

Ashland Tidings

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Ashland, Ore., Monday, March 20, '16

HOT APPLICATIONS.

By Leonard Hinton.

According to Mark Daniels, superintendent of national parks, the United States stands alone in its dense ignorance of the commercial value of scenic attractions. "Congress," declares Mr. Daniels in a magazine article, "has long regarded our national parks as liabilities, appropriations for the development of which must be made as a sop to that part of the public which is afflicted with aesthetic tastes and idealistic tendencies. However, we are the only nation in the world which has not turned these liabilities, so-called, into salable assets of peculiar value, since scenery is the one thing which may be sold innumerable times without in any way diminishing or damaging the bulk of the original commodity." After citing statistics which show that from \$50,000,000 to \$100,000,000 is spent yearly by the American tourist in search of European scenery, Mr. Daniels says that the country badly needs hot applications of education to the seat of the disease of ignorance. Washington has already seen the need of such a treatment, and is preparing to give it a thorough trial.

This article, it seems to me, contains a sound bit of advice for any community which is planning to advertise its attractions to the outside world. A little community catechism would not be amiss.

Question No. 1 might read: "What do the home people think about it? What do the home people know about it? Is every voter in the community really familiar with the aspects of the features to be advertised, or is their value in attracting the fickle, or in this knowledge confined to a few farsighted individuals who are carrying not only their own burden of responsibility in the development work, but the burden of public indifference as well? If the latter is the case, and the community really has something to market, the disease of ignorance is pretty sure to be lurking somewhere, and it is time for some hot applications.

Are the people preparing for the results of the outside advertising? Are they cleaning up the rubbish piles, the unsightly vacant lots, learning the how and why of the handling of a large tourist population, seeking to anticipate the wants of Brother Tourist when he makes his appearance. Because if these things are not being done, and being done enthusiastically, your townspeople are merely hoping for the best and preparing for the worst, and the worst will be the thing to happen. Some hot applications would soon relieve this condition.

No community can over-value the local spirit of co-operation as an asset in an advertising campaign. No one man or no group of men can hope to accomplish by conscious effort a fraction of the advertising which can be given as the free offering of an enthusiastic population. For the greatest and best advertising is not that for which you pay out money to the space-sellers, valuable as that variety has proven itself to be, but the advertising which the visitor pays the community for, and takes away with him, an indelible impression of progress, enthusiasm and co-operation. More hot applications, please!

A boulevard one hundred feet wide from Pell's to the entrance of Lithia park, with great shade trees on either side, in twenty years to look like an old English avenue. Such things as these will add to the attractiveness and create more new taxable wealth than any other enterprise that can be undertaken.

Talks With Screen-Struck Girls



(Copyrighted January, 1916, by Beatriz Michelena.)

One bit of advice that I would impress upon the girl who starts out to make her way in the motion picture world, is to keep up her home ties. How much revived hope and buoyancy she shall find, during dark hours, in encouraging words from home, only we who have already experienced their helpfulness can know. There is something more than sentimentality in the saying, "A mother is one's best friend." There is genuine practical truth in it that becomes most poignant in times of trouble or discouragement.

And of discouragement any girl

may expect to find an abundance in her first attempts to become a motion picture actress. How hard she will often find it to get an audience with the manager or director—long, despairing waits in cold, irresponsible-outer rooms, until she feels the whole world in league against her! How dejectedly will she drag herself home at the end of many an unproductive day! There will be whole weeks of these days, perhaps, strung into one continuous blue line.

In times such as these the home ties will count for much. They may, indeed, decide whether the final issue be success or failure. Even with the home cheer to bolster her up, the average girl will find it hard enough to keep a brave front during the early conflict.

Before starting on the struggle she should confide with her home folks—most of all, I should say, with her mother. The entire situation should be talked over and her chances carefully weighed. The family, as one unit, should be interested in the undertaking and thoroughly conversant with it. Until she has had opportunity to test it out, a girl can never know what comfort and help there is in such organized support behind her.

NAILING THE LIES.

