

Ashland Tidings

SEMI-WEEKLY.
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Official City and County Paper

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

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Ashland, Ore., Thursday, Mar. 4, '15

Big things to be done in Ashland the coming year. There is need for a strongly organized body and systematic work. The Commercial body is the instrument with which effective good can be accomplished. Are you a member? If not, why not?

Ashland needs leaders and followers. It is the darndest town for none to desire to lead and none to follow, that ever happened. Every fellow seems to want to go it alone. Brother, that will never do. Ashland people must pull together. The big thing is in sight. Let's get together and get it.

Twelve hundred members of the Commercial Club and Ashland can secure a fine tourist hotel, backed by men who can and will make it the best hostelry in southern Oregon. Eleven hundred and ninety-nine members and nothing doing in the hotel line. That is the situation. What are you going to do about it?

Have you joined the Commercial Club? Henceforward it will be a disgrace to live in Ashland and not be an active member. Ashland cannot build as she should unless every citizen puts his shoulder to the wheel. One pound of organized effort is worth a ton of disorganized. The Commercial Club is the center around which effective organization can be built.

In a city the writer knows there was great need for a hotel and opera house. It had neither. Along came a man and offered to build a five-story hotel if the site be donated. Property owners were solicited; but the money to purchase the site could not be raised. A little later along came a theatre man and said he would put \$50,000 dollars into a modern theatre building if the city would furnish the site. But property owners failed to respond. About that time a few men began to prick up their ears. They saw an opportunity. Eight of them went in together and purchased a corner for \$14,000 and a lot across the street for \$10,000. Then they took options on all the property within two blocks each way from these sites and gave one for the hotel and the other for the theatre. Both buildings were started and before they were completed they had made enough on their options to pay for the sites. Within a year they had cleared \$22,000 besides on the increase in values on their options and within four years had absolutely changed the map of the town. They had picked up the business section bodily and moved it four blocks and had some of the most valuable property in the city. Did you ever think how easy it would be to do that in Ashland today?

The American policy is getting to be to search a man and if he has more than five dollars on his person make it prima facie evidence that he is a malefactor of great wealth. The time has come to steady down a bit and give business a chance to capture the markets of the world. Let not our object be to destroy big business. Rather let us encourage it, eradicating the abuses and retaining the power for world competition. That policy will soon make America the commercial power of the world. Big business is a nation builder when properly and scientifically regulated against abuse.

The class attracted here by the springs will demand modern quarters and will be willing to pay handsomely for them, but they will not take shabby quarters at any price. The best way to kill Ashland is to fill it with people and not be prepared to comfortably house them. If No. 16 should unload five hundred strangers in Ashland tomorrow night half of them would have to sleep in the street and if fifty families should desire quarters there are not enough available houses in the city to supply them. Let's get ready. Preparedness is half the battle.

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

Never in the history of any city the size of Ashland has there been such a gathering at a Commercial Club meeting as assembled at the Elks temple Friday night. The occasion was a big mineral springs banquet served by the ladies of the Civic Improvement Club. The Commercial Club may and should be made one of the greatest possible powers in the upbuilding of Ashland. Whether it becomes so or not depends upon YOU. It is the duty of every citizen to join the club and bear his part in money, advice and work. Monday night eighty-one new members were added. That makes a total membership of 335. Twelve hundred are needed. Is your name on the club rolls? The membership will never be complete until you have joined. The Ashland spirit is good. The eighty-one members taken in Monday night were volunteers. They joined without solicitation. That is what you should do. Let's put a solid force behind the Commercial organization. It is the instrument through which all our vast enterprises must be organized, and without proper organization much of the force will be lost. To transform Ashland into a successful watering resort is a big job. It takes united, co-operative effort. Every citizen must lend his best efforts and do his share.

