

Ashland Tidings

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Ashland, Ore., Monday, March 1, '15

A number of new families have been added to Ashland's population during the past two or three weeks. Already the good effects of the springs project are noticeable. Some of them have already purchased property. Many more will come during the next few months. Everybody has confidence in the outcome of the enterprise. There should not be found a doubting Thomas in Ashland.

There are few vacant houses in Ashland now. Before four months we will need many more. There should be building activity at once. Owners having vacant lots well located should erect neat cottages on them and furnish them neatly. There will be a demand this summer for many more that can be secured. That means good rent for the right kind of cottages. Four, five and six room cottages will be in demand.

Mr. Property Owner, that old shack of a house won't rent. The people coming to Ashland this summer are coming for recreation, comfort and health. They want comfortable and respectable quarters. Overhaul it, repaint and modernize it and the springs project will furnish you a profitable tenant, but it will not attract the class who will pay rent for a barn to live in. Paint and lumber is needed to modernize a lot of Ashland shacks that will otherwise stand vacant when hundreds are crying for houses.

With dirt flying on the springs project, brick and mortar piling high on a new hotel and marble slabs being placed in one of the most modern water-cure sanatoriums in America, all of which will be before the summer is past, the music of the hammer and saw will stifle the most persistent pessimistic note. Not only that, these improvements will invite others. The very necessity of the case demands a number of furnished cottages, for there will be many to occupy them at good rent. It all helps to drown knocking.

Every community has its certain number of citizens who cannot see at all into the future. They believe in no new enterprise. They are wedded to the past and the now. Ashland has a few of such. Because last year was a bad one they know this one will be worse. Some of them will mingle in the activity and yet not believe it exists. As a rule they are ne'er-do-wells. Before they get the spirit the big opportunities have been gobbled up by more hopeful and courageous persons. They kick because others saw and took advantage of it, while they did not. Do not be one of those. Get in the bandwagon. She is going some.

MAKE THE BEST COUGH REMEDY AT HOME

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When you have a severe, stubborn cough or cold, you want the best possible medicine you can get, therefore, why not buy one which is guaranteed will be found the most satisfactory remedy ever used by you, and get your money refunded by the druggist of this city named below, whom you know to be responsible, in case it should not prove so, instead of buying one purely on the exaggerated claims of its manufacturer or on the strength of testimonials from others and run the chance of getting something worthless and wasting your money? In buying Schiffmann's Concentrated Expectant, besides securing an absolute guarantee of its efficiency from these druggists, you also get about eight times as much excellent cough medicine as you would in buying most any of the old-fashioned, ready-made kinds, because 50 cents worth makes a

PREMIUM STAMPS OUTLAWED.

The Oregon legislature passed at least one wise measure this session in enacting a bill placing a prohibitive tax on the premium stamp industry. The lower house was divided, but the senate passed it unanimously. Few grafts are greater or more attractive. Men claiming to know have stated that but thirty per cent of premium stamps are ever presented for redemption. The merchant pays three per cent on his gross sales—the consumer ultimately pays the cost—and but thirty per cent comes back to the community in premiums. The trick in the game is that each stamp company assumes to take in but one competitor, but in fact eventually there are about as many different stamp companies as there are competitors in the town, resulting finally in evening up the competitive benefits with a direct loss of three per cent to all merchants. And not infrequently all the different colored stamps are exploited by the same men under different names. The doctrine of trade at home is a good and safe one both for the merchant and the customer. Persons who run into straits lands to make their investments usually get bit, finally returning to their own land wiser and poorer. The stamp evil had reached such proportions that it required legislative action to protect the people from their own folly.

Boost and the world boosts with you; knock and you go alone. If you cannot find a good word for Ashland during the coming spring and summer keep still. Hundreds of strangers will be in Ashland and the number who stay will depend largely upon the spirit shown by our own people. Strangers have most confidence in communities that have confidence in themselves. Ashland real estate is now the best investment that can be made. As a rule the prices are not too high. Some ranch values may be considered excessive, but city property is not out of the way. Have confidence in the future of Ashland and let everybody know you have confidence and things will move along so rapidly you will have to hurry to keep abreast. If, every time you feel like knocking you will kill it with a boost, in three months Ashland will be the liveliest little city on the map. Do your part. You owe it to yourself and to the community.

