

"Ashland Grows While Lithia Flows"
City of Sunshine and Flowers

ASHLAND TIDINGS

Ashland, Oregon, Lithia Springs
"The Carlsbad of America"

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Oregon's Famous Spa New Ashland Slogan

After careful consideration of the matter the springs water commission and the publicity department have decided to change the slogan used on the advertising material from the "Carlsbad of America" to "Oregon's Famous Spa."

The new slogan has been adopted for several reasons. One of these is due to a desire to get a name that is distinctive and original; one that has not been or may be used by any other resort.

The old slogan did not apply to Ashland any more than it might apply to other resorts in America of a similar character, and did not have the significance that the new one has. The word "Spa" signifies a place where mineral springs abound. Those who heard Prof. Anthony speak at the Commercial Club on Thursday night of last week will remember he invariably used this term in speaking of the watering places of Europe and of Saratoga Springs in this country. It tells in one word just what Ashland is, a springs resort, and will convey to the tourist, the information that we have mineral springs and that we have a resort city. The use of the word "Oregon's" is for the purpose of giving Ashland's location in the state, and to take advantage of the present movement to advertise Oregon's attractions for the tourist. No state in the Union is doing as much concerted advertising as Oregon is doing at the present time.

"Letter Writing Week," with its thousands upon thousands of personal letters sent to every part of the United States, has done much to focalize the attention of the nation upon Oregon. Portland is sending the wonderful Berger-Jones collection of lantern slides, made by the new method of photographing in natural colors, to be exhibited in the great cities of the East. They are to be shown at the White House, at the annual convention of the Chamber of Commerce of the United States of America, where they will be seen by men from all parts of the country, at Columbia, Yale, Harvard, Princeton, University of Pennsylvania, and in many other places.

They will be the means of drawing the attention of a million people to Oregon, and will inspire thousands of tourists with a desire to come out here and see for themselves what we have to show them.

By linking Ashland with the name of Oregon, in the use of this new slogan, we will get the benefit of this big campaign of exploitation. The word "Famous" is used because it is the honest opinion of the commission and the department that Ashland is to become renowned as a health resort or spa.

Mr. John M. Scott, general passenger agent of the Southern Pacific company, approves of the change of slogan. In a letter to the department he says:

"Your suggestion of using the words 'Oregon's Famous Spa' is a very good one. The word is used in the old country and to very good effect. I hope you will open a campaign on the new name at once."

Resorts Pay Big Dividends

To the practical man one of the most pertinent statements made by Prof. Anthony, who spoke to the citizens of Ashland last Thursday, was in regard to success scored elsewhere in a financial way by resorts. He stated that in Europe where hundreds of resorts are flourishing, sometimes a score in the radius of a few miles, all were making a financial success. In fact, he said he knew of but one which was not paying and this one could be taken as the exception which proved the rule. In America private interests have accumulated huge fortunes from the industry.

During the year 1915 the Metropolitan Life Insurance Company distributed through its agent, H. O. Puckner, 3,965 welfare booklets in the city of Ashland, this being a part of this great company's welfare work. Of these, 200 were used by the public schools as instruction books and 300 by the local dentists and physicians. "Fake Consumption Cures," "First Aid in the Home," "The Child," "Teeth, Tonsils and Adenoids," "All About Milk," are the titles of some of these books.

Deep Problem May Perplex Ground Hog

Many of the old superstitions are obliterated by the undeviating and irresistible march of science. Many of the old adages are forgotten. The United States government weather forecasts are displacing the bewhiskered prophets who were the proud possession of every community in days gone by.

One belief remains, as firmly entrenched in the hearts of all but the most practical as the belief in Santa Claus is in the hearts of the children. And that is ground hog day.

On Wednesday, February 2, old mister ground hog is due to emerge from his winter habitat and stalk abroad. Then if he sees his shadow—pop, back into the hole for six weeks longer. If no shadow is in evidence, he concludes to stay out, and take a chance on prospective weather.

If the ground hog appears about sunrise on Wednesday he will see a shadow on the sun, the first time in many scores of years that an eclipse has occurred on ground hog day. It is problematical what he will do in case he notices the eclipse.

What would you do were you a ground hog?

High School Beats Militia 33-26

The Ashland high school won the city championship by defeating the Coast Artillery Corps team in what was easily the fastest and most interesting game of basketball yet played on the armory floor. The C. A. C. boys showed some of the effects of their recent defeat at Central Point, several of them nursing sprains and bruises. However, they seemed to have the school boys outconditioned and to be faster, but could not locate the basket as well. The feature of the high school team's play was the defensive work of Delsman and the brilliant offensive work of Grisez. The final score was 33 to 26. The two teams will practice against each other frequently from now on in preparation for coming games with outside teams. The lineup and points scored were as follows: High school, Fraley 9, Grisez 16, Harris 2, Plymate 6, Delsman; C. A. C., M. Grubb 8, Brown 8, Freeman 2, L. Grubb 8, O'Donohue.

