

**Ashland Tidings**

SEMI-WEEKLY.  
ESTABLISHED 1876.

Issued Mondays and Thursdays

Bert R. Greer, - Editor and Owner  
Lynn Mowat, - News Reporter

**SUBSCRIPTION RATES.**  
One Year .....\$2.00  
Six Months ..... 1.00  
Three Months ..... .50  
Payable in Advance.

**TELEPHONE 39**

Advertising rates on application. First-class job printing facilities. Equipments second to none in the interior.

No subscriptions for less than three months. All subscriptions dropped at expiration unless renewal is received.

In ordering changes of the paper always give the old street address or postoffice as well as the new.

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

Ashland, Ore., Monday, Feb. 8, 1915

**ASHLAND'S FAME GOING ABROAD.**

Ashland is about to come into the glory of her own. She is fast coming to the notice of the world. Newspapers all over the country are taking stories about Ashland and her new development, and if the services of an experienced exploitation writer were secured by the city—one that would stay on the ground and know how to prepare the kind of stories the great newspapers will take—Ashland can get hundreds of thousands of dollars worth of advertising all over the United States for the cost of preparing the stories and furnishing suitable photographs. In the last issue of the Tidings we printed a splendid story published in Sunset. Now we reproduce a splendid reference by Earl William Gage, printed in the Pennsylvania "Grit," a large newspaper published at Williamsport, Penn. Follows the "Grit" reference, an excerpt from a splendidly written story headed "Transformation of Towns From Eyesores to Beauty Spots":

"Ashland, Ore., has conserved and preserved its natural beauties. The stranger coming to Ashland is impressed with the beauty of the place, its prosperity and its air of permanence and stability. The wide, well-paved streets are bordered by beautiful and substantial homes, and the civic pride of the citizens is shown by the well-kept lawns, hedges or roses and a profusion of ornamental shade trees. The kind of people living in a town will be read at once by the front yards.

"The Commercial Club of Ashland has done much to advance the civic pride of the people and further the actual beauty of the town. People who have traveled far and wide testify the City Park in this city is one of the most beautiful scenes they ever gazed upon. And they wonder why. It is because the scheme involved has been to maintain the natural conditions as they would have existed."

**AUTOMOBILE TOURISTS COMING.**

With the completion of the Pacific highway from Medford to the California line, the elimination of the Farnum hill grade and the railroad grade crossing and the paving of the thoroughfare from Ashland to the foot of the Siskiyou grade, Jackson county can boast of absolutely the best highway on the Pacific coast. The engineers are to be congratulated on the success of their work and the county court is to be commended for the business way in which the matter has been handled. No doubt the legislature will pass the bill introduced by Representative Vawter so that funds will be forthcoming from the state sufficient to pave the grade over the mountain. There will be something doing in automobile tourist travel through the Rogue River Valley the next year and it will become heavier each succeeding year as the reputation of the highway goes more abroad. The investment in the highway is the best Jackson county has ever made, from a dollar-getting standpoint. Ashland and her citizens should make the way easy for the county court to continue the work to a successful conclusion, both as to the Farnum hill and the route from Ashland to the foot of the mountain. By adopting the charter amendment at the election on February 12 the Farnum hill controversy will be settled as far as the city is concerned.

The charter amendment election February 12 (Lincoln's birthday), a fitting day upon which to emancipate Ashland from the servitude of Farnum hill. It is a bar to Talent trade in Ashland. It is an eyesore on the beautiful Pacific highway. Vote for the charter amendment and put Ashland in the running.

**PROPER PUBLICITY.**

The Commercial Club should have a live membership of at least 1,200 by the first of April. The club is the instrument through which publicity for the springs resort should be handled. A publicity department should be established and put in control of a thoroughly competent publicity man. The future of Ashland depends both upon the virtue of the waters and proper publicity. However valuable the waters, springs alone will never make a watering resort. It is the men behind it, in the final analysis, that determine the degree of success in any undertaking. We have waters the equal of any in the world from a medicinal standpoint, but how many people in the world now know of their value? Persons with no knowledge of their curative powers will not be attracted here, however beneficial the waters might prove to their particular ailment. They will die of their malady without hearing of the cure. But it is Ashland's business to see to it that every person on earth suffering with a malady for which our waters are curative do know of them. That the virtue of the waters, of the environment and climate are put forward in such attractive manner as to draw them here for the benefits to be derived. Do not leave your treasures buried in the ground. Do not hide them under a bushel. Ashland's talents are of tremendous drawing power if properly put before the people. It is the function of a publicity department of your Commercial Club to do that. It takes money to do it. It takes membership to produce the necessary funds. Join the Commercial Club and contribute your share to this glorious work. It is your duty as it should be your pleasure. Every man and woman in Ashland should join the Commercial Club this month.

