

Your City--An Interesting Study

(Continued from Page Six)

qua non of a well built city, I feel it needs no real discussion.

Public Health

The new city makes a special point of providing for public health. It recognizes that, as Lord Beaconsfield said forty years ago, "The public health is the foundation on which rests the happiness of the people and the power of a country."

Every year more than a million and a half people die in the United States; more than 4,200,000 are constantly sick. The cost in money and misery to the families of this vast number of people is an economical waste insofar as it is preventable which is a much larger part of the total than most people realize. So the city should carefully take account of such problems as, source of water supply, removal of waste, protection of milk and other foods, control of contagious and infectious diseases, street sprinkling and cleaning, etc.

Schools

The up-to-date city provides a good school system, for the intellectual and moral condition of a community is reflected in its schools. The importance of good schools cannot be over estimated. They are the means whereby our institutions and the accomplishments from human experiences and strivings are passed on from generation to generation. They are the houses of science, literature, and the arts. The interests of the state demand that the new generations shall be endowed with power to serve, power for original work. The schools are our means to that end.

The schools also offer means for a moral direction which many of the children would not otherwise receive.

The school problem includes: proper buildings properly located; ample equipment; well considered and up-to-date courses of study; healthful and pleasant environment for the students; competent well trained teachers.

Schools should have assembly rooms. It is beginning to be recognized that communities have a large investment in its school buildings and their use as community centers where public meetings, discussions, lectures, etc., may be held is becoming more and more the accepted thing with great benefit.

School libraries for loan purposes are being started and the idea is so valuable it will certainly spread.

Music

As a nation we have neglected music and its importance in the lives of the people. The widespread use of the phonograph brings to every community the means of a general accessibility to the best of music. The school-community center offers the place.

Community Morals

The student of his city must not overlook those institutions and influences which bear on the moral welfare of the community. Good churches and a disposition in them to reach out to all the people instead of serving themselves alone, are the first consideration. But there is more. It has become a recognized tenet of civics that the city which permits saloons, gambling houses, low theatres and congregating places that are vicious in tone, is bound to pay the price. The old idea that the wide open town brought trade which was so prevalent 15 or 20 years ago, has had its day and has been shelved by the simple fact that experience has proven it an economic error, not to mention the toll in human wreckage its exacts.

Along with this consideration goes that of community gatherings. The bringing the people together frequently and under pleasant associations is of vast importance. It develops that large community idea, the true conception of the individual's relation to the state that is the real sense of democracy and that will be the salvation of American institutions. This is one reason why city life reached such high development in Europe--the bringing the people into the plaza or even the concert halls, made their community spirit. John Bigelow in his 90th year,

said, "No people, in town, village or city, can be really prosperous or happy without being brought together frequently to share common amusements and exchanges of opinion." This is the testimony of a keen observer, ripe in years and experience.

Parks

When we speak of parks, many think we are passing from the economic into the aesthetic field. But they lose sight of the matter-of-fact, dollar and cent value of parks. Note well the fact that railroads and large industrial concerns find that it pays to keep their properties attractive. The money spent by railroads in beautifying their right-of-way at stations is not due to public spirit--it is good business from their standpoint.

Such companies as the United States Steel company, at Gary; the National Cash Register company, at Dayton, and the Krupp gun works, at Essen, Germany, in spending large sums make attractive their grounds and those of their workmen, are actuated by good business judgment. They make money on this specific investment. The Krupp company speaks of their policy as "enlightened selfishness, serving to attract good workmen and to foster loyalty."

So cities should realize that money spent in parks is a fine community investment. The enhancing of the value of surrounding lands is only a small item. Parks have a potent influence in the development of good taste, reflected in tidy, attractive homes and in the broader life of the people. Boston has just entered upon a comprehensive suburban plan the initial expenditure being \$10,000,000. Surely a city with over two centuries experience knows wherein a community can economically expend public funds.

Trees

Again when we speak of tree planting, the average citizen thinks of the "city beautiful movement" and nothing else. But could one accurately estimate the monetary value of trees to cities, he would be astounded. A North Dakota man whom I was showing about the valley a short time ago, remarked of a fine walnut tree at Eagle Point, "I could sell that tree of \$1000 a hundred times over in my country back home." And he did not overstate the fact. Some of the most attractive cities of the world owe that fact to their trees. Washington, our most beautiful city, has about 50,000 trees which are under the care of a special commission.

The Laurel Hill association, which was the first town improvement society in this country, set out as their first year's work, 400 shade trees. This was in 1853.

