



# Ashland Tidings

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Advertising for fraternal orders or societies charging a regular initiation fee and dues, no discount. Religious and benevolent orders will be charged for all advertising when an admission or other charge is made, at the regular rates. When no admission is charged, space to the amount of fifty lines reading will be allowed without charge. All additional at regular rates.

The Tidings has a greater circulation in Ashland and its trade territory than all other local papers combined.

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

Ashland, Ore., Monday, May 7, 1917

## A CONVENTION CITY.

With the new Chautauqua auditorium completed Ashland should be made the convention city of southern Oregon. The Chautauqua building will be the best adapted in southern Oregon for the purpose. Ashland presents the most charming setting, and, besides, many associations will be glad to come here for a convention to try the mineral waters and view our matchless park. We should go after every convention to be held in this state next year. If Ashland succeeds best in her resort ambitions it will need to have something doing every minute during the summer season, not only for the benefit that will come directly from the conventions, but Ashland will have numerous families here for health and recreation and we need the crowds in town for their pleasure. There will be some cost to handling these conventions, but the cost will be well justified by the benefits. The city does not necessarily need to prepare great banquets for each convention, but a simple entertainment will please and suffice. The Commercial Club can handle the conventions with little added expense. Let's make Ashland a convention city.

## MUSIC IN LITHIA PARK.

There should be three band concerts a week in Lithia Park this season. Two evening concerts and one Sunday afternoon. This will cost money, of course, but this year many families will be here for health and recreation and should be entertained. The success attained this season will largely determine whether Ashland springs at once into prominence as a resort city, or drags along with indifferent success for a number of years.

The concerts should begin early in June and continue till the first of October. Funds must be raised for the purpose. The Tidings will be one of twenty to donate ten dollars a month for four months to the music fund. The balance necessary could no doubt be raised by small individual subscriptions.

## VITALIZE OUR RESORT.

It is important that the resort enterprise be vitalized this summer. It would not be a bad idea if the Commercial Club dues be raised to two dollars a month instead of one. Every citizen can well afford to contribute liberally this year, not to keep the Commercial Club alive, but to furnish it sinews to do some real constructive work along resort lines. If Ashland will put all of her energy, ingenuity and as much of her tax money as can be possibly spared into forwarding the resort enterprise, she will be astonished at the quick results. The population of Ashland can be made to double within the coming twelve months. People are now coming to town every day, looking it over. Some of them are now investing, and many others will invest. There will be a demand for furnished cottages this year that can not be supplied. Ashland already is evincing a new zip. The Hyu Hehe and Roundup will be much better than last year, and it may be confidently expected that the celebration alone will leave as much money in town as the whole enterprise so far has cost. It will pay to center on this enterprise and vitalize it to its utmost this year.

## THE TOURIST CROP.

Mark Daniels, who is now figuring with the council and Commercial Club committee, is a man of large experience and accomplishment. He proposes a sanitarium to cost not less than \$60,000 and a new tourist hotel to cost not less than \$90,000. Mr. Daniels is not a hot-air merchant, nor is he given to talking through his hat. He has been supplied with contour maps of several prospective sites and is now engaged in preparing preliminary sketches for the buildings. No doubt he will soon have a definite proposition to make to the city whereby the sanitarium and new hotel will become an accomplished fact. These are now the things needed to assure the success of the enterprise.

Not only the committee, but every citizen should be intensely interested in this project. It means so much to Ashland. With these in operation Ashland will at once step into prominence as a resort city and her advancement will be magical. We say "magical" advisedly. We have seen it done before on half the natural resources. In fact, no city ever had more to build permanently on. Our scenery and mineral water are tremendous assets, great enough to build a city of at least fifty thousand on.

The tourist crop, where the climate and natural setting are right, as they are here, will prove of greater cash money value than all the other crops in the Rogue River valley. It will pay big to cultivate it at considerable expense. It costs money to mature any crop. It will cost less to mature a profitable tourist crop for Ashland than any other crop that can be fostered.

## COVER DILAPIDATED WALLS WITH VINES.

Every prominent dilapidated wall in Ashland should be covered with climbing vines so it will be hidden from view. Especially should the fences, barns and outbuildings along prominent streets be so concealed. For example, the main street leading into Lithia Park. Beginning at this end the aspect is of a huge, bare, black wall of the Park garage building. Then comes the fences and barns connected with the creamery property. Then the unsightly fences and walls of the Smith Every stable. These detract greatly from the general park view that should maintain on this prominent street. If vines—quick-growing vines—were planted along these walls within a couple of years they would be obscured from view. That they be covered is so important to the future of Ashland that

co-operation between the owners, the Civic Club and the council should bring the planting about at once. Strangers going into the park with the writer have all remarked on the unsightly main entrance street and suggested that the walls be covered.

