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Ashland, Ore., Monday, Aug. 2, 1915

AS OTHERS SEE US.

It is well, when engaged in a work such as Ashland is now undertaking, to pay attention to the outside view. Cities most talked about attract strangers quickest. People are talking about Ashland from San Diego to Seattle. They see greater possibilities in our new development than our most optimistic boosters. Here are some of the editorial comment from coast dailies:

Ashland Hospitality.

(Editorial from Oregon Journal.)
Ashland has set a high standard of hospitality and as a result its fame is being carried everywhere by automobile tourists. On arrival at the outskirts of the city the traveler is directed to the city park, that has been especially fitted up for his convenience. There are electric lights and rustic benches and tables. There is a cook house and sleeping quarters and even gas stoves and kitchenware. The traveler is made to be thoroughly at home. It is an experience that he appreciates and he does not neglect to tell everyone he meets about it. The example of Ashland could well be followed by other cities.

A Good Example at Ashland.

(Editorial from Eugene Daily Guard)
An example for western Oregon cities of the second class is being set by Ashland, which is the first Oregon community outside of Portland to set systematically about working up a great tourist business. Ashland's springs are not the only item exploited, although the community has bonded itself for \$175,000 to operate these springs as a municipal watering place. The natural surroundings—the parks, the driveways, Mt. Ashland, the orchards—are being exploited, too.

That western Oregon and western Washington are the country's finest summer playgrounds and that Italy, Switzerland, part of France and Germany and Great Britain, and even parts of Spain, have been kept affluent by getting themselves famed as recreation spots, will bear repetition until the ideas are thoroughly in the consciousness of every western Oregon town. It costs money to play; a goodly portion of the hundreds of thousands of American easterners who devote each summer to play may just as well leave their money in Ashland, Medford, Roseburg, Eugene, Albany and similar outfitting places for scenic recreational wonders as in the Catskills or Colorado.

It takes time and organization and persistency to roll up the beginnings of a tourist business, but the ball rolls fast and gets large rapidly once it is started. There is no final and ultimate reason why several trains should daily pass Eugene each way without a tourist's ever getting off to go up the McKenzie or to visit the happy grounds along the Willamette Pacific in the Coast range.

Let's not forget these facts as an incentive to some tourist work. The tide of summer travelers was turned to the Pacific coast this summer as never before by the fair and the war together. Portland for several months has been a second Los Angeles. Ashland is setting out to be a spa. Lane county has much to offer and Eugene is in the center of it. At present we haven't even a summer chautauqua.

New Promotion Opportunities.

(Editorial from Eugene Register.)
The automobile, as everyone knows, has brought about great changes in the industrial and social life of every community. By its marvelous sales growth it has become an important factor in general business conditions, for it has turned money into channels that were undreamed of a decade or so ago. By supplying quick and easy transportation it has done much to destroy the spirit of local provincialism and has made people broader

and more cosmopolitan in their interests. City people, for instance, have become, through the instrumentality of the automobile, more familiar with the country and the people of the country have become better acquainted with the city. Neighboring counties and even neighboring states are no longer distant regions that are known only by hearsay, for the automobile has made possible frequent trips that result in better knowledge of what is going on in other places.

In the west, where the immigration problem is one that must always be studied, the automobile has opened up new possibilities that must not be neglected by communities that are seeking to attract new population—a fact that has been made peculiarly apparent during the present year of heavy tourist travel. Tourists in great numbers are passing through every western city and county, and many of them are at least tentatively considering new homes. Others have no intention of seeking new locations but will talk to people who are prospective homeseekers. These are avenues of publicity that must not be overlooked if the best community advertising results are to be obtained at the lowest cost.

First, of course, in the list of attractions that are likely to appeal to the automobile tourist, are general business conditions and opportunities, climate and scenery, and the prosperous appearance of the country. These are things that depend upon individual enterprise and can not be affected, except indirectly, by the public interests that are seeking to bring new population. Western Oregon has little to fear in this direction, for the general appearance of the country is attractive in the extreme.

But there are many attractions that can be provided and that will pay large dividends in favorable notice and comment. The most important of these, probably, are better roads. Every automobile traveler has a warm spot in his heart for a good road, and the community whose highways are good will remain long in his memory and will receive his praise at every opportunity. An adequate and comprehensive system of road signs is another convenience that greatly impresses the tourist.

