

ASHLAND TIDINGS

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THE ASHLAND PRINTING COMPANY (Incorporated)

Hert R. Greer Editor

OFFICIAL CITY AND COUNTY PAPER.

TELEPHONE 39

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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.

In view of the fact that the Siskiyou company cannot guarantee the contract rate per unit for the ten year term proposed by it, but must leave the rate at last to arbitration of the State Corporation Commission, it would be fair to eliminate the minimum clause from the contract and allow the city to pay only for current consumed, if, indeed, the contract should be renewed at all. It appears that the present contract should stand, by common consent, until further investigation of the proposed municipal improvement determines whether the city should buy its current or increase the capacity of its plant. When we consider that, at all events, the city water supply will soon have to be increased, the matter becomes doubly important.

It would be a fine memorial to the returning soldier boys if Ashland, instead of paying the Siskiyou company ten thousand dollars a year for additional electric energy, would take that amount out of the electric fund annually and apply it to interest and sinking fund on enough bonds to triple the capacity of our electric plant and to conserve amply water for our future needs. The boys will need to be provided with work when they come home. That enterprise would supply it besides allowing the money paid for labor to be kept at home. Besides the splendid memorial provided by the Victory Week enterprise, be it granite shaft, band stand, mineral bath house, or some other, if we understand the situation, this additional memorial could be raised without costing the city one penny aside from that already being paid to the Siskiyou company. That looks practical. It looks wise. It would be an unappreciative community that would not provide employment for its returning soldier boys, if it can be done without additional expense.

TO THE JACKSON COUNTY LEGISLATIVE DELEGATION

There once were four cats in Kilkinny;
Each thought there were three cats too minny;
They fought and they bit;
They scratched and they bit,
Until, instead of four cats, there were ten inny.

Gentlemen, you are now embarking on a purely representative mission. The average Jackson county elector does not care a continental about your personal political ambitions beyond your ability and disposition to serve well at this time and place. Whatever your personal hope, the people who elected you may not put as high estimate on your Congressional, Senatorial or Presidential aims as some of us might wish. Especially they will likely not brook shattering of possible local benefits, thru adverse legislative action, growing out of personal spite engendered by your individual political ambitions.

Jackson county has expended half a million dollars more on paved highways than other counties of the state. By right and reason and by virtue of the highway measure passed two years ago she is entitled to be reimbursed out of state highway funds for a large part of the money spent by her on the Pacific highway thru the county. The proposition will likely meet with strong opposition from those delegates representing counties that made no such advance improvement and who hope for the greatest future benefit from expenditure of funds provided in the highway bill. To overcome that, united effort, free from jealousy or backbit-

ing, must be put forth by Jackson county's entire legislative delegation. Nobody here doubts your ability to cope successfully with the problem if you stand as a unit on all measures looking to the advantage of this county. Three of you were members of the last legislature and, had all of you acted without personal jealousy, would have proven absolutely the strongest delegation of the body, not excepting Multnomah; the four times as great numerically it was of inferior combined ability. However, you were so much afraid that one member might put a proposition thru and get all the credit for it that results were greatly hampered.

This time you must bring home the bacon to satisfy your constituents. They don't care which of you fathers the bill. Future personal ambitions do not count.

PORTLAND VS. ASHLAND PRICES

On looking over the Oregonian the other day our eyes fell on an advertisement of a large Portland firm giving special prices on furniture. We compared these special prices with the price of furniture of same quality offered here by our dealers and was surprised to find that Portland's special prices were higher, for the same article, than the regular retail prices of our local merchants.

There is perfectly good reason why that should be so. Overhead cost at Portland, such as rent, clerk hire, and the like is much higher than Ashland. That overhead must needs be absorbed by the purchaser. Ashland merchants can sell at the same basic profits asked by city firms and still sell to the consumer at from five to ten per cent less than Portland firms. That is precisely what they are doing every day.

It is easy enough to imagine, without due investigation, that commodities can be bought cheaper in a large commercial center than at home, but comparison of prices proves it is not so. In most cases citizens who send away for merchandise come out loser in the transaction at least the amount of the freight, in many cases more.

We have said before that Ashlanders may trade in Portland, Portlanders in Chicago, Chicagoans in New York, New Yorkers at Paris, but the wise Parisian comes to Ashland to get the best there is to be had for the money.

It is an American characteristic to trade away from home. It is an exceedingly harmful one. If there is any place on earth that needs to keep its money floating in local trade channels it is the American city. We are only in the first stage of development. It takes a deal of cash to properly pursue needed improvements. Profits made in Portland, or Chicago, will never pay the bill. If you want to live in a good town spend your money at home. You have no idea how your little might, coupled with the mite of your neighbors, will stimulate business and bring local prosperity. And besides, often in the away-from-home transaction you come out loser in actual cash.

Ashland may have vacant store rooms from time to time that might be profitably occupied if everybody trades at home.

