

# ASHLAND TIDINGS

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Earl R. Greer.....Editor

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The Tidings has a greater circulation in Ashland and its trade territory than all other Jackson county papers combined.

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**OUR ELECTRIC SUPPLY**

There is a proposition now before the council from The Siskiyou Company for renewal of the contract entered into three years ago, and which contract expires tomorrow, to supply the city with additional electric power to meet local demand above the capacity of the city plant. The new contract reduces the minimum charge from seven hundred to five hundred dollars a month and extends the time for ten years, at the same rate per unit.

It is a matter that should have careful consideration before it is acted upon. Last year, we are informed, the bill of the Siskiyou company against the city amounted to ten thousand dollars. Under the contract, during the summer months, when demand is at minimum, the city is compelled to pay seven hundred dollars a month for its supply whether it is used or not, while in the winter, when the demand is great, the city pays for all over the minimum that is required from the Siskiyou company. The proposed contract provides that the minimum be reduced to five hundred dollars per month.

It is stated that a project to triple the capacity of the city plant has been examined into and that it can be accomplished at a cost of not to exceed one hundred and twenty-five thousand dollars. Also it is evident that some provision must be made to increase the reservoir capacity for domestic water so the city will not again encounter the injury incident to another water shortage like we had last year. It is estimated that by joining the two projects, at a cost of one hundred and seventy-five thousand dollars, both undertakings can be practically accomplished.

If the council enters into the proposed contract with the Siskiyou company and uses as much of its supply as has been necessary in the past, the city will, in ten years, pay to that company one hundred thousand dollars for its additional electric supply, and have nothing at the end of that period, except, possibly the opportunity to enter into another contract for its supply from the same company.

We understand the ten thousand dollars now being annually paid the Siskiyou company comes out of the present earnings of the electric department and leaves a neat balance each year, with which interest on the present electric light bonds is paid, and the issue retired as they fall due, besides paying the expense of operating the local plant. Therefore the department is an exceedingly profitable undertaking.

Should the city float additional bonds to the amount of one hundred and seventy-five thousand dollars and triple the present capacity of the electric plant, which it is said would be enough to supply a much larger demand than now locally exists, besides augmenting the domestic water supply to ample needs, the interest charge, at five per cent would amount to but seven thousand five hundred dollars a year, two thousand five hundred dollars less than is now paid the Siskiyou company for the service, leaving that sum to be applied on sinking fund to redeem the bonds at maturity without levying a penny of taxes to meet either principal or interest.

It would seem good business to issue the bonds and make the improvement instead of paying out more than the interest charge for service which, when used, is gone forever, and out of which the city gets no benefit except the power consumed. In the last case the city would have

the plant left and the needed additional domestic water after the bonds were all retired. And, if we are properly informed, not a cent of tax need be levied to accomplish it.

At the rate now being paid from the income of the plant the present electric bond issue will all be cancelled in the next five years, so that the first installment on the proposed issue could be fixed to fall due after the present issue is out of the way, enabling the plant to pay double the sum on the principle of the new issue each year, it now pays on the old out of its income, without resorting to a tax levy to meet it.

We do not say, at this writing, that we favor such new bond issue. We have not looked into the matter far enough for that. We simply put the proposition up for consideration of citizens. No doubt the council will need to act on the new contract soon and full examination should be given the matter by citizens and their judgment expressed to council members before final action is taken.

## Every Piece of Meat From the East Side Market Is a Good Piece. That's the only kind we handle. Wholesale and Retail. FISH ON FRIDAYS. OYSTERS AND CRABS IN SEASON. James Barrett, Prop. Phone 188.

**THE EFFECT OF A  
POCKET FULL OF MONEY**

Did you ever stop to note the satisfaction on the face of the fellow rattling a pocket full of money? Of course he was happy. Such happiness can be made general in extending the scope by having a town full of money. To get a pocket full of money an honest man has to work for it. The only method by which a town can be kept full of money is by combined and persistent effort. The whole community must work harmoniously along lines that will yield ready cash. The worth of a town may be more properly gauged by the prosperity arising from having it always full of ready cash than by its large population. It is easy to imagine an overgrown town where everybody is hard up and has nothing profitable to do, but it is not so easy to find men hard up in a town full of money. Such, certainly, would be only the ne'er-do-wells, who lack ambition to gather it in. Therefore it seems wiser to direct community effort toward filling the city with ready cash than increasing permanent population.

