

# Ashland Tidings

SEMI-WEEKLY.  
ESTABLISHED 1876.

Issued Mondays and Thursdays  
Official City and County Paper

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

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

Ashland, Ore., Monday, April 19, '15

### THE WAY.

The New Bern Journal says: "Some towns don't prosper because there are a lot of bullheaded men in them who, unfortunately, have a little power and exercise this to the disadvantage of their homes."

This may be true, and yet if the bullheaded men are in the majority what are you going to do about it? If they are not in the majority the mass can run over them. Towns prosper only when there is union of strength. You can't pull two or three or a half dozen ways at once and get anywhere. It takes concert of action. It takes loyalty. It requires broad-minded men and men who are not jealous and who are not on the hog, to make a town.

Sometimes you don't get what you want, and sometimes the other fellow doesn't get just what he wants. But if we all make up our minds that town building is for a common good—then we build the town. The bullheaded man may sometimes be right. If in the majority, the chances are that he is right. The other fellow may be after all, the minority, may be wrong.

Railroad advertising systems are built on the cumulative plan. That is, the central idea is for slow and steady results. In the long run communities can be greatly benefited and built up on railroad advertising alone. But to do it quick the cumulative advertising must be supplemented with direct advertising. The only direct advertising ever done by railroads is on excursion dates. And one-day excursions are of but little value to resorts. To get quick and pronounced results the community must put a strong, well-organized advertising campaign behind the railroad advertising. If Ashland does that it can secure a first-class tourist hotel this year and a fine water cure sanitarium. Enthusiasm and advertising. Enthusiasm is as essential as an advertising fund. Faith in your own project backed by scattering the knowledge of it far and wide. That is why the Commercial Club must have twelve hundred members. Moral support is needed as well as funds. The best moral support comes from those who have money invested in the enterprise and keep in touch with its every detail. Should three men come forward with five thousand dollars each, on the one hand, and on the other twelve hundred citizens should come bearing one dollar each, augmenting the fund with their moral support, the writer would turn away the fifteen thousand dollar offer and take the twelve hundred. Because the common impulse behind the aggregate gift is worth vastly more to advancement than the mere dollars. It takes men to build a city. Mere dollars will not do it. Join the Commercial Club and contribute your mite in influence to the forward movement.

In California are some trees that have lived for 5,000 years. But man, the king of creation, the hot number, the wise Mike, the guy that knows it all—he is in luck if he lives to be sixty years old. Man hasn't as much sense and energy as a tree! A tree, starting casually in the soil, without brains to help it, lives down the centuries that see nations rise and fall, even races appear and disappear, religions wax and wane, all made up of countless, swarming millions of brainy two-legged animals that are unable to duplicate the performance of a tree!

Looks like it will be a long time before we have another democratic president. It has been so beastly hard to stay in business while the reform knife has been inserted and twisted.

### STICK LIKE A BARNACLE.

John Wanamaker has aptly said: "To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him also that he cannot hope to reap results commensurate with his expenditures early in the game. Advertising doesn't jerk; it pulls. It begins gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power." Men who are broad enough to recognize this cumulative effect of persistent, intelligent advertising do not become panicky whenever there happens to be a slump in the stock market or a new revolution in Mexico. Instead of hastening to reduce their advertising every time there is a flurry of any kind, they go right ahead, knowing that the advertising they do is their best guarantee against depression in their own lines. Those who are most successful support the market by increasing their advertising, instead of cutting it down, when unfavorable conditions threaten.

### THE HUMAN FREIGHT.

In New York they shoot human beings under the ground in tubes and call it a subway, while the freight rides on top of the ground. Borough President Marks thinks the freight should go under-ground and let the people ride on top of it, especially since the recent frightful disaster.

But in this world of commerce we give the preference, always, to the dollar or the things that represent the ready coin.

We spend millions to protect live stock, and but a few thousands to protect human beings from disease. Therefore it follows that the human freight should go under the ground.

### THE BIG THINGS.

We all know that it sometimes takes four horses to pull a loaded wagon up the hill. It takes so many horsepower in the engine to do certain things, and unless you contradict a fundamental law of mechanics you can't lift a ton of coal with a toy engine. And if you are going after big things, generally speaking, it takes big baskets to carry them home. You can't catch a ten-pound bass with a perch hook, at least not often.

When one reflects upon the ease with which men of ordinary business prudence can be swindled out of their hard-earned money by a plausible scamp, it is scarcely surprising to us that the scamp flourishes as he, or she, does. The slang proverb says that "a sucker is born every minute," but it seems that the birth rate must be somewhat more rapid than that, judging from the number of people who are duped every day and the number of sharpers who get a living by duping them.

