

ASHLAND TIDINGS

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Hert R. Greer.....Editor

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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 rate. 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 Jackson county papers combined.

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A REAL BUSINESS

ADMINISTRATION

Medford is to be congratulated on availing itself of the services of so broad gauged business man as Mayor Gates. He has had wide experience in large business affairs. Under his leadership during the past three years she has paid, and has funds on hands to pay, more than one hundred thousand dollars of her indebtedness without increasing her tax levy.

Lately her entire debt, amounting to some seven hundred thousand dollars, was refunded into long time obligations and offered for sale. Brokers began toicker for the bonds at a discount. They said Medford's financial reputation was bad and the market would not absorb its obligations at par. Mayor Gates thought differently. He had heard such arguments before and was sure they were put forward in the hope of making a good deal for the brokers. He sat tight on the lid. He had courage and confidence in his city, and felt that a par market could be found. He got busy. Last week the entire issue was sold at par to a San Francisco bank that Mayor Gates had interested.

Every community has men of high business experience and acumen but they are seldom urged to occupy official positions in the municipality where their ability can be turned to advantage for the community. Attention of citizens is too much engrossed in the routine trappings of municipal government to even comprehend the larger problems. So many think successful municipal government lies in the proper exercise of routine and petty functions and are so inexperienced in and afraid of the larger problems that broad-gauged business men hesitate to lend their experience and ability to the advantage of the city. It is refreshing to find a man like Mayor Gates in the right place. We are surprised that Medford selected such an one. It is so unusual.

The city that elects its officials purely on the ground of moral aptitude, without due regard to business experience and ability, is sure to fall into a narrow, do-nothing rut and allow its commercial life to suffer for want of proper stimulant and direction.

Mayor Gates saved the city of Medford more than fifty thousand dollars discount on its bond sale because he knew what was what and did not allow his judgment to be warped by plausible indictments of bond brokers with an axe to grind, or yield to the clamor of frightened citizens.

Tourist visitation produces the only crop that can be harvested and marketed for cash every day in the year. Every morning an attractive tourist community may arise and pick it, rich, new, ready for the market. The stalks from which the harvest was plucked yesterday are today again bending with fruitage, like golden grain, ripe for the harvest. Tomorrow there will be another. Tourist culture produces the most consecutive, prolific, and immediately available money crop that can be nurtured in an attractive scenic environment.

It is estimated that California reaps an income from the visitation of tourists amounting to a million dollars a day—three hundred and sixty-five millions a year. Two years ago Los Angeles alone gathered in two hundred million from the visitation of tourists. Tourists are an exceedingly valuable crop.

BACK TO THE FARM

The other day a pamphlet fell into our hands entitled: "A woman's twenty-four hours on the farm." It purported to relate the hum drum and drudgery of the farmer's wife for a twenty-four hour experience, related by the woman. Her first observation was that she needed twenty-four hours to accomplish her work and ten hours to sleep, whereas she had but twenty-four for the whole.

Hard, indeed, it will be to successfully accomplish the back to the farm movement so long as farm life holds only twenty-four hours a day of drudgery. Uncle Sam may try to induce farm life by establishing stable high prices, but it will have little attraction for the woman who knows the drudgery of it and the inconveniences she must encounter in the work.

Conditions must be changed. The farm home must be made a place of comfort and the burden lightened by modern equipment—labor saving, time saving and nerve saving conveniences. The average farm home is still equipped with the coal oil lamp, a dirth of kitchen equipment and only such furniture as necessity demands. There is no nicety or utility in it. The bath tub is almost an unknown convenience. The wonderful kitchen cabinets found in almost all the city homes, with its time and labor saving devices, the electric iron, the electric washing and sewing machines, the vacuum cleaner and the thousand and one other step and muscle savers seem to have been meant alone for the city lady and not for the woman who needs them most; at least the farms do not readily adopt them.

