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.

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 collecton taken IS NEWS.

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	$ .65
Three months	1.95
Six months	3.50
One year	6.50

ADVERTISING RATES

Display Advertising

Single insertion, each inch....30c

YEARLY CONTRACTS

Display Advertising

One time a week	27½c
Two times a week	25 c
Every other day	20 c

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, ½c 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	2½c

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.

BIBLE THOUGHT —FOR TODAY—

Bible Thoughts memorized, will prove a priceless heritage in after years.

MONDAY, DECEMBER 18

RIGHTEOUSNESS PAYS: — Better is a little with righteousness, than a great revenue without right. Proverbs 16: 8.

SCIENTIFIC PHILOSOPHY

In his class lesson recently, Mr. Urdahl discussed, very interestingly, the philosophy and work of Emile Coue, the noted French psychologist regarding whom so many of the newspapers and magazines in France. England and this country are at the present publishing the story of his healing of Lord Curzon and Lady Betty, as well as his magic formula —"Every day in every way I grow better and better."

Mr. Urdahl showed that the noted French psychologist is mistaken when he contends that the power of imagination transcends the power of the will. But he also showed that the so-called power of will and the power of imagination, are both dependent upon that which he has termed the "Key of Knowledge," hence the name of his book.

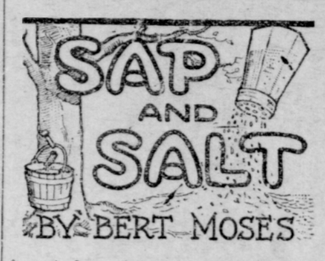
Anyone who has but the smallest amount of knowledge pertaining to the so-called power of will, power of imagination, power of speech and words, powers of prayer or affirmation, as well as the power of suggestion, or what not, will readily recognize that the Urdahl philosophy shows what these are all dependent upon. They will comprehend, also, what gives them their seeming power and that, in themselves, they are all impotent. Students of this philosophy get a better understanding of the relationship between man and God, so that he will more appreciate his divine heritage.

ASHLAND'S XMAS PRESENT

Less than $200 remains to be raised before the idea of a Community ambulance for Ashland ceases to be a proposition on paper and becomes a reality. Every effort should be made to complete the total of $1200 needed for the purchase of the ambulance and to provide a fitting Christmas present for the entire community.

To date there is in the special fund for the purchase of an ambulance $912, in addition to this amount there are $105 subscribed, but not yet paid. This leaves but $183 to be contributed before the ambulance can be purchased.

Though the fund for the purchase of a Community ambulance has not been sensational in its gains, it has been marked by a slow and steady progress and there is no doubt in the mind of the Tidings but that the entire sum will be turned in by Christmas day.



A hero is one who gets up before the alarm clock goes off.

All promissory notes are good up to the time you try to discount them.

The more you give, the more you get back — particularly kicks and grouches.

The smaller the town, the more people you find who are constantly ailin', complainin', and doctorin'.

Honesty, when followed as a policy, carries less specific gravity than when followed as a principle.

Your brains won't do you much good unless you give them enough exercise to keep them from getting muscle bound.

HEZ HECK SAYS:

"Onions and sentiment should not be combined in the same breath."

PEOPLE'S FORUM

How Can Ashland Have Her Taxes Reduced One-Third?

(Contributed)

You have probably voted for some one who told you that if he was elected, he would reduce the taxes one half. Has it been done in the past?

You have a small town with many small farms in it; you have modern city conveniences which cost considerable money, hence your small population must bear a heavy load of "overhead expense"—taxes.

How much more will it cost to light and keep the streets clean around a city block, whether there are two houses in it or 20? Then quadruple your population, and you have four times as many people to pay the taxes, without increasing the running expenses in any such proportions; thus they are lowered.

This article will not deal in politics, except in scientific government, but principally in offering examples of what other cities against great odds have been built up quickly, when men who knew how "got busy" and steered the activities.

Fact 1—Ashland people have been a long time trying to build a city, and have failed. They do not keep up with her natural growth. When your children leave high school and begin to cast around for a livlihood, they cannot find lucrative business of any sort to enter into, hence they leave. Whose fault? The people of Ashland.

Fact 2—Your "lizzie" has stalled on the hill. Suggestion 1. Don't tell the kid to get out and push. Get out and push hard yourself; as you have failed as an operator, get a better one—and push hard.

It takes a few master builders to build a great city quickly, but for its foundation they must have for mortar to bind the rock, "resources." These things you have. The rock must be good and ample, as follows: An ample supply of good pure water, an electric plant which develops sufficient current at an economical cost. They must also have A BETTER HOTEL than any other city within a large radius; then when the wall is to be "pointed up" or the finishing, these builders must have a citizenry which, when tested, will prove 90 per cent loyal to them and Ashland.