Ashland must have this year besides her mineral waters successfully mobilized in the park, a first-class tourist hotel and a well-appointed, modern, scientific water cure sanitarium. The hotel should cost one hundred and fifty thousand dollars complete and furnished; the sanitarium two hundred thousand. These must be raised with private capital. Many have thought one hundred and seventy-five thousand dollars a large sum for six thousand of us to vote upon ourselves to establish a watering resort. What shall we say of the small company of men who put one hundred and fifty thousand into a tourist hotel? Think you not they must have reasonable assurance that the community will not lie down on the proposition? Is it unreasonable for them to ask that the community show good faith by providing a publicity fund with which to exploit the enterprise and draw strangers here to patronize the hotel before they make such an investment? Let's get the business side of the proposition in our heads and act like business men. If we do splendid success will follow our efforts. If we lie down it is good-bye, Kate. Men make cities. They do not just grow.

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The People's Forum

Miss Cogill on "The Younger Generation."

Miss Alice Amelie Cogill, a student at the University of Oregon, lectured to a small but very appreciative audience at the Baptist church Tuesday evening.

The subject of the lecture was "The Younger Generation." Miss Cogill said in part:

"Our most precious national asset is our younger generation. It is the duty of the great educative body of parents, teachers, ministers, all who are working for the betterment of society, to so conserve the youth of the nation that there shall be no wreckage and no waste of human material. This can best be done by emphasizing in the home, in the school, in the church and everywhere else the importance of the four fundamental factors in human happiness: work, play, love, and worship.

"The younger generation should be taught that manual labor is wholly as honorable and as dignified as mental labor. The idea that education is a means of escape from manual labor is all wrong. The idea that the cultivated mind is so vastly superior to the hand of toil is all wrong. The idea that work is merely a means of acquiring money is all wrong. Work, for the sake of the happiness and satisfaction to be found in work, is the keynote of successful living.

"Play provides a balance for work. It is the duty of the educative body to see that a proper balance is preserved, and to exercise firm control over the play factors in modern society.

"The younger generation should be taught that romantic love is not the only type of love worthy its consideration. The beauty and sacredness of family love should be made impressive, and the love for all humanity should be the greatest and most wonderful of all.

"Finally, no life is rounded and complete which does not include the element of worship. The absence of the younger people from the house of worship is a current condition which must be remedied by a progressive theology. The church should stand as an avenue to finding heaven, and as a means of escaping hell, in this world."

ARTHUR R. BLACKSTONE.

Good Words From Virginia.

Editor Tidings: Have been following the springs development with a close but keen interest, and as viewed from this distance by one more or less acquainted with the inside, the writer looks upon the action of the local committee that was ready to supply the funds as the most significant fact toward Ashland's future prosperity that has been performed to date. It is late, but must congratulate you on that "Springs Edition," just like a visit to the cloud-kissed city that is entering into a new sphere.

Yours for success,
WM. G. YEAGER,
Leads Manor Orchards,
Markham, Va.

Advertising Suggestions.

Editor Tidings: With your permission I should like to offer a few suggestions in regard to the advertising of our mineral springs, which, in my opinion, would prove beneficial. That is, to have the Commercial Club purchase a few thousand envelopes and have printed on the face of each a view of the city park, or something of the kind, together with an explanation of our springs, and I am sure that the dealers who handle such goods would place them on sale. Also they might be in the hotels of the city for the use of their guests, and they would soon be put in circulation.

G. W. BENEDICT.

Approves Our Plan.

Portland, Feb. 18, 1915.
Mr. George W. Seazer, Secretary Ashland Commercial Club, Ashland, Ore.: If you are sending out a great number of those wonderfully attractive postal cards, showing Ashland and vicinity, you are surely doing some high-class advertising. The scenes make one want to behold the originals.

W. L. CRISSEY,
Chief of Inquiry Bureau, Portland Commercial Club.

Is Interested in Ashland.
Baird, Texas, Feb. 2, 1915.
Ashland Tidings: I am very much interested in your town and that section of the country and shall be very glad to have two or three copies of your valuable paper, and see it all through your eyes.

