

"The Bank with the Chime Clock"

Banking Headquarters For THREE GENERATIONS

HERE at the First National Bank you'll find the accounts of grandfather, father and son in many instances. With our newly established Savings Department, we cater as helpfully to the last as to the first. Get the habit of stopping in here yourself.

The First National Bank
ASHLAND, OREGON

E. V. CARTER, PRES.
CH. VAUPEL, VICE-PRES.
J. W. COY, CASHIER
CLARK BUSH, ASST. CASH.

ASHLAND TIDINGS

Established 1876
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ADVERTISING RATES

Display Advertising—	
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Classified Column—One cent the word each time. Twenty words one month, one dollar.

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 rate.

THE TIDINGS IS THE ONLY NEWSPAPER IN SOUTHERN OREGON THAT PUBLISHED NEVER LESS THAN EIGHT PAGES AN ISSUE.

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

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

VICTORY LIBERTY LOAN

Victory over Germany is won, but not all the bills are paid nor did the expense of war end with the armistice by any means. The last bills for all kinds of war material must be paid; the army of occupation must be maintained in Germany; the great army must be maintained and paid in this country and in France until it can be demobilized, and it must then be paid the bonus of \$60 a head and brought home; the difference between the market and guaranteed price for wheat must be paid and a large part of Europe must be fed, that famine may not lead to anarchy.

All of these things are necessary parts of the work of pacifying the world which the United States undertook when we declared war on Germany and Austria. The job will not be finished until those countries have accepted the terms dictated at Paris, until their people have enough food to save them from starvation and anarchy, and are at work. Many of these people are our enemies, but many are our friends whom we have set free. Humanity dictates that we should feed them out of our abundance. The most cold-blooded policy points the same way, for if we do not feed them, we shall have to fight them as bolsheviks. It is cheaper to feed them than to fight them, and they will be of more use to the world alive than dead.

To meet these obligations of honor, humanity and policy the government will call on the people for subscriptions to the Victory loan from April 21 to May 10. The exact form and amount of the loan have not been fixed, but it will probably be \$6,000,000,000 in notes running ten years and paying interest at the rate of from 4½ to 5 per cent. If that should be the amount, Oregon's quota will be about \$30,000,000 and Portland's quota from \$17,000,000 to \$18,000,000, approximately the same as for the fourth Liberty loan.

This is an opportunity for Oregon to put the finishing touch on the splendid record which it made throughout the war, and which spread its fame as the Volunteer State across the continent. Not only loyalty to the state, loyalty to the nation and duty to humanity call upon us to respond, even till it hurts, but the notes will be a good investment, for

they will be accepted at the banks as collateral for loans up to a high percentage of their market price, and the high rate of interest will make them salable at or near their face value. To subscribe for the Victory loan is to be a good American and a good Oregonian, to be a practical worker for peace and humanity, and to do a good stroke of business, all at the same time.

ASHLAND'S WATER SUPPLY

In time of peace prepare for war. When times are good prepare for stress times that are sure to come. This is an auspicious season from a water standpoint. The creeks are full and the mountains are covered with snow. This indicates there will be plenty of water for the city this year. But how about the years to come. Bulwarks should be now raised against future shortage. It will take at least one year, likely two, to work out the preliminaries and do the construction work necessary to the conservation of adequate water for the future. The work should be commenced at once.

The city contracts with citizens to supply the water necessary for their lawns and gardens at a season price of \$8.00 per acre. Last year and the years before they paid the bill but the water was not supplied. Talk about the city waterworks being a profitable investment. Of course it is. What business would not pay that collects its revenue without supplying the goods?

There has been a water shortage of greater or less degree every year since the writer has knowledge of Ashland. The people have paid for the water but the city has not supplied it in sufficient quantities to meet the demand. Just how long the people will go on paying for what they do not get is problematical. As a business proposition certainly they have the right to pay only for what they get. When their production is hampered by lack of water the means by which they pay is destroyed. Why should they be expected to dig up from outside sources revenue to pay for what the city contracts to deliver but does not deliver.

Ashland should set about at once with its plans for future water supply. The work should be completed before another season, if possible. It

is a poor city administration that is willing to take chances on so vital a matter as an adequate water supply.

ENTHUSIASM VITAL

Merchants who write their advertisements will find inspiration in the views of W. R. Hotchkiss, former advertising manager for John Wannamaker, given in a talk to dealers. He gives enthusiasm a high place in the production of advertising copy. In part he said:

"During the past few years I have been asked to criticize the advertising of many retail stores throughout the United States. Some of it had many and serious shortcomings; but the best of it usually showed much of the common weakness, chiefly caused by a lack of real writing ability. Usually the technical facts about the merchandise are intelligently stated, and, while much of the typography was frightfully bad, some of it has been exceptionally good, but almost all of the advertisements, from the East as well as the West, were written in a perfunctory and conventional manner. Only in the rarest instances did I find advertising that contained the most vital element of strength and forcefulness in securing sales results—enthusiasm.