Local Newspaperman Goes to New Field

Lynn Purdin, who for the past five years has been foreman at the Ashland Record, takes over the Montague Messenger on February 1. Mr. Purdin has been in newspaper work in the valley for many years and is an all around man, well liked everywhere. The good wishes of the entire city go with him to his new undertaking. Mr. Purdin's family will remain here until spring. The Montague Messenger is the only publication in the city of Montague, Cal., which is the center of a prosperous farming community.

Pioneer Builder Passes Away

Baldwin Beach, pioneer Ashland resident, passed away at about 7:30 Saturday evening at his Gresham street residence. He was 78 years of age. He was a member of the local G. A. R. post, being a Civil War veteran. Funeral services will be held from the residence at 41 Gresham street Tuesday at 2 p. m. G. A. R. and Christian Science services. A full obituary will be published Thursday.

Will Build Road Up Mount Shasta

The United States forestry service will make a preliminary survey for a road through the Shasta national forest reserve up Mount Shasta from Sisson to Horse Camp next spring. The road up the mountain will open the Shasta forest to tourists and also make ascent of the mountain easier.

Born to Mr. and Mrs. Lee C. Porter, a nine-pound boy, Sunday.

Prof. Anthony Proclaims Ashland's Lithia Equal to World's Best

"You have in Ashland a mineral water (the lithia) which is equal in every way to those of Saratoga and the other great springs of the world and is in a great many ways superior." Coming from Prof. Anthony, chief engineer of the great Saratoga mineral springs reservation, the greatest in the East, this statement was received with uproarious applause by the crowd which jammed the Commercial Club assembly room last Thursday evening to hear Prof. Anthony. His talk was a revelation to the citizens present and strengthened the spirit of confidence in Ashland's future as a great mineral water resort.

Mr. Anthony is enthusiastic over the waters here and especially the lithia, which he finds to contain properties he says are bound to make Ashland famous.

President V. O. N. Smith introduced Mr. Anthony, who is here as consulting engineer for the newly incorporated Pampadour Mineral Springs company which will develop the Silver-Bailey Lithia spring and other springs in the neighborhood.

The speaker first described the agreeable sensations which he had experienced upon his arrival from the trip across the continent and then launched into a brief description of the great resorts of the Old World and the history of watering resorts. "The first known bathing resort was in England and was visited by the Saxons of England 809 years B. C.," said Mr. Anthony, "and at present throughout continental Europe great resorts which are making big dividends are established at intervals of a few miles in the mineral water districts."

While proclaiming himself to be neutral, Mr. Anthony stated that his descriptions of the resorts of the old world would be confined mainly to those of Germany because it was in Germany that the application of mineral waters for medicinal purposes had been brought to the highest degree of efficiency and had indeed been reduced to a science. He stated that at Saratoga the great returns from the waters were found to be in their medicinal application, and that it was toward this end that the American resorts must aim. Mr. Anthony referred to the resorts as "spas," this being the name which has become the accepted usage throughout Europe. He told of the systems at the German spas and said that each resort maintained their own architect, chemist and engineer and were constantly studying and experimenting to further perfect the science.

He gave a brief history of the development at Saratoga, telling how huge fortunes were amassed by private interests and the waters wasted until the level of the mineral water in the basin of the valley, which is about seven miles long by four wide, was lowered. In the beginning the water level was above the ground in places, but it was pumped out and wasted until it became necessary to sink wells 300 feet to find water. Then the state condemned the Saratoga region and made it a state reservation, and under proper conservation the water is now back at its old level and has been so studied and developed that some springs spurt high into the air. He stated that a million and a half had already been spent at Saratoga, that the people of the state had the greatest confidence in the further development, and that providing the powers that reign in Tammany Hall agreed, six million more would be spent.

The faking of mineral waters was dealt with, and he told of the methods by which unscrupulous promoters secretly injected mineral salts into common water and pumped them into springs. Practices of this sort became so common that now at Saratoga in order to allay the suspicion of fraud, all the workings of the pumps were glass encased so that the water could be followed through the apparatus.

Mr. Anthony then explained several properties of mineral water and told of the Saratoga pumping plants, the system there being practically the same as here, with the exception that some of the automatic apparatus here is new. He conducted a very interesting experiment with apparatus which he had with him to show how the gas is held in solution as carbonic acid in the water and is released by having pressure removed. He states that mineral waters may be pumped any distance, retaining all of

their gas and properties if kept under the proper pressure.