Stevenson will develop your films. 94-1f

## Heard and Overheard

(By Lynn D. Mowat.)

While the government is pushing the cultivation of vacant lots it should not overlook the lots of vacant minds hereabouts.

H. L. says they had to put Gus Levy in jail in Portland to keep him from exposing the public to the stupendous knowledge about everything which he admits possessing.

If there is any truth in Gus's statement that he is too clever for the army—we pity the army.

Carl Loveland's wife told him she was going to make a nut loaf, and Carl asked her why she wanted to make another nut loaf when there were so many nuts loafing around town already.

## By the Way.

Doc Gregg, examining recruits: "Holmes, what do you weigh?" Bill: "Groceries, mostly."

Status quo: State in which. (Webster's dictionary.)  
Aqua bull: Clear water. (Webster's dictionary.)

Living in the status quo  
It's a crime if you get full.  
Makes it needful, don't you know,  
To drink naught but aqua bull.

Monte Briggs is  
• • •  
One of the most  
• • •  
Sympathetic  
• • •

Men  
• • •  
We know.  
• • •  
The other  
• • •

Day  
• • •  
We found him  
• • •

Out at the  
• • •  
Roundup grounds  
• • •

Sobbing bitterly,  
• • •  
And finally learned  
• • •

That he was crying  
• • •  
Out his sympathy for  
• • •

The seats in  
• • •  
The grandstand,  
• • •

Which he had just  
• • •  
Noticed  
• • •

Were  
• • •  
In tiers.

We caught Corporal Delmar Harmon doing setting up exercises for a bunch of girls down in Butler's the other day. At least he was setting up the drinks.

A lank Missourian walked into a woman's exchange in St. Louis. A cantankerous middle-aged woman stepped up and asked him what he wanted.

"Be this the woman's exchange?" he inquired.

"It is!" she snapped.

"An' he ye the woman?" he persisted.

"I am!" she replied, in no gentler tones.

He looked around thoughtfully, transferred his tobacco from one cheek to the other, edged toward the door, then remarked casually, "Wall, I reckon I'll keep Sal!"

We Only Wish We Could.  
If I were to judge those Himericks I'd just go and get me two sticks, one short and one long.

And it wouldn't be wrong  
To "draw cuts" and settle it too quick.—Nemo.

## Movie Matters

About two-thirds of the delightful girl stars worshipped by the screen fans are married, according to statistics prepared by a motion picture magazine. The majority of the married stars have husbands in the profession, most of the huddles being stars as well. Oddly enough, they rarely play opposite to each other.

A voting contest to decide who is Ashland's favorite motion picture actress would be interesting. Marguerite Clark is the best box office attraction, with Mary Pickford a close second and Lillian Gish not far behind. Charlie Chaplin vies with Douglas Fairbanks and William Farnum as an attraction when the male star's name is featured.

A New York movie fan swears that the Italian atmosphere in "The Sign of the Rose" is so strong that anyone with a sense of smell can smell the garlic.

"Movie mothers" are the latest efficiency steps at some of the big producing studios. The mothers' business is to look after the girls while on the lot.

The Triangle-Ince studios have lost several men this week who have been among the first to be summoned to the colors. Charles E. Wilson and Matthey Carney, sergeants in company E, 7th California Infantry, have gone to camp, and C. E. Collins, quartermaster on the unassigned list, is preparing to leave the studio at a moment's notice.

The much pictured and photographed Olive Thomas, who has been declared by Harrison Fisher to be the most beautiful girl in America, has been provided with a story and is now at work on it at the Culver City studios. R. Cecil Smith, staff author, is responsible for the script, which is described as a good-humored satire "permeated with the spirit of careless youth." Thomas H. Ince has pronounced the play a perfect fit for his new star.

Alice Brady, in "Darkest Russia," has a particularly timely photograph in view of the general over-



## The Budget System

As an aid to regulating expenditures, and a means of accumulating a substantial Bank Balance, here is a schedule chart that will prove both practical and profitable:

House	25 Per Cent
Housekeeping	12 Per Cent
Food	30 Per Cent
Clothing	13 Per Cent
Education	6 Per Cent
Luxuries	4 Per Cent
SAVINGS	10 Per Cent

Now why not have a Checking Account at The First National Bank, and draw against that for necessary expenses? Call that which remains, NET PROFIT to yourself.