Each of the above mentioned essentials would require an article to briefly set them forth.

The water problem has perhaps more "half-baked ideas" than any of the rest.

Fact 3—Your supply of water has been measured many times at its lowest stage, and found ample to supply a larger city, and they told the council it was wasted. One engineer wanted $700 to tell them where it was wasted.

You are going to be told now, without cost, where the greater portion of the waste is. It is through 75 per cent of the fixtures which are leaking in the toilet rooms. Suggestion 2.—Stop these leaks and you will have sufficient water until you grow—and you are going soon to take on new life. Better get a good engineer and "bake a plan."

If a miner had a ditch with a full head of water at the upper end, but not sufficient when it reached his sluice box, would he be wise to go and build a reservoir to store more water? No, he would put a shovelful of dirt here and there and stop the leaks. Each fixture that has a small leak under heavy pressure, soon cuts a crease in the metal seat and gasket with the silt flowing through it; then it runs 24 hours a day and wastes more water than the family uses. These leaks are started by the gasket catching a grain of sand when it is closing.

Most of you can and do fix your faucets, but few of you fix the fixtures in the toilets, and surely you do not want to be compelled to call a plumber every two or three weeks. Some say, put on meters, then they will stop the leaks. We are not going into the meter question, as they soon "leak" too.

Suggestion 3—Get pure water free from sand and silt, then fix your fixtures and they will continue to function properly for long periods, and the waste stops.

In order to get water of that sort, you must filter it. Reservoirs or settling tanks could not give you water free from sand and silt all the time, and they would not keep the state man from telling you, and then to the world, that the water is unfit for domestic use, as was done this fall. Master builders would reject such a "stone" for their city's foundation.

You are paying approximately ten thousand dollars annually for shipped in electricity. This amount will pay 5 per cent interest on $200,000, if that amount is put intelligently into the water system, which will give you ample water for a much larger city and power of your own sufficient to generate all of your own electricity. You will then have two stones that the master builders would accept for the foundation of a greater city.

Suggestion 4—Build five concrete dams up above your upper intake, costing approximately $25,000 each, or total cost of $125,000, then connect them in series with power plants, at a cost of $75,000. You then have a great start in your foundation. And please note that your taxes for years to come would not be increased one penny, since you can sell long time bonds at 5 per cent and the $10,000 spent annually for purchasing current would pay the interest and another generation and a greater city would retire the bonds; but before you act on this suggestion, send a MAN to Norway to get practical knowledge in regard to this mode of storing water and generating power and making the canyon absolutely safe to build a thousand cabins to rent to the tourists that will come—rent them and spend many thousand of dollars with you. The profits will form a sinking fund to retire the bonds before due.

Fact 4—Another stone for the great foundation must be a GRAND HOTEL—far better than any other city within a radius of many miles.

A few examples to substantiate the above fact, which the writer has observed, and heard a discussion of his grandparents, who had laid out the town of Painsville on Lake Erie, Ohio. Some promoters had come to grandfather and asked for a gift of part of his townsite to erect a better hotel than there was then on Lake Erie, and would put in a foctory.

Grandfather being like many here, had no vision, but what he thought was plenty of good sense. He told them he had no land to give away, but if their proposition was as good as they said, they could well afford to buy it. They acquired a large tract very close to his, laid out a site for a city, built their hotel and factory. Today it is one of the foremost in the United States and is called Cleveland.

When the writer was 18 years old, he made several trips to San Antonio, Texas, buying stock. It was just an old Mexican town, the streets were so narrow that when the diminutive street car came or rather tried to get along, being drawn by a mule about the size of a burro; all other vehicles had to turn out in the cross streets, to let it pass.

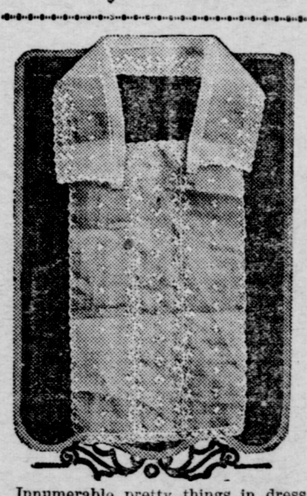
One of the better restaurants had a number of long rows of tables, over which hung a sort of trapeze.

Those in each row were tied together, and on them were many colored ribbons of paper which hung down over the tables. At the end of each row stood a little darky pulling the rope, thus keeping the swings going and the paper streamers kept the flies hustling for their eats, while you were trying to down the red pepper which seemed to have been spilt in everything, and the common talk from the commission men, to the high browns, was what fools those men were who were building a foundation for a grand hotel, having bought a city block of business houses and torn them down and optioned many others.