That the lithia water here can and will be bottled and kept clear and that it is best kept clear in the bottle, was made plain by the visitor. He explained the reasons for the clouded appearance and sediment which forms in an improperly bottled mineral water. This question, which has worried some of the local people, was dispelled with the assurance that the Saratoga waters assumed the same appearance unless properly handled.

He then turned to the commercial use of the gas which is found in unlimited quantities here, and stated that Ashland should find an unlimited market for the gas on the coast and that Saratoga did not have a sufficient supply to fill the demand.

The application of the lithia water in baths was next taken up, and he waxed enthusiastic over the Ashland water, stating that it was even superior in many ways to the Saratoga waters. "The immense value of the waters is not for drinking purposes, but for bath uses, when properly applied under the direction of competent physicians who have mastered the science of hydrotherapy," stated the speaker, "and I have found reasons to believe that here at Ashland you have the most valuable water for that purpose in America if not in the world."

The Saratoga man then explained the use of a delicate instrument for ascertaining the presence of radio-activity in waters, and stated that he had found this element in the waters to an extent which had amazed him and almost frightened him. The exact extent of the radio-activity he had not as yet determined, but from his experience at Saratoga and elsewhere he was positive that the Ashland waters contain more radio-activity than any in America and rival if not exceed the waters of Bath, England, which have no other claim to fame than that of being the most radio-active in the world. Further experiments will bring this phase of the water to a fine point, but the experiments already made have proven the water to be wonderful in this respect as well as others, and is of paramount import to Ashland's future. Just what radio-activity is and its uses in treating heart trouble and other diseases through baths is too lengthy a subject to discuss in this article. Suffice it to say that Mr. Anthony regarded this phase the most important of all.

From the scientific side Mr. Anthony turned to the financial side of the mineral waters, and told of the huge fortunes which had been amassed. He told of the crowds which visited Saratoga, that resort's summer average approaching 20,000 persons a day, and in three hours on one day a crowd of 15,000 visiting the main water palace. He remarked that there was no great spa west of the Rockies and that Ashland had a wonderful opportunity. He told of Hargate, Europe, where the springs are municipally controlled and where the people pay no taxes, the income from the waters and baths paying big dividends to the people. "At Hargate the water is stored in tanks in the winter because of an insufficient supply. Here at Ashland with the abundance what could not be accomplished?"

He emphasized the fact the psychological effect must be attained, and compared the resort problem with Coney Island crowds. The people come for pleasure, catch the spirit and believe that the waters will cure, which is half the battle in any medicine. He also emphasized the fact that the big returns are made from baths and not from sale of drinking waters.

Mr. Anthony then asked that anyone who wished to ask questions do so, and for fifteen minutes was busy answering the queries of interested spectators.

One question was asked regarding the efficiency of the sulphur water, Mr. Anthony stating that he had had little experience with this water, and believed that a great deal of its effectiveness in the treatment of rheumatism came from proper application of heat and cold, but that he was not prepared to go into an authoritative discussion of it. Dr. Jarvis asked several pertinent questions and discussed several matters mainly relating to radio-activity with the New Yorker, and showed that he is making a thorough study of the me-

Five-Reel Comedy At Vining Tuesday

"Twas Ever Thus," with the charming Elsie Janis as the star of a brilliant Bosworth Incorporated production, is the attraction at the Vining Theatre for Tuesday night, February 1. No matter what airs and what graces men may have taken on since the world began, they make love just the same today as when they lived in caves and wore the skins of wild animals upon their shoulders. "Twas Ever Thus" shows the grim, unusual love affair of a prehistoric pair who dispose of a pursuing, irate father by means of the bludgeon at the mouth of the nuptial cave in the thick of a tribal fight. In vivid contrast comes an appealing story of Civil War times when a Boston beauty and a young southern airgunn outfit the antipathy of the latter's father to the girl's "northern accent," and by a clever ruse actually line him up as the girl's staunchest champion. Finally, in the most dramatic episode of all, love again prevails in a stirring three-cornered affair between a wealthy publisher, his gay young clubman son and Marian Gordon, a young New York writer, who, when her novel is rejected, enters the wealthy publisher's house as a domestic to "get experience," with some very interesting sentimental results. Elsie Janis is splendid as the heroine of all three episodes.

The picture is in five reels. With it will be shown the Paramount weekly, current events from all over the world.

Eclipse of Sun Visible Wednesday

For the first time in many years an eclipse of the sun will be visible in Ashland on the morning of February 3, 1916. The eclipse as seen from here will be only partial, about one-fourth of the sun being obscured as the eclipse starts a few minutes before sunrise. The lower part of the sun disc will be obscured, the obscuration passing obliquely downward from right to left. The sun will rise at 7:25 on Wednesday and will be half way through the eclipse when it rises.