The value of trees from a health standpoint is not popularly recognized. The foliage inhales carbonic acid and exhales oxygen. Diseases incidental to heat are far less prevalent on streets well shaded. The trees furnish shade against the direct heat, and there is vastly less reflected heat. Trees absorb gases from decaying animal and vegetable matter.

The State Medical Society of New York adopted resolutions urging the planting of trees as the means of preserving public health. The bill introduced into the New York state legislature protecting trees was drawn by a member of the State Board of Health solely as a sanitary measure.

Cities should look well to their trees. And what an asset Ashland has in this regard.

Playgrounds

The subject of playgrounds has recently come to the fore with a rush--the result, largely, of the activity of woman organizations, which can be depended upon to aspire for anything promoting the welfare of children.

Work is not, and was not meant to be the whole of life. The leisure problem is equal in importance to the labor problem and more difficult to solve. Let the city planners realize the true monetary value of ample playground room for children and it will come. The movement is spreading rapidly. New York has authorized the expenditure of \$1,000,000 for this purpose. As much as \$200,000 has been spent in adorning and equipping a single ground. If these cities find this a profitable investment, what can be placed on this wonderful playground in Ashland park, reserved for the use

TRADE at HOME

BUY HOME PRODUCTS

We carry the following home products:

Ashland Canned Goods
Ashland Milling Co.'s Goods
Ashland Butter
Ashland Brooms

White House GROCERY

Big Bargains in Drygoods Hats, Shoes, Shirts and Groceries

All this Week

Prompt attention given all mail orders for anything in our line.

Agency McCall Patterns

Ashland Trading Company

Phone 122

ASHLAND Creamery

manufacturers of

Butter and Ice Cream

When Buying Butter Ask for Ashland Creamery Butter

Phone 24 D. Perozzi, Mgr.

Park Garage

MORRIS BROS., Props.

Used Cars for Sale

Automobile Supplies and Repairs

Michelin, Goodrich and Fisk Tires in Stock Other Makes on Short Notice

Phone 152 Park Ave

See our new Cooking Device

Provost Bros. Hardware

We Sell Shoes of Merit, Worth and Value

Briggs & Elmore

Successors to

Briggs & Shinn

F. L. Camps

Agent for Ford Automobile

We carry a full line of Accessories and Tires. All kinds of repair work done.

Garage, East Main Street.

Phone 169.

ARE WE, as a community, pulling together? Or are we pulling in OPPOSITE directions? ORGANIZATION is the great community need of the day. Without organization men and women are apt to sink below the level of mules. Even mules, in times of danger or panic, have been known to CO-OPERATE. They sometimes kick together. If it were given to mules to think, they would wonder at the ways of men. That men and women, living and working in the same community, should refuse to co-operate, is one of the riddles of civilization. The only benefits worth having are the benefits we can share with our NEIGHBORS. Individual benefits count for little. It is the co-operative effort that brings everlasting good. Good roads, factories, better schools, good markets can only be secured when all pull together. Every man, woman and child in this community should give one hour each day to community work. But don't wait for someone else to start it. There is work for you to do. Begin with yourself.

of the children for all time?

In speaking of park and playground development in the east, a prominent authority mentions the value of a pool of water. He refers to the fact that the little pool about the fountain of Trafalgar Square, London, is said to give more pleasure to more people than any other body of water in the world in proportion to its size, and this value is entirely incidental to its main purpose. Water has always had a peculiar fascination for all people, perhaps, as has been said, because it reflects human moods, the quiet, cheerful, happy, stormy, restless, etc. What wouldn't some of the eastern cities give for that wonderful stream rippling down from Mount Ashland in one unending series of delightful waterfalls and pools? The people of this city cannot over-estimate the value of Ashland Canyon to the upbuilding of their city and the well-being of its people.

Repressive Measures

There are certain repressive measures that must be taken into account in the planning and building of a good city. I refer to such important considerations as: doing away with overhead wires; suppression of smoke nuisance; regulation of size of buildings; regulation of location of buildings such as the keeping of factories and the like out of districts properly belonging to residences; regulating billboards and advertisements; the making of necessary streets fixtures, such as poles, light standards, fire hydrants, etc., conform in design and color to a harmonious scheme, etc.

In many European cities law requires that the exterior of buildings must be kept in good repair and neat with frequent painting. Visible deterioration of property is held to be a public concern as it depreciates the value of contiguous property.

Clubs, Hotels, Theatres

The city builders should plan that their city may have those organizations which make for a fuller community life. Such organizations as a good live Commercial Club, Civic Club, a good band, Boy Scouts, Choral Society, Dramatic Club, Forum or Fortnightly Club for the discussion

of matters of public interest, charitable organizations, and so on, really belong to a city as such as churches and lodges. They should be encouraged and supported.