Secretary Lane, commenting on the tremendous present debt of the nation and the immediate need for much more in reconstruction work, says: "To stand paralyzed in the presence of a debt is to become its victim." Some food for thought in that suggestion.

Splitting hairs over tweedle de and tweedle dum has never proven profitable.

WHY WE CITE LOS ANGELES

Reader asks why we refer so frequently to Los Angeles in writing on Ashland's resort possibilities. She says Ashland is not in Los Angeles' land. We admit it, but Los Angeles has already done what Ashland may, in a measure, do. Time within the recollection of man now living Los Angeles was a smaller city than Ashland now is. In fact, Mrs. Hargrove, or Grandma Dunn might have been there to witness the raising of the first house built by a white man on the townsite of Los Angeles. Had she been present she might have observed a crude building, likely of adobe, set up fourteen miles from the ocean beach, five hundred and fifty miles from the nearest great center of population and two thousand miles from the next nearest, for Portland and Seattle were then but villages. Chicago, Minneapolis, and St. Louis were the nearest, save San Francisco. That first simple hut was raised on a bank of what is called the Los Angeles river, an aurora without water or foliage, in a desert country, surrounded only by sand dunes, cactus and greasewood, with no summer rains or means of irrigation. That first citizen was surely of hardy blood for he reared his home in an environment of desert waste, isolated, where he had but coyotes and rattlesnakes for his neighbors. Results indicate that those who followed him were of equal courage, faith, judgment and persistence.

This all occurred after Long Island, Saratoga, Coney Island, the resorts of New England, Virginia and the Carolinas had been long established and favorably known and Florida had world fame as a Mecca for tourists. Yet, in one generation Los Angeles has out stripped them all—has overcome their great competition—and draws tourists past them from beyond the seas. It is inspiring to study what Los Angeles has done and how she did it, when contemplating what nature commands Ashland to do. With but little better winter and not so fine summer climate and with about one-twentieth the natural attractions vouchsafed to Ashland in her environment, she has won. She grew great by doing things in a big way. Great things are not accomplished save by great faith and much effort made effective by solid cooperation. Indeed, that degree of faith which reaches the purse strings and feels full well that expenditure in intelligently directed advertising is not donation, or waste, but exceedingly profitable investment, and sticks thru thick and thin, until the goal is attained. The most profitable investment Los Angeles ever made was in publicity. As the city grew her attractions increased. Had she waited first for greater attractions she no doubt would have been waiting still. She advertised what she had and constructed the rest with the money supplied by the visitation of tourists. All she had to start was climate, on that she expatiated widely long enough to attract tourists in sufficient numbers to build more. Her first great task was to convince those with money and leisure that her climate was better than would be found in Florida, the Catskill, the Adirondacks, the Blue Mountains, or the Atlantic coast resorts. At the time she was unknown but she spread the fame of her climate broadcast and her people worked conjointly and mightily until the world had her story. It cost a deal of expense in publicity, but she voted more taxes and spent the money boosting her climate.

What Los Angeles has accomplished Ashland may, in a measure, do—do it easier and with less expense—because she has vastly more to advertise to start.

It is our common mind habit to view Los Angeles as we see her now, as tho she had always been that, without going into her history to find she started in a much smaller way than Ashland is now starting, with higher taxes, greater isolation and vastly less natural resources of resort character, and has gained such success as follows intelligent and persistent effort along right lines; the line along which concentrated effort could best overcome obstacles over which she must climb on her way to success, with courage that spurned the spiked fiail of high taxes, competition, isolation, sand storms and drought.

How inspiring to scan her history, measure her beginnings and note what handicaps she has overcome. How splendidly she has acquitted in the doing. She deserves, because she earned, all the success with which she is now adorned.

Besides making Los Angeles the largest city on the coast her efforts have raised California to first rank as a tourist state and Ashland is but fourteen miles from the California line.

A town that just grows like Topsy always looks like Topsy.

Live long as Methuselah you will never have things just to suit.

QUICK EVOLUTION IN TRANSPORTATION

Notwithstanding the handicap of transportation, of vast wildernesses and unbeaten paths, the hardy pioneer left the civilization of the east—Ohio, Indiana and Illinois—and with ox teams and prairie schooners braved the dangers of savages and the desert, passing unnoticed the fertile valleys of the middle west, because they heard beyond the mountains, far toward the setting sun, lay the magical lands of the Williamette, the Umpqua and the Rogue, all untouched by the wand of civilization and development, where there was plenty of room and hardy opportunity. Some of these are yet among us. Their sons and their daughters are our neighbors still.

In the years since then modes of quick transportation have developed so that now their immediate descendants can traverse the same paths on their return visit to the old home over fine highways in vehicles of power and speed enough to cover the entire trip in two weeks that took their fathers three to six months to negotiate. What wonderful comfort in the compact conveniences of present camp life compared to the hardships endured by those hardy pioneers.

