

Ashland Tidings

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Ashland, Ore., Monday, Aug. 28, '16

FAITH, FORCE AND CASH

Every visitor to Ashland this summer, with whom the writer came in contact, has been delighted with our waters, our park and our natural setting. They say no doubt that Ashland has the proper resources to make a great watering resort. Many of them expressed a desire to return often. All of that means that Ashland has started to develop along her most attractive line and has a great opportunity.

But, there are some big things yet to do before she is equipped for a great destiny. She must prepare to take care of those who come—sanitariums, apartments, summer hotels, modern furnished cottages, and the like, must be forthcoming speedily.

If these are provided before the coming season and proper publicity force put behind the enterprise, Ashland's population can be doubled in two years—her taxable value doubled; her rent values doubled; her retail business doubled; her hotel income increased a thousand fold; a ready and profitable market established for fruits, garden stuff, and the like; eggs and chickens will be at a premium for home consumption—in fact, every department of individual and community activity stimulated to exceedingly prosperous proportions.

That means something. What does a twenty dollar per annum raise in taxes amount to on a piece of property when the rent value is increased \$20 per month?

The time is here when Ashland must bank on the future—and look to the future—and work and spend for the future. If she does that and does it intelligently and courageously she cannot but win.

Outside capital must be induced to invest, to build houses, hotels, sanitariums.

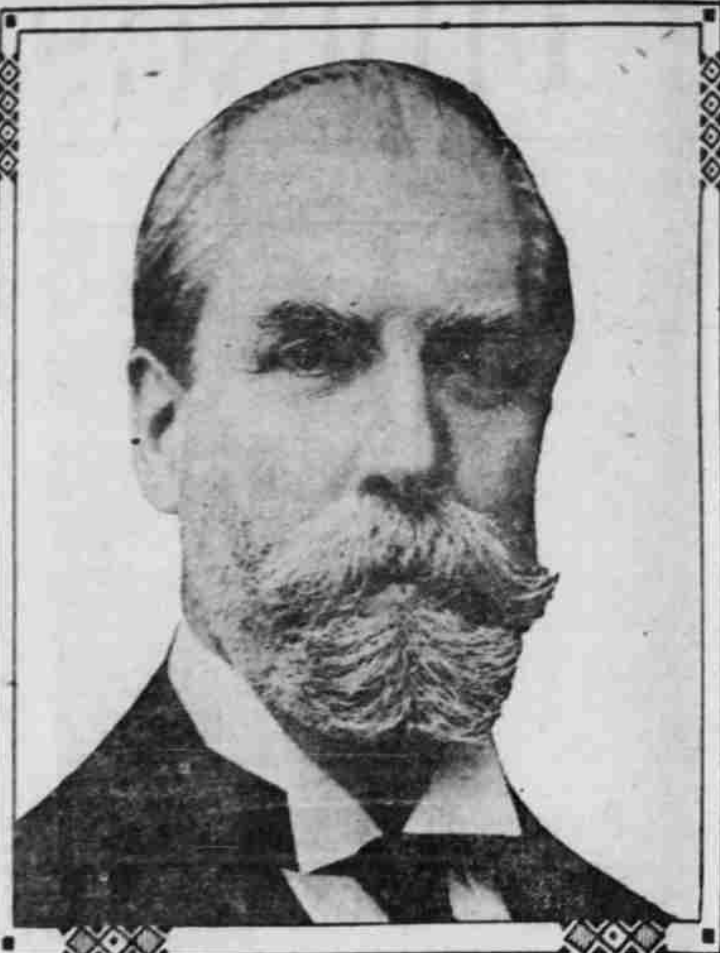
Those who make these investments will do so only because of the faith they have in the enterprise. The best way to beget faith in strangers is to have it yourself—and your faith must be demonstrated by your deeds. Mouth faith will not suffice. Ashland must have faith in the future and launch out.

Outside investors will get behind the enterprise only upon the positive assurance that Ashland has faith enough in its future to put force and money behind the undertaking—enough force, faith and cash to give an assurance of success.

Will Ashland do that? The matter will soon be brought up to an election and that will determine it.