**TO THE PACIFIC COAST BY MOTOR CAR.**

One great exhibit spread out upon the map of California will be the hundreds of miles of oiled highways by means of which travelers in automobiles may see so much that otherwise would not be readily accessible. Furthermore, the average citizen of the east has little idea of the progress of good roadmaking in many other of the states of the middle and far west. Those who have the time and inclination could readily and safely undertake to make the journey across the continent by automobile, provided they proceed moderately, and with due intelligence and instruction as they pass from one state to another. Perhaps not so many motor parties will feel venturesome enough to try the long tour this year. But in the near future it will be a very common thing for automobilists to proceed from coast to coast, observing agriculture, seeing towns and phases of life, pausing at places of historic interest and points of scenic fame, and camping at many a pleasant spot by flowing stream or in sheltering woods. Hundreds of thousands of westward pioneers have in times past crossed the country in wagon trains, or so-called "prairie schooners." With the improved roads of today, to cross by automobile would simply mean a month of delightful experience, quite as safe as motoring in Europe, while free from many of the vexations and arbitrary impositions to which the American tourist is subjected on the European continent.—From "The Progress of the World," in the American Review of Reviews for February.

**LET'S MAKE ASHLAND SHINE.**

The mayor of Portland has proclaimed February 12 as "clean-up day." Good idea. Every city and town should have a day set apart, early in the spring, to put the place in order. Nature will soon spread her carpet of green and the picture should not be marred by unsightly rubbish, dilapidated barns and unpainted houses. It is especially essential that Ashland put on her best garb this year. Like the high school graduate, this is her first social season out. This year she makes her debut. She should be dressed in negligee, silk stockings and slit skirt, so that her charms may be all displayed. Ashland is a seductive little miss, if so garbed as to appeal to the passion of the pleasure seeker. Let's doll up a bit and catch a fine beau this year. Nature has given Ashland an exquisite face and form. Let's put the clothes on her.

Every skeptic in Ashland should take a stroll over the new drive being constructed around Sentinel hill (Roper's Bunion). If he has any doubt as to Ashland's power to attract and hold the tourist, that trip will make him an optimist. It will prove worth ten times its cost the first year.

Phone job orders to the Tidings.

**WHAT'S THE MATTER WITH THE VALLEY?**

(Mail Tribune.)

The Rogue River Valley is one of nature's most favored localities. Its fields are fertile, its climate most desirable, its surroundings picturesque, its population progressive, its natural resources immense. It is surrounded by vast forests and extensive mineral belts. Agriculturally and horticulturally its products are unsurpassed. Its cities are modern and up to date.

Here are all the elements for the most prosperous and one of the most populous communities in the world. What is lacking is a more scientific, diversified and intensive agriculture and a development of the timber, mineral and transportation resources.

The situation is most clearly shown by the railroad statistics. In 1913 there were 1,381 carloads of products shipped out of the valley. In 1914 there were only 683. The year 1913 was a moderately wet year, the year 1914 a dry one. Here, then, we have the keynote of the situation—the need of irrigation. Any crop, fruit or other, is a gamble without irrigation upon a large percentage of the land—hence the pressing need of irrigation.

In one line only the traffic reports of the two years show favorably for last year, indicating the development of the livestock industry. In 1913 the livestock shipments comprised 54 cars of cattle, 20 cars of hogs, 4 cars of sheep. In 1914 there were 93 cars of cattle, 63 cars of hogs and 22 cars of sheep—a total increase of a hundred cars in a single year.

The opportunities offered by the local market are clearly set forth in the list of exports. In 1913 a total of 1,052 carloads of products were shipped into the valley. In 1914 the imports totaled 1,216 cars. In 1913 the exports exceeded the imports by 329 cars, a healthy showing. In 1914 the imports exceeded the exports 533 cars—an unhealthy showing. In the wet year there was a narrow balance of trade in favor of the valley. In the dry year a heavy balance of trade against the valley—and to secure prosperity it is essential to produce more than is consumed.