Every city needs good hotels and accommodations. It is the means by which the city entertains its guests and as host, the city should put its best foot forward. The reputation taken to other sections will depend largely on a city's hotel.

Good theatres are a community asset and should be provided. The city of Northampton has solved this problem by establishing a community theatre. This is the first in America, though theatres antedated the Christian era.

There is no real reason why the people should not provide themselves with cheap and good amusement as well as cheap and good education. Chicago is soon to have a theatre devoted to children, the result of efforts by the Chicago center of the Drama League of America.

A city should encourage its people to avail themselves of such opportunities as are offered by traveling lyceum companies, Chautauquas, lecturers, the use of the extension department of state universities, the publications of experimental stations, both national and state.

A city can do much to increase the productiveness of its surrounding trade territory by systematic teaching of diversification and rotation of crops, better seeds, better farming methods in general, etc. All these increase productiveness to the benefit of the city center.

Civic Duty

The final test of a city's excellence is its conception of its duty to the people. When, to the provisions for public safety, public health, facilities for business and education, the city adds provisions for comfort and a broadened conception of living, then the city is on the road to its ultimate ideal.

The new city is not leaving the aesthetic considerations to private beneficence. They are recognized as of public benefit, hence of public concern. The economic advantage of bringing art into industry to the

perfection of the latter--the very goodness of knowledge and the value of increasing the popular capacity for broad appreciation and refinement, are being recognized on every hand.

The crusade for the city beautiful must commence with a demand for those comforts and aids to well being that will appeal to the enlightened business man. As Col. Goethals said in speaking of the successful building of the Panama canal, one of the chief causes to that end was the policy of treating employes so well they had a contented, healthy, loyal working force without which success would have been impossible. The same fact applies to the success of a city.

Civic Art

The application of art in planning and building a city must not be looked upon as the suggestion of a connoisseur, but rather as one of the things the most practical of men recommend for its economic and concrete worth. Art has been defined as "the doing well of what needs doing," and in no use of the word is that definition truer than of municipal art. It is not a trimming but a necessity. When a thing is well thought out and well built, art will be the result.

This consideration should be recognized in such public work as: public buildings, bridges, street lighting standards, etc. Many cities even plan their buildings on a definite color scheme, sometimes using the blue of the sky and of an adjoining body of water as the setting controlling the whole. Sometimes the color of a building stone near at hand is taken as the controlling factor, and the color of brick used for trimmings, the paint on lamp posts, etc., made to harmonize. The wonderful color effect of the Panama Pacific exposition at San Francisco was the result of carrying this idea to its logical possibility, where all structures are erected under one plan.

And so we see the vast importance of this study of your city. Let us remember that in America, democracy is still on trial and nowhere more than in the cities. Problems of government, of human welfare,

press for solution; and to the everlasting credit of our Anglo-Saxon civilization let it be said that we are meeting those problems face to face and conquering them one after another.

Let us remember the importance of this study of the city by recalling that in England four-fifths of the people are in the cities, and in America the rush to the cities bids fair to bring some such proportion in this country. Already the urban population in proportion to that in the country is staggering. Do you know that one city of the United States has more people than live in the western half of the United States outside of cities?

A prominent economist recently said: "This flocking to the towns and cities means the ultimate destruction of the white race if it remains unchecked." To that pessimist estimate of our capacities as community builders let us respond with a real study of the science of city building that will mean the successful city, the typical American city of the future.

This brief outline may serve to indicate the scope of the new city movement. It will remain for a careful study, something at least in the nature of the survey mentioned, to determine how much of it contains lessons that would be helpful in the upbuilding of Ashland. Certainly you have the natural endowments; certainly you have the opportunity for a splendid achievement; I believe you have the people and the determination.

An agreement has been reached between the city of Roseburg and Pittsburg holders of large timberland on the North Umpqua. Under terms of agreement, Kendall Brothers will lease the railroad for a term of 30 years. A sawmill will be erected as soon as actual work is begun on the railroad. The mill will have a capacity of 250,000 feet of finished lumber daily.

Sweeter Than Wheat---

That's the happy combination of whole wheat and malted barley, nowhere so skillfully blended to bring out all the rich nourishment and delicious flavor of the grains as in

Grape-Nuts

This famous pure food has a rich, nut-like flavor, entirely impossible with any food made of wheat alone, and comes ready to eat, crisp and sweet, a favorite dish with old and young.

Grape-Nuts is scientifically processed for easy digestion, and a ration at meal-time as part of the regular diet counts wonderfully for pleasure and better health.

"There's a Reason"

Sold by Grocers Everywhere.