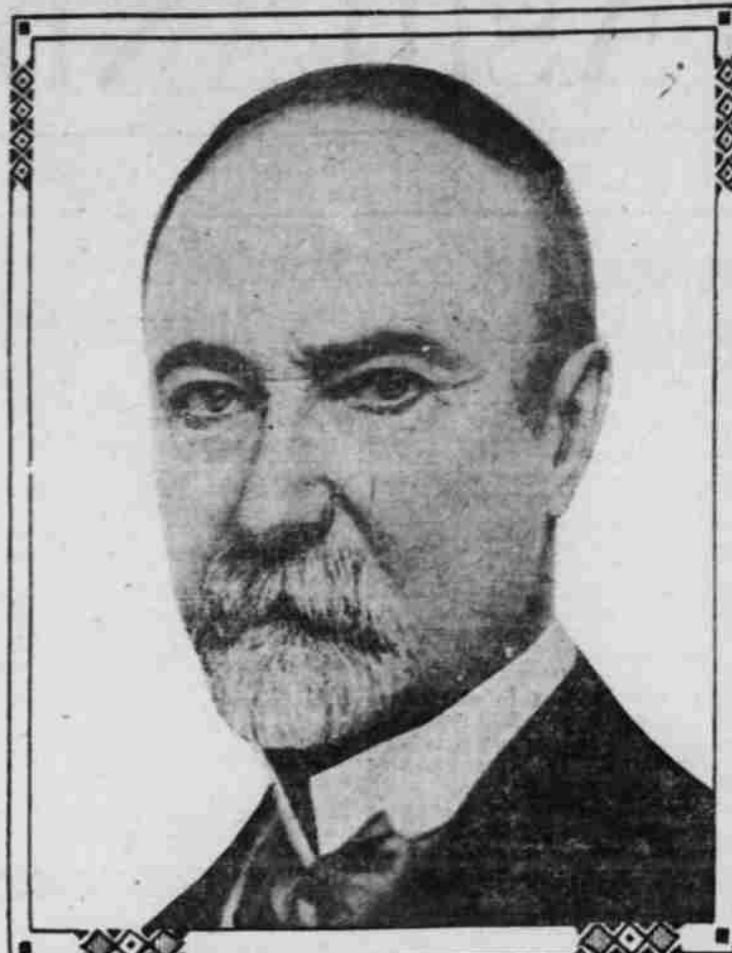
There has been a wonderful improvement in milling machinery during the past fifty years. It is said that a very much larger per cent of flour is gotten out of a bushel of wheat by the improved roller process than was secured by the old stone process, and yet the price of flour per pound as compared with the price of wheat per pound is higher than it has ever been before. A few generations ago the farmer raised his wheat and took it to the mill. He took such flour as he needed and the miller sold the remainder to the consumer. Now the consumer pays usually a jobber's profit, the cost of a solicitor, the distributor's profit and the retailer's profit. Still we wonder why the high cost of living. Our grandfather used to carry his flour home on horseback. We have ours delivered by automobile.

In spite of James Whitcomb Riley's successful career as a poet, the ordinary climber up the heights of Parnassus will find reporting weddings much more likely to land some bread and butter.



© by Pach Bros.

CHARLES EVANS HUGHES



CHARLES WARREN FAIRBANKS.

AUTOMOBILE TRAINS

The following advertising and park upkeep stunt has been suggested. What do you think of it?

Have made two automobile trains of two cars each—capable of carrying about 30 passengers each. Have each S. P. train stop here 30 instead of 20 minutes. Take passengers from the depot up Fourth street, down Main street to the Plaza, up Mill to the park entrance, through the park entrance, around the band stand, across the bridge at the upper fountain, following the creek up past the falls, through the lower picnic grounds to the camp grounds, across the bridge at that point, back by the lake and tennis courts and down Oak street to the depot.

The trip can be made in 20 minutes. Charge each passenger 15 cents for the round trip. Have the railroad co-operate by calling the trip and advertising it. Meet every train.

Between trains make regular trips through the park and over the scenic drive, from hotels and Main street, charging 10 cents for the round trip.

