

Ashland Tidings

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Ashland, Ore., Monday, Jan. 17, 1916

THE JANUARY AMERICAN MAGAZINE

In the January American magazine is a most unusual article by James Hay, Jr., on the working habits of the president of the United States—an article that not only has great general interest, but one that should prove itself valuable to business and professional workers throughout the country.

"Making Money out of Footsteps" by Fred C. Kelly, will show the retailer how to master the curious, though exact science of placing his store in the path of the customer. It shows, among other things, how a breeze of wind will cut down clear profits by thousands of dollars, why the neighborhood of a bank is a poor location for a retailer, why the less crowded side of the street is often better for the seller of various goods, and many points that the shrewdest retailers in this country have worked out by commercial mathematics.

The revolution in aeronautics brought about by the war and the tremendous future of the aeroplane in commerce are described by Merle Crowell.

In "The Great American Conscription" Ray Stannard Baker contributes an interesting prediction of future economic conditions in this country.

Why fat men, smokers, moderate drinkers, heavy eaters and all city people are in particular danger from pneumonia is explained by Dr. A. R. Reynolds, former health commissioner of Chicago.

Varied and original fiction is contributed by Sophie Kerr, Dana Burnett, John A. Moroso, John Taintor Foote and Olive Higgins Prouty.

For a new series of articles on the individual values of the various states of the Union, William Allen White gives a description of Kansas. New things in the theatre are discussed by the American magazine's dramatic reporter, Walter Prichard Eaton.

Many excellent articles are contained in the two departments, The Family's Money and Interesting People, and the magazine as a whole is decidedly entertaining and worth while.

SOME REAL VALUE.

Statistics show that the tourist crop is worth 200 million dollars a year to the state of California. That on an average the past ten years Los Angeles alone has reaped a tourist harvest of from 40 to 50 million dollars a year. One hundred thousand dollars is being expended in New York city alone this year exploiting the attractions of southern California. These are facts that have awakened the state of Oregon to the great possibilities in tourist travel and was the impulse that set in motion the movement now being consummated for "letter writing week." The Portland Chamber of Commerce is behind the agitation and more effort will be made this year to attract tourists through the northwest than ever before. The tremendous value of a tourist crop is being realized for the first time by Oregon, with more attractions for the tourist than any other half dozen states of the Union. It is a delight to see the eyes of Oregon drawn from intent on the lesser things and see them riveted on vastly the greatest possibility that ever blessed a state. Ashland should have no small interest in this movement. It means much for her just at this stage of her development along resort lines.

Wm. H. Abrams, who built the first sawmill in Lane county, is dead.

THE MINING INDUSTRY.

Cripple Creek and Victor, Colo., are thrifty towns, built entirely upon the mining industry. The Cripple Creek Times has just issued a New Year's number of over fifty pages replete with mining news and presenting the splendid community built up by mining. The time was when the Cripple Creek district was measured by six miles square and expert miners declared that outside of that district there was no "pay dirt." But, after a while the more daring began to plant their picks beyond that limit and some of the best mines in the district were uncovered on ground condemned by the wisest operators. It takes courage, grit and cash to develop a mining district. In southern Oregon rich mining districts have been but scratched by timid developers. What gold lay on the surface has been gathered, but no deep prospecting has been attempted. The Ashland mine is the deepest in this section, and its greatest horizontal depth is 600 feet. What untold riches lie below no man knows, but some day the sturdy miner with money and nerve will appear and penetrate the depths and the Ashland district will be demonstrated as one of the richest mining sections in the country. It takes men, and money, and nerve to uncover the shining metal. Southern Oregon is a region of marvelous undeveloped natural wealth—of irrigation projects, of railroad development, of mining enterprise, of scenery, of mineral waters, of agricultural and timber possibilities. Only those things out of which cash could be wrung with little labor and less capital has been approached. As soon as the work became hard and the development expensive men have weakened. But ere long southern Oregon will come into her own.

