

Ashland Tidings
 Established 1876
 Published Every Evening Except Sunday
THE ASHLAND PRINTING CO.
 OFFICIAL CITY AND COUNTY PAPER
 TELEPHONE 39
 C. K. LOGAN, Editor

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.

Subscription Price Delivered in City:
 One month \$.65
 Three months 1.95
 Six months 3.75
 One year 7.50
 Mail and Rural Routes
 One month \$.75
 Three months 2.25
 Six months 4.50
 One year 8.50

ADVERTISING RATES
 Display Advertising
 Single insertion, each inch 30c
 Yearly Contracts
 Display Advertising
 One time a week 27 1/2c
 Two times a week 25c
 Every other day 20c
 Local Readers
 Each line, each time 10c
 To run every other day for one month, each line, each time 7c
 To run every issue for one month or more, each line, each time 5c
 Classified Column
 One cent the word each time.
 To run every issue for one month or more, 1/2c the word each time.

Legal Rate
 First time, per 8-point line 10c
 Each subsequent time, per 8-point line 5c
 Card of thanks \$1.00
 Obituaries, the line 2 1/2c
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 the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising
 In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule, which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING." This applies to organizations and societies of every kind as well as to individuals.
 All reports of such activities after they have occurred is news.
 All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken IS NEWS.

BIBLE THOUGHT FOR TODAY
 Bible Thoughts memorized will prove a precious heritage to a life's end.

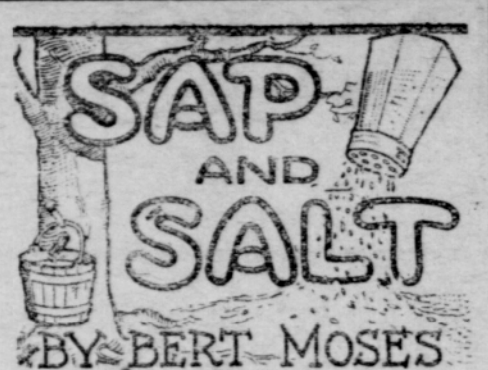
ABUNDANTLY SATISFIED
 How excellent is thy loving kindness, O God! therefore the children of men put their trust under the shadow of thy wings. They shall be abundantly satisfied with the fatness of thy house; and thou shalt make them drink of the river of thy pleasures.—Psalm 36: 7, 8.

CONSISTENCY, THOU ARE A JEWEL

The politicians behind the Blake ticket have lately been making simply a terrible hullabaloo about the contamination of Ashland's water supply. We can but wonder if they are throwing out another bunch of political bunk in order to prejudice citizens against certain men who are advocating the election of the Loomis ticket.

Although Mr. Winburn was induced by these same fellows to invest in the Long's cabin property as a suitable place for a summer cottage and, notwithstanding the council admits Mr. Winburn has done everything the city has asked him to do to protect the water from contamination, the political manipulators behind the Blake ticket are drumming away against Winburn and holding up their hands in holy horror at a fear that Ashland's water will be contaminated by him, going even so far as to have Mr. Winburn fined the limit of the law, \$200, for making coffee at the end of the road, as if Winburn was a great malefactor, when he was simply trying to force the issue as to whether the city or the federal government had jurisdiction over the canyon outside of the city limits. They adjourned the trial from the office of the police judge, where practically all the city cases are tried, to the city hall, with flourish of trumpets, in order that a large concourse of voters might be present to hear the political bunk handed out by the city attorney and applauded by Mayor Lamkin, in the hope of prejudicing them against Winburn and, incidentally, against Loomis, who they claimed at that time was Winburn's candidate.

Now it comes to light that their fear is not for Ashland's water supply, but for the strength of the Loomis ticket. It appears now, proof positive, that their agitation is not aroused by pollution of the water, but by the likelihood of the Loomis ticket being elected from top to bot-



BY BERT MOSES

SAP AND SALT
 The upper world does some mighty low things.
 Big successes are built by taking hold where others let go.
 The man to trust is the man who is too ignorant to deceive you.

