

Ashland Tidings

By THE ASHLAND PRINTING CO. (Incorporated.) SEMI-WEEKLY. ESTABLISHED 1876.

Bert R. Greer, Editor and Manager. Lynn Mowat, News Reporter

Issued Mondays and Thursdays

Official City and County Paper

SUBSCRIPTION RATES. One Year \$2.00 Six Months 1.00 Three Months .50 Payable in Advance.

TELEPHONE 39

Advertising rates on application. First-class job printing facilities. Equipments second to none in the interior.

No subscriptions for less than three months. All subscriptions dropped at expiration unless renewal is received.

In ordering changes of the paper always give the old street address or postoffice as well as the new.

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

Ashland, Ore., Thursday, Mar. 23, '16

WHO'S WHO, AND WHY.

The Business Men's Association had under consideration a "TRADE AT HOME" campaign. The object was to make a concerted effort to educate the citizen to the unquestionable fact that he could better afford to pay his home merchant a little more for goods than he would have to pay a mail order house for the same article, because every dollar spent with the home merchant stayed in the community to enrich it with ready cash, while the dollar sent away was gone forever and left the community that much the poorer. The idea was a good one and the argument absolutely true.

Why not as well buy the TRADE AT HOME CAMPAIGN bills from Sears-Roebuck? They probably could furnish them cheaper than the home printer who spends his money in town and pays taxes here, and might furnish them cheaper than they could be had from the Portland printer who pays taxes at least in the state.

There are a few definite reasons why Ashland is not a better town commercially, and Enders has hit the nail on the head without knowing it, when he advocates having his TRADE AT HOME bills printed by a mail order house, while he boycotts the local printer.

The trouble with Ashland is that there is no co-ordination or co-operation between either her merchants or her citizens. None of them seems to understand what it really takes to build up a town. As soon as merchant and citizen alike begin to think about the other fellow and to realize the building power of local co-operation, Ashland will begin to look up.

But, as long as the Enders policy, as illustrated in his proposal for TRADE AT HOME bills, is continued, Ashland commercially will not amount to a row of pins. Mr. Merchant, if you insist on buying out of town because you can get it a little cheaper, why in the name of high heaven do you complain when those in the market for supplies you sell do the same thing?

As long as the Ashland druggist buys his clothes of the mail order house instead of his neighbor clothing merchant, he should not complain if other citizens send away for patent medicines. As long as the banker insists on buying his supplies from Portland or San Francisco instead of one of the merchants who carries his account in the local bank, of course bank deposits will be low and money tight.

If money is scarce, as it appears to be, possibly the solution might be found in the business men patronizing each other as well as insisting that citizens be educated to the advantage of spending their cash at home.

What is sauce for the goose is sauce for the gander. If every business man in Ashland would take a solemn pledge to see to it that every dollar he spends goes to a local firm, when it is possible to get what he wants here at any price, he would likely find that half the reason for a trade at home campaign has been automatically removed. Tit for tat is a perfectly natural human game.

Let's do the thing ourselves, before we ask the other fellow to do it. We may be surprised to find, when we

Talks With Screen-Struck Girls



(Copyrighted January, 1916, by Beatriz Michelena.)

One of the first things that the girl who would get on in the film profession must learn, is an absolute and unquestioning obedience to the director's instructions.

This may seem so self-evident that one would think a "talk" devoted especially to it a waste of space. However, I dare say that more girls are permanently crossed off a producer's extra list because of an unwillingness to follow instruction than for any other single reason.

The trouble comes from a novice's undue eagerness to demonstrate on her first appearance before the camera. She feels somewhere in her bones that she has emotional powers—or perhaps it is the gift of comedy—and she wants to give proof of it without delay. Consequently she is forever making a conscious endeavor to act. This is just what the director doesn't want her to do.

I have seen girls who seemed to

give every promise, so far as features and carriage were concerned, fairly worm their way out of further chances through exaggerated wriggling in front of the camera. They were too anxious to be the center of attraction.

The girl that the director finds valuable for extra parts is the one that is willing to take station where and do what she is told. Often this is nothing more pretentious than to stand still and follow the principal performer with her eyes.

This, you may say, is not the way for one to get on. I'll grant that it is not a highly enthusing way, but, after all, it is the only way. Meekness and an inclination to subordinate one's self to the main purpose of the scene always bring their reward sooner or later. The girl that the director finds dependable in the background will eventually be given her chance closer up.