But, of all the means of gaining publicity from automobile travel, the one that probably pays the best returns on the investment is the provision of adequate and comfortable camping facilities for the large numbers of tourists who prefer to spend their time in the open. The city of Ashland has taken the lead in this direction and it is reaping a harvest of favorable comment. It has set aside a beautiful little park for the use of travelers and has provided conveniences almost equal to those to be found at home. Tourists who enjoy this civic hospitality are so impressed that they tell of it wherever they get the chance, and the name of Ashland is carried far and wide.

All of these methods of attracting the favorable attention of those who travel in the way made possible by the automobile are worthy of study by every city and town and hamlet that is seeking new population—which means every one in Oregon. The automobile has widened the scope of community promotion.

A FAIRY STORY.

Once upon a time a man bought a second-hand automobile.

The vehicle was young when Noah built the ark. Its body looked like it had been washed on. The wheels did the corkscrew curve every time they turned over. The exhaust sounded like a fog horn with a cold.

"It's cheap at \$450," declared the smiling agent.

"I'll take it," responded Our Hero.

When he puffed down the street in the relic no one laughed at him.

The engine ran very nicely and never balked once.

He didn't stall on the crossings and get in bad with the cops.

Everything went lovely.

After a summer's enjoyment with his machine he went to a sales agency to trade in his machine on a new car.

"How much will you give me on this machine in a trade?" asked Our Hero.

"Five hundred dollars," was the reply.

"I'll take it," exclaimed Our Hero. And he lived happily ever after.

The business of mail order houses is claimed to have increased over 10 per cent since the parcel post started. Also the business of the express companies in returning the unsatisfactory mail order goods would have very considerably increased if the customers did not live so far from the place where they bought the goods.

While we still are in the dark as to Harry Thaw's insanity, there no longer remains any chance to doubt the dishonesty of New York lawyers.

YOU CAN IF YOU WILL.

Would you increase the value of your Ashland property if you would? It's easy to do and worth doing.

Get busy on it; clean it up; repair and paint up; grade your grounds, if they need it; keep your walks in good condition and add new ones where required; cut the weeds and keep them down, both on and adjacent to your property; don't throw trash in the street or the back yard; keep up your fences, if you have them; grow plenty of flowers and neat shrubbery, and MAKE IT A PLACE OF BEAUTY.

Then go around and brag like the dickens to your neighbor about YOUR place, and keep on bragging until you make him jealous of its beauties and he goes to work and does the same with his.

Then let him in on the secret and start him out to rubbing it into his neighbors, and see that he keeps it up until they, too, become tired of the contrast and the bragging and get busy on their own property with a determination to outdo the rest of you.

And in time the whole town will become jealous of the property of each other and every fellow will be whooping it up to see who can have the most attractive place.

Then the traveling public will come along and take notice, and go away and talk of the beauties of Ashland and the thriftiness of our people, and other people will want to come and live in such a fine community.

Isn't it easy to see that your property then will be worth nearly double what it is today?

OREGON HENS NOW LEAD IN ALL HONOR CLASSES

Oregon Agricultural College, Corvallis.—The July report of the International Egg-Laying contest at the Panama-Pacific exposition shows that the Oregon Agricultural College hens are leading in each of the three honor classes—pen record for term to July 1, pen record for month of June, and individual record for term to July 1. Each of the three pens entered by the college poultry department is represented in each of the three flocks, White Leghorns, cross-bred and Barred Rock, leads all the flocks of its class in the United States.

The preceding report showed that the Leghorns had reached first place. This report shows that the O. A. C. crosses have passed the former leaders, the Canada pen, and are now in second place. The Barred Rocks have passed their nearest competitor, Fitzgerald's Leghorns, and are in fourth place. The report gives the highest ten in each class, the first five of which are as follows:

Pen records to July 1: O. A. C. White Leghorns, 1,078 eggs; O. A. C. crosses, 977 eggs; Adams, Canada, Wyandottes, 958 eggs; O. A. C. Barred Rocks, 934 eggs; California White Leghorns, 886 eggs.

Pen records for June: O. A. C. Leghorns, 796 eggs; Idaho Wyandottes, 176 eggs; O. A. C. crosses, 171 eggs; Lebanon, Ore., Barred Rocks, 160 eggs; O. A. C. Barred Rocks, 157 eggs.

