

The S. F. Trade Excursion Special

A wholesale trade excursion consisting of nearly one hundred representatives of the principal wholesale, manufacturing and banking members of the San Francisco Chamber of Commerce will start for a visit to Coos Bay and southern Oregon on Saturday, August 19, in an eleven-car special train of Pullmans, dining cars and observation cars.

The party will arrive at Ashland at 4:30 p. m. Saturday, August 26, and will remain here two hours.

This wholesale trade excursion of the San Francisco Chamber of Commerce is the ninth of such trips that have been run under its auspices, or of the former Merchants' Association of San Francisco which merged with the chamber in 1911.

The first excursion was to the southern San Joaquin valley in October, 1910. The next was to the northern San Joaquin valley, and the district visited was that from Fresno north to Tracy. This was followed by one to the Sacramento valley and Klamath Falls, an eight-day trip during which over forty cities and towns were visited. The next trip was to the Mother Lode mining section, and this was followed by excursions down the coast line from San Jose to Los Angeles, and one to Napa and Sonoma counties, and a second trip to the southern San Joaquin valley.

The 1915 excursion was to Humboldt county. The present excursion is the first to be run outside of the state of California.

While the Chamber of Commerce made several sightseeing trips previous to the eight above mentioned, these wholesale trade excursions are distinct from all others in that they are "personal visit" trips in the fullest sense, and their main purpose is to promote personal acquaintance between the heads of the San Francisco firms and their customers in the towns visited, and enable the principals of the firm to study at first hand the needs of the interior merchants. For this reason these excursions are limited to the heads, or the principal officers, of the wholesale, jobbing, manufacturing, banking, insurance and real estate members of the chamber.

Formal entertainments in the towns visited are not encouraged, and instead the members of the party spend their time principally in personally visiting the different firms in their respective lines at their places of business, and in short rides around the adjacent country to see its resources. Order taking is barred on the excursion and the visit is solely in the nature of a social call. In this way the principals of the San Francisco firms are enabled to become personally acquainted with the men with whom they are doing business, to see their stores and stocks, to size up the future of these stores, and in addition to learn at first hand whether the local merchants have any complaints to make regarding prices, qualities or deliveries.

Many complaints by local merchants have been quickly adjusted to the satisfaction of both parties when the principals got together, which perhaps would never have been settled otherwise because the matter at issue had never been brought to the attention of the head of the firm with all the facts clearly presented. Also in some cases the local firm has been found entitled to a larger line of credit because the San Francisco merchant was able, through his visit, to form a clearer idea of the growing importance of the community in which the store was established, and to realize the character and size of stocks that must be carried by the local merchant to meet his demands.

Besides the mercantile representatives, the Chamber of Commerce always has some of the heads of the passenger and freight departments of the railroad lines traveled accompanying the party for the purpose of studying at first hand the transportation facilities furnished the various places visited, and to receive and adjust, if possible, any complaints regarding passenger service or freight deliveries from San Francisco. This

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Churchill Endorses Pendleton Normal

Salem, Ore.—J. A. Churchill, state superintendent of public instruction, is asking the voters of the state to support the initiative measure on the ballot this fall providing for the establishment of a standard normal school at Pendleton. The state superintendent's last report shows that only 13 per cent of the grade teachers of the state are normal school graduates, and he, more than any other one man, appreciates the need for more competent instruction, particularly in the rural schools.

"Oregon's greatest need for its rural schools is the teacher who has had full preparation to do her work," he said in making public his endorsement of the measure. "Such preparation can best come through normal school training."

"I trust that the voters of the state

will assist in raising the standard of our schools by establishing a state normal school at Pendleton. The location is central, the interest of the people of Pendleton in education most excellent, and the large number of pupils in the public schools will give ample opportunity to all students to get the amount of teaching practice required in a standard normal school."

Klamath Falls beat Gold Hill 8 to 2 at the former city Sunday last. Medford lost again to Weed, the score being 4 to 0. A number of Ashland ball fans attended the game and gathered in some loose Medford coin. Kenneth Lilly, Ashland boy playing with Weed, brought in two runs and scored himself. Gold Hill played a fine game at the Falls, according to report and must have a team which ranks well with Medford. Next year there will probably be a league organized in the valley and Ashland fans hope to have a team to represent the Lithia city.