Therefore you, who are just making your start, must never get the idea that the scenes are being shaped just for you. Realize that you must, for a long time, be a very small part of it. Sometimes you will be way back and no more than the tip of your nose will show, but the good director somehow has the knack of knowing without further clew whether or not there is intelligence behind that bit of nose. If he finds there is, all you have to do is to be patient and follow it, and, like other noses I've heard tell about, it will in due time lead you to success and, maybe, fortune.

RHYME AND REASON.

By Leonard Hinton.

"In January thirty millions of dollars of railroad bonds, bearing 4 1/2 per cent interest, were offered at par and taken so quickly that the subscription books closed almost as soon as they were opened."

We quote from the Saturday Evening Post of March 18. This we find in a year of the greatest war in the history of the world, at a time when the pessimist can easily be convincing on the subject of the irretrievable ruin of the universe. It seems there are still a few loose pennies for the man with constructive ideas.

Prosperity.

It sometimes takes temerity To say out loud, "Prosperity Comes when you've learned the way to talk it."

But here! We've got no war to balk it—

Talk it!

What if business drops today! Bring it back in some new way.

The smiling man makes plans that sizzle, But every frown brings on a fizzle—

Whistle!

Thoughts are things; then use 'em right.

Drop that whine—put up a fight.

Teach your brain a brand-new curve; One thing makes you rube or serve—

NERVE!

The analogy between scenic park development and resort city development is too close to ignore. Four years ago President Taft said in a message to congress on the subject of unified park management that only in the case of the Yellowstone "have we made anything like adequate preparation for the use of the park by the public." That observation is still true.

It is just as true that only in one city out of every ten endowed with great natural attractions has there been anything like adequate preparation for the use of the city by the tourist. In which category are we to place Ashland?

We are glad to hear that the council is renewing its activity in the securing of the right-of-way for the scenic road which is to be built on the west side of the canyon. The proposed west drive will be an even more valuable asset than the completed Glenview Drive on the east side. It is to be hoped that property owners will lend every assistance in giving the council committee the right of way and that the construction of the drive may be carried through to completion this spring.

The Tidings always boosts. When it cannot truthfully boost it is silent. Some other papers seem to think the popular thing to do is knock. Result: The Tidings has three subscribers where the knocking sheet has one.

Movie men are quick to see profit in adversity. Look for a flood of Noah's ark photoplays from southern California.

Do, that the other fellow follows suit. Loyalty to your home town, my dear fellow, is exceedingly important. Cities cannot be built through disloyalty. Let's all try it. It will work well.

The Springs Of Inspiration

(By Leonard Hinton.)

Fifth of Series.

I trust I may be pardoned for devoting another brief sketch to the remodeling of the Oregon Hotel, which is now being rapidly pushed toward completion. In doing so I believe I am only giving space to something that everyone in Ashland is interested in, and rightly. For the new Oregon represents better than any present activity here, the spirit of "Preparedness" which alone can make of Ashland a tourist Mecca.

Realizing something of this from a former visit to the busy people in the Oregon, I was not surprised to discover in a later conversation with one of the owners, that no effort is being spared to make the new hostelry the equal of any of the best tourist hotels in the country. This is at once apparent to the visitor in the new lobby. Here the white stucco and columns of the ladies' drawing room will be repeated against a delicate ground of gray-green, while the floor is to be of mosaic tiling, white, with small designs and border of dull blues and reds. The desk service is to be of the best order, and will include the conveniences of a checking room and the house central.

Adjoining the lobby will be a barber shop and manicuring parlor, equipped to give the most expert service, and with every appliance to be found in the best metropolitan shops.

Throughout the kitchen and service rooms revolution has reigned supreme since the remodeling began. Not only have the rooms been entirely renovated, but no effort has been spared to make this part of the hotel absolutely sanitary. To this end no cupboards or shelves have been allowed in the kitchens or storerooms which prevent easy access to the floor for cleaning purposes, and all heavy furniture has been equipped with castors.

It has been characteristic of the management to carry on this war of convenience and sanitation in the servants' quarters quite as thoroughly as elsewhere. They have repaired and equipped five outside rooms for this purpose, working on the principle that it is the employe who runs the house, and good service can only be obtained where the same, has been rendered.