Respectfully,
L. O. COX.
Fashionable dressmaking. Gowns and suits. Prices moderate. Mrs. W. W. Watson, late of Los Angeles, Cal., 232 Vista street, Ashland, 75-1f

The Home Circle

Thoughts from the Editorial Pen

Parents should be cautious about giving their children permission to stay out of school. Every day out is a day lost to the school work—they cannot make it up. They will soon be behind and want to stop school.

It is said that dancing makes girls' feet large. It is also said that ice cream makes freckles. Doctors are of the opinion that hanging on the front gate produces rheumatism. A few more opinions like these and the girls won't have any more fun left them.

A man without either natural or cultivated civility is the most disagreeable thing in nature outside of a burdock or a hedgehog, but a woman without the gift of a gracious and pleasant manner is like the sight of a blossomless stalk in a garden meant to grow roses.

By all means keep the bright home lights burning and open wide the shutters. Home should not be a darkened, narrow and exclusive place—that invites narrowness and selfishness in the individual. It should be a spot from which light and joy and good cheer radiate.

There should be no faction in Ashland. There should be a mutual interest in the prosperity of our people. When we see indifference to the well-being of its citizens, we see a town all wise men shun. Success and failure are each a part of life and often those who have made the hardest fight are vanquished in the race.

Stop grumbling. Get up two hours earlier in the morning and do something out of your regular profession. Mind your own business and with all your might let other people's alone. Live within your means. Give away or sell your dog. Go to bed early. Talk less of your own peculiar gifts and virtues and more of those of your friends and neighbors. Be cheerful. Fulfill your promises. Pay your debts. Be yourself all you would see in others. Be a good man and stop grumbling.

In union there is strength is a saying as old as it is true. It doesn't pay to be isolated and solitary. It is bad for business and it is ruinous to any healthy growth of life. Be neighborly. Don't sponge upon each other, but be kindly and helpful. We cannot live upon bread alone. The brotherhood of humanity is a noble thought to cherish, and just as noble to practically live.

Don't judge a man by his clothes. God made one and the tailor made the other. Don't judge a man by his family, for Cain belonged to a good family. Don't judge a man by his failure in life, for many a man fails because he is too honest to succeed. Don't judge a man by the house he lives in, for the lizard and the rat often inhabit the grander structure. When a man dies they who survive him ask what property he has left behind; the angel who bends over the dying man asks what good deeds he has sent before him.

"It pays to advertise" is as good a saying for the farmer as for the business man in town, according to F. W. Habicht, a prominent Iowa farmer, living near Avoca. That was his testimony given at the conclusion of a talk on advertising for the farmer by F. W. Beckman at the annual farmers' short course at Iowa State College. "I have just written a postcard to the editor of the Avoca Journal," said Mr. Habicht, "asking him to change an ad I had in his last issue, because most of the stuff advertised was sold the day after the paper came out. I put in an ad offering for sale a calf, some choice hogs and poultry. About half of it was sold to advantage twenty-four hours afterwards. I wouldn't be surprised if the rest of it were gone when I get home. An ad in the home paper always helps me sell my stuff."


Have you Gattarrh?

Is nasal breathing impaired? Does your throat get husky or clogged?

Modern science proves that these symptoms result from run-down health. Snuffs and vapors are irritating and useless.

The oil-food in Scott's Emulsion will enrich and enliven the blood, aid nutrition and assist nature to check the inflammation and heal the sensitive membranes.

Shun Alcoholic Mixtures and Insist upon SCOTT'S.



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

SUMMONS—SUIT TO QUIET TITLE.

In the Circuit Court of the State of Oregon for Jackson County.
Henry Fox, Plaintiff,
vs.

Nettie Pence, Asa Pence, Sebelda A. Parsons, William Parsons, John E. Murray, Emma Murray, W. B. Murray, Sarah E. Murray, J. W. Brown, Effie L. Brown, W. T. Brown Sr., Wm. T. Brown Jr., Martha Brown, J. N. Brown, Bertha N. Brown, G. L. Martin, Jennie Martin, Chas. M. Brown, Ralph Allen, Olive Allen, W. W. Green, Lucy C. Green, Mary Annette Brown, and all other persons unknown, claiming any right, title, estate, lien or interest in the real estate described in the complaint, Defendants.