### Stockholders' Meeting.

Notice is hereby given that the regular annual meeting of the stockholders of the Rogue River Fruit & Produce Association, for the election of directors and the transaction of such other business as may properly come before such meeting, will be held in the Public Library, Main street, Medford, Ore., on the 11th day of May, 1915, at 10 o'clock a. m.

**ROGUE RIVER FRUIT & PRODUCE ASSN.**  
By A. C. Allen, President.  
A. C. Fiero, Secretary.  
Dated Medford, Ore., April 7, 1915. 92-4t-Mon.

### Stop Coughs, Croup Whooping Cough and Colds

promptly with Schiffmann's Concentrated Expectant. Two ounces make a pint. Guaranteed to be the best remedy ever used or money refunded by McNair Bros., Druggists.



### You'll Be In Portland

sometime within the week, month or year, stop at this hotel. Its splendid facilities will appeal to your tastes. It's the best in the Northwest, and the rates are no higher than the rest.

**Rates Lowest By Comparison**  
50 rooms, per day ..... \$1.00  
100 rooms with bath ..... 1.50  
200 rooms with bath ..... 2.00  
300 rooms (large outside) bath ..... 2.50  
Extra person in room \$1.00 additional  
Make this Your Headquarters

*H.C. Rowland, Inc.*  
L.P. REYNOLDS, Auditor

## The Home Circle

Thoughts from the Editorial Pen

Make haste to be kind to a neighbor.

In seeking the good of others we find our own.

A home without children is like a garden and no flowers.

No matter about the trouble, you have much to be thankful for.

Beware of two-faced people; they make a great deal of trouble in the world.

Don't carry the world on your shoulder, far less the universe; trust the eternal.

A Christian isn't really much of a Christian unless he's a Christian when there is nobody watching him.

Every tomorrow has two handles. We can take hold of it by the handle of anxiety or the handle of faith.

Do not think of your faults—still less of others' faults. In every person who comes near you, look for what is good and strong; honor that, rejoice in it, and, as you can, try to imitate it, and your faults will drop off like dead leaves when autumn comes.

Finish every day and be done with it. You have done what you could. Some blunders and absurdities, no doubt, crept in; forget them as soon as you can. Tomorrow is a new day; begin it well and serenely, and with too high a spirit be cumbered with your old nonsense. This day is all that is good and fair. It is too dear with its hopes and invitations to waste on the yesterdays.

Be continually looking upwards. Our minds themselves will grow upwards, and as a mat, by indulging in habits of scorn and contempt for others, is sure to descend to a level of what he despises, so the habit of admiration and enthusiastic reverence for excellence impart to ourselves a portion of the qualities which we admire. Here, as in everything else, humility is the surest path to exaltation.

If we do not use our minds they become flabby and inactive. We have no mental muscle. If we do not use our hearts they become hard and unfeeling, caring little for love and tenderness. If we do not use our will, our conscience, we become indifferent to truth, to the right and the wrong of life. If we do not use our bodies, we become useless and unhappy, a misery to ourselves and to all about us. So let us all be up and doing—not overdoing—that is as fatal in its result as no work at all; but let us all be up and doing with a will that shall keep our minds busy and our hands employed and our hearts happy. Satan finds mischief for idle hands. Let us be glad that most of us have our hands full of earnest, honest work.

Nothing is truer than the saying, "You may know a man by the company he keeps." We seek companions who are to us agreeable and attractive, who put us at our ease, and who can enter into our thoughts and feelings. Men on different moral planes cannot be good friends. The honest man is not more uncomfortable with a thief for a comrade than the thief himself in the presence of a man of honor. The chief offices of friendship demand that men be morally equal, although they may be intellectually unequal. We may have many a genial, social hour with those younger than ourselves, refreshed by their inexperience and innocence of life; and again we may have hours of deep, quiet joy with those who are older than ourselves, receiving from them wisdom and inspiration; but with those who are morally beneath us or above us, there is no pleasant companionship.

### The Brevity of Life.

Life is very critical. Any word may be our last. Any farewell, even amid glee and merriment, may be forever. If this truth was not burned into our consciences, and if it ruled as a deep conviction and real power in our lives, would it not give a new meaning to our human relationships? Would it not make us far more tender than we sometimes are? Would it not oftentimes put a rein upon our rash and impetuous speech? Would we carry in our hearts the miserable suspicions and jealousies that now so often embitter the fountains of our lives? Would we be so impatient of the faults of others? Would we allow trivial misunderstandings to build up a wall between us and those who ought to stand very close to us?

Would we keep alive petty quarrels year after year, which a mainly word any day would compose? Would we pass old friends or neighbors in the street without recognition, because of some real or fancied slight, some wounding of pride, or some ancient grudge? Or would we be so chary of kind words or commendations, our sympathy, our comfort, when weary hearts all about us are breaking for just such expressions of interest or appreciation as we have in our power to give?