## THE FIRST NATIONAL BANK

ASHLAND OREGON  
E. V. CARTER, PRESIDENT C. H. VAUPEL, Vice Pres.  
J. W. MCCOY, CASHIER CLARK BUSH, ASST. CASH.

turn of the czar's government. The story is laid partly in Petrograd and partly in Siberia, so that there is pictorial contrast in plenty, and the personages include nobles, troops, common people and exiles.

All of Viola Dana's studios hours in Red Cross technique have not been wasted. Recently she was able to render first aid assistance to two of the players supporting her in her forthcoming Metro-Columbia production when Robert Walker, George Morling and Fred Kaligren severely cut their hands in a struggle for possession of a knife in one of the tense scenes in "Lady Barnacle." "I'm sorry they were hurt," commented the little star, "but it was fine practice."

"Mothers of France," the new Sara Bernhardt picture which has just been purchased by World-Pictures Brady-Made, has broken every attendance record in the history of the Rialto theatre, New York. It moved its vast audience to such pitches of enthusiasm that they stood up and waved their programs and cheered until hoarse.

Bessie Barriscale was playing parts on the stage when she was five years old. She played in "The Celebrated

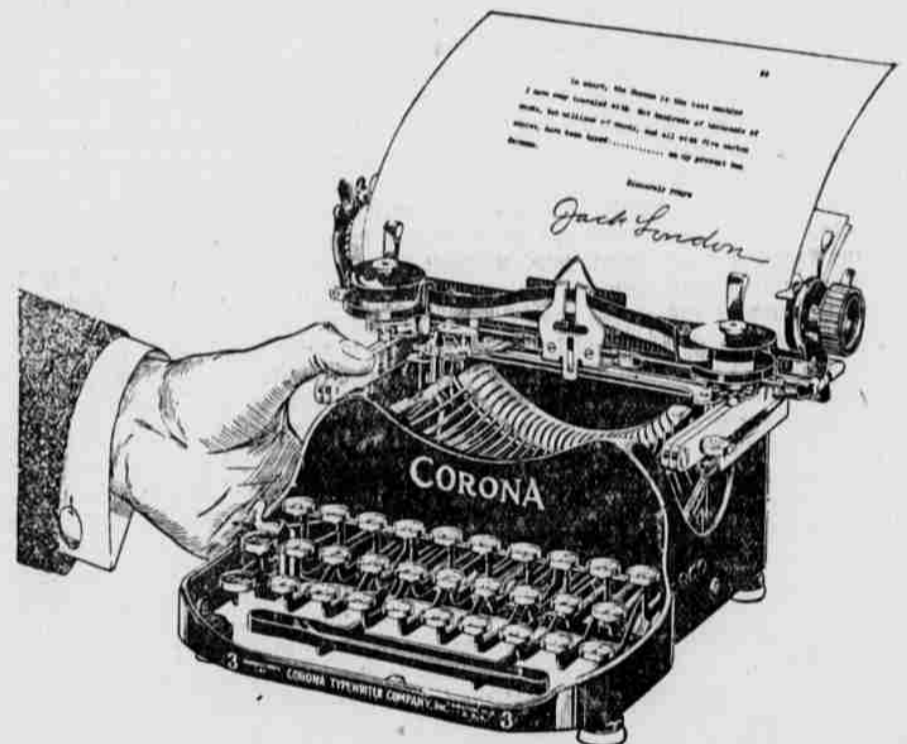
Case" at that age. Miss Barriscale says her favorite child part was Little Lord Fauntleroy. She played this in two of the cities (among others) in which she now takes most of her movie scenes, San Francisco and Los Angeles. Her first real ingenue part was as Madge in "Old Kentucky." In this famous old play she wore boy's clothes.

Miss Edna Whistler, who will be pleasantly remembered as having appeared in support of Julian Eltinge two seasons ago at the Knickerbocker theatre, is now a member of Miss Norma Talmadge's film company. She will be seen with Miss Talmadge in the latter's picture, "Poppy," which is soon to be released.

Phone job orders to the Tidings.

## OBITUARY NOTICES.

Obituary notices have certain news value to a newspaper, but are not of interest enough to the reading public to justify their free publication. The newspaper associations of the country have determined that all obituary notices should be charged for at one-half the commercial rate, and are now making charges on that basis. The Tidings' rate for these notices will henceforth be 2 1/2 cents the line.



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**DEO** FOR BURNS, CUTS AND WOUNDS  
Dennis Eucalyptus Ointment  
AT ALL DRUG STORES  
TUBES 25c JARS 50c

**LESLIE SALT**  
pure and clean

**TYRONE—2 1/2 in.**  
an **ARROW** form-fit COLLAR  
9 for 30c  
CANTON, MASS. & CO. INC. MAKERS