To Nettie Pence, Asa Pence, Sebelda A. Parsons, William Parsons, John E. Murray, Emma Murray, W. B. Murray, Sarah E. Murray, J. W. Brown, Effie L. Brown, W. T. Brown Sr., Wm. T. Brown Jr., Martha Brown, J. N. Brown, Bertha N. Brown, G. L. Martin, Jennie Martin, Chas. M. Brown, Ralph Allen, Olive Allen, W. W. Green, Lucy C. Green, Mary Annette Brown, and all other persons unknown, claiming any right, title, estate, lien or interest in the real estate described in the Complaint filed herein, the above named defendants.

In the name of the State of Oregon, you are hereby required to appear and answer the Complaint of the above plaintiff in the above entitled court, now on file with the Clerk of said Court, within six weeks from the date of the first publication hereof, and if you fail to appear and answer said Complaint as hereby required, the plaintiff will apply to the Court for the relief demanded therein, to-wit: For a decree of the Honorable Court adjudging any claim of defendants, either or all of them, known and unknown, to be null and void as to all of said tract of land therein described, to-wit: The E 1/2 of SW 1/4, NW 1/4 of SE 1/4 and SW 1/4 of NE 1/4 of Sec. 32, T. 38 S., R. 2 E., W. M., Oregon, and quieting the title in and to the same in this plaintiff against any and all of said defendants, known and unknown, and the

whole world, and that said defendants and each of them be forever restrained from asserting or maintaining any right or title in or to said described tract of land and that the decree in said case be declared to be in the nature of a deed of conveyance and entitled to record as such, and that plaintiff have such other relief as the Court sees fit and proper in the premises.

This summons is served by publication thereof under and by virtue of an order of the Hon. F. M. Calkins, Judge of said Court, dated the 23rd day of February, 1915.
Date of first publication, February 25, 1915.
GEO. W. TREFREN,
79-5t Attorney for Plaintiff.

The greatest problem that confronts our people at the present time is that of dogs. In the language of our forefathers, there are dogs, more dogs and lots of dogs; in fact, a stranger visiting Ashland and unacquainted would declare without hesitation that he had got off at an Indian village, where there are always ten dogs to every Indian.


Not a property in Ashland but that can be sold by Tidings "For Sale" ads in less time and at less cost than through the regular agent channels. Try it.

LILLY'S

208 PAGE ANNUAL—Ready Early in January—Mailed FREE to Anyone, Anywhere. Shows Seeds, Poultry, Bee and Stock Supplies, Sprays and Fertilizers.

The CHAS. H. LILLY CO. Seattle and Portland

ANNUAL

DUDLEY 2 3/8 inches
NORMAN 2 1/8 inches

ARROW COLLARS

Are not excelled by any other 2 for 25 cent collars made here or abroad

CLUETT, PEARBY & CO., INC. MAKERS OF ARROW SHIRTS TROY, N. Y.

A. L. LAMB

Successor to W. W. WILSON

Blacksmithing

Horseshoeing

Wagon Repairing

If it can be made of wood or metal come and see me.

All Work Guaranteed

Corner First Ave., and C Street
Rear of old opera house block.

MAKE THE BEST COUGH . REMEDY AT HOME

Cheaper Than You Can Buy

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 Expectorant, 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 whole pint when mixed at home with simply one pint of sugar and one-half pint of water. This remedy positively does not contain chloroform, opium, morphine or any other narcotic and is unlike any other cough medicine. It is pleasant to take and children are fond of it. This druggist will refund the money to any person who finds this remedy does not give perfect satisfaction, or if it is not found the very best ever used for coughs, colds, bronchitis, croup, whooping cough or hoarseness. You will be the sole judge, and under this positive guarantee absolutely no risk is run in buying this remedy.

Druggists everywhere are authorized to sell it under the same guarantee. If your druggist will not keep it for you, order direct of R. J. Schiffmann, St. Paul, Minn. Guaranteed here by

McNair Bros., Druggists