The need of a more diversified and intensive farming is eloquently set forth in these figures that speak louder than words. The necessity of a more varied production is also apparent. That the valley offers a home market for products is evident.

The imports for the year show 185 carloads of flour, 278 cars of bran, shorts and feed, 32 cars of fruit and vegetables, 74 cars of grain, 54 cars of hay, 1 car of onions, 57 cars of potatoes, 17 cars of cereals and 5 cars of beet pulp—a total of 703 cars, all of which should be and can be produced in the valley.

The need of a milk condenser is apparent, in the fact that 12 cars of condensed milk were imported by the valley. Here is a home market justifying the establishment of a factory, that will undoubtedly follow the establishment of a beet sugar factory, whose by-products will furnish the best and cheapest milch cow feed as well as stimulate the livestock industry in all its branches.

The urgent necessity of a local lumber mill and box factory is shown by the figures, showing, even in such a quiet year as 1914, the importing of 406 cars of lumber and 15 cars of box shooks. In 1913, also a quiet year, the lumber and box shook imports totaled 442 cars. With billions of feet of merchantable timber surrounding the valley, not a stick is cut, but hundreds of thousands of dollars a year needlessly sent out to sustain payrolls in other sections of the state.

The statistics unfortunately do not show the less-than-carload shipments of produce, which will greatly increase the balance of trade against the valley. There is a little glimmer of sunshine in the fact that the valley is not now importing eggs and poultry in carload quantities, as a few years ago, but exporting small quantities. We lack four carloads a year of producing enough canned goods to supply home markets, and, with apples rotting on the ground, still import a car of vinegar a year. Three cars of silos were imported in 1914 against one car in 1913, also a healthy sign.

There is plenty of opportunity for development of our own resources, a good home market for scores of products and an opening for the establishment of many industries. They will all come in time—but there is no time like the present. What is done in the future will benefit the future generations—what we do now will benefit our own.

All should pull together to secure irrigation, to secure new industries, to develop our own resources, to patronize and encourage those industries we already have, to encourage the poultry and livestock industry and a more intensive and varied agriculture to the end that the Rogue River Valley may be known as not

**THE CALL OF THE GREAT WEST.**

This is a year in which the people living east of the Alleghanies ought to look westward and try to find out something about the Mississippi Valley, the vast mountain areas and the shores of the Pacific. The people living in the Mississippi Valley know the whole country better than those of any other section, and are, indeed, our most national and cosmopolitan Americans. They are less provincial than the people of New York, Boston, Philadelphia and Baltimore. But as a rule they know the east and the Atlantic better than they know the farther west of mountains and Pacific. And this year they also should find themselves drawn towards the Golden Gate. The country itself, with its great natural and scenic features, its developments of agriculture, its new towns and cities, will always furnish the chief attraction for intelligent travelers. But some special occasion, like a world's fair, may very properly stimulate and direct the tourist tide in a given season. California deserves high praise for the sagacity and confidence shown by her in not allowing the European war to cause the postponement of the Panama-Pacific exposition. Her courage will be rewarded.

There cannot, of course, be so large a participation in the enterprise by foreign nations as was expected; and in some ways it will not be possible to give the fair so rounded an international character as had been originally desired. But the undertaking has been magnificently worked out, its attractions will prove all and more than had been hoped for, and the people of the western hemisphere may well decide to make California their Mecca this year. California itself is always a realm of interest and delight to visitors, particularly from the eastern part of the United States, because of its almost inconceivable range of climate, scenery and products both natural and cultivated. Northward from San Francisco are fertile valleys, lofty mountains, watering resorts and vast forests. Southward are areas of specialized products, particularly on irrigated land. Still farther south are the orchards of oranges and other citrus fruits; and in the mild subtropical climate of the Mexican border almost everything possible will grow, wherever water can be supplied. California is a wonderland.—From "The Progress of the World," in the American Review of Reviews for February.

The arboretum established at Washington in Rock Creek Park, through co-operation between the forest service and the District of Columbia, now contains 1,200 trees, comprising 92 different species.

only the most delightful of localities to reside in, but the permanent abode of prosperity.