In tight places, the influence you have in reserve helps out amazingly.
 Adam meant it when he told Eve she was the only woman on earth for him.
 Reducing ignorance to a science seems to be the chief aim of the average policeman.

HEZ HECK SAYS:
 "The world don't care so much about you as it does about what it kin take away from you."

tom, to their great chagrin and eternal detronement from control of Ashland's municipal affairs through a council which will bend to their direction and dictation.

We say they don't give a continental whether Ashland's water supply is contaminated or not. Their horrified cries and beating of the air is but political bunk. If it were not so they would not allow wood choppers to camp directly on the creek, on the east fork (Winburn's cabin is on the west fork), less than a mile above the east fork intake, with tents, horses and equipage, without the least attention or interference from city authorities, with the refuse of the camp being thrown into the creek and on the banks, with horses and their filth directly on the banks of the creek, with, likely, the men washing their clothing and their feet, faces and hands in the creek, as campers are wont to do, while the horses quench their thirst in the water Ashland will later use for drinking and domestic purposes. No hue and cry is raised by them about such contamination. Why? Because that would not be good political bunk.

We have it on no less authority than the Ashland fire station that the contamination against which the city has had to chlorine the past summer, all came from the east fork and not from the branch on which Mr. Winburn's cottage is located. As a rule, we give little credence to stories originating at the fire station, but this seems to be correct, or at least, corroborated by the fact that no later than last Sunday, responsible citizens, who would not lie, report that they saw wood choppers camped there, smelled the odor from the horse refuse on the ground and noted the very great danger to Ashland's water supply by reason of it.

Where was Fred Carlton, then, the ever-watchful eye of the city, whose duty it is to save Ashland's water supply from contamination and who copped Winburn and his party with such gusto? There was no political capital to be made out of ousting these campers. There was not pyrotechnic display enough in that to attract their attention. There was no opportunity to make political "dope" out of ousting a few little campers, so the attitude seems to be "to the bow-wows with contamination, we should worry."

Oh, citizens! The thing Ashland needs is an administration that will taboo political claptrap and go into the Ashland water matter with integrity and earnestness. We have had little but bunk, jokers and the like for the past five years. Let's have a change. We have been surfeited on husks and semblances; let's have the substance of economy, lower taxes, pure water and plenty of it, and a real earnest effort, without fireworks to work out Ashland's big problems.

We think Ashland can get that by voting the Loomis ticket straight.

THE PEOPLE'S FORUM.

Ashland, Oregon.
 Editor of the Tidings:
 On Friday of the past week, I was up in the park for the second time since the swans were placed there on the little lake, and as I watched them floating on the water and dipping their heads beneath its

LOOMIS TICKET
 For Mayor
 CHARLES L. LOOMIS

For City Council
 S. A. PETERS, SR.
 M. C. LININGER
 DR. R. L. BURDIC
 H. G. WOLCOTT
 MRS. W. M. BARBER
 MRS. W. J. WALLACE

For City Recorder
 (Indorsed)
 GERTRUDE BIEDE

For City Treasurer
 SYLVESTER PATTERSON

For Members Park Board
 (Indorsed)
 HAL McNAIR
 MRS. F. D. WAGNER
 A. C. NININGER

—Adv-tf

LOOMIS PLATFORM
 Being a candidate for mayor of Ashland, I make the following statement of the policies I stand for, and the position I take on the issues of the campaign:

The first consideration of a city should be the health of its people. I am, therefore, in favor of taking every precaution to protect the water of Ashland creek from pollution. It must be kept pure.

I believe in the enforcement of the laws, particularly those against gambling and bootlegging.

I am opposed to factions in Ashland, and promise, if elected, to be the mayor for all the people, rather than for a part of them. My slogan is this: "The way to get action is to unite every faction."