There are some people in Ashland who do not like Greer. We don't know why, but suppose it is because Greer is trying his level best to make a place of consequence out of Ashland. And in getting back at Greer they insist on viciously knocking the whole springs enterprise. For example: A little while ago they began to circulate the lie that the mineral waters were unsanitary. That the pipes were unsanitary. In order to refute that, the state health board was appealed to, and last week President Roberg of the state health board came to Ashland at the solicitation of the springs water commission and took samples of the mineral waters for analysis. They have been analyzed by that board, and it reports that it finds the "water to be exceptionally pure; in fact, the water could scarcely contain fewer organisms unless it were distilled and kept sterile." What do the Squeakies, the doctors, the Anthonys and their organ, the Record, think of that?

There has been a lot of lying going on lately. The springs water commission is absolutely in the clear, and is prepared to prove it. These vicious persons are not hurting the springs commission, or Mr. Greer, but they are well-nigh killing the springs enterprise and the splendid opportunity inherent in the mineral springs development by allowing and abetting the circulation of reports wholly untrue, but which have the tendency to retard the development of the town.

Just the other day we read from a neighboring paper that "the springs enterprise, so splendidly started, was now in the throes of a scandal." What scandal, pray? There is no scandal connected with the springs enterprise, except that conceived in vicious minds in the hope of getting back at somebody and in which there is absolutely no shadow of foundation.

Is Ashland to allow a bunch of rats to destroy the good work that has been accomplished?

Read the report from the state board of health on the first page and then answer. That is but the first dose we have laid up for them. We will speedily send the rest of their lies the same route.

ROGUE RIVER FISHING, BY EMERSON HOUGH.

The Saturday Evening Post of date March 18 has a three-column story by Emerson Hough on fishing in the Rogue river. This is the direct result of the week's entertainment given him by the springs water commission a year ago last summer. The writer met Mr. and Mrs. Hough at Klamath Falls and took them in an automobile to Crater Lake, the next day bringing them into the valley, and the next day was spent in fishing on the Rogue river. The gentlemen referred to as crack fishermen, who were not afraid to wade, were Prosecutor Kelly and George Putnam of the Mail Tribune, who happened along in the afternoon where the Ashland party and Mr. Hough were fishing on the river. After the fishing trip the writer took Mr. and Mrs. Hough to Grants Pass and put them in charge of the Grants Pass committee, who showed them the mysteries of the Marble Caves. No doubt, later, a good story on the caves from Mr. Hough's pen will be published. His Rogue River fishing story will appear in the Tidings Thursday.

"Funston Silent," news headline. Well, what'dy think of that?

The People's Forum

To Mrs. Country Jake.

Editor Tidings: I am among your other subscribers who have read your letter in the Forum in the issue of March 13, and as the need of a rest room for the convenience of our country guests seems to me a very real one, I am anxious to be among the first to endorse an idea of such real constructive value.

You are right in your statement that none of the rest rooms now in use or planned for the future can fill this need. No business house can give the space or environment that such an institution (it should have that dignity) demands. The ladies' drawing room of the new Oregon, excellent as it is to be, can not provide the restful atmosphere for the tired shopper which is absolutely essential if such a place is to be worthy of the name. Nor can one find in any of the rooms now in use about town those conveniences whose necessity you have recognized, the gas plate, the couches, the luxurious rest chairs almost in profusion. And while we are building air castles, why not equip the rest room with a subscription list of the best magazines, and surround it with plenty of room to turn those children loose in?

Considering the location of the proposed rest room in the city hall, facing the park, yet so close to the shopping district, it seems strange that the vote on the subject should have resulted so disastrously in the council. Perhaps the gentlemen considered that \$360 was too great an expenditure to be lavished upon our country patrons, since her city sister was not demanding the innovation. But I am wondering if Mrs. Country Jake would be the only woman to make use of it. I have an idea that not all of the tourists who are to visit Ashland in the seasons to come will be of the millionaire class, with governesses for those children and all the petty comforts of travel de luxe at their elbow. There will be many women among them to whom a rest room, equipped and operated in the same efficient manner as the auto camp ground, will be the greatest boon within the gift of the community. This will be especially true during the crowded Chautauqua and Fourth of July weeks, to say nothing of the future gatherings and conventions for which Ashland must bid if she is to realize fulfillment of her possibilities.