Those were the handicaps of the olden days in which men traveled great distances. Yet they came in large numbers, indeed, enough of them to people these golden valleys of the west and lay the foundations for the comforts we now enjoy. Modes of transportation have changed to the point of eliminating distances, but human nature is the same. To those in the middle west, beyond the mountains, still lie Elysian fields, developed somewhat in comfort and luxury, but still with more room for the immigrant than the crowded condition of that section affords. They are coming still and will continue to come. The automobile has eliminated space and time and they are now not foreigners, but neighbors, ready to pay us a visit on our first pressing invitation.

The distance now from San Diego to Ashland is less than then it was from Ashland to Roseburg. In considering the extent which advertising can be profitably spread in our coming summer campaign, to overlook that truth will result in great sacrifices of results. Last year auto tourists from San Diego and Los Angeles passed thru Ashland by the score. The only reason few stopped was because they did not know what a pleasurable and profitable week might be spent in this section, with Ashland as headquarters from which they might easily radiate to the many attractions enumerated in the advertisement recently proposed thru these columns.

California is a state of opulence on wheels. Its people like to travel. There is enchantment for them in the automobile trip and now there is comfort and luxury in it, but the greatest luxury to the tourist traveling north from thence will be afforded by Ashland's auto camp ground and the wonderful scenes and pleasurable hikes and drives that surround it. Every Californian who thru ignorance of them, has driven unconsciously by during the past three years, would regret it, did they know of the splendid attractions Ashland has to offer.

Not only should the thousands of Californians who tour this way each year be apprised, before they start, of Ashland's matchless attractions, but some method should be devised to tell the thousands upon thousands of travelers who pass thru on the trains what pleasurable and healthful week might be spent amidst the glories of this environment.

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.

In considering funds to be contributed for the Victory Week entertainment we can but remark on the utter indifference of foreign corporations, whose business thrives by advancement of the city, such as telegraph, telephone, electric companies, and the like, when it comes to cash contributions to enterprises that will put the city forward. They reap great benefits and some plan should be raised to induce them to bear their share of the burden. To raise all such funds by taxation would do it.

Have confidence in the other fellow so he will have confidence in you.

The other fellow's opinion may prove better than yours. Anyhow, he has as much right to them.

Forward!

THIS is our battery of Peace—as it was of War. Rebuilding, readjusting and restoring constitute the program at hand. Enlist with the First National Bank in overcoming the problems of state, community, business and people during the next twelve months.

FORWARD on Thrift. Our new Savings Department—paying 4 per cent interest—will be a big help.

The First National Bank
ASHLAND, OREGON

EV CARTER, PRES.
CHAUPEL, VICE-PRES.
J W MC COY, CASHIER
CLARK BUSBY, ASST CASH.

LET US BE YOUR LAUNDRYMAN

What's the Use of Exposing Yourself?

We do family washings and deliver them to you at these very reasonable prices:

Rough dry, per pound 7c
Wet wash 20 pounds 75c

We have taken over the Home Laundry, given it a thorough overhauling and are in position to satisfy you both in quality and price.

GIVE US A TRIAL.
Telephone 165 and we will call for your wash.

THE FISHER LAUNDRY

DEPARTMENT OF INTERIOR PLANNING FOR SOLDIERS

Much has been said, both in Congress and out, about a "back-to-the-land" movement for our returning soldiers, and the plan might be worked out easily enough—provided of course our soldier boys favor the idea—were it not for the fact that the country has no land of any real value to offer them. It is all very well to talk in a general way about the fifteen million acres of desert lands which the Department of Interior claims can be irrigated or the seventy million acres of swamp and overflowed lands which that Department claims can be drained and made profitable. There may also be, as stated by the Secretary of the Interior, millions of acres of cut-over land, which can be cleared of stumps, brush, etc., and made suitable for agriculture, but these projects are all matters for the dim and distant future, whereas the disbandment of our army and the making of suitable provisions for the employment of our returning soldiers is one which must be dealt with immediately, and consequently, while the country may be justified in incurring the tremendous expense necessary to make our two hundred million acres or more of desert, swamp and cut-over lands suitable for agriculture, the suggestion of utilizing any of this area (which at present is, and for years to come will necessarily be utterly uninhabitable and useless) for the purpose of enticing the men who make up our present huge armies back to the land, seems to be hardly worthy of a second thought.

HOTEL MANX
Powell St., at O'Farrell
San Francisco

In the heart of the business, shopping and theatre district. Running distilled ice water in every room. Our commodious lobby, fine service, and Homelike restaurant will attract you. European Plan rates \$1.00 up.

Management
W. E. James

Ashland Transfer & Storage Co.
C. F. Bates, Proprietor

Wood, "Peacock" and Rock Springs Coal and Cement

PHONE 117

Office 99 Oak Street, Warehouse on track near depot.
Ashland, Oregon

The Finest Kind

Of a home with two acres of choice land with modern city conveniences for \$3200. If you want a home worth while with a small tract of land that is equally worth while, it will be to your interest to look at this now, for it is being offered for a short time at less than the value of the improvements.

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Real Estate and Insurance.
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137 E. Main