

Ashland Tidings

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Ashland, Ore., Monday, April 10, '16

You Can Trade the Article You Don't Need For Something You Do by Advertising.

THE BOND ELECTION.

The council did the proper thing in submitting to the people the proposition of refunding the short time six per cent bonds into long time fives. Under the referendum law in force in this state every important municipal matter should be submitted for the action of the people at the polls. It was strictly in keeping with the referendum that the bond matter was submitted. Councilmen are neither favoring or opposing the issue. The council put the matter in shape to be submitted and then called the election in order to give citizens an opportunity to pass upon it.

There is little doubt but that the higher rate bonds should be refunded into a lower rate issue. That is good business—to cancel a six per cent debt with new five per cent bonds—but there is a question as to whether a five per cent issue is the best that can be floated under the present state of the bond market. Just now there is a strong demand for municipal bonds, and likely if the matter was offered for bids a more favorable issue would find a ready market—possibly the new issue would bring par on a four and one-half per cent basis.

Under the circumstances the Tidings thinks it best to vote the issue down and then submit the matter to bids and sell the new issue on contract to the buyer that would take the issue at par bearing the least rate of interest. Bids could be asked for on a contingent basis before the vote was taken. Then citizens would know when they voted that the city was getting the best the bond market affords and no doubt would approve the issue.

The council has not laid itself open to censure by its action. It did the fair and proper thing in submitting the issue to the people.

LET'S DRESS UP.

Especially this year, Ashland's slogan should be "CLEAN UP, PAINT UP AND LIGHT UP." Every citizen should make an effort to clean up his premises and, if possible, paint up his buildings. The council this year should strictly enforce the ordinance against weeds on vacant lots and parkways. Already, through the efforts of Councilman Banta, the council has offered free porch lights to citizens, and every house should see that the proper installation is made for the service. Dress up. It is no small matter that Ashland should look her best this year. She never had a better opportunity to develop and expand. Thousands of strangers will be here this summer, and if the city looks her best many of them will invest and some build fine homes. Ashland is distinctly a health and home city. Every effort should be made by every citizen, by the Commercial and Civic Clubs, by the park board, by the council and by the springs commission to make her look her prettiest. There is as much charm in pretty dress as in matchless form. Nature has given Ashland an exquisite form. It is left to us to dress her up. CLEAN UP, PAINT UP AND LIGHT UP. Now is the time and this is the place.

THE KNIGHTS OF LITHIA.

By Leonard Hinton. Portland, finding it inadvisable to advertise assets that have brought fame and population to other cities, spread the renown of a Rose Festival nation wide, and organized the order of Rosarians, the official boosting clan of the city. Seattle, young giant of the northwest, reverted to Indian legend and nomenclature for her publicity element. Now every year they hold a Pot-Latch, under the direction of the Tillkums, or Friends. Even places of the size of North Yakima have not lagged behind. There, because apples are the chief source of revenue, the boosters call themselves the Pom-Poms, whimsically corrupting the Latin word for the apple. These cities are representative. Wherever there is a chance to appeal to the farmer, the homeseeker, the business man newly come to the west, cities have adopted the far-sighted policy of spending a few dollars and much enthusiasm upon advertising.

A few more details concerning these "goings-on" among our northern neighbors may not be amiss. For instance, the Rosarians, the Tillkums, and the Pom-Poms are only indirectly connected with the commercial clubs of their respective communities. They are held together by the enthusiasm of the membership. When a pageant or spectacle is put on at home, the Tillkums, let us say, are there in a body, adding to the impressiveness of the event by their uniforms, and individually exerting themselves in every way to make the occasion successful. If some neighboring city holds a celebration, then the Tillkums attend in a body, and lend their efforts and enthusiasm just as freely as they would give it at home. As a result, Seattle annually reaps a splendid harvest from this advertising, being especially fortunate in obtaining tremendous convention crowds and being wise enough to please them well while within the gates.

And this same policy is true of every progressive city on the coast, from Portland to San Diego.

Now let us admit at once that such activities are wonderfully helpful to a community, and face ourselves with the question, "Why can't Ashland avail herself of this means of advertising?"

And immediately many people answer that while such organizations are profitable and natural to cities of wealth and size, they are impossible in a city of Ashland's population and burdens.

Why not. North Yakima is not yet in the hundred thousand class, nor are towns like Reedley and Sanger, California, where boosters' clubs, and good ones, are fixtures of the landscape. These towns contain clubs that have made boosting a habit among the citizens, have backed every local project of value, and have gained a great deal of advertising throughout their sections. Bear in mind, too, that many of these towns are exploiting what is now the commonest marketable commodity before the public—real estate in some form or other. They are in the rut of advertising, because they are limited in their resources, yet they are succeeding in spite of this handicap.