This looks like a profitable as well as a tremendous advertising stunt, as most of the passengers routed through Ashland, both ways, would have an opportunity to see our city and park.

What do you think of it? We are told the whole system can be established for about three thousand dollars and that it will pay for itself in three months.

Desiring universal military training, the nation does not hesitate to speak for it. Only congress hesitates.

Why does not someone start a campaign for a Saturday half holiday for the newspaper men?

Even fighting in the trenches is better than nothing on the benches.

Again Mr. Hughes' great offensive against the hyphenates is delayed.

"The shallows murmur," but not always are "the deeps dumb."

Many a dog justified in getting angry forbears to go mad.

By boarding this year you may be fording next year.

Why not court-martial the weather man?

High-class dinner at the Bungalow every evening from 5 to 8 o'clock.

"What Congress has done concerning a

Government Armor Plant

and what people are thinking about it"

as reflected in Editorial Comment

This is the title of a booklet we have prepared. We shall be glad to send a copy free to any one interested.

Bethlehem Steel Co.
South Bethlehem, Pa.

INITIATIVE

Webster defines it thus: "An introductory act, or step; the first procedure of an enterprise—the power of commencing, originating, or setting on foot."

It demands initiative to set things going. It takes constructive thought to keep it going. Ashland has started on a tremendous task; the building of a successful watering resort.

The foundation is sound enough to warrant large building. Its success will be determined entirely by the largeness of community thought and action. During the past year the Springs Water Commission has expended four thousand dollars in direct publicity. No community within our knowledge has ever gained such wide publicity at such small expense. This because every publicity move has been well thought out before ventured and because most of the physical work has been planned with a view of gaining the greatest publicity at the least cost. This same careful and effective method must be persevered over at least the first five years of the life of the enterprise to warrant success.

Take the view that the work is done, that it is only necessary to sit by and depend upon the inherent power now stored up in the enterprise to draw the people, and the thing will die as dead as Hamen in two years. Push it intelligently and persistently for five years and it is made.

The proposed charter amendment will put this work into a single board of three members, with nothing else to do but put the enterprise forward, and supplies an adequate fund for a five-year campaign. Pass this amendment—put the right three men at the head of it, and Ashland will magnificently succeed.

Courage is the first essential to initiative power. To keep everlastingly at it always is the price of success. The Springs enterprise has been broadly initiated and a big foundation successfully completed. It still remains to build the great watering resort on that foundation. The task is great. It requires initiative. It requires courage. Is Ashland competent for the task? Back-steppers and men-afraid-of-their-shadow will never accomplish it.

Not only will community courage, money and initiative thought be required, but outside capital must be induced to take hold of the enterprise. Modern furnished cottages are needed. Modern scientific water cure sanitariums must be built. Apartment houses and more hotels must be forthcoming within the year. All of these things will require the expenditure of two millions or more. What Ashland lacks must be made up by outside investors. Ashland must get solidly behind the resort to induce needed outside capital to be employed in the enterprise.

Anybody, with little ability or effort, can pull down and tear things to pieces. It is not difficult to advance some impractical suggestion, but it requires clear thought and calm deliberation to put forward a beneficial, constructive movement.

Let calm and courageous construction be the order of the day—an order in which every citizen takes thought and takes active part. We can do it if we will. Ashland, Ashland, Ashland.

Double barreled shotgun and 30-30 Winchester rifle for sale cheap. No use for them. 115 Granite street.

Heard and Overheard

(By Lynn D. Mowat)
Answer to Query: No, Mariabell, you cannot file an application for a job with a nail file.

Eagle Point Eagles: Last Saturday there were three very much disappointed young folks in and around here. There was a certain young man had engaged to go out into the country and bring in two young ladies so that they could enjoy the Saturday evening show and dance, and after he had everything ready to start, feeling somewhat tired, he concluded that he would lie down and rest a little while, as it was only 6 o'clock, so he laid down, not thinking of going to sleep, and the first thing he knew he woke up at 5 o'clock in the morning, and there stood his Ford, and all this time the two young ladies were looking for the lights of the Ford and imagining all kinds of trouble had befallen him. The next time he is going to start before time, and then if he goes to sleep the girls can wake him up.

