

Ashtland Tidings

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

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ADVERTISING IS THE PRODUCE THAT WILL STIR TO LIFE
THE DEADENED HOPES OF A DEPRESSED BUSINESS.

SERVICE AND RATES

In regulating the railroads two facts should be kept uppermost (1) that they are servants of the public; (2) that to function efficiently and proportionate to the public needs, they must be well maintained and economically operated.

Rates should not be increased without good and sufficient reason. If existing rates yield a reasonable net return on the investment, with a margin sufficient to stabilize railroad credit and safeguard investors so as to attract capital for betterments, extensions, improvements and rolling stock, there should be no increase.

In all respects we are a tremendously progressive people and in no respect more so than industrially and commercially. Our remarkable growth and development can be attributed largely to the fact that the United States enjoys the best and cheapest railroad transportation of any country in the world.

While preserving unto ourselves the cheapest transportation consistent with a fair return and good service let us not overlook the fact that the quantity and quality of the service are far more important as related to our progress and prosperity than the cost of service, for the waste and loss to producers and shippers from poor service or from inadequate service might easily equal or exceed the cost of good service.

In 1918 under federal control 23.7 cents out of every dollar of railroad revenue went for material and supplies and 52.9 cents went to labor. These two items took 81 1/2 cents of every dollar, to say nothing of taxes, thus leaving no reasonably safe return on the investment.

In the interest of the public welfare and development it is essential that we recognize the wisdom of establishing rates that will encourage transportation development and sustain good service.

ELIMINATE STRIKE FEAR

It is reported that the Patrons of Husbandry—the Grangers—have voted unanimously in favor of the retention of the anti-strike clause in the Cummins railroad bill. The very fact that labor unions protest against enactment of the anti-strike provision is evidence enough that whenever it suits their pleasure they will strike to enforce their demands.

A power driven portable band saw of European invention for felling trees consists of a series of links like those of a bicycle chain instead of a continuous ribbon-like blade.

To Make Five Millions

(By an Ashland Dreamer.) (Continued from yesterday.)

We might hear some unpleasant things from the "No Nothings" but we have no time to listen. Let us say that after these several propositions are set forth we will then endeavor to explain to a properly appointed committee the ways and means to be had for the development.

We want to tell you of a few good things you have. Not that you need to be told but to show you that we see them and realize their value and with these it makes its possible for further development, which is really to be built on the foundation of what you have.

Put your own valuation on these things when the assessor is not around.

Your Lithia Springs, "Grand," what is it worth?

Your Sulphur Spring, "Horrid," to drink, better to absorb, what do you say?

Your Soda Spring, "None better," big value here, what say you?

Your Mount Ashland water, not excelled, your change value please.

Your Park, how much for it?

You have a climate, The Tidings tells of its value every day.

You have a granite soil, that gives an excellent flavor to your various kinds of fruit and enables a family to live on a small acreage.

Not a word now from you fellows who don't prune, spray, mulch, enrich, thin your fruit and irrigate. We have no time to listen and we surely don't want others to hear you.

You have some good banks. One says it is worth a million. Well, if these things are done which we tell you about they will soon all be worth more than a million.

You have the S. P. shops and division point. Their monthly payroll is approximately \$35,000.00 and annually \$420,000.00. Now this sum is brought in here in the clear. You have not invested a dollar in it and it pays taxes too. Do you realize that annual sum represents 6 per cent on an investment for you? And it is equal to \$7,000,000.00. Do you know this is like getting interest on the other fellow's investment.

SEED

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and it is literally true. Will you let it slip away without a fight? No, but remember the easiest way is to prevent its slipping.

That is one of the reasons that it is written thus, to wake you up to better development of your resources. And "Oh Boy" if we can get the other fellow's money to do it with and then get the interest, how does that sound?

Your editor said I should write nothing that would antagonize anyone. Some men make good fighters when we get them mad and I am sure if any "corns have been stepped on" it is because you are standing still in the way of progress.

(To be continued tomorrow.)

JAPAN ADOPTS NEW ALPHABET

(By the United Press)

TOKYO, Jan. 29.—(By Mail.)—Japanese children no longer have to learn 5000 alphabetic characters before they are able to read and write. School kids are joyful. The number has been reduced to 2600 by government decree.

Taking another step toward a full-

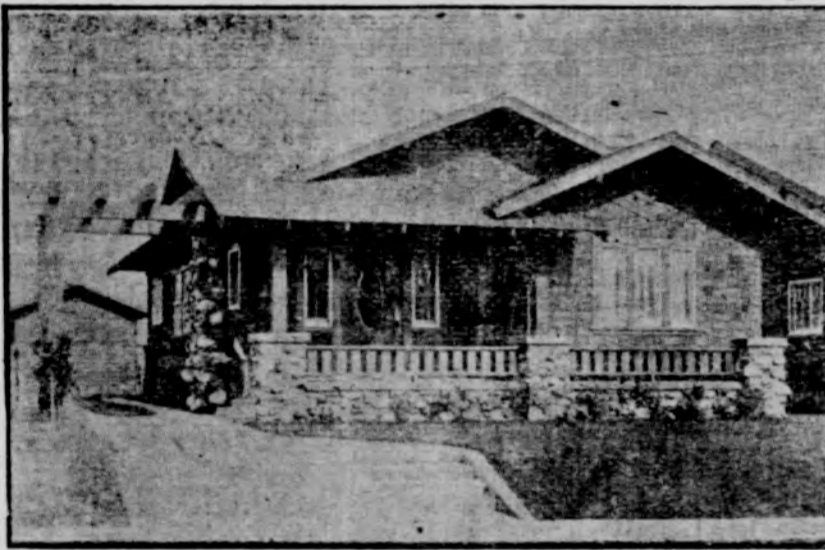
ler realization of western civilization, the government has officially reduced the number of "kanji" or Chinese characters in the text books of the schools.

The new departure was taken after a long fight between those in favor of the retention of the old characters, and those who believed they

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ought to be discarded for the ultimate adoption of Roman characters. While the reduction to 2600 characters still leaves the Japanese child at a great educational disadvantage, yet it is conceded it is a great step toward the final divorce from the traditional oriental characters.

HERMAN'S U. S. Army SHOES Are built on the celebrated Munson last. First to make this last famous the Herman shoe is known country wide. You enjoy your feet if they're in Hermans. The Boot Shop ASHLAND OREGON

The Bank with the Chime Clock THE 1920 TOURIST CROP It is not too early to begin sowing the seed which will result in a good harvest of tourist money this coming summer. The Shriners Convention in Portland alone will bring hundreds of delegates motoring through Ashland—to say nothing of increased regular travel. Let's make every tourist feel that he is welcome. The First National Bank ASHLAND, OREGON

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