The building has been rewired throughout, and new plumbing installed. So well has this work been done that each room-unit can now be reached for repairs without any disturbance to the hotel system at large. Water pipes of all kinds have been installed in felt packing, so that a practically silent system is the result.

The apartments which were formerly used as parlors on the second floor have been converted into suites of three rooms each, comprising drawing room, bedroom and maid's room. In regard to the improvement of the service in this regard the management is deserving of praise, for the hotel when ready for use will have seventeen rooms with private bath and lavatory.

(To be continued.)

Phone job orders to the Tidings.

THE KNEEL OF THE MOSSBACK.

By Leonard Hinton

I might have headed this "Attention, Mossbacks," but had I done so, I should never have reached my audience. For the mossback knows not that name. To himself he is a conservative, though the only conservation he believes in is the conservation of the dollar already in the bank, and the conservation of ideas and traditions already in the discard. If he is a thoroughbred mossback he does not believe in banks, but keeps the aforesaid dollar in a fruit jar in the cellar, or under a loose brick in the fireplace.

Such as he is, and was, we hasten to toll his knell.

Perhaps there are some who will censure us, albeit unwillingly, for being a trifle premature. The mossback, they will tell us, is not yet gone from our midst. Lo, he is still with us, and doing business after the manner of his kinsman, the busy flea, crawling upon the back of enterprise, stinging with the sharp sting of envy and malice the flesh of enthusiasm, and droning pessimistic lies in the ear of the booster. Let us reply that we know he is still here, but we are conscious of the fact that he is in a decline, and that in the very near future we shall be so busy with our booster's column that we shall have no space for a recital of obituary for the gentleman in question. So we are taking time by the forelock.

Behold the works of the mossback. Once, a very far away once, it is true, he was young, with hopes and aspirations and possibilities. But when he looked upon himself he found much to censure, for the mossbacks of his generation pointed out his heresies. For was he not young, when youth was a crime, and high treason to property and tradition all the works thereof? So the mossback of our story stifled all thoughts of youth, and with them all hopes and aspirations and all originality, and sought to emulate the ponderosity and the scepticism of those about him, and he became as one of the mossbacks.

Now there came a new business into the town, and new people, and the mossback frowned thereon, for it was a new business, and the like of it had never been in the town in the memory of the oldest mossback. And the business flourished for a time, for there was youth and high hope behind it, but in the end it dwindled and perished, for the mind of the town was against it. And many businesses came and went, and many people, but always they took with them the story of the mossback, and the town got unto itself a black eye.

Now, there came a stranger into the town, and found waters of great virtue, and drank of them, and was made whole of his sickness. And he cried the matter from the housetops, for he was exceeding glad. In-

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

INTERURBAN AUTOCAR CO.

Change of Time Card. Leave Ashland for Medford, Talent and Phoenix daily except Sunday at 9:00 a. m. and 1:00, 2:00, 4:00 and 5:15 p. m. Also on Saturday night at 6:30 and 12:20. Sundays leave at 9:00 and 1:00, 4:30, 6:30 and 10:30 p. m.

Leave Medford for Ashland daily except Sunday at 8:00 a. m., 1:00, 2:00, 4:00 and 5:15 p. m. Also on Saturday at 11:15 p. m. On Sundays at 8:00 and 10:30 a. m., and 1:00, 2:00, 5:30 and 9:30 p. m.

Your Friends

Can buy anything you can give them except

Your Photograph

H. C. Mackey

Main and Central MEDFORD, ORE.

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.

MARLEY 2 1/2 IN. DEVON 2 1/4 IN.

ARROW COLLARS

2 FOR 25 CENTS

CLUETT PEABODY & CO. INC. TROY, N.Y.

For Growing Children

there is no better food than

Grape-Nuts

with cream or good milk.

Many diseases of childhood and youth are due to faulty diet—a diet that restricts the amount of needed mineral salts, the lack of which, as your family physician can tell you, often leads to rickets and other diseases of mal-nutrition.

Grape-Nuts, made of whole wheat and malted barley is rich in these vital mineral elements so necessary to health.

This food tastes good, is easily digested, and many letters from parents, after trial, testify

"There's a Reason"

Grape-Nuts

A Compound made of Wheat, Barley, Salt and Yeast.

Prepared by Postum Cereal Co., Limited Battle Creek, Mich., U. S. A.

A FOOD