If an airplane passed over the city every morning and dropped a bushel of gold twenties it would not be long until everybody in town, except a few who would be certain they were counterfeit and those too lazy to pick them up, would have plenty of money. Even those who were not fortunate enough to be on hand where the gold dropped would soon have a pocket full of it from its circulation and every citizen would enjoy all the good money could buy. In that case nobody would care a continental for alfalfa, beans, fruit and the like as money crops. The airplane would supply more than could be hoped to gain from agriculture and horticulture.

What we are getting ready to say is this: The tourist who comes with money in his pocket, stays until he spends it and goes home to get more, is of greater value to the city than those who stay, overcrowd population and get hard up. Such prosper-

ity depends entirely upon getting enough of them to fill the city with ready cash. One of the fine features about Ashland's future development along tourist lines is that she can be kept full of money without overcrowding her permanent population. It will take much systematic teamwork to make the city popular enough, health-giving enough, attractive enough and widely enough known to maintain a profitable transient population—to have a new one waiting for the place made vacant by the one who goes—but nature already has accomplished two-thirds of the task, leaving us but one-third to work out.

Los Angeles has grown big and prosperous by doing just that, notwithstanding she had nothing to start save a good climate, an average ocean beach and a large supply of faith, ingenuity and nerve. When she started she was five hundred miles from the nearest large center of population and fifteen miles from the beach. It was a long, hard task. The writer remembers Los Angeles with but forty thousand people and the highest taxes of any city in the west, but the most loyal, forward looking people that ever composed a community. With indefatigable spirit and faith they pushed forward. Los Angeles now is the largest city on the coast, and notwithstanding the necessity of bonding for about forty million dollars more to bring enough domestic water two hundred and four miles to meet their needs, has the lowest tax rate of any city in America. In the beginning they did not allow their debts to discourage them. Instead of using much breath decrying high taxes they voted more and employed it profitably blowing their horn. All of this they accomplished with not one-twentieth the natural resources vouchsafed to Ashland by the Giver of all good and perfect gifts. They intensely applied their every resource to one end—the tourist—and what they lacked in natural attractions they supplied by art. They set up a great cross on a high hill, gave it an aspect of antiquity, surrounded it with legend and made it an attraction, and woe to the Californian who suggested that it was "piped in." They pulled together for the sublimity of the cross and the strangeness of its legend, without issuing disquisitions on whence it came. They did not split hairs over tweedle dee, or tweedle dum. They realized the greater task—that of making Southern California the Mecca for tourists—and popularized the place by giving counsel and support to every undertaking booked, or suggested, to that end.

A good method to extend the popularity of Ashland is to make "Victory Week" the biggest thing that ever happened in these parts. Every citizen should get behind it. Another is to boost the Roundup, whether it strikes your particular fancy or not. Still another—help make Chauqua the greatest thing of its kind on the coast, even if you feel it is too much of a religious festival to fulfill its original function. All of these have a large place in the general scheme to popularize Ashland and one is as important as the others to the successful culmination of the work at hand. Each is designed to appeal to a different taste. All kinds of tastes are found in a large crowd.

citizens, subconscious, but effective. They saw community health and power here discussing became a reality to or slipping. Artificial stimulants had not brought prosperity. Community effort was aroused and took a different course from the first. Judgment said: "develop, solid and substantial. It is no longer possible to profitably plant orchards to raise prices. Values are already too high. We must culture now in a way to raise crops. Water must be brought for irrigation. Resources, heretofore overlooked in the speculative scramble must be utilized." Diversified, constructive thought began to move and readjust its parts. Disintegration stopped and the valley is coming to life. To be healthy it must move. To prosper it must move intelligently, normally, applying proper means to given ends and the ends aimed at must be substantial.