Happily inventive genius has been at work in the interest of the "back to the farm" movement. Labor saving equipment, from thresher to tractor is being generally adopted by the farmer, and now the market comes forward with a complete rural electric apparatus that supplies current, not only for feed chopping, separating, milking and the like, but makes it possible to equip the farm home with all the modern conveniences of city life made possible by the development of electric devices. Women will never more be willing to be a drudge on the farm while their city friends move easily thru their day's work with vacuum cleaners, electric irons, bath tubs and the like.

Uncle Sam will do well to give some attention to stimulating the use of such farm equipment. It will do more to attract persons to the soil than all the "back to the land" propaganda it is possible to issue. And the farmer, making money from the land and desiring to continue, will need to look well to the matter of supplying the house with this labor saving equipment, for a drudge-bedrabbled woman, with the kids to tend and twentyfour hours work to do in twelve will never more be contented without it.

And, besides, it pays.

Advertising is the best business getter of our age. It has built up enormous manufacturing concerns, and has become the chief agency in marketing goods and products. It is inconceivable that this power may not be profitably used in the development of communities, especially in attractive tourist sections, to the building up of population and filling favorable tourist communities with ready money.

Every favorable word you speak for your town redounds to your own benefit; every unfavorable one will prove a boomerang that returns to smite you.

WHY HE FELL WITHOUT THE PALE

Men are so wedded to institutions and particular forms that the most heroic actions of society are cramped and hindered by trying to conform them to the tenets of our institution, or to apply them in our own way. The broader aspects of life and community interest are lost sight of and the goal is often missed thru insistence that it be reached by a particular route. Splendid success demands that the aim be generally approved not only, but that society becomes enough interested in its accomplishment to not stickle over means, as long as they are honorable. Men do not and should not all think alike, but a certain yielding of opinion must take place to accomplish great undertakings. Tweedle de and tweedle dum have murdered many a likely enterprise.

We remember a very worthy Baptist preacher under whose drippings we sat in our younger days. He delivered a fine series on the Pilgrim's Progress, but he took the pilgrim the full course over the Baptist road and frequently warned him against predestination and probation. When he approached the infallibility of the church he nearly tore the ragged garments off the poor fellow getting him away from the temptation. He denied him the privilege of investigating the falling apple and the fall of man together for fear it might lure him into science. But, withal, the preacher was logical and forceful and had he not so fearfully mused up his pilgrim in attempting to keep him squarely in the Baptist rut he would have transformed him into so shining an angel as to have penetrated the hard shell of unbelief in which we comfortably reposed. But, he cramped so narrow he left us out of the pale with the probationist, the predestinarian, the infallibilityites, the scientists and the rest instead of lifting us upward toward the ultimate aim of all of them. He paid such resolute attention to the route that he lost sight of the goal.

We concluded, after hearing the series thru, that there was so much bad in the best of them and so much good in the worst of them that, for our part, we would hold common allegiance to the highest aims of all of them and particular adherence to the rut of none of them.

Of course, being human, we immediately set about to construct a way of our own, but, it developed, there was no need of insisting on all men falling into our rut, for, we soon observed both preachers and laymen far readier to force morality on man by human laws than to convince him by precept and example, that the power of their gospel could raise him out of sin into righteousness. In fact, they fell to so lustily it seemed hard to distinguish a gospel meeting from a political convention and some of the faithful of the flock began to fear that pure Christianity was vanishing from their institutions, leaving only the "form of godliness, but denying the power thereof."

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OYSTERS AND CRABS IN SEASON.
James Barrett, Prop. Phone 188.

FOREST RANGERS TO LOG NATIONAL FOREST ROADS

Forest rangers will furnish the data for accurate road logs of all the important automobile roads thru the National Forests of Oregon and of Washington in compliance with instructions which have just been sent out from the office of District Forester George H. Cecil, Portland. The information is being gathered at the suggestion of the head of the Touring Bureau of the American Automobile Association, who desires especially to get logs of the thru roads in the National Forests.