I am in favor of the new hotel project. We have the scenery, the climate, the soil and the people—everything here except a modern hotel to attract newcomers. Let's get that hotel!

I am proud of Ashland's fine reputation everywhere in the matter of schools and education, and I favor any suitable action looking toward the re-opening of the normal school.

I am in favor of having all offices and all positions on the city's payroll filled by citizens and taxpayers of Ashland itself. No outside place-holders!

I believe that when the people vote in favor of anything they should get it, and I am opposed to all forms of trickery, particularly the so-called "jokers" that are often used to deceive the voters. I believe that being on the level is the highest form of American citizenship.

The present water supply for Ashland is inadequate, and I favor taking immediate steps toward increasing the supply through such measures as the people may adopt.

I believe the mayor and city council should give their moral influence and support to all practical projects for profitably utilizing the fruits and vegetables of this community. At present, thousands of dollars worth of local products go to waste for lack of canning and preserving facilities.

On these principles I ask to be judged.
 (Signed) CHARLES L. LOOMIS.
 —adv-tf

surface, I said down deep in my heart, "Thanks to the donor." They are certainly a wonderful piece of creation, and add quite a bit to the attractiveness of our beautiful park. And I am sure Mr. Winburn has touched a warm place in our hearts, and I am sure the whole community will join me in thanking Mr. Winburn for placing such a treat before our eyes, where we may study more about the habits and nature of them.

Mrs. Glenn came in one day and said some one told her that a swan never sings only when dying. I laughed and said, "Well, I remember when a lad of reading something about the song of the dying swan." I was reading the book of Job lately where it describes the habits of the ostrich and the peacock. I thought, well, if I had been hunting to find out the habits of such birds I would never have thought to look in the book of Job, a book supposed to have been written 1500 years before Christ. God has certainly placed before us a wonderful lesson, as we study the habits of birds and beasts.
 D. L. GLENN.

New Light on Biblical Lore.
 A ludicrous distortion of scripture occurred not long ago in an English school when a small pupil wrote of the Pharisees: "The Fareses were a mean, measly lot. One day one of them gave our Lord a penny and our Lord held it out in his hand and looked at it with scorn and said, 'Whose subscription is this?'"—Boston Transcript.

HOUSEWORK IS A BURDEN

Woman's lot is a weary one at best. But with backache and other distressing kidney ills indeed becomes a burden. Doan's Kidney Pills have made life brighter for many Ashland women. Ask your neighbor.
 Mrs. L. Wertz, 129 5th St., Ashland, says: "Doan's Kidney Pills helped me when my kidneys were out of order and I am glad to recommend them. I had dull pains across the small of my back that made it hard for me to do my work, and my kidneys acted irregularly, too. Doan's Kidney Pills soon freed me from the backaches and put my kidneys in good order."
 Price, 60c at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mrs. Wertz had. Foster-Milburn Co., Mfrs., Buffalo, N. Y.

German Bank Prints Marks on Silk

Paper for the printing of money recently became scarce in Germany, and besides the paper mark was worth almost nothing. So the bank at Eisenfeld has been printing and circulating silk mark notes like the one illustrated. These are worth at least something in silk, or as curios.

Past Decade Sees Millions of Tourists Transported to Pacific Coast by S. P. Ry.

Nearly five million tourists and travelers have been brought from the east to the Pacific Coast states—Oregon, California, Nevada, Utah, Arizona and New Mexico—in the past ten years by the Southern Pacific company, according to figures received today by George N. Kramer, local agent for the company.

The Southern Pacific, serving these states, and being, of course, interested in the travel to the west, as well as the building up of this territory, has been a large factor in inducing this westward travel and in bringing the attractions of the western states to the attention of people in other parts of the country and abroad. Interesting figures are given by Mr. Kramer to show how the company has stimulated this travel.

