

# ASHLAND TIDINGS

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Published every Tuesday by  
THE ASHLAND PRINTING COMPANY (Incorporated)

Best H. Groce, Editor

OFFICIAL CITY AND COUNTY PAPER.

TELEPHONE 39

### SUBSCRIPTION RATES

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In ordering changes of the paper always give the old street address or postoffice as well as the new.

### ADVERTISING RATES

Display Advertising—	
Single insertion, each inch.....	25c
Six months, each inch.....	26c
One year, each inch.....	17 1/2c
Reading Notices—10 cents the line.	
Classified Column—One cent the word each time. Twenty words one month, one dollar.	
Cards of Thanks, \$1.00.	
Obituaries, 2 1/2 cents the line.	

### Fraternal Orders and Societies

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 rate. 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 Jackson county papers combined.

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

"Victory Week," if made the tremendous drawing card community interest now indicates, will prove worth thousands of dollars to the city. The money necessary to bring to a splendid success the constructive thought of Mr. Carter will be worth ten fold more to the community, in favorable advertising, than it is scheduled to cost, even though we spend the maximum estimate on the undertaking.

The line of least resistance is always along the path nature has carved for advancement. Can anyone, mindful of nature's laws, fail to distinguish the path laid out for the best development of Ashland? The environment, the climate, the elevation, the typography, the natural medicinal waters, the scenery, even the splendid domestic water supply, are designed precisely to meet the demands for recreation, health, longevity and pleasurable living. They hold power enough to draw here by the thousands if properly exploited.

Strangers usually estimate a city by what they see. On gala occasions they behold and experience the best a city has. It is lively and they see it so. It is pleasing and beautiful and they see it so. Merchants are doing a thriving business and it looks good. The atmosphere is charged with gaiety and bustle and they feel it. These are the impressions they carry away and comment on. It is a psychological law. The greater the crowd the more permanent benefit to the town. After such occasions comments of visitors run like this: "A city the size of \_\_\_\_\_ which can do such things is to be reckoned with. It certainly has 'pep' and stamina. It has a great future."

It is worth much to Ashland to fill it with strangers even for a week. Worth vastly more than to expend an equal sum of energy and money in trying to get industries here that cannot thrive on account of unfavorable natural obstacles—topography, geography and the like, which everybody recognizes as fatal, but ourselves. Industries that do not thrive are in the way of advancement. They hurt the credit and general reputation of a community and it suffers accordingly. To attempt such is to follow the lines of greatest resistance while the law of success dictates the opposite course.

Fifty thousand persons one day in Ashland is worth one hundred thousand and dollars besides the ready cash they leave. The advertising value is worth more than the cash in our pockets. The average citizen does not realize the tremendous value of advertising. They read what the merchant offers in his advertisement; they act on his suggestion; they buy a gown they had not intended buying and purchase their needs of that merchant instead of another without realizing the power the advertisement exercised in the transaction. Community advertising is much the same, but more extended in scope. Every act of every citizen; every community activity, or lack of community activity, every word of citizen, even, in an advertisement, favorable, or otherwise, for the city. You, dear reader, would not be in Ashland today had not the favorable word been spoken and made the impression you gained of the city. Somebody, or literature, spoke favorably enough of the place to induce you to come. The fact that you are still here speaks well for the environment.

Nobody ever located in a community they never heard of.

In these times of epidemic throughout the country few of the best newspapers are featuring fatalities on the front page under "Death Angel" heads. Down in southern California among the resort cities the list is being set in exceedingly small type and printed in an obscure corner of an isolated page. Although it is well understood the epidemic is as fatal in one section as another most papers in cities of health resort claims are exceedingly chary about featuring such things, even to do it would sell a dozen or so extra copies of the issue. The good judgment of its newspapers in knowing what to print, and what not to print, what to feature and where to feature it, is a tremendous force in determining the destiny of ambitious cities.

The next few years will see great improvement in Jackson county highways. Already the members of the incoming county court have started the ball rolling to have the state highway commission speed up on the highway work promised Jackson county in the highway bill passed by the last legislature. The only way to accomplish things is to make up your mind what you need, which is the best way to go about it and then start early and keep pounding. In season and out, until it is accomplished. This the incoming county court seems determined to do. It should have the solid and active backing of the whole county Senator Thomas made the Jackson county road matters his main issue in the last campaign and will no doubt be a burden to the state until Jackson county gets what she is justly entitled to under the law. In another column we print a copy of a letter already sent to the state highway commission by County Clerk Gardner making requests for highway betterment action by that commission in Jackson county.

### THE WORLD HAS LITTLE ROOM FOR CARPERS

"The optimist sees the doughnut, the pessimist sees the hole." The Tidings has space for forward-looking, constructive articles written by citizens for the good of the town, but none for backstepping, disquisitions of protest that tend to tear down what others, by constructive effort are trying to build up.

At best human vision is narrow. It is easy enough to oppose what we do not approve, however replete with good it may be, without taking the pains to consider all its phases or properly weigh its constructive forces.