The Oldest National Bank in Jackson County

**Member Federal Reserve System**

**FIRST NATIONAL BANK**

Capital and Surplus \$120,000.00

DEPOSITORY OF

City of Ashland County of Jackson State of Oregon  
United States of America

**STUDY AMERICA IN 1915.**

Not enough Americans have yet learned to appreciate the immensity, variety and charm of their own country. Millions of them have been learning perforce about the geography of Europe, Asia and Africa during the past six months. It would not be amiss for them now to add the study of America to their course in political and physical geography. This will not be a good year for American travel in Europe. Only those should think of crossing the Atlantic who have clear and definite reasons of a responsible kind for approaching the fringes of the great war. Travel, however, is not only one of the greatest sources of pleasure, but one of the chief means of education; and it should always be encouraged. As many Americans as possible should resolve that they will know a great deal more about their own country at the end of the year 1915 than they knew at the beginning. They should take the idea seriously.—From "The Progress of the World," in the American Review of Reviews for February.

The Tidings desires to congratulate the mayor and council for the effective business methods followed. Splendid results are being secured in the operation of both the electric light and water systems. They are both making money over and above expense of operation, interest and sinking funds on bonds and reasonable upkeep charges and depreciation. In a few years, when the bonds will have been retired, the income from these plants, if properly handled, should go a long way toward paying the running expense of the town. We hope the mineral springs project can be organized on as solid income basis.

Emery E. Smith, of the engineering firm of Smith, Emery & Co., arrived in Ashland Thursday night and has been in conference with the springs commission threshing out the details of a contract for the installation of the physical plant.

**DR. W. EARL BLAKE,**  
DENTIST.  
First National Bank Bldg., Suite 9 and 10. Entrance First Ave.  
Phones: Office, 409; Res., 230-J.

**DR. D. M. BROWER,**  
GENERAL PRACTITIONER.  
Residence, 216 Factory St.  
Phone 247-J.

Massage, Electric Light Baths, Electricity.

**JULIA R. McQUILKIN,**  
Superintendent.  
Payne Bldg. Telephone 366-J.  
Every day excepting Sunday.

**DR. ETHEL J. MARTIN,**  
OSTEOPATHIC PHYSICIAN,  
in charge of the practice of Drs. Sawyer and Kammerer.  
Pioneer Building.  
Office phone 208.  
Hours 9 to 5 and by appointment.

**DR. B. FONTAINE,**  
OPTOMETRIST OPTICIAN.  
Glasses Scientifically Fitted.  
Lenses Duplicated.  
Citizens Bank Building.

**UTTERBACK & HAWLEY,**  
Chiropractors.  
Swedish Massage, Spray and Cabinet Baths.  
Hours 9 a. m. to 5 p. m. Sundays by appointment.  
Rooms 5-8, First National Bank Bldg. Phone 48. 69-1mo.

**CHAUTAQUA PARK CLUB.**  
Regular meetings of the Chautauqua Park Club first and third Fridays of each month at 2:30 p. m.  
Mrs. A. G. McCarthy, Pres.  
Mrs. Jennie Faucett Greer, Sec.

**CIVIC IMPROVEMENT CLUB.**  
The regular meetings of the Ladies' Civic Improvement Club will be held on the second and fourth Tuesdays of each month at 2:30 p. m., at the Carnegie Library lecture room.

Get scale receipts, legal blanks, etc., at the Tidings office.

Staple and Fancy Dry Goods Sorosis Shoes Butterick Patterns GENTS' FURNISHINGS Shoes

**VAUPEL'S**  
The QUALITY STORE

We Give 5% Cash Coupons With Every Cash Purchase

**FIRST OF THE Spring Merchandise**  
The first of the Spring materials have arrived, including the wool and wash fabrics

They come in a wide range of patterns and colors—never were the designs or the color combinations more pleasing or more practical than they are this season. There was never a time when one could find such a variety of patterns to select from as at the present time. Among them are dainty

- Embroidered Crepes
- Embroidered Lace Voiles
- Jasper Glaces
- Parisian Crepes
- Verlaine Printed Voiles
- Garreaux Imprime

And many others  
**NEW EMBROIDERIES**  
Dainty and exquisite patterns made of cambrics, nainsook, swiss and crepe materials, in edgings and flouncings suitable for dresses, trimmings or undergarments.

**VAUPEL'S**  
The Best in Quality The Lowest in Price