

Home of the Ford Car

WE want every Ford owner to know that the Ford Garage is the home of the Ford Car. Come in and make yourself at home—if you spit on the floor at home, spit on the floor here; we want you to feel at home.

We employ the best mechanic in Southern Oregon. If your car don't run satisfactory have the mechanic look it over, he will tell you what the trouble is free of charge.

Lee Hall,
Prop.

Ford Garage

The Springs Water Commission's Adieu

(Continued from Page One)

Is the delivery of a soda water more heavily charged with gas and sodium. This the commission is already attempting to do by deepening the soda well in the hope of developing a soda water more palatable to the taste. From a medicinal standpoint the present soda water in the fountains is high class, but it has not obtained that degree of popularity as a drinking lotion that attaches to the sulphur and lithia waters. Therefore a contract is now in progress deepening the well, with good indications for a more palatable water and possibly a strong artesian flow. Mr. Dodge is paying half the expense up to \$500 incident to deepening the well and the commission the other half.

In our judgment, charge of Lithia park and the physical plant should be under the same authority. The one is essentially a part of the other, and the two should be maintained and developed in unity. However, the judgment of a majority is against us, and it may work out economically and satisfactorily. The park board, as now constituted, is an able body, with full realization of the necessities, and no doubt the park will be kept up to its needed high standard. Careful attention is needed in the care of the physical plant. It is a complicated combination of high-class, expensive parts, and could be easily allowed to go to rack and ruin if proper attention is not given it. That is the danger of putting it in charge of a department already burdened with care of the domestic water and electric systems. However, the heads of these city departments are men of ability, and due care will keep the plant in successful operation and preserve it.

Now we come to the most important future feature of the resort development: Promotion and publicity. A feature, we fear, that is not given its proper weight in the minds of citizens. No matter how beautiful our park or how splendid our waters, the resort will not succeed unless the necessary accommodations and facilities for high-class and beneficial use of the waters and comfortable and attractive housing, both for hotel guests and families desiring private quarters, is provided. All of this must necessarily be supplied by private capital. And before we can hope to interest such capital, conditions must be made favorable for such investments. Ashland must create and maintain such favorable conditions. That can be done only through intelligent and systematic effort. And such effort costs money.

Ashland should maintain a "promotion and publicity" department headed by a man of experience and judgment, in touch with needed capital, and enough funds should be provided to forward the work systematically, adequately and persistently. Unless this is done the undertaking will prove one of indifferent success and burdensome consequence. With an expenditure of little in excess of four thousand dollars during the past year Ashland has gained publicity that would have cost fifty thousand dollars had it all been paid for at advertising rates. The forty-five thousand-dollar excess was secured purely by the "know how" process. It is a great art to secure free publicity, one that can be exercised only by publicity men who "know the art." Such a man should be put in charge of Ashland's department of "promotion and publicity," with funds enough behind him to vitalize the undertaking. Such men can not be secured save at a good salary.

Should some, not in touch with the true situation, argue publicity and promotion to be one of the functions of the Commercial Club, it is only necessary to look into the matter to discover that the Commercial Club, during the past five years, has been

able to procure only funds enough to keep it in a miserable existence. It has had no money to work with, through no fault of the organization, but principally, we assume, because "everybody's business is nobody's business." A more systematic plan for financing Ashland's promotion and publicity must be devised or the enterprise will languish. As every taxpayer will gain by the success of the undertaking, every taxpayer should be willing to contribute his share of the necessary expense toward its vitalization. The department should be maintained by a specific tax levy for the purpose.

Saying this much, which we believe is greatly to the interest of the city and the future success of the enterprise, we desire to thank the citizens of Ashland for their hearty co-operation in the past and predict for the city the great measure of success which the enterprise justifies in the very near future.

BERT R. GREER, Chairman.
J. P. DODGE,
FRANK JORDAN.

Chief Porter Will Re-Enter Game

Chief of Police Porter, whose resignation takes effect January 1, will re-enter the detective game, according to a statement made to a Tidings reporter today. Chief Porter has had eleven years' experience in detective and police work and knows the game from all angles. He has turned down offers from more than one reputable detective agency in order to fill out his term as police chief here and has a couple outstanding, one of which he may accept.