CIRCUMSPECTION

"My boy," said the editor of the Billville Bugle to the new reporter, "you lack caution. You must learn not to say things as facts until they are proved facts—otherwise you are very apt to get us into libel suits. Do not say, 'the cashier who stole the funds,' say 'the cashier who is alleged to have stolen the funds.' That's all now, and—ah—turn in a stickful about that second ward social last night."

Owing to an influx of visitors it was late in the afternoon before the genial editor of the Bugle caught a glimpse of the great family daily. Half way down the social column his eyes lit on the following cautious paragraph: "It is rumored that a card party was given last evening to a number of reputed ladies of the second ward. Mrs. Smith, gossip says, was the hostess, and the festivities are reported to have continued until 10:30 in the evening. It is alleged that the affair was a social function given to the ladies and that, with the exception of Mrs. James Billwiller, who says she comes from Leavitts Junction, none but members were present. The reputed hostess insists that coffee and wafers alone were served as refreshments. The Smith woman claims to be the wife of John Smith, the so-called 'honest shoeman' of 315 east State street."

Shortly afterward a whirling mass, claiming to be a reporter on the Bugle, flew 15 feet into the street, and landed with what the bystanders assert was a dull, sickening thud.—Puck.

"Learn more, earn more." Twenty centuries of business experience have honored this old Greek proverb. There is no truer law. The vital problem with the employer is not, how can I secure richer dividends? but, how can I devise the ideas and plans that will produce them? And so with the employee, not, how can I scheme to get promotion? but, how can I study to fill it when it comes? You long for bigger salary, larger profits, greater success. Then develop bigger ability, larger capacity, greater thought. Success has its price and you can pay it if you will; but ability is the only coin that passes current in its purchase.

The purpose of publicity, paid or free, is to make the advertiser's argument part of the community's thought. When you pound into the obdurate citizen the right argument, your idea becomes his thought, for, unconsciously, he comes around to your way of thinking; then you may count on him to vie with you in spreading your doctrine. Always the most talked of store in town is the one best advertised if the merchant lives up to his advertisement. It is so in Ashland. It is so everywhere, and the merchant most alert for bargains for his customers, and who lets the people know, is the successful merchant.

More cold weather coming. Lay in your wood at cut prices by phoning 420-J.

Coffee

Certainty of uniform goodness is a virtue of Schilling's Best. The high standard is duplicated in every can.

And every can is airtight! You get all the full flavor of fresh-roasted coffee; you get the economy of prime strength.

The bitterish chaff is taken-out after the coffee is evenly ground.

Schilling's Best

The

People's Forum

What an Ashlander Thinks of Los Angeles.

(By H. G. Gilmore.)

The man who travels from Los Angeles to Ashland with both eyes open, over the splendidly conducted Southern Pacific railroad, may not only pick up many a useful stray thought, but be confronted with endless shifting scenes unfolding the wonders of Dame Nature in a fashion that can hardly fail to impress the everent mind with the infinity and awful grandeur (so to speak) of God's created world. The train service in its well nigh perfection is no small wonder, in itself as it now exists, and with safety placed always before celerity, little more can be expected of a system that so readily has transformed a Pullman parlor car into furnishing to the traveler all the comforts and facilities of a first-class drawing room.

Ashlanders are such frequent visitors over the "Siiskooks" and to the southland to the other side, that I proceed to deal at once with Los Angeles, the city now boasting a population of nearly half a million people and which a superb supply of light, sunshine and the absence of anything like an undue precipitation of the liquid element—all coming under the designation of CLIMATE, and painted in the biggest letters known to the printing art—is, indeed, in many particulars, a wonder of wonders.

Just now it is suffering a little jolt from the fact that the tourist crop is of lesser dimensions compared with that of last year; rents have "gone down" 25 per cent, all building projects are at a standstill, the army of the unemployed was never as large, and a visit from that relentless enemy, la grippe, has for many weeks past laid low 60 per cent, at least, of the city's tourists, of which, unfortunately, I was one of the suffering martyrs.