It's the Heat
We wish we were one of those men.
On sultry summer days like these.
Who toil and labor to make cream.
And sherbert, ice, and lemon freeze.
For while the whole world sweats and fans
And spends its hard-earned dough for beer
These fellows shovel in the cash—
And crack broad smiles from ear to ear.
They're happy as a northbound crowd

From Cal. with all that they can stand.
While us poor devils melt and cuss
They holler "Ain't this weather grand?"

Single—Tennis, volleys, smashes.
Married—Racket shifts the ashes.

As to Picnics
I never saw a picnic spread
That did not have among the eats
Some peanut butter on the bread
And many plates of pickled beets.
—Youngstown Telegram.

And as for picnic spreads I know
Of many jaunty little trips
Where all they had was just a row
Of boxes of potato chips.
—Birmingham Age-Herald.

I never to a picnic went—
And this is true, I hope to die—
At which a summer-painted gent
But sat down in soft custard pie.
—Houston Post.

I never to a picnic hied,

Dolled up in ice cream pance,
But when me they notified
They'd notified the ance.
—Washington Post.

I never in a picnic shared
But what the cakes and custard pies
And other sweet things they'd prepared
Lured all the world's supply of flies.
—Detroit Free Press.

I never saw a picnic crowd
Of family, Sunday school or clique,
But what some squalling little kid
Was flashed from out the damp,
wet creek.

Barbecue Will Be Feature of Fair

One of the big features of the Jackson County fair this year will be the free barbecue on Thursday, September 14, at the fair grounds. The barbecued meat, coffee and bread will be furnished free. Paper plates will also be furnished, but people are supposed to take their cups. There will be tin cups for sale for those who want them.

D. M. Lowe of Ashland will be in charge of the barbecue and the merchants of Medford will assist.

Thursday will be one of the really big days of the fair. In addition to the barbecue there will be a field meet in which all the schools of the county will take part, also relay race, ball game, bucking contest and other attractions.

Medford's merchants are backing the fair this year and are assisted by the people of the entire county. It promises to be the best ever held in the county.

The price to school children on Thursday will be only ten cents.

Look out for your winter supply of wood now. Don't wait till the first storm. Carson-Fowler Lumber Co. 25-4t

At The 5-10-15c STORE

The little necessities for the camping and canning season at

The 5-10-15c STORE

THE "GREATER OREGON"
With new buildings, better equipment, and many additions to its faculty, the University of Oregon will begin its forty-first year, Tuesday, September 12, 1916.
Special training in Commerce, Journalism, Architecture, Law, Medicine, Teaching, Library Work, Music, Physical Training and Fine Arts. Large and strong departments of Liberal Education.
Library of more than 62,000 volumes, fifteen buildings fully equipped, two splendid gymnasiums.
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- it can't bite your tongue;
- it can't parch your throat;
- you can smoke it as long and as hard as you like without any comeback but real tobacco happiness!

On the reverse side of every Prince Albert package you will read:

"PROCESS PATENTED JULY 30th, 1907"

That means to you a lot of tobacco enjoyment. Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

PRINCE ALBERT

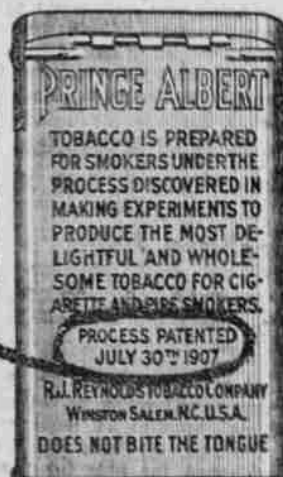
the national joy smoke

in goodness and in pipe satisfaction is all we or its enthusiastic friends ever claimed for it!

It answers every smoke desire you or any other man ever had! It is so cool and fragrant and appealing to your smokeappetite that you will get chummy with it in a mighty short time!

Will you invest 5c or 10c to prove out our say-so on the national joy smoke?

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.



This is the reverse side of the Prince Albert tin. Read this "Patented Process" message-to-you and realize what it means in making Prince Albert so much to your liking.