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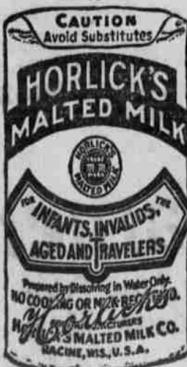
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Reclamation Work In Klamath County

With approximately 10,000 acres of land in the Klamath basin affected by drainage work in the fiscal year of 1916 by the United States Reclamation Service, and with the directors of the Klamath Water Users' Association looking over withdrawn lands on the Klamath project with the object of having them restored, conditions under the Klamath project certainly appear to be improving.

This will come primarily because much of the land being reclaimed by the drainage work will again be assessed with construction, operation and maintenance charges, and will in that way again get on the payroll.

Until about two years the per acre cost of irrigation was steadily increasing, due to the fact that much land was becoming waterlogged each year, and, as it got into that condition, it was withdrawn from the list of lands against which charges were assessed. Because this waterlogged land was only in spots throughout the project, the cost of operation and maintenance could not be reduced at all, which made the cost per acre of the land actually assessed much larger than it should be.

V. L. S. E. Says Bergner Live Pal

V. L. S. E. Pals (Seattle). The Ashland Tidings, down in Ashland, Ore., deserves great credit for using all the photoplay news they can find room for, and they find plenty of room, too. Pal Bergner, who does the exhibiting in that town, is just about the liveliest in southern Oregon. Not only controlling Ashland's two theatres, he is a local booster of the first water and a fine fellow, from the feet up. He was elected King Sulphur at this year's roundup, which brought 50,000 people to Ashland. Motion pictures were taken of the entire doings at the city park, where they turned over the golden key to the merry-makers.

Pal Bergner is now negotiating with one of the leading motion picture producers to locate in Ashland. It is no doubt an ideal spot, weather and scenic conditions perfect. Much of Pal Bergner's time is devoted to things outside of his theatrical business, but he has a partner in Mrs. Bergner, and she can make a veteran showman look like a rusty nickel, and when it comes to booking films she is a wonder. C. P. MERWIN.

Writer Says Park And Camp Are Best

Dennis H. Stovall, magazine and special writer of considerable note, camped in Ashland's auto camp recently and was much interested in Lithia park and the camp. He writes as follows from his home, Fernwood, at Philomath, Ore. Mr. Stovall has traveled over practically all of the western country, and his descriptions of what he has seen have appeared in magazines and newspapers all over the country. In none of his writings is he given to "hot air," hence his compliment to the Ashland park and camp rings true:

Auto Camp Store, Ashland, Ore.
Dear Sir: I enclose twenty cents silver, for which please send me a collection of pictures of the Siskiyou Highway—photo postcards. Two of them may be of the park in Ashland, but make all the others of the highway and interesting viewpoints along the road.

I will appreciate this favor. We camped at the auto park a few weeks ago in our round of the state and were delighted with our treatment there. Ashland has the most beautiful park and auto camp in the state—in truth, there is nothing anywhere in the west to compare with it.

Yours faithfully,
DENNIS H. STOVALL

Mrs. Mark Smith and small daughter go this week to Lane county to visit relatives. Mr. and Mrs. Smith plan to leave Ashland for California on her return.

Will Rebuild Mine Mill Immediately

Early inauguration of rebuilding operations at the Ashland mine, where the stamp mill was destroyed by fire several weeks ago, is forecasted by the return from New York of W. A. Bartlett, manager of the mine, bringing word that vast improvements are to be pushed to an early completion. Much new machinery is now on the way from the east, the new equipment being up to date and modern in every respect. A big crew of men is to be added next week to speed up the reconstruction work. A small crew has been kept at the mine since the fire. A sawmill is to be established first of all to saw out timbers for the new mill building and other buildings which will be erected.

It is understood that the new mill is to be placed at the lower portal of the mine, on the east side of the mountain instead of at the portal which has been used as the basis for work prior to the fire. Mr. Bartlett is confident from the progress made during the time that the mine has been operated that he has a fine proposition.

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