Fifteen years later, the writer was prospecting for oil in that country, and when he arrived at this town, he found it a grand city, and it took a long time to get his bearings, as the old landmarks were gone. Going into a restaurant he found the dining room more like a palm garden, the tables were nearly hidden by plants, an electric fan at each table —but not to keep the flies hustling since there were none. The red pepper had also gone and the fine meal included four iced dishes. It is now one great winter resort and a bustling city.

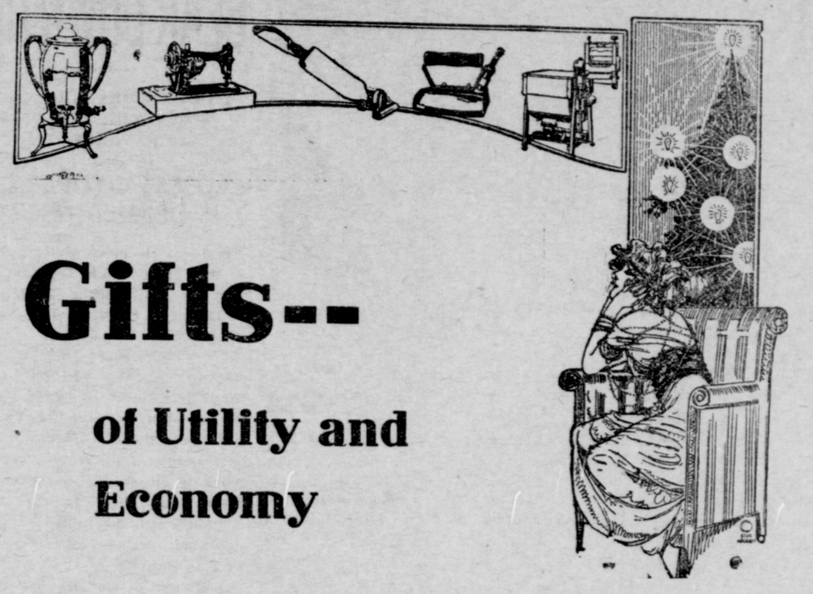
(To be continued)

Dainty Accessories



Innumerable pretty things in dress accessories and house furnishings are presented in the shops at Christmas time for women. The only difficulty is to make the right choice among them. Whoever determines to settle upon neckwear cannot go wrong; for no woman ever cries "hold, enough!" in this matter of dainty accessories. A vestee and collar of embroidered swiss, as pictured here, is a thing of sheer beauty that is sure to please.

Buy your
CHRISTMAS FRUIT CAKES
at the
LITHIA BAKERY



Gifts--

of Utility and Economy

The charm of Electrical Gifts lies in this fact—they keep right on serving and pleasing year after year. Electrical Appliances are the "little servants of the Home" so much in demand in modern housekeeping.

Could any gift be more appropriate to express a lasting regard?

There are so many things to choose from at this Electrical Shop—Percolators, Washing Machines, Electric Irons, Vacuum Sweepers. By all means give Electrical Gifts, and every member of the household will bless you on Christmas and every day thereafter.

You will be pleasantly surprised at the low prices on every item in our stock. Come in and be convinced.

Murphy Electric Shop

ON THE PLAZA

TELEPHONE 82 ASHLAND, OREGON

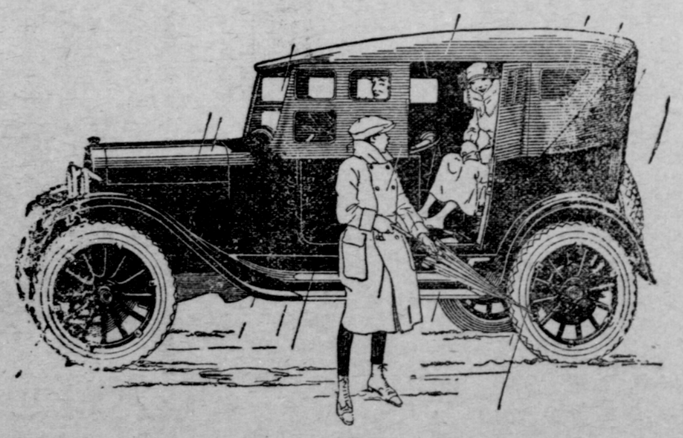
DODGE BROTHERS MOTOR CAR

Few days are too cold for comfortable driving in this sturdy car.

Snug-fitting curtains, which open and close with the doors, afford complete protection from wind and snow.

The carburetor and starter are famous for their prompt and dependable response on cold mornings.

Cord tires, with safety treads, act as a safeguard against skidding, and greatly reduce the possibility of having to change tires in disagreeable weather.

GEO. L. TREICHLER MOTOR CO.

16-18 S. Front St. Phone 304
Medford, Oregon