Mr. Porter is undecided as to whether he will affiliate with one of the big agencies or establish a Rogue River valley agency of his own in



R. C. Porter, Retiring Chief of Police

conjunction with another man whose name is not to be made public at present. At any rate, he will continue to make his home in Ashland, working from here. To the layman, the fact that enough work of this kind exists in the valley seems out of reason, but Chief Porter assures us that there are scores of inquiries which come to his office monthly which he cannot handle as chief of police but which have to be turned over to an agency. He states that detective work is more profitable than polling.

While at the head of the Ashland force, Mr. Porter has established a fine system here and held the police force up to a high standard of efficiency.

Card of Thanks.

We wish to extend our heartfelt thanks to the many friends for their sympathy during the sickness and after the death of our wife and mother.

H. E. BRIGGS AND FAMILY.

The Lane county fruit exchange has shipped a car of apples to Chico, Cal.

Phone news items to the Tidings

Local Fish Protective Association

(Continued from Page One.)

solved by the Ashland Fish and Game Protective Association, that our representatives and senator in the legislature of Oregon be requested to use all due and reasonable efforts to close Rogue river to commercial fishing as once by initiative law was decreed by the people of Oregon and whose will was prevented and subsequently defeated by the action of the state legislature in the session of 1913.

Screens and Ladders.

The subject of screens and ladders was discussed at some length, it being the consensus of opinion that the



Help Make Catches Like This Again Possible

ladders at Ray Gold were the only really effective ones in the river and that the Ament dam was a fish destroyer and needed fixing. The matter of better screens and ladders will be taken up with the proper authorities and every effort used to cooperate in getting better ones.

Grouse.

Another resolution was passed at the suggestion of Mr. Driscoll, which met with immediate sanction of those present and will probably meet with the enthusiastic approval of everyone

strong and are instigating a joint meeting of the associations to get together on various matters.

Klamath.

The move to shorten the deer season, which has been put under way by Portland sportsmen, was deprecated, and the club passed a resolution which will be forwarded to the Klamath Sportsmen's Club, which is working hard to keep the season the same, as follows: "Be it resolved, that the secretary communicate with the Klamath Club, informing them that we have gone on record as opposing a change in the time of the deer season and asking their co-operation in closing Rogue river." Game Warden Driscoll stated that from every section come reports that the deer are multiplying, the season at present allows either summer or fall hunting,

and no change is deemed necessary or advisable until the deer begin to decrease.

Discussion.

An interesting informal discussion of various matters followed. Game Warden Driscoll gave a very illuminative talk upon conditions at the mouth of the river, he having recently visited it in company with State Game Warden Shoemaker. It was his opinion that even although the move for a closed river should fail, every effort should be bent to



E. D. Briggs, Elected President New Fish Protective Association

in this part of the state. This resort asks that the grouse season be placed the same as the deer season.

For the Table.

Another resolution, which is self-explanatory, was passed as follows: "Be it resolved by the Ashland Fish and Game Protective Association, that our members in the Oregon legislature be instructed to use every due effort to enact a law permitting people to catch a limited amount of salmon for home consumption by gaff or spear in addition to angling, believing fully that the people along Rogue river should have a right to catch fish for table use in preference to exclusive privileges to commercial fishermen at the mouth of the river." California has such a law, which works very successfully. As it is at present, the man who lives along the river must wade up to his neck to



Charles Robertson, Member Fish Club Executive Board

ward the securing of the best possible legislation, as under the present law, with seines and drift nets in use, the river was "swept" at the mouth until no fish could get up.

Representative-elect C. M. Thomas will lead the fight for a closed river in the legislature which convenes this month at Salem, according to Mr. Driscoll, who says that Mr. Thomas received the support of a great many in the valley with the understanding that the closing of Rogue river was to be one of his chief aims. The valley clubs are giving Mr. Thomas promises of any support he may ask, and when the fishing matter comes up, which will be in about two or three weeks, a strong and influential delegation will go from southern Oregon to aid in the fight. The Meley interests have swung legislation in the past by the power of their money



Harry Hosler, Vice-President Fish Protective Association

get a salmon with a hook, and then he stands about one chance in ten thousand. It was believed that the sale of anglers' licenses would be greatly increased if such a law were enacted.

Will Co-operate.

The local club is getting into communication with the other southern Oregon associations which are very



Sim Morris, Member Fish Club Executive Board

and influence, according to Mr. Driscoll, and the fight will be a hard one. The backing of every citizen through the sportsmen's clubs is needed.

The Valley Canning Company at Newberg has an order for about 3,000 cases of canned potatoes.

Phone job orders to the Tidings.