Do not carp. The happier lot comes from expending energy in putting into action constructive thoughts. To make two blades of grass grow where one grew before, that is joy; that is glory. If you do not approve the other's plan be quick to have one of your own that will do as well and put it forward mightily. Exhilaration growing out of the effort will newcreate and make you a different person with new impulses and new joys. Be slow to counter the plan of another; it may hold more of good than you can see; besides, you will need help in forwarding your own to a happy conclusion, even though it seems to some as not the best.

Get glory out of life by hindering not and doing. Let the constructive, happy, optimistic note ring clear thru your writings and the world will be your humble reader. There will be made room in all public columns and forums for your inspiring thoughts.

In being loyal to your community you are loyal to yourself.



### THE ROUNDUP

The Round-up, the past three years, brought fifty to seventy-five thousand people to Ashland. They left nearly two hundred and fifty thousand dollars in ready cash. But, greater benefit still, they marveled that such great crowds could be brought together in such a small city. They were pleased with our entertainment and astounded that everyone was so well taken care of in such a rush. The common comment of visitors ran like this: "Ashland is coming to; that sort of spirit cannot fail; she is bound to make a fine city," and the like. It is no small matter what people think of a city. That is the reason Ashland is better this year than she has been in ten.

Possibly, as some contend, the Round-up fits better a community like Pendleton. Maybe conscience does not altogether approve of such wild sport. Yet, its benefits are evident and its drawbacks few. One fine thing about it, if we do not enjoy that kind of sport we can leave our seat to those who do and employ ourselves with some equally beneficial undertaking along entirely different lines. We are all inclined to be reformers. Newspapers reform the women; the women reform the preachers and the preachers reform the newspapers. It is hardly within the puny power of any of us to reform the world and bring it to our way of thinking so let us view many things as general community benefits, realizing that in human society, as now constituted, the commercial side of life cannot be ignored and retain robust community health. Anyhow, persons usually have poor success in attempts to make everybody do and think what they would have them, however sincere and earnest their endeavor.

### Every Piece of Meat From the

## East Side Market

Is a Good Piece.  
That's the only kind we handle.  
Wholesale and Retail.  
FISH ON FRIDAYS.  
OYSTERS AND CRABS IN SEASON.  
James Barrett, Prop. Phone 188.

### PATRONIZE LOCAL INDUSTRY.

Ehuh! No, not Aunt Gamble, or Albers, but a better pancake flour made right here in our Ashland Mills from valley products. This had some of it for breakfast this morning and, believe us, it hit the spot. It was self rising and all wife had to do was put in a mixture of half water and half sweet milk and the trick was turned. Take these pancakes and a little country sausage and gravy and it's a breakfast fit for a king. Everybody in Ashland should use this pancake flour because it is as good as any and better than many not only, but because in doing so they are patronizing a well managed local mill that uses products raised in the valley and bought from valley farmers. By eating Ashland made flour and local mill products we are helping to build up what may become an important local industry. We hear a great deal about locating industries here and very little about supporting the ones we have. The best way to get more is by making prosperous with our support the ones already here. Housewives should ask for the local pancake flour and take none other. Merchants always handle the products that are in demand. We have tried it and we know it is good enough for anybody. This is not an advertisement, it is written in the hope that it will draw attention to a worthy local industry, well managed by men of long experience, with a mill of modern machinery, which buys its raw materials from local ranchmen. There is no reason, if we eat flour, why we should not boost the local industry by eating home milled flour. It is a fine product.

A town good enough to remain in has many favorable points that may be truthfully praised.

## Former Mayor of Birmingham Endorses It

"You Will Hardly Know Me When We Meet Again; For I am Getting Well," He Writes Friend.

One of the latest additions to the list of leaders of thought and action who have come forward with their unqualified endorsement of Tanlac is the name of Hon. Frank V. Evans, former mayor of Birmingham, Ala., ex-State Examiner of Public Accounts of Alabama, and at one time editor of one of the South's greatest newspapers, The Birmingham Age-Herald.

Writing to a personal friend in Atlanta Mr. Evans says:  
Birmingham, Ala., Feb. 2.

By the way, you will hardly know me when we meet again, because I am getting well and strong again. As I told you while in Atlanta last month, I have been suffering a long time with gastritis, as the doctors call it—really a disordered stomach with consequent constipation, pains in the shoulders, headache, belching, heartburn, loss of appetite, loss of sleep, and fainting spells. For weeks I could not sleep on my back.

"One week ago, upon recommendation of friends, who had tried the medicine, I purchased one bottle of Tanlac and began taking it. Since my second dose I have suffered none of these troubles to which I refer, and really believe I am going to get perfectly well and strong again. Won't that be wonderful at my age? Well, certain it is that Tanlac is a wonderful medicine, and you know I am not given to 'puffing' mere experiments and am rather orthodox as to materia medica.

"I shall continue the treatment with perfect confidence in the final results."