"People who might be looking for information about the particular goods listed in the advertising, might find what they wanted to know, but if no such anxiety existed before the advertising was seen, there would be slight hope of having desire aroused by such cold statements of dry facts. "One of the chief functions of advertising is to make the reader eager to see and possess the goods advertised.

"Certainly there can be little hope of making your advertising bring customers to your store to buy goods, unless you develop in your readers some enthusiasm to see the goods advertised.

"One fundamental psychological fact must be recognized and fully understood, before efficiently resultful advertising can be created. It is impossible to inspire enthusiasm in the reader which did not previously exist in the mind of the writer of the advertising.

"A stream cannot rise higher than its source—neither can enthusiasm in the printed word rise higher than the enthusiasm of the writer."

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.

SOLDIERS MAY GET

ALLOTMENT OF LANDS

The proposed bill covering allotment of lands in the public domain to soldiers and appropriating \$100,000,000 for the purpose was reported upon favorably by both the house and the senate at the last session of congress, and there are strong indications that the bill will be enacted into law when congress reconvenes.

This information was contained in a communication from Secretary of the Interior Franklin K. Lane, received in San Francisco Saturday by J. H. Favorite, chief of the field division of the general land office.

Favorite announced that an effort will be made to ascertain the sentiment among men about to be discharged concerning the matter of soldier settlements, and that literature will be distributed at the various camps and naval stations.

Soldiers interested should obtain copies of the government documents concerning these matters and forward tentative plans to Secretary Lane, so that he will be in a position to advise congress regarding plans held in greatest favor by men available to carry them out.

In discussing the settlement plans Favorite pointed out a statement made by Congressman Taylor of Colorado in the house prior to the adjournment of congress. Taylor said:

"I can only say that many thousands of our boys will be sorely disappointed by this failure to pass the bill or act upon the subject.

"I will reintroduce the bill on the opening day of the next session, and push the measure with all the energy I possess. Instead of the appropriation being for \$100,000,000 it should be for five times that amount, because even at that figure we will not, in proportion to our wealth and resources, be doing as much for our returning soldiers as is being done by Canada, Australia and other English-speaking countries.

"I firmly believe that this measure

will go down into history as one of the great constructive measures of the government."

GOVERNOR APPOINTED

LAND COMMISSION

Governor Olcott has announced the appointment of Oregon land settlement commission created by the last legislature. The act providing for the commission carried an emergency clause, so the commission as now appointed may immediately incorporate and proceed with its work. Contrary to expectation no members of the recent legislature were named on the board. The members of the commission are:

Emery Olmstead, Portland, president of the Northwestern National bank.

Robert N. Stanfield, Stanfield, prominent farmer, stockman and capitalist of Eastern Oregon.

Whitney L. Boise, Portland, virtually father of the land settlement act, and prominent in affairs of Portland and the Willamette valley.

G. H. Baker, Bend, secretary of the Central Labor council of that city, and endorsed by leaders of the State Federation of Labor.

Charles Hall, Marshfield, president of the Bank of Southwestern Oregon and of the Coos & Curry Telephone company, and prominently identified with varied activities in Southern Oregon.

The tenure of office of the appointees will be as follows: Emery Olmstead, to January 1, 1923, four years; Whitney L. Boise, to January 1, 1920, one year; Robert N. Stanfield, to January 1, 1920, one year; G. H. Baker, to January 1, 1921, two years; Charles Hall, to January 1, 1922, three years.

An appropriation of \$50,000 is made by the act creating the commission, which further provides that, after five members have been appointed and have organized, they may incorporate under the laws of the state. The corporation may issue bonds when it deems necessary, but not in excess of the net assets of the corporation, the bonds to be binding upon the corporation, but not an obligation against the state.

Altho the act itself provides for an appropriation of only \$50,000, an additional \$647,500 will be available for the commission if the electorate passes favorably upon the \$5,000,000 reconstruction measure at the special election on June 3, the reconstruction bill specifically providing that this sum may be devoted to the land settlement work, and the money will be used in co-operation with the federal government.

Power is granted to the new commission to acquire real property by purchase or gift, and to improve, lease, sell or otherwise dispose of land. Further, it is empowered to acquire real property thru exercise of the right of eminent domain.

Soldiers and sailors are to have preference under the act, and it is contemplated that the commission co-operate fully with the federal government for land settlement purposes. One of the commission's functions is agricultural training of prospective settlers.

"The selection of the personnel of this board was made only after days of consideration and after conferences with friends of the measure," said Governor Olcott, in making public the names of members. "It became apparent to me, early in my consideration of the act, that with but five members on the board it would be impossible to see that all interests were directly represented and obviously it became necessary to exert every effort in covering the field as broadly as the limited size of the commission would allow. Aside from the numerous interests involved, the geographical considerations had to be given careful attention as a matter of justice to all the state.

