."

But—Christmas is coming! The season of gifts, delights and luxuries is close at hand, and thousands of people are perplexed as to their duty in this time of war. The old and wonderful spirit of Christmas is revived by these bright December days, as for hundreds of years. Into nearly every heart steals a yearning to be getting things for others, so that for one day, at least, the light of love and friendship may reign supreme.

But this will be our first war-Christmas, and the question of what to do with it looms large on millions of mental horizons. War time is a time above all other times for the cheer and the spirit of good will that Christmas, when it is given a chance, will bring. If war-time economy bids a curtailment of gifts, it need have no effect upon their meaning and value.

In every home where there is a child, and in every home where there is a possibility of doing for children without homes, preparations should be made for as nearly a normal Christmas as circumstances will permit. One of the fundamental reasons for making this particular Christmas a normal one is that ahead of the children lies a world-wide readjustment which will demand the most active exercises of the best traditions that can be carried over from what, even now, is the past. And to ask or expect that they should approach that unprecedented responsibility without the guiding and guarding influence of childhood's first friend would be to reveal an attitude out of keeping with the spirit of the struggle now being waged.

The future has to be met, whatever it may be. The present is the only time to live, and there is no time so dark that it is not worth while to celebrate Christmas.

People's Forum

Is There a Santa Claus?

Tonight, some time between darkness and dawn, Santa Claus will make his annual visit to all children, both young and old. And for the reason of his visit we will all commence the new year, only a week off, with better spirits and kinder hearts, for who is not a better citizen for the yearly call of the old gentleman with the ruddy cheeks and white beard and the smile that won't come off?

Do I believe in Santa Claus? Yes, I believe in him. I have never seen him and I've never seen any one who did see him—except in the way all of us see him on the streets and in the stores at this time of the year. But if I didn't believe in him I couldn't believe in anything—and the fact that nobody ever saw him makes my belief all the stronger. For nobody ever saw love or faith or hope. All we can see of these things is the evidence of their existence as it comes to us through the deeds of men and women.

If everywhere at Christmas time we don't see enough deeds to prove the existence of Santa Claus, then I will ask some one kindly to step to the front and prove to me that I have a body.

I believe in him more now than I did when I used to peep out from under the covers to see if I might at least catch sight of his shadow. With me he is not numbered among those joys which were lost with childhood. More than ever he is a reality in my life. More than ever I marvel each

USEFUL GIVING

CHRISTMAS this year should represent **THOUGHTFULNESS** and **CAREFULNESS**, the first in respect to giving, the second relative to keeping. While thoughtful giving is a blessing to donor and recipient, careful saving is a benefit to ALL.

Give useful gifts—Buy them in Ashland.
Start a Bank Account—Keep it growing.

Do Your Bit for the Red Cross

THE FIRST NATIONAL BANK

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

year at the recurring evidences of his existence.

And this year the wonder grows, for even with war needs crowding in on every side, and with the boldest of determinations to eliminate our ordinary giving, we find ourselves just hankering to go out and get something for others. You may say smart merchants have had a good deal to do with this, but no merchant was ever born who could make us feel the way we begin feeling about this time of year.

It isn't simply the spirit of giving that gets hold of us. It's the spirit of forgiving and forgetting—forgetting mean little things that we have carried through months, or maybe years. It's the spirit of otherness—of stepping out of self for a time and gladly leasing our top stories to Mr. and Mrs. A. L. Truism and their big family of children. But call it what you will, it is the biggest and best and most boundless spirit that can noose human beings in the loop of love.

"THE OPTIMIST."

If you are a good patriot cut down your allowance of candy. The sugar is needed for the allied armies.

ASHLAND PROOF

Should Convince Every Ashland Reader.

The frank statement of a neighbor, telling the merits of a remedy, bids you pause and believe. The same endorsement by some stranger far away commands no belief at all. Here's an Ashland case. An Ashland citizen testifies. Read and be convinced.

Festus Butts, retired farmer, 172 Mountain avenue, says: "I was annoyed for quite a while by kidney and bladder trouble. Nothing seemed to reach it until I began using Doan's Kidney Pills. They soon regulated my kidneys and cleared up the kidney secretions."

The above statement was given on March 12, 1913, and on March 15, 1916. THREE YEARS LATER, Mr. Butts said: "I am ready to back up my former statement regarding my experience with Doan's Kidney Pills. It has been several years since I was cured of kidney trouble by this medicine and I am still enjoying first-class health."

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

Phone job orders to the Tidings.

"It's Time for Every Boy to be a Soldier!"

This number and "What Kind of an American Are You?" are two brand new, up-to-the-minute patriotic songs which appeal to your Americanism in rousing words and with crispy music. One is a solo the other a quartet number, and together they make a splendid new double-faced Victor Record.

Victor double-faced Record 18300. Ten-inch, 75c.

"My Own United States" and "We'll Never Let the Old Flag Fall"

Two more stirring patriotic songs on one record. Raymond Dixon and Male Quartet sing the first, Edward Hamilton and Male Quartet the second.

Victor double-faced Record 18293. Ten-inch, 75c

Come in and hear these and the rest of the

New Victor Patriotic Records

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Terms to suit

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"A Shine In Every Drop"

Get a Can TO-DAY From Your Hardware or Grocery Dealer

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Have Your Clothes Made at Home

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