Ashland is especially fortunate in her woman's clubs. No city can boast of more effective organizations or women more alert to the necessities of the community. This year the organizations are proving especially effective and this summer will see Ashland clothed in more uniformly beautiful garments than she has before worn. Now the Commercial Club proposes to add women to its membership. That is fine. The women are full of good ideas and they are possessed of that indomitable spirit that brooks no failure. Everything the women have undertaken in Ashland the past four years has been a decided success. They put forethought and energy enough behind it to make it so. The coming year is big with possibilities. Energy, co-operation and earnest thought are needed. The women will supply it.

The year 1915 will be especially active in real estate. The springs development with the building of a fine new tourist hotel and water-cure sanitarium will supply the stimulus needed for an active market. Before the work has far progressed the beneficent effect will be felt and those of naturally pessimistic turn will get confidence and there will be no further knocking. In the fall, when strangers are coming, many will "take a flier" in Ashland real estate, for it will be livelier than any other city on the coast.

SUMNER PARKER, violinist and teacher, 59 Sixth street. 72-1mo.*

The People's Forum

Vindicating Cack.

We are inclined to believe that the "Tales of the Tub" appearing in a late issue of the Tidings should be attributed to some author other than Cack Patterson, and herewith we desire to submit to the public eye our reasons for so thinking.

The tale itself deals with a highly improbable though not impossible phenomenon, but because of the element of improbability one feels inclined to demand proofs. We have always sincerely believed Ashland to be inhabited by sane people, and therefore the proof must be very strong indeed to convince us that a sane person would allow his bathtub to sail along Main street, unescorted by any attendant, for a Sunday's airing.

Now, as we all know, Cack is an inmate of the "bug house," which means that if he had related such a tall story he would have been able to "limp across" with the proofs of his veracity. The fact that the "sailing tub" could not be found "makes it bad" for the investigating committee which attempts to attribute the fable to Cack. Should anyone undertake to dispute our theory, the only evidence acceptable from them as conclusive will be the production of the bathtub and the owner, who, as the tale goes, so luckily recovered his property, and should this actually come to pass, we will immediately retaliate by having this same property holder examined with the view of establishing in the minds of his fellow citizens the conviction of his madness.

As a final and most convincing proof that Cack is not the originator of the fable, we wish to call attention to the fact that he was not "on his way to a downtown smoke shop," for it has not been many days since he solemnly and faithfully pledged himself to desert the standard of those who indulge in the use of the weed, and to abstain from smoking forever more.

ANONYMOUS.

A Just Comparison.

Editor Tidings: These sunny days in mid-February remind us of the days in the same month that we have experienced in our native New York state, where the snow lay heavily on the ground and the icy wind howled and piled the snow in great drifts, and penetrated every nook and corner, where heating stoves and furnaces must be stoked to capacity to keep buildings comfortable, where snow shovels are a part of the equipment of every household and where city ordinances provide that they shall be used to clear streets and sidewalks, otherwise the streets would be almost impassable. Such are the conditions there now, according to letters of recent date received by the writer of this. And then, during the "heated term" in summer, while we in Ashland are resting comfortably under blankets at night, the people there are restless from the midnight heat and, like the "lost spirits, seeking rest and finding none," and about as weary in the morning as they are at night.

We are led to these thoughts by hearing some of the old natives of Ashland complain of the severity of the climate here and who know so little of what a real winter is, or how fortunate they are that their lot is cast right here in Ashland.

A. B. SCOFIELD.

Reduce High Cost of Living.

Editor Tidings: Many an old fence about town, once standing strong and straight on the picket line, guarding the lawn or garden from depredations of the unrestrained bossy-cow of former days, has long since become a most unsightly object—weather-beaten and dilapidated.