VINING SUNDAY The Incomparable

Theda Bara

in "EAST LYNNE"
Heralded by all as a GREAT TRIUMPH

Never in old stage days was this strong play so well done as on the screen. Special music by orchestra.

NOTE—Three Complete Shows, Lasting Until Midnight

New Year's Day

LIONEL BARRYMORE

Star in "The Yellow Streak," in

"Brand of Cowardice"

And one of the best Keystone Comedies ever made

'Fatty and Mabel Adrift'

No Advance In Price

Coming Next Thursday, January 4

3—BIG HIPPODROME ACTS—3

in addition to regular Photoplay Program

Adults 25c—Admission—Children 15c

Cost of Audit Stumps City Dads

The consensus of opinion of the city councilmen was that the books of the city should be audited. An outside accountant has not gone over the books for seven years, and while there is not the least thought of anything wrong, it is considered good business to have the books audited and the audit kept up. At Thursday's council meeting the matter was brought up, Recorder-elect Wimer suggesting it. The council enthusiastically took up the idea and voted to have the books audited. In the midst of the conversation Accountant E. M. Wilson arrived from Medford. Mr. Wilson has been auditing the Medford accounts and the Jackson county accounts for years and is acknowledged an expert. He was "placed on the stand" and rapid fire questions fired at him by the councilmen. When the fact was elicited that the cost of auditing the books would approach approximately \$200 per year, or from \$1,200 to \$1,500 for the seven years which the audit has fallen behind, the council gasped but came up smiling and voted to postpone the audit for another year or until some provision was made for such an amount of money. In the discussion which followed it developed that the city accounts really underwent a monthly auditing at the hands of the finance committee, which left little chance for error, and that in this respect the Ashland system was far ahead of that used in many other cities. It seems that the finance committee audits the monthly bills, the treasurer's and recorder's books. The audit is deemed a necessity, however, and will probably be

done some day, although, as Councilman Nintzger put it, "It may need a bond issue to do it."

Wilson's Plurality Goes Over 500,000

A considerable number of bets were made in Ashland on the popular majority in the recent presidential election. Most of them depended upon Wilson getting a 500,000 majority. First reports indicated that Wilson received but a few thousand over 400,000. Many of the bets were paid. Now the final returns are in and Wilson is found to have 568,823 plurality. Several bets which were paid are being refunded. The complete returns are as follows:

Mr. Wilson received 9,116,296 votes and Mr. Hughes 8,547,474, a plurality of 568,822 for Mr. Wilson. In 1912 Wilson, democrat, received 6,297,099; Taft, republican, 3,846,399; Roosevelt, progressive, 4,124,959.

The vote for Mr. Benson, socialist candidate for president, was 750,000, with eight missing states estimated, against 991,873 for Debs, socialist, in 1912, and for Mr. Hanly, prohibitionist candidate, the vote was 225,191, against 207,928 for Chafin, prohibitionist, in 1912.

The total popular vote for the four candidates was 18,638,871 as against 15,945,322 in 1912. This is an increase of 3,593,549, accounted for by the increased population and the woman vote in the new suffrage states.

Roseburg—Hereafter all county road work of \$1,000 or over will be let by contract, the present system proving too costly.

To the Bachelor

You can do your own washing with the California Washing Powder. Let your clothes soak 15 minutes to a half hour, then boil for about a half hour, keeping them punched under the water while boiling. Rinse thoroughly and your clothes will be white as snow. California Washing Powder will not fade your clothes or injure the finest of fabric. For sale at your grocer's.

Ashland Washing Powder Factory

OUR NEW SYSTEM FOR GRADING FURS INSURES YOU FULL VALUE

NO one man can grade furs rightly at all times. That is why we have established a commission of three fur experts who have done nothing but judge furs for years. They will grade the furs you send us and price them according to the latest market reports. This new system protects your interests and insures you full value on your furs.

COYOTES Are in Tremendous Demand

The large markets we have to supply makes it absolutely essential for us to get a good, steady supply of pelts. We know that the best way to get this is by procuring the interests of those who ship their furs to us. We established this commission to protect ourselves as much as to protect you. It was simply good business. We make more in the end by paying you more. And besides, we are encouraging trappers of high grade pelts by a premium system.

FREE Automatic scales, guns, traps, etc. Our profit sharing plan not only gets you top cash prices, but also gives you free, rifles, shot guns, traps and other things you want. So don't be tempted to send your furs elsewhere. We can make this year the biggest year you have ever had. Write for our Fur Club News, Premium List and List of Prices. All mailed to you FREE. Write TODAY.

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