Everyone wishing to see the eclipse should provide themselves with a piece of smoked glass or dark glasses, and should set the "Big Ben" for a little after 7 o'clock.

Roseburg High Brings Fast Team

But four teams in the state are accorded chances of winning the state basketball championship. These are Ashland, Roseburg, Medford and Salem. Ashland's first chance at the other contenders comes Wednesday and Saturday evenings of this week when the local high school team meets Roseburg at the local high school gymnasium. Roseburg has won every game played this year except one to Salem on the Salem floor, which was lost by three points. Roseburg has defeated such teams as Eugene, Corvallis, O. A. C. freshmen, Albany and several others. Basketball critics of the state proclaim the present Roseburg team to be the fastest in the state. Come out Wednesday and Saturday evenings and help pull through a victory for the locals. Roseburg plays Medford Thursday and Friday. On Wednesday night the Phoenix and Ashland girls will play a preliminary. On Saturday the Phoenix boys play the Ashland second team. Seats at Rose's.

Jackson Woman Out for Treasurer

Mrs. Myrtle W. Blakely of Jacksonville has announced her candidacy for the office of county treasurer. Mrs. Blakely is the present deputy treasurer and for two years served as deputy recorded of the county.

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Mr. Anthony has the thanks of every man present for a most enlightening and enjoyable talk. The greatest difficulty which has been met with in Ashland's development has been the lack of general understanding of the possibilities and great value of the mineral waters, and Mr. Anthony's talk was greatly appreciated.

Judge Alden Has Vivid Message

That the spirit of 1776 stood for liberty, that of 1861 for graft and greed, but that the future would stand for none of these, was the substance of a lecture delivered at the Methodist church Friday night by Judge Alden, famous lecturer, humorist and jurist. Judge Alden spoke for two hours and no one person of the large audience grew tired, but rather hoped for more.

"The Needs of the Hour" was the topic, but the speaker covered a wide range of territory. With keen barbs of humor he opened the way to the hearts of the audience, and then drove home the steel of his argument, the burden of which was that individuals are shirking their responsibilities to their fellow men, that petty thievery is practiced and graft denounced by the thieves, that a growing indifference toward religion is at the base of all evils, social and political.

He told why the grafter is here, and plainly said that the man who would cheat in the small deals of life was the foundation upon which the greater graft was based. He declared that back of all this materialism, this worship of the golden calf, was the indifference toward the teachings of Christ, and said that history shows that every nation in the past that turned from God to gold has gone down to ignominious defeat.

He showed the inconsistency of the man who sits by the stove in the corner grocery and walls and howls about the grafters in the state and nation and then goes home and mixes the product of the cow with the product of the pump, and still thinks he is honest. He declared men should cease to cast critical eyes on the horizon for the sins of others, but should turn the eye inwardly, for the reformation of the state and nation begins with the individual.

And as it was thus in commercial and political life, so it is in domestic and religious life, he averred. It was his opinion that lack of self-respect was the cause of the moral turpitude of grafter and grafted.

Lack of respect for God was the incubator in which all these modern evils hatched, said the speaker, and the remedy he believed to be a return to a keener appreciation of religion as taught by Christ.

Want Five Thousand For Celebration

That is the figure that the committee in charge of the springs dedication and Fourth of July celebration is going to raise. In a twenty-four hour campaign this amount is to be subscribed, and a great many citizens will be asked to assist to make a complete house to house canvass. This will probably take place the end of this week, and the residents are requested to think over the matter of their subscription so that there be no delay in allowing the men, who are giving their time to make this a success, to complete their work in as short a time as possible.

The original figure at which the financial committee had hoped for the attendance at the celebration was placed at twenty thousand, but Mayor Johnson, who has accepted the chairmanship of the committee on information and accommodation, states that no less than forty thousand will be here if we put on the proper show. This means that every hotel and rooming house will be filled to capacity, that every available room in the private homes will be taken, and that we will have to depend upon the hotels in Medford to take care of the overflow. Every family in Ashland who has rooms that they can rent at that time will have no difficulty in filling them, and it will be due to the committee's efforts that this condition will be brought about. They therefore feel that it is everybody's business, and to the city of Ashland's interest, that liberal subscriptions be made toward the expense fund of running this celebration.

The blanks upon which the subscriptions will be asked for will be for a cash donation, payable immediately, or payable in installments, one-half on April 20 and the other half on June 20. E. V. Carter has consented to act as treasurer and subscriptions are made payable to him.

Tidings "For Sale" ads are active little real estate salesmen.