Mrs. Country Jake you've started something—an original something—a progressive something. Upon the worth of such ideas we may, or may not, build the future. Let's have the rest room in the city hall.

MR. TOWNSMAN.

FRANK M. CALKINS FOR CIRCUIT JUDGE.

Frank M. Calkins has filed for renomination for the office of circuit judge. Judge Calkins needs no introduction from this paper. He has filled the office for the past six years to the entire satisfaction of the district and will likely have no opposition for renomination. He is a man of good judicial mind and temperament, and tries to administer the law always according to the letter and spirit. He is popular with attorneys, expedites the business of the court and is the right man in the right place.

Anyway, we have conscription in this country during leap year.

Anything New In
Your Line of
Business?
The People Ought
to Know.

Help Advertise Ashland.
Send the glass of water booklet to all your friends. If you are not familiar with this beautiful little souvenir of Ashland, obtain some from one of the places listed below and enclose one in every letter you write.

The publicity department has sent out 500 of these little booklets this week to physicians on the coast, together with the "analysis booklet." This is but the beginning of the campaign. Before we are through we will have one each of these booklets in the hands of every physician on the coast, telling them just what fine medicinal mineral waters we have here and urging them to keep Ashland in mind whenever they have patients who need change of climate and altitude and who would be benefited by waters such as ours.

These booklets can be obtained at the following places:

- First National Bank.
- Citizens Bank.
- State Bank of Ashland.
- Butler's candy store.
- McNair Bros.
- Poley's Drug Store.
- Susie Allen.
- Ashland Hotel.
- Rose Bros.
- Crowson's candy store.
- Beaver Realty Co.
- Hodgson & Reed.
- Commercial Club.
- Ashland Tidings.

Stop in at the nearest place and get some. Every citizen of Ashland and every visitor in Ashland is urged to enclose these in their letters.

The publicity department will gladly give these out to merchants who wish to have the booklets on their counters for strangers to take and also to enclose in their business letters to other towns. It is requested, however, that these be not given to children who want them just for the picture or who would destroy them or throw them away. These will do Ashland good if they go to different towns, but will do nobody good if they are kept in your homes. If you get some and find that you can not send them all out, either return them to one of the distributing points or give them to some friend who can send them out.

Another booklet, giving the analysis of the waters, is now being printed (second edition), and these will be available in a short while for distribution.

DEAD INDIAN ROAD.

It's about time to think about that Lake of the Woods road again. The Lake of the Woods is one of the greatest assets Ashland has, and the road can be made passable for automobiles for about five hundred dollars. The Tidings will give fifty dollars toward the project. Who'll be next?

THE FLAVOR OF "SPEAR HEAD" IS UNIQUE

A Chew That Has Been Famous for a Third of a Century

HAS THE RICH RED BURLEY TASTE

Chewing is the only way to get the rich taste of the tobacco leaf. And the only form of tobacco in which you get the leaf as Nature made it is the plug form.

A chew of Spear Head plug tobacco has a wonderful flavor such as you never did and never will taste in any other tobacco.

That Spear Head flavor is unique, mellow, fruity, everlastingly delicious and satisfying.

Spear Head has been famous for a third of a century as the richest, tastiest of chews.

It's made of sun-ripened, red Burley. And it's produced by the most modern methods, which develop the luscious flavor of the leaf to the supreme degree.

It is safeguarded at every step in its making. The factory is clean and sanitary—the processes are pure-food processes.

When the choice red Burley has been pressed into mellow, sweet Spear Head plugs you have a chew that simply can't be equalled.

Spear Head is the high quality chew of the world. Try Spear Head—you'll never again be satisfied with any other chew. In 10c cuts, wrapped in wax paper.

The Oldest National Bank in Jackson County

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DEPOSITORY OF

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

The Springs Of Inspiration

(By Leonard Hinton.)