As to the present burdens of Ashland. A man is rightly adjudged a fool who calls his opportunities burdens. There are many fools. Likewise there are many cities in the United States that have allowed millions of dollars to go to the European resorts merely because they refused to accept their own opportunities. And if anyone dared to suggest that natural resources utilized to keep those millions at home, a great cry went up anent the burdens which that city would have to shoulder. When responsibility is called burden, opportunity never waits long for an answer.

As to the practical organization of a boosters' club, whether we call it the Knights of Lithia or what you wish, could anything be more effective as an initial step than a community picnic in Lithia Park? If these business men who have had their heads so close to ledgers that they can hardly remember their old friends could be lured into the park for a single day, with lunch baskets, and wives, and families—you see I place the accent on the eats—a spirit of good-fellowship might be obtained that a year of sharp bargaining could never bring about. And not only should the merchants belong to the booster element. Every man, woman and child in Ashland owes the city a boost, and should be an active member of the club. Were Ashland a part of the great American desert, or a slice of the frozen north, there might be some excuse for disaffection. But with a climate of unparalleled mildness and surroundings of wonderful natural beauty all serious knocking must be a pose. In fact, this can be verified at first hand. One of the men who have ridiculed the development of Ashland's mineral springs remarked the other day to a friend: "Well, you can say what you wish

about hard times, and I'll admit that I talk quite pessimistically myself, but you can bet your boots I'm going to hang onto my property here." That man was a booster in spite of himself. And there are quite a few like him.

CO-OPERATION WINS.

The policy which has been followed in the remodeling and refurbishing of the New Oregon is a splendid example of the finest kind of municipal loyalty. Believing it the spirit as well as the letter of the trade-at-home principle, the owners of the new hostelry have spared no effort to place all the business incidental to their enterprise with local people.

In the first place, all work done on the Oregon has been done by local men, plumbers, carpenters, painters and decorators. In every capacity in which local labor could be used, it has been given the preference.

Every foot of pipe and every fixture used in the installation of the new system of plumbing has been bought through local merchants. Lumber, cement and all other raw materials were secured in the same way. Furniture was picked out, much of it made to order, but all of it came through the channels of local trade, apportioned to the different dealers. Carpets, linoleums, the sheetings and linens, the curtains, all paid their tribute to their local dealers in the interest of trade-at-home.

Perhaps no better illustration of the thoroughness in which this spirit was observed can be given than a word or two in regard to the stationery tables which will be used in the lobby. These have been made in Ashland, of oak, and are examples of the finest workmanship. No one need fear the epithet of home-made, when these are installed in the beautiful lobby of the Oregon.

Much of the furniture has arrived, and is awaiting removal to the hotel.

In examining this furniture one is impressed with the high standard of quality which has been insisted upon by the new owners in their selections.

Especially beautiful is the furniture for the new ladies' drawing-room. This is of old-ivory rattan, with tapestry cushions and pads. The tapestry is to be matched in mulberry rug for the floor of the apartment.

The furniture of the upper floors is oak, of beautiful and substantial design. The chairs for the lobby are also here, and are of full Spanish leather of the finest pattern.

AMONG THOSE PRESENT.

By Leonard Hinton. J. M. Shelley of the Eugene Mill and Elevator Company, and wife, with Mrs. A. Hobbs, paid Ashland a visit Thursday, en route to their home after an extensive tour of Southern California. Besides being a prominent business man, Mr. Shelley has long been a figure in public affairs, being a former member of the legislature and of the committee in charge of the Lewis and Clark exposition.

All the members of the party were enthusiastic over the beauties of Lithia Park. As they have but recently visited famous Balboa Park in San Diego, their praise was doubly welcome.

"Balboa Park," commented one of the ladies, "has the advantage of a wonderful climate and exquisite care, but the San Diegans can not supply the beautiful natural effects which you have here in Ashland." She pointed to the falls of Ashland creek in the park. "The parks of the south," she exclaimed, "would give a hundred thousand dollars for those, and for the background of hills that surrounds this city."

The party was further delighted when the conveniences of the municipal camp-ground were explained. If the fair motorists of Eugene have their way, Lithia camp-ground will be generously patronized this summer.

W. C. Webb, a prominent mining man who has made Waldo, Ore., his residence, was in Ashland Friday. He expressed himself as deeply impressed by the general charm of the city, and with the parks. I asked Mr. Webb for a candid opinion of the future of Ashland.

"Well," he said, "I can tell you my opinion of Ashland in a very few words. It is the one city in Oregon in which I would like to own property."

Many of our visitors express their enthusiasm in regard to our springs and environment, but an expression of confidence in property values should be of especial interest to those who doubt the value of resort prominence to land values.