Equally unsightly are the old barns and other outbuildings—many of them unused and unrepaired for years.

Yet the fuel bill makes us groan, and lack of employment causes many a sigh, while these old buildings and fences stand offering employment for idle hands, and a means of reducing the high cost of living if we will but reduce them to fuel for the kitchen range.

Let's do it! And a fruit tree will wave beautiful green branches where the old barn marred the view, and where the old fence stood will flourish a rose hedge. (Or, if you like, make it a hedge of Oregon grape—beautiful every day of the year.)

If the old fence or shed must stand, a very little labor in planting vines will soon transform ugliness into beauty.

By simply cleaning up and keeping premises clean, we may do much in the way of beautifying. N. E.

Standard legal blank forms of every kind may be procured at the Tidings office in any quantity.

The Home Circle

Thoughts from the Editorial Pen

Appreciation.

The Youth's Companion makes an earnest plea for an "appreciation league," and the idea is most worthy.

Probably you have complained to the floorwalker or department superintendent when a salesgirl has been inattentive or discourteous. Have you ever gone to the floorwalker or department superintendent to say a word for the salesgirl who was exceptionally attentive and anxious to please?

Very likely you have written to the general manager of the electric road when a conductor rang the bell too soon or did not notice your signal to stop. Have you ever written to tell him about the conductor who is always courteous and obliging?

If you think one act necessary at times, is not the other fair and generous? Are kindness and courtesy always to be taken for granted in small business relations among strangers, or are you reader to find fault with than to express appreciation?

A man in an Ohio city has founded what he calls an "appreciation league." Its members agree to "report" employes who are considerate and courteous, to emphasize the amiable things that people do, to watch more keenly for virtues than for weaknesses and faults. The league is an informal organization; you can become a member by beginning at once to practice its principles.

A simple idea? Yes, but if it could spread from ocean to ocean, what a wave of kindness and courtesy would sweep over the land!

Our Mothers.

In the Pictorial Review, Dr. O. S. Marden has an article on "Mothers." He says in part, speaking of the reverence that ought to be paid, you owe it to your mother—

To lift all the burdens you can from shoulders that have grown stooped in waiting and working for you.

To seek her comfort and pleasure in all things before your own.

Never to intimate by word or deed that your world and hers are different or that you feel in any way superior to her.

To manifest an interest in whatever interests or amuses her.

To make her a partaker, as far as your different ages will permit, in all your pleasures and recreations.

To remember that her life is monotonous compared with yours, and to take her to some suitable place of amusement, or for a trip to the country, or to the city if your home is in the country, as frequently as possible.

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To introduce all your young friends to her and enlist her sympathies in youthful hopes, projects and plans, so that she may carry youth into old age.

To defer to her opinions and treat them with respect, even if they seem antiquated to you in all the smart up-to-dateness of your college education.

To talk to her about your work, your studies, your friends, your amusements, the books you read, the places you visit, for everything that concerns you is of interest to her.

To treat her with the unvarying courtesy and deference you accord to those who are above you in rank or position.

To bear patiently with all her peculiarities or infirmities of temper or disposition, which may be the result of a life of care and toil.

Not to shock or pain her by making fun of her religious prejudices if they happen to be at variance with yours, or if they seem narrow to your advanced views.

To study her tastes and habits, her likes and dislikes, and cater to them as far as possible in an unobtrusive way.

To remember that she is still a girl at heart so far as delicate little attentions are concerned.

To give her flowers during her lifetime and not to wait to heap them on her casket.

To make her frequent, simple presents, and to be sure that they are appropriate and tasteful.

To write to her and visit her. To do your best to keep her youthful in appearance as well as in spirit, by helping her to take pains with her dress and the little accessories and details of her toilet.

If she is no longer able to take her duties, do not let her feel that she is superannuated or has lost any of her importance as the central factor in the family.

Not to forget to show your appreciation of all her years of self-sacrifice.

To give her credit for a large part of your success.

To be generous in keeping her supplied with money, so that she will not have to ask for it, or feel like a mendicant seeking your bounty.

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