Following that law nature moves in the right direction to maintain healthy progress, unless hindered by external forces. Often by faulty judgment communities move in the wrong direction. Wise leadership is to be prized in community life. Right direction in mass movement is necessary to proper advancement and continued prosperity.

**THE LAW OF QUIESCENCE**

Scientists say we live in a world of action. Not an atom in it is quiescent. The objects we call inanimate, even, are always on the move. Observe the wood in your window frame. It is ever in motion. Its atoms are constantly agitated by attractive and repulsive forces in restless readjustment. Quiescence is decay. The moment an object comes to perfect composure disintegration begins.

The law of quiescence applies to things animate and inanimate not only, but to social organisms as well. Communities are social units massed together for the purpose of gaining comfort and pleasure and prosperity by pooling individual effort and resources. By seeking repose they lose health. They cannot stop and hold together. They must move or disintegrate. They must go forward or fall back whether they will or not. They cannot remain healthy and stationary. Quiescence is decay.

The Rogue river valley is just now emerging from a period of quiescence. From 1908 to 1911 it grew over active in speculation. Its units got out of proper relation and adjustment and values became inflated. Its action was artificial, its values became so. Like taking strychnine to stimulate the heart, an overdose induced reaction and movement stopped. Disintegration set in.

It has taken several years to get a new bearing—to get the atoms moving at a normal rate. In the meantime community effort tried to re-verse. As there is no standing still, it fell back. Just lately the law we are

exercised best judgment, utilizing its solidest and quickest resource, and makes the most perfect adjustment of means to ends will most quickly prosper. That is what Ashland has done since the quiescent period ended. That is the reason she is prosperous.

**WHY NOT LOCAL INDUSTRIES?**  
Frequently readers ask: "Why does Ashland not go after industries, like canneries, dryers and the like?"  
Well, one of the big reasons is that Ashland is so isolated from profitable markets that it does not seem practicable for cannery operations on a large scale. Possibly dryers might prove practicable as the processes releases all water weight from the fruit, reducing the item of transportation.

However, these enquiries bring to mind these facts. Ashland has had a cannery for many years. It has been under the management of several different persons, all claiming to understand the business, but it has met with indifferent success. Some say because the cannery cannot secure sufficient raw material and others because of the differential in freight rates which exclude them from profitable markets.

Then the question arises how much support does Ashland give the local cannery? It is claimed the product has always been high class, yet local grocery shelves are filled with canned goods from other localities. The merchants are not to blame for that situation. It is good business for them to carry stock that the customers demand. Housewives who desire Ashland to become a city of industries should insist on the home processed commodity. We again arise to announce that the best way to get more and bigger industries is by giving such support to those we have as will allow them to grow big, even until they cannot supply the demand, then others will come. It is hard to make a manufacturing city out of a Sears-Roebuck town. Local industries do not thrive on profits made in Chicago. It is up to the citizen.

Whatever else, local consumption of the output of the Ashland cannery will absolutely overcome all trouble arising from differential in freight rates to profitable markets. Will you be one to help overcome that differential? Then demand the local product.

**LARGEST IN ITS HISTORY**  
This year Ashland has enjoyed the greatest holiday trade in her history. Shoppers took the better class of merchandise and bought freely in all lines. The trend was toward useful gifts, but much jewelry and toys for children were carried away by shoppers. Ashland enjoyed a large trade from outside districts. The work she has been doing the past three years to induce outside trade to Ashland is showing results. Thousands of dollars came into our stores last week from Northern California and the trade from Medford and other valley points was encouraging. Notwithstanding war conditions our merchants entered the holiday trade with complete and attractive stocks and sold them at very reasonable prices. People generally thruout Northern California, as well as the valley, are beginning to understand that merchandising conditions here are good and that the best bargains to be found anywhere are offered in Ashland.