The college boys turned out with the band when the winning football team returned last fall, but the fellows that win the intercollegiate debate can walk up unattended from the station.

The People's Forum

Pretty Mad. Editor Tidings: Beautify Ashland. Your paper devotes columns to this subject. The Civic Improvement Club preaches it. The Commercial Club advocates it, and other societies are busy telling people what a nice town we would have if we would only try.

I got that fever ONCE. I say once because I believe that I am immune from it henceforth. I have put lots of time and good money into the property I rent on Pioneer avenue, to beautify, and anyone who has seen my efforts will agree with me.

Now comes the time when I thought I could say, "Well, those flowers would repay anyone for the time and effort," but I am deprived of any such enjoyment. Almost as each individual flower comes into its bloom it is pulled up, sometimes bulb and all, by the lowest class of vandal known. I say the lowest class and I mean it, for money cannot replace that which some petty thieving ignoramus will pull up in a few seconds' time. Hyacinths that glisten in the morning sun, or tulips, the dew cups of the gods, it makes no difference.

I enjoy flowers, but I object to buying the bulbs, preparing the soil in the fall, take care of them all winter, and train, and weed, and culture the blossoms for some low-down sneak thief. I would appreciate the favor, Mr. Editor, if you would insert a notice, for the benefit of these low-bred scoundrels, to the effect that henceforth there will be an abundance of anything that will grow on an unwatered and uncared for piece of ground in the vicinity of 133 Pioneer avenue.

Yours very truly,

H. O. PURUCKER.

The Rest Room.

To the Tidings Readers: I have been interested in the various articles for and against the rest room, and though perhaps you might be equally interested in hearing of the rest room in this city of Burlington, Vermont. It is called the municipal rest room, and has its rooms in the municipal building, on the main business street, handy to stores, electric car waiting room, etc. It is well patronized all day, exclusively for the ladies, and the men are never permitted to use it in any way. A plain, comfortable, homey sort of a matron is in charge and sits there all day to assist or answer questions.

As one enters the main room the eye meets an attractive, homelike aspect. Nothing in it but what could be spared from anyone's well-filled home. On one side of the door a mite-box for the poor or needy of the city. This box and contents might well be looked after by the Sunshine ladies of Ashland. On the other side

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of the door an old-fashioned hatrack and stand. On the street side two pleasant windows, easy chairs, a table and register for guests. The third side, chair and table for the matron; the fourth, a small desk and chair; and in the center of the room a good-sized round table, well filled with magazines and surrounded by easy chairs. The small room off of this contains the toilets and lavatories, gas plate, telephone, sanitary paper towels, and so forth. The desk looked cheerful and appealed to me, as I have often tried to stand and write a short letter in either postoffice or one of the banks. Also, please, let "Mr. Bantale" (or any other friend who thinks likewise) carry a warm, tired, sleepy, teething baby (and several more "steps" trailing along at their coat-tails) and let him "try" to shop, and he will let the country contributor and other ladies have all the rest rooms they'd like. Burlington makes a large bid for the country trade and puts forth its best efforts in the summer when the good folks from the country can come in from far and near. A generous mind will suggest an extra room, cool, dim and cozy, with several cribs for the little tots. And what a delightful, never-to-be-forgotten "memorial" could some one give in memory of a dearly beloved but "lost a while" in the form of a small stone building in or close to the park and plaza, where the tired women and children can rest eyes and body upon something cool, green and attractive—a one-story building for the weary feet, often too tired to climb many stairs. Yours, for the rest room, MRS. BERGSTROM. St. Helens, Ore., has a monthly payroll of \$60,000. INTERURBAN AUTOCAR CO. 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. Fare between Medford and Ashland, 20 cents. Round trip, 35 cents.

ASHLAND LUMBER COMPANY Dealers in LUMBER Shingles, Lath, Sash, Doors, Roofing Papers, Cordwood, Factory Block Wood

Prince Albert will show you the real road to smoke-joy! PRINCE ALBERT was made to create tobacco content where it never existed before! It permits men to smoke all they want without getting a sore tongue, without any comeback but real tobacco enjoyment! The patented process by which Prince Albert is made (and controlled exclusively by us) fixes that—and cuts out bite and parch! PRINCE ALBERT the national joy smoke comes right to your taste fair and square! And it will do for you what it has done for thousands of men—make pipe or cigarette smoking the cheerfulness of your pleasures! Prince Albert is to be had everywhere tobacco is sold in tippy red bags, 5c; tidy red tins, 10c; handsome pound and half-pound tin humidors—and—in that classy pound crystal-glass humidior with sponge-moistener top that keeps the tobacco in such fine shape—always! What we tell you about Prince Albert is a fact that will prove out to your satisfaction just as quickly as you lay in a stock and fire-up! R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.