The moneyed men of the east and middle west must have had an overweening estimate of what Los Angeles was bound to stand for to induce them to part with their hard cash in bringing into existence a community of interests resulting in the creation of such magnificent thoroughfares, with shops and stores fitted with the costliest of goods to be found only in the strictly up-to-date emporiums of New York, Boston, Chicago and other eastern and middle west cities. The pedestrian who leisurely wends his way along Hill, Olive, Broadway, Spring, Main and Los Angeles streets may for a moment well imagine himself to be parading the great worldwide centers of this continent and Europe, and stand amazed that CLIMATE—just a happy combination of light, sunshine and genial weather—could bring about such miraculous results.

Los Angeles is in no sense a manufacturing city, but being the center of the ranch interests of the citron, the orange, lemon, walnut, olive and kindred productions, and hemmed in, as it is, by endless up-to-date truck farms, it is no wonder that these various interests should make Los Angeles banks the custodians of many millions of well-earned dollars every year.

Los Angeles is encircled, too, by numerous smaller communities and Pasadena, which in sheer wealth and the ability to provide itself with autos ad libitum has hardly another city on the continent capable of outshining it in these particulars.

Long Beach is an attractive little city "by the sea," and it was here I met (and with a decidedly hearty welcome) Mr. and Mrs. Whitmore and Mr., Mrs. and Miss Finley.

It should be noted that it was in

the same auto that conveyed these southern California tourists clean across the "Siiskooks" to the southland, without so much as a scratch upon the machine itself or the "inhabitants thereof," that I took a pretty exact measurement of the many environments of a spot dear to the hearts of thousands of visiting Oregonians—and rightly enough, as many Ashlanders can also testify.

The arrival of the mineral waters into Ashland Lithia Park is emphatically the great event, and passengers on "S. P." and other trains need ask only few questions to ascertain the fact that the public at large knows, now, just exactly where Ashland is on the map.

Greetings From D. L. Glenn.

Santa Ana, Cal., Jan. 12, 1916.

Editor Tidings: Allow Mrs. Glenn and I to send greetings to our many friends in and around Ashland through the medium of your paper.

We left Ashland on the 15th of December and arrived here the 17th. We changed climate on account of my throat trouble, and now in less than a month I have so improved that I have very little trouble in breathing and hope by the end of another month to be back to normal, as otherwise Mrs. Glenn and I enjoy good health.

The weather here has been quite unfavorable; a good deal of rain and fog. Rained until water stood in puddles on freshly plowed ground. It cleared yesterday and turned cool, and this morning there was three-eighths of an inch of ice over water in a trough in the chicken yard, and a thin sheet of ice over a tub of water by the kitchen door. Potato and tomato tops are badly cooked. The freeze will not damage this section much as the country around Santa Ana, Orange and Anaheim is largely planted to walnuts. Farther to the north there are heavy clouds of smoke, which shows that the orange men have been at work. The rain will be a great blessing to the state and the people are happy over it.

We find that the dull times are no local affair, but wherever we go there is little building, and there are many empty dwellings and business blocks, and rents are quite reasonable. And yet the people seem contented and happy. And well they may be, when conditions here are compared with those of the Orient. Here we have peace and plenty. With all the dull times the market has an abundance of good things to eat, and I think one who complains in this day does not stop to consider the blessings we enjoy in the way of modern mechanical appliances. And even our clothing is so improved over what it was fifty or one hundred years ago, and at about half the cost.

Santa Ana claims between twelve and fifteen thousand people. It is a place of considerable wealth, and is surrounded by a rich and fertile plain. There is little or no alkali, as is the case farther west, around Westminster and between that and Long Beach.

During the heavy rains the mountains east and north of us were covered with a heavy fall of snow, so

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

they looked quite homelike to us.

In all our travels we have found no scenery that excelled that of southern Oregon.

Kind greetings to all.

D. L. GLENN.

THE IDEA

Why send a letter away in a plain envelope when you can get the glass of water envelopes at the same cost as the white ones, and by using them help yourself by advertising your town?

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