Third of Series.

One of the most important factors to be considered in building up a resort city is the adequacy of hotel service. Indeed, this can hardly be too strongly stated. For no matter how wonderful the scenic attractions of a city, or how far afield it has thrown the tentacles of its advertising campaign, no tourist will stay long in a city which is inferior in hotel accommodations to other resort cities. And what is of even more importance, he will keep other tourists from making even an initial visit. With these facts in mind, it becomes a very real pleasure to watch the progress of work upon a structure whose appointments and standard of service will place Ashland on an even footing with other cities that have realized early in their history the immense importance of the hotel question. I refer, of course, to the new Hotel Oregon.

One of the most interesting features of the remodeled Oregon will be the ladies' drawing room which is in process of creation from a part of the space formerly occupied by the hotel lobby. The great value of an apartment of this character to the patrons of the hotel, and hence to the people of Ashland, should be at once apparent. Ideally located in the corner of the building, the ladies' drawing room can be entered from the street, the dining room or the lobby. The most conservative of prophets can not hesitate to say that such an innovation will undoubtedly be as popular with the local society matron as with Madame Tourist. It will be but a very short time until countless repetitions of "Meet me at the Oregon drawing room" will establish a social rendezvous which has long been sorely needed.

The danger attending the injudicious or haphazard use of color has been eliminated in the Oregon by the careful consideration of color values throughout the building. The ladies' drawing room, which is being done in ivory and different tones of brown, is a good example of this. On the ceiling, which has been finished, white ornamental stucco has been employed against a ground of pale gold. On the deeper tinted walls this motif of white is repeated in the moldings and in columns of exquisite design. The last harmonious detail will be supplied when the furnishings are installed.

stalled. These are to be of tapestried upholstery.

One of the details of the drawing room which never fails to elicit praise from the many visitors to the Oregon in its state of transition is a concrete fireplace in one corner of the room, the face of which has been decorated in high relief in a conventional vintage design.

(To be continued.)

Again the Billings hill has been "viewed." Yet the grade stands as rugged and steep as ever. Better do the work and then take the "view."

Some of our amateur operators on the stock market will be ready to sell after prices get down a little farther, so that they can buy in again after prices get high once more.

Interurban Autocar Company.

Between Ashland, Talent, Phoenix and Medford car leaves Ashland northbound daily except Sunday at 9:00 a. m., 12:50 p. m., 2:30 p. m., 3:20 p. m., 4:45 p. m. and 6:15 p. m. Sundays leaves Ashland at 9:00 a. m., 1:00 p. m., 5:00 p. m. and 10:30 p. m. Leave Medford for Ashland daily except Sunday at 8:00 a. m., 11:50 a. m., 1:15 p. m., 2:30 p. m., 3:45 p. m. and 5:15 p. m. On Saturdays leave Medford at 10:00 a. m., 4:00 p. m. and 9:30 p. m. Our cars are kept warm in cold weather.

ASHLAND LUMBER COMPANY

Dealers in

LUMBER
Shingles, Lath, Sash, Doors,
Roofing Papers, Cordwood,
Factory Block Wood

Hotel Columbia

ASHLAND, OREGON

THE LITTLE GEM

Best furnished little hotel between Portland and San Francisco.
Rooms with Bath, Hot and Cold Water, Steam Heat. Well ventilated and absolutely clean and sanitary. 75 cents and up. Opposite Elks Temple. Mrs. C. E. Davis, Prop.

Your Eastern Trip

Should be arranged via California so that you can stop over at San Francisco. Liberal stopovers allowed. The cost is no more for this privilege on either first or second class tickets.

Ogden Route

Train service is excellent. Three daily transcontinental limited trains to Chicago and the East. Latest equipment. All steel observation library cars, through sleeping cars, dining car service unexcelled. Protected by electric automatic block signals.

Overland Limited—Pacific Limited
San Francisco Limited—Atlantic Express

Ask your local agent or write

John M. Scott, General Passenger Agent, Portland, Oregon

Southern Pacific -:- Union Pacific