The company has worked through the medium of advertising, pamphlets and folders and personal solicitation in this work, and the scale on which this is done is evidenced by the fact that during the last ten years the company has distributed more than 80,000,000 pieces of literature exploiting the agricultural and industrial resources and scenic attractions of the west. The advertising bill in this work for the last ten years totals \$5,500,000.

From 1901 to 1910, the Southern Pacific brought 625,328 colonists on one way tickets to the west, the Pacific coast states recording their greatest increase in population during this period, 61.6 per cent. From 1910 until 1916, when colonist rates were suspended, the Southern Pa-

"DOLL MOTHER" FREED BY DECISION OF COURT

HAMMOND, Ind., Oct. 24.—Mrs. Hazel McNally, who was charged by her husband with the murder of her two babies, is today a free woman.

No evidence to prove she killed the babies, or in fact, that the babies were ever born, was produced at the hearing. Judge Henry Cleveland declared in dismissing the case which had set all Hammond a-flutter.

The twins, as far as the law is concerned, remain just what the mother said they were—straw-stuffed dummies.

Get \$20 a Day—
 Legitimate plan and lady's valuable secret, 25 cents (coin). Address Franklin 593, Ashland, Or. 39-1mo

Six room, convenient furnished house, large lot, desirable location on paved street; only \$2500; pay like rent. Staples Realty Agency. 441f

PILES

Cured without Surgery
 My guaranteed cure for Piles is a non-surgical method, eliminating knife, operation, anaesthetic, pain and confinement. I have never failed to cure a case of Piles in the history of my practice, proof of which may be had by obtaining the long list of prominent Northwest people whom I have treated.

I remove all doubt as to results by agreeing to refund your fee if I fail to cure your Piles. Write or call today for my FREE booklet.

DR. CHAS. J. DEAN
 2ND AND MORRISON PORTLAND, OREGON
 MENTION THIS PAPER WHEN WRITING

A Glorious Vacationland
 Where dreams come true and cares of yesterday are soon forgotten

SUNNY alifornia

Sunlit skies—Flowers in blossom—Miles of sparkling ocean at your feet, are just a few of life's advantages in this vacationland for everyone.

Low Round Trip Fares
 to
 San Francisco—Santa Barbara—Los Angeles
 San Diego and other California resort points

"The California Express" has through Standard Sleepers Portland to Los Angeles via Sacramento.

For fares, train service, sleeping car reservations or beautiful folders, ask agents or write
 JOHN M. SCOTT,
 G. P. A., Portland, Ore.

Desire Upholds Business

The basic changes that have taken place in business during the past year or more—specifically the change in price levels and price tendencies—have caused business men everywhere to think less superficially and more fundamentally about business.

Great basic facts which were but little realized, except by thinkers along economic lines, have now become clearer to the public at large, and to business leaders in particular.

One such fact is that Desire is the foundation of business. It is the desire of the people for any article of commerce that makes it profitable to produce it. When this desire fails all the agencies of its production must cease to operate.

This fact was considered academic until the nation-wide cessation of liberal buying made it a matter of cardinal importance, and the question of the hour became the means, if any, of restoring the popular desire to do business—the desire to buy.

It came to be seen that the public desire for the products of a business or an industry was the only real and permanent asset. Every other assumed asset became a liability when that desire subsided.

It is upon this basic fact that Advertising rests.

It is the function of Advertising to create Desire.

The desire that is created by Advertising is always some specialized form of an elemental need. Elemental needs, in their simple form, are the raw material out of which must be created the Demand for the products of industry. This Demand, in its turn, upholds civilization itself. It is the one necessary thing that inspires all human activity.

It is the function of Art and Industry to take the raw materials of nature and refine them into products that constitute Supply. It is the function of advertising to take the raw materials of elemental need for food, shelter and clothing, and refine them into the desires for the finest products of Art and Industry, and these desires constitute Demand. Each function is as important as the other. And now the time has come when this fact is realized as never before.