**Fish Clan Becomes American in Alaska**  
Miss Madeline Silver, formerly of Ashland, who is teaching in a government Indian school at Metlakatla, Alaska, writes as follows regarding a wedding reception which she recently had the pleasure of attending: "As the band played the wedding march we were ushered to our places, mine being right opposite the bride and groom. The former wore a white taffeta dress of the latest fashion, white kid shoes, silk stockings and net wedding veil trimmed with orange blossoms. The groom wore a huge white rose pinned to his coat lapel, with streamers of white ribbon hanging from it. Each boy in the party had in their upper coat pocket a white handkerchief with an American flag printed thereon, folded just so."

"After a blessing in Tosimpshan we enjoyed a delicious wedding supper. Then we all stood up while the bride put the knife into the wedding cake, which was then carried to the man at the head of the table, who did the carving. The cake was an immense angel food affair with the cutest little bride and groom dolls on top. We each saved a piece of the cake to sleep on. I wrote my seven names on paper, put them in an envelope and slept with them under my pillow, while the cake lay forgotten on my dresser.

"After supper there was another blessing, then speeches by friends and relatives of the happy pair, all in Tosimpshan. Then a wonderful thing happened. Four women, each holding a cardboard fish, sang a song which is only used on very important occasions. Then each made a little speech and tore up her fish, afterwards holding up a picture of the American eagle. Old Glory was then hoisted into view while everybody stood up and sang the Star Spangled Banner, after which all the people applauded as if they were mad.

"We afterwards learned that the bride and groom belonged to the fish clan and it is illegal for the members of a clan to intermarry, as the clan is something like a large family. However, the young folks were bound to wed, so it was decided to dissolve the clan, altho it was the largest clan in this part of Alaska, and henceforth all belong to the eagle clan—that is, be Americans. 'Now, wasn't that great? We ourselves couldn't have done anything more broadminded.

"The next thing in order was a dance, which lasted until 11 o'clock. The sheriff said if we teachers didn't come to the dance he would bring us, so with such a very cordial invitation we couldn't very well stay away. I never missed a dance, having Indian partners the whole evening and losing neither scalp nor heart. They are all good dancers and we enjoyed ourselves immensely. We really had a better time than some of the native girls, for we cheated them out of their partners sometimes, I must confess. The dances here are opened with a grand march, followed by Old Dan Tucker and all sorts of square dances, which are more fun than the round dances. Mrs. Beattie chaperoned us and pleased everybody by doing the Scottish reel. I felt real puffed up when one of the swiftest dancers here said I danced the Scottish reel like an expert. "But say! How tired we were the next morning! It was Thanksgiving and we were thankful to be invited out to a Thanksgiving dinner which was so good it reminded us of home. In the evening we were serenaded by some of the town boys and then by the band. I was so sleepy I just turned on the light and let them know I heard them, but remained in bed. The music was very pretty. There was a confetti ball that night but I was too tired to go."

“The Bank with the Chime Clock”  
**The New Year's Prospects**  
HOW much brighter they are this year, than last. Doesn't it make you want to buckle down with renewed vigor—willing to meet every problem bravely, cheerfully? It makes us feel that way here at the First National Bank, and if we can transmit just a little of that spirit to Jackson County, we believe we shall have helpfully started another twelve months.



**The First National Bank**  
ASHLAND, OREGON  
E. V. CARTER, PRES.  
CH. VAUPEL, VICE PRES.  
J. W. M. COY, CASHIER  
CLARK BUSHASST. CLERK

**LET US BE YOUR LAUNDRYMAN**  
**What's the Use of Exposing Yourself?**  
We do family washings and deliver them to you at these very reasonable prices:  
**Rough dry, per pound 7c**  
**Wet wash 20 pounds 75c**  
We have taken over the Home Laundry, given it a thorough overhauling and are in position to satisfy you both in quality and price.  
**GIVE US A TRIAL.**  
Telephone 165 and we will call for your wash.  
**THE FISHER LAUNDRY**

**Season's Greetings**  
**WE wish to thank you most heartily at this time for your many favors in the past, and trust that our business relations will always prove as pleasing to you as they have to us.**  
**Please accept our best wishes for a happy and prosperous New Year.**

**ORRES Tailor for Men and Women**