### SUIT IN EQUITY TO FORECLOSE MORTGAGE.

**Summons.**  
In the Circuit Court in and for the County of Jackson, State of Oregon.

T. K. Bolton and Lizzie B. Bolton, Plaintiffs,

vs.  
Salathiel Gurwell and Mrs. Salathiel Gurwell, husband and wife, Defendants.

To Salathiel Gurwell and Mrs. Salathiel Gurwell, Husband and Wife, the above named defendants:

In the name of the State of Oregon, you and each of you are hereby required to appear and answer the Complaint of the Plaintiff, filed with the Clerk of the said Court, a certified copy of which Complaint is herewith served upon you, within ten days from date of service if served upon you within Jackson county, Oregon, and within twenty days from date of service if served upon you within any other county of the state of Oregon, and if served upon you by publication, then within six weeks from the date of the first publication of this Summons, or within six weeks from the date of its service upon you, if personally served in any other state, and if you fail to appear and answer in said cause within the time as above specified, the Plaintiff will apply to the Court for the relief demanded in the said Complaint, to-wit:

For a decree of the Court adjudging and decreeing that there is due and owing the Plaintiff the sum of \$1,000.00 with interest thereon from the 1st day of April, 1913, at the rate of eight per cent per annum, together with \$125.00 attorney fees, and the costs and disbursements of this suit; that the same and all thereof be, by virtue of a mortgage executed by Alice Winders and John Winders, her husband, to Charles Fetzner, dated March 30th, 1909, and of record in Volume 23, on Pages 300 and 301 of the Mortgage Records of Jackson county, Oregon, and the facts set forth in said Complaint be adjudged and decreed to be a specific lien against the real property described in said Complaint in the prayer for judgment, being all that part of the Southwest quarter of Section 34 in Township 35 South of Range 4 West of W. M. in Jackson county, Oregon, lying West of the center line of the county road, containing 96.41 acres more or less, from and since March 30th, 1909, and that said land be sold as provided by law, and for such other relief as to the Court may seem proper.

By virtue of an order made by the Honorable F. M. Calkins, Judge of said Court, dated on 24th day of March, A. D. 1915.

This Summons is served upon you, the said Defendants, by the publication thereof for six successive weeks in the Ashland Tidings, a semi-weekly newspaper printed and published at Ashland, in Jackson county, Ore-

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

### CLEANLINESS, PERSONAL ATTENTION AND COURTESY

COMBINED TO MAKE THE

## Eagle Meat Market Popular

Inspect our market, and your confidence will be behind the pleasure of eating our meats. The knowledge of cleanliness and a sanitary workshop will aid your digestion.

84 N. Main **L. SCHWEIN** Phone 107

gon, and by said order and this Summons you are required to appear and answer in said cause within six weeks from the date of the first publication thereof.

Date of first publication, March 29th, 1915.  
E. D. BRIGGS,  
Attorney for Plaintiffs, Ashland, Oregon.  
88-6t-Mon.

### PUBLIC LIBRARY RECEIVES INTERESTING VOLUME

"Our Dumb Animals," a publication devoted to humane education and published at Boston, has been added to the periodicals on the library reading tables. In a private letter from Guy Richardson, the editor, he

states that "we are pleased to add the city library of Ashland to the list of recipients of this favor without charge." He further adds: "The writer was privileged to pass through Oregon a short time ago and occasionally attempts to speak of the attractions of your wonderful state in an illustrated lecture concerning a pleasant trip to the Pacific coast." The publication referred to is the official journal of the American Humane Education Society and various auxiliaries.

The Tidings is on sale at Poley's drug store, 17 East Main street.

**Radnor**  
the New  
Summer  
**ARROW**  
COLLAR

A collar cut to fit the neck and the prevailing fashion in big knotted cravats. A manly, good fitting, good looking collar. 2 for 25 cents

CLUETT, PEABODY & CO., Inc.  
MAKERS OF ARROW SHIRTS

Staple and Fancy  
Dry Goods  
Sorosis Shoes

## VAUPEL'S

The QUALITY STORE

Butterick Patterns  
GENTS' FURNISHINGS  
Shoes

## Sale of Remnants

Short lengths of seasonable Fabrics, priced to close out at less than the goods actually cost us, buys much of this material.

Taking care of the leftovers is an expensive process for us, we GOT to get rid of them.

But that doesn't diminish the value to you, you would gladly pay a third to a half more if you chose these self same textures from our regular stock.

### New Wash Goods

In plain white and dainty flowered-effects, suitable for wash dresses or waists, consisting of Embroidered Voiles, Flowered Batiste, Organdies, Lace Stripe Voiles and Crepes.

### Special

One lot of dainty flowered Batiste, 7c yd.

NOTE:--In accordance with a law passed by the last legislature, we will discontinue giving coupons May 22nd--all coupons must be redeemed by that time.

## VAUPEL'S

The Best in Quality

The Lowest in Price