From this data road maps will be compiled and brief reports of the character and condition of the roads will be prepared for the use of tourists motoring in the National Forests. The maps and reports will contain a general description of the interesting features of the route, and in some cases an historical sketch. Hotels, road houses, and ranches where accommodations can be obtained will be noted, as will also repair stations and supply points for gas, oil and water. The location of telephones will be shown and distances between points indicated.

Special mention will be made of the surfacing, width, and grades of the roads. Stretches where special caution must be used will also be indicated.

The forest rangers will collect this data in connection with their other duties, so it will be secured at very

little expense. The road logs will be prepared under the supervision of P. H. Dater, district engineer.

River and harbor appropriation for Oregon provides \$130,000 for Coos Bay, \$100,000 for Yaquina Bay and harbor, and \$64,000 for Coquille bar and harbor.

A COOTIEFUL DREAM.

There's a dream that comes to me sometimes,
When angels stand by my bed,
A vision that's so beatific
There's nothing left to be said.
I bask in its golden wonder,
Like some Arabian night,
This dream that comes to me sometimes,
To me in my cootiful plight.

I dream that somewhere there's water
Just gobs and gobs in a tub,
That steams like geysers in action,
And, towels, yes, Turkish, to rub
My crusted form to a pinkness,
And Ivory that practically pure—
And I fall to hunting the cooties
And pray for my dream to endure.

—Inclosed in a letter from an Ashland boy with the army of occupation in Germany.

Doctor Said "Keep On Taking Tanlac"

Mrs. Bical Gains Twenty Pounds—Wants Others to be Helped

"I have not only gained twenty pounds since I began taking Tanlac, but it has done me so much good that my doctor after seeing the improvement this medicine brought, advised me to keep on taking it," declared Mrs. Mary Bical, of 519 Dayton Ave., Seattle, a few days ago.

"I feel so grateful for Tanlac, I don't know what to say," continued Mrs. Bical. "For three years I suffered such agony with my stomach, that I wasn't able to do a thing around the house. In fact, I was hardly able to get around at all. I completely lost my appetite, and what I did force down caused me so much pain, I could hardly stand it. Of course this got my nerves in a terrible condition, and I hardly knew what it was to sleep at night, I'd just roll and toss until morning.

"At last I got so bad off that I was taken to the hospital, and had an operation performed. I was there for five weeks, and when I finally got back home, I was a perfect wreck. I was so weak I couldn't move around the house at all and had to stay right in bed and my husband had to leave his work and wait on me. I had the best attention I could get but nothing seemed to give me any strength and altho I tried and tried to get up and move around, it was no use. I was too weak; I just couldn't do it. Everybody insisted that I go back to the hospital, but I said: 'No'. I had been thru so much I just could not bear the thought of going back there again.

"Then I decided to try Tanlac, as I had heard so much about it and it's the honest truth this medicine did more for me than I ever thought anything could do. I have taken six bottles now, and my stomach is in splendid condition. I have a fine appetite and can eat anything I want and never suffer the least bit afterwards.

"Tanlac certainly has built me up wonderfully. Just think, before I took it, I didn't have strength enough to set my own table, and now I can do every bit of my own house work, even to the washing, if necessary, and I sleep like a child and wake up in the mornings feeling refreshed and full of life. I've gained twenty pounds and look so well that my doctor told me to keep right on taking Tanlac, and you may be sure I'm going to do it. I'm glad for everyone to know what Tanlac has done for me and hope the story of my case will help other sufferers to get the same relief."

Tanlac is sold in Ashland by J. J. McNair; in Medford by Eagle Drug Co.; in Gold Hill by M. D. Bowers; and in Central Point by Miss M. A. Mee. —adv.

Ashland Transfer & Storage Co.

C. F. Bates, Proprietor
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PHONE 117

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