Records of the ten highest individuals for the term to July 1 show that an O. A. C. cross-bred is first with 126 eggs, another of the same pen second with 125 eggs, the college White Leghorns are fourth with 123 eggs, fifth with 122 eggs and eighth with 123 eggs, while a college Barred Rock was tenth with 119 eggs.

Quite Safe.

"What did that man want with you, Henry?"
"He was after my swag."
"Goodness gracious!"
"Don't be the least bit frightened. He's only a hair specialist"—Baltimore American.

Retribution.

Today the boy who is snatching mother will grow up and marry a woman who will not stand for any part talk.—New Orleans State

Gold Hill Cement Plant Will Operate

J. G. Burch, president of the Beaver Portland Cement Company, which is constructing a large cement plant at Gold Hill, writes the Mail Tribune that the plant has been financed in the east and construction work will recommence at once. The company turned down two offers made by the cement trust which would have resulted in the closing down of the property and the withholding of the lime deposits from development and been a black eye to the country. Mr. Burch writes as follows:

"I have just returned from a conference with our people in the east at which we decided to put up the balance of the money required and complete the plant at once. Some of the machinery is already loaded and on the way and as soon as it arrives active construction work will be begun and the plant will be put in operation as soon as machinery can be delivered and installed.

"We will furnish agricultural lime as a by-product and be prepared to make shipments of this by the first of September, but will not have any cement upon the market until thirty to sixty days later.

"While we realize that building operations are at a log ebb in this state, we are confident that the lowest point has been reached and the tendency from this time on will be for an increase in this line of business and we are backing our judgment by making the additional investment required in complete this plant.

"Having made this large investment in the Rogue River valley, we are intensely interested in everything that will help to develop the natural resources of that section, as well as all other parts of the state of Oregon."

In an interview in the Portland Journal Mr. Burch is quoted as follows:

"I found ready financial backing in the east. Oregon is looked upon as a good field for investment in our line. We will make a specialty of Portland cement with an agricultural by-product, and will be prepared to ship the agricultural lime within thirty days. Portland cement will be shipped thirty to sixty days later. In 1916 we will add a hydrating lime plant. We will be enabled to furnish lime fertilizer for use on the farms at greatly reduced rates. There is a good demand for lime fertilizer in this state. We expect to employ seventy-five men at the plant when in full operation.

"Cement shipments will be made into northern California. Ours will be the first cement plant in the state of Oregon. At present Oregon money is being sent outside of the state for its cement supply. We have plenty of first-class material for the manufacture of cement close to the plant."

Only a few states have elections this fall, and the political orators who usually save the country for \$10 a night will have to remain regretfully at home minding their own business.

Phone job orders to the Tidings.

Our Interest

In you is not determined by the amount of your business. We are interested in your success because without the success of the individuals of this community we cannot succeed.

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DEPOSITORY OF

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

Build Road if Mine Will Operate

The owners of the Blue Ledge mine state that operations at the mine are being held up by lack of a road, which they estimate would cost \$5,000 and should be built by the county. In an article in the Medford Sun, Judge Tou Velle states the policy of the county as follows:

"If the owner of the Blue Ledge mine will give the county court any assurance of operating the mine providing the road is put in shape, the county will proceed at once with the road work, even if we have to mortgage the court house. We stand ready to co-operate in every way and always have. But we have never received any definite assurance of operation, and we are not justified in making the expenditure without.

"I do not believe that a \$5,000 road expenditure by Jackson county is halting the operation of a mine on which a million and a half dollars has been spent in development work by a multi-millionaire owner, especially with copper selling at over 20 cents a pound. Nor do I believe that such an immense property can be profitably operated with auto trucks to haul ore forty miles over mountain grades.

"Jackson county stands ready to do everything in its power to assist

in opening up the mine. Placing the blame for the do-nothing, shut-down policy of the mine owners on the county's poor roads is nonsense. We stand ready to build a boulevard if necessary to secure the operation of a great copper mine."

Big trunks are the fashion for the summer sojourner, on the ground that porters, baggagemen and hackmen like to show the public how strong they are.

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

Phone news items to the Tidings.

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YOUR HORSE IS NO BETTER THAN HIS FEET

It behooves you then to have his feet properly cared for. If his hoofs are cracked, the frog decayed, or he has a corn, bring him to us. We will treat the hoof and fit the shoes perfectly and make him as good as he ever was.

A. L. LAMB

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Successor to W. W. Wilson.

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