"Land settlement legislation is in an experimental stage, particularly in this state, and as a result the success or failure of it will depend largely upon the personnel of the commission."

"LIBERTY BIRD" IS

GIVEN PROTECTION

The red, white and blue robin which made its appearance recently in West side orchards has attracted statewide attention. George P. Pemberton, who has been observing the robin, marked with a red breast, a white body and blue tail feathers, has received a letter from the University of Oregon asking that he capture the bird in order that it may be placed in the university museum. The Belmont orchardists, however, protest against such action. The robin has been named the "Liberty Bird," and it will continue in freedom, if the orchardists have their way.

Perndale—Cannery to be greatly enlarged.

THIS IS A SAFE PLACE TO TRADE

Ferguson's
BARGAIN STORE

**Agents For
Standard
Patterns**



Best Shirt Waist Values in Ashland. Voile Waists \$1.50 to \$2.50. Silks and Crepes \$2.50 to \$5.39

Specials For This Week:

1000 yds. of Vals, Torchon Laces, all widths and all 10c values, special per yd.....	5c
10 Pcs. of good quality Percalé, Light and dark colors, 36 in. wide, special, yard.....	25c
25 doz. Ladies' Lisle Finish Hose, in Black and White, 35c v. ues, special, 3 prs. for.....	89c
15 doz. Men's Work Shirts, good quality, full cut, gray and blue, \$1.25 value for....	89c
5 doz. Brassiers and Corset Covers, Lace and Embroidery trim, val. to 75c, special	39c
8 doz. Ladies' Knit Union Suits, summer weight, tight and wide knee, 75c val., special	59c

PERFECT
FITTING

**MUNSING
WEAR**

UNION
SUITS

EDITORS INTERESTED

IN VICTORY LOAN

To lay plans for the publicity campaign for the Victory-Liberty Loan Drive, which opens on April 21, editors from various sections of the state held a conference with liberty loan officials at Portland on Friday. The meeting was held at the Portland Press club.

Ways and means as to how to put the loan over were thoroughly discussed. All attending the conference agree that it can be done, but that it will take good hard work.

Leading editors attending the conference were as follows: C. E. Ingalls, Gazette-Times, Corvallis; E. B. Aldrich, East Oregonian, Pendleton; Ralph R. Cronise, Democrat, Albany; E. E. Brodie, Enterprise, Oregon City; Robert W. Sawyer, Bulletin, Bend; J. E. Gratie, Evening Budget, Astoria; J. E. Shelton, Guard, Eugene; S. S. Smith, Morning Sun, Medford; B. W. Bates, Evening News, Roseburg; Daniel E. Maloney, Coos Bay Times, Marshfield; Bruce Dennis, Observer, LaGrande; P. E. Sullivan, Catholic News, Portland.

The Houghton Construction Company is just completing a 10-stall reinforced concrete roundhouse at Tracy which will be of great assistance in increasing Southern Pacific facilities at that point.

Hotel Austin Barber Shop

N. G. BATES, Prop.

First-class Service and Equipment.
Shoeshining Parlor—Baths.
Ashland, Oregon.

SERVICE COMMISSION

PLANS THREE HEARINGS

The following cases have been set for hearing by the state public service commission:

April 3—At Mill City, investigation of water and electric utility of Hammond Lumber company.

April 10—At Cottage Grove, application of state highway commission for elimination of a grade crossing.

April 11—At Medford, Hilton et al. vs. California-Oregon Power company et al. relative to joint user of poles.

THINK OF THE MONEY YOU CAN SAVE ON SHOES

Clarence J. Bloenker of St. Louis, Missouri, writes, "I have a pair of shoes with Neolin Soles and have used them for two years. I think they will last another six months."

Mr. Bloenker also recommends Neolin Soles for their comfort and waterproofness.

It is a remarkable fact that Neolin Soles cost no more than others that give only ordinary wear. You can get them on new shoes in many styles for men, women, and children—and they are available everywhere for resoling, too.

And look at the money you save—because you need fewer pairs of shoes with Neolin Soles. Remember—these soles are made by Science to be especially tough and durable. They are manufactured by The Goodyear Tire & Rubber Co. of Akron, Ohio, who also make Wingfoot Heels—guaranteed to outwear any other heels.

Neolin Soles
Trade Mark Reg. U. S. Pat. Off.

*"It's your own fault
if you get stung,"
says O'Connor*



"Your own horse-sense ought to tell you what is the best value when a small chew of Real Graveley tastes so good, and lasts so much longer than a big

chew of ordinary plug."

Good taste, smaller chew, longer life is what makes Genuine Graveley cost less to chew than ordinary plug.

Write to:—
GENUINE GRAVELEY
DANVILLE, VA.
for booklet on chewing plug

**Peyton Brand
REAL CHEWING PLUG**
Plug packed in pouch