(Signed) Frank V. Evans.  
Commenting on this splendid endorsement of Tanlac G. F. Willis, International Distributor of Tanlac said:

"Altho the list of prominent endorsers is a long one I recall a few leading names that lend both dignity and credit to the entire array. Some of them are:

"Hon. C. W. Mangum, of Atlanta, Ga.; for three terms Sheriff of Fulton County; Hon. Moses R. Glenn, Superintendent of Printing for the State of Kentucky; Mr. C. C. Cooper, President of the Georgia Cotton Oil Company; Mr. H. W. Hill, Bank President of South Pittsburg, Tenn.; Mr. J. F. Carroll, Cotton Mill Superintendent of Chattahoochee, Ga.; Hon. A. E. Anderson, of Houston, Tex., for seven years sheriff of Harris county; Hon. S. S. Shepardex, City Councilman of Atlanta, and many others whose names have heretofore been given to the public.  
Tanlac is sold in Ashland by J. J. McNair; in Medford by Eagle Drug Co.; in Gold Hill by M. D. Bowers; and in Central Point by Miss M. A. Mee. —adv.

### CANTEEN WORKERS LOOK

AFTER RETURNING TROOPS  
All trains passing thru Ashland these days are bearing quantities of soldiers from the various camps, the most of whom are mustered out of service and are on their way to their homes. These soldiers are served with hot chocolate, grape juice and appetizing eatables of various sorts by the canteen station managers during their stop in this city. Some of the members of the canteen managers are taking a first aid course in order to look after any sick soldiers or those needing aid as they pass thru here. This is in compliance with the orders of the general managers of the canteen work.

## Talent Tidings

Fifty or sixty cases of Spanish Influenza are reported in Talent.

The death of little Miss Juanita Brandt occurred Saturday, December 7th, at her home in Nebraska. She was the grand-daughter of Mr. and Mrs. Jacob Brandt of North Talent. Funeral services will be from the home of her grandparents, Mr. and Mrs. Jacob Brandt.

Bill Coleman was a caller in Talent Thursday.  
The Ladies Aid will have on sale at the Mercantile Co.'s store articles made for sale at the Bazaar which was to have been held this week. Any one wishing to purchase any of these things can do so on Monday, Dec. 16th. Mrs. Brown will be in charge of the sales.  
Mr. and Mrs. John Fuller were dinner guests of Mr. and Mrs. J. E. Fuller in Ashland Thursday.  
Mrs. John Beeson was a visitor in Ashland, Thursday.

Hillah Temple, Mystic Shrine, elected officers at their meeting Friday night for the coming year. A large number of out of town guests were present at the meeting of the order, a number of whom were candidates for initiation.



"The Bank with the Chime Clock"

## Substantial Interest on Savings

BEGINNING January first, the First National Bank will open and maintain a regular Savings Department for the convenience and profit of its patrons, and prospective patrons. The interest rate will be 4% per annum, payable every six months, and as little as \$1.00 will open such an account.

**The First National Bank**  
ASHLAND, OREGON

E. V. CARTER, PRES.  
CH. VAUPEL, VICE-PRES.  
J. W. COY, CASHIER  
CLARK BUSH, ASST. CASH.

## Ladies of Ashland

If You have any Fur Remodeling or Repairing please bring it in now to avoid Christmas rush.

If you intend having new Furs this season inspect our stock. We carry a full line.

Call on us at 105 West Main Street

**F. Bartlett Furrier**  
Medford

## We'll Provide The Xmas Cheer

IN YOUR preparation for Christmas, and in the excitement and enthusiasm attending the selection of gifts, don't forget that a very important detail of the day, and one that means much to its enjoyment is

### The Christmas Dinner

Everything that will add to the cheer of the meal is here. Nuts, Candies, Fruits, etc., for the tree and between meal feasts.

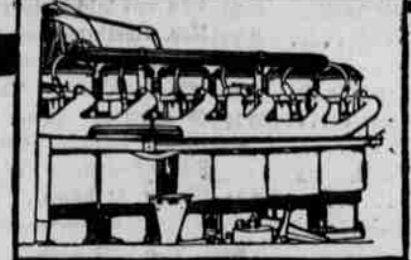
THINGS THE GOOD COOK NEEDS—AT MUCH LESS THAN THE ORDINARY

## Plaza Grocery

Telephone 78

# ZEROLENE

## The Standard Oil for Motor Cars



**The Popular Motor Oil**  
More ZEROLENE is used for automobiles on the Pacific Coast than all other oils combined.  
Leading motor car distributors praise ZEROLENE, correctly refined from selected California asphalt-base crude, because it maintains its lubricating body at cylinder heat and gives perfect lubrication with less wear and less carbon deposit. Get our lubrication chart showing the correct consistency for your car.  
At dealers everywhere and Standard Oil Service Stations  
**STANDARD OIL COMPANY**  
(California)

**Correct Lubrication for the Air-Cooled Type Engine**  
Engines are either water-cooled or air-cooled. This, the air-cooled type, like all internal combustion engines, requires an oil that holds its full lubricating qualities at cylinder heat, burns clean in the combustion chambers and goes out with exhaust. ZEROLENE fills these requirements perfectly, because it is correctly refined from selected California asphalt-base crude.