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Account Departments

The First National Bank
ASHLAND, OREGON

EV CARTER, PRES.
CHVAUPEL VICE-PRES
J.W.M. COY, CASHIER
CLARK BUSH, ASST. CASH.

ASHLAND TIDINGS

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THE TIDINGS IS THE ONLY NEWSPAPER IN SOUTHERN OREGON THAT PUBLISHED NEVER LESS THAN EIGHT PAGES AN ISSUE.

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

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BIGGEST CELEBRATION EVER

While the crowds have been large the past three years at the Ashland roundup and celebration this fourth annual festival promises to develop greater crowds than have ever before gathered for that gala occasion.

This year the roundup show will far exceed anything before—lots of new hair-raising stunts not before attempted. It will be a whooping big show worth going hundreds of miles to view.

Besides the roundup the celebration committee are making greater effort than ever before on the downtown entertainments. It will present twice as much fireworks pyrotechnics as any former year with many set pieces of startling achievement and dazzling display.

The parade on July Fourth will be one of the largest and most magnificent that has ever been presented in Southern Oregon and in many respects will rival parade displays in the great cities.

This will be the biggest parade Ashland has ever presented. It will cost a large sum of money to present it, but the splendid crowds gathered here in the past on like occasions justifies the extra effort put forth this year.

You will miss it if you miss it

this year.

The roads are good in all directions for automobile travel and the railroads are to provide special accommodations for those who wish to come by rail.

Ample provision has been made to house and feed fifty thousand people.

Ask your local S. P. agent about rates and dates for the Ashland celebration.

ASHLAND NOW THE CENTER FOR BIG ATTRACTIONS

It has remained for J. H. Fuller, of the Chautauqua Association, to demonstrate once for all that it is possible and profitable to make Ashland the center for the greater attractions visiting the Pacific coast. The new Chautauqua building is the most remarkable building in the United States today by reason of the fact that since it was found necessary to install thirty-seven piers under the Salt Lake Tabernacle dome the Ashland Chautauqua building is left the largest dome in the United States standing without a pier to support it. Coupled with that and its splendid acoustic properties is the largest stage between Portland and San Francisco, the only one outside of those cities that can properly take care of the larger scenic productions. By adding an adequate heating plant so the building can be used at all seasons of the year Ashland can be made the center pre-eminent for all of the great attractions. With the paved highways completed, as they will be this year, it will be possible for the thousands of automobiles in Southern Oregon and Northern California to come at any season with their loads of patrons. The feasibility of establishing Ashland as the center for such attractions might have been demonstrated as soon as the building was completed, but it remained for men with a vision and a lively conception of the possibility and with courage to tackle the big things to make the attempt. This John H. Fuller has done and in successfully doing it has marked an epoch in the history of Ashland. He made Madame Schumann-Heink a guarantee of \$1500 for the performance and made good money for the Chautauqua Association in doing so. The Chautauqua building can be made an exceed-

ingly profitable investment for the town, if heated, for future occasions.

A GOOD PLACE TO TRADE

Ashland merchants are making a special effort to accommodate the trade during the roundup and celebration July 3-4-5. The stocks are especially complete. Besides the special bargains offered Ashland prices have always been below prices of surrounding towns. Visitors to the celebration can make substantial savings by purchasing their needs here during the festival. The stores will all be open with extra clerks and special values and it will pay visitors to lay in a large stock of supplies while here.

Colonel Roosevelt was held up to the 140 graduates at the Oregon Agricultural College commencement, June 10, by Dr. Benjamin Ide Wheeler, as an example of American citizen worthy to be followed. Roosevelt's great love of country, his industry and truthfulness, and his courage, were urged as models for young people. Courage and quick, straight thinking, with scorn for all sham and double-dealing, were called Roosevelt traits worthy of emulation.

HOTEL AND ROOMING

ACCOMMODATIONS READY

The celebration committee are rounding up outside rooms for the accommodation of the big crowd during celebration week. At headquarters a rooming board contains tags for the rooms available and runners will be kept at the office till late each night to allot rooms, beds and cots with a view towards accommodating all. The prevailing rates for the occasion will be the usual one dollar per person with possible reduction in some cases.

The splendid Hotel accommodations at our neighbor city of Medford, only a few minutes drive on paved boulevard from Ashland, will fortunately be of great assistance in properly housing many who are really anxious to motor around the valley and see it all.

The committee headquarters will keep in communication with the Medford hotels so as to assure applicants for accommodations before leaving Ashland.

Cooked Lunch Goods

We have added to our Market a full line of cooked camp lunch goods and are ready to serve tourists and campers as well as home folks who wish to have cold meats on hands for emergency.

East Side Market

James Barrett, Prop. Phone 188

ASHLAND HAS FINE

CHERRY EXHIBITION

"Talk about cherry festivals, what is the matter with Ashland's exhibit," remarked a resident of this city recently. "People in this section do not have to visit the Columbia or Hood River districts to see one of the prettiest exhibits of cherries anywhere on earth, but can do so by taking a stroll up on almost any of the hill sections of the city, where cherry orchards abound, and they can see a never-to-be-forgotten sight of this luscious fruit bending the boughs to the ground with its weight."

A walk over the hills at this time of year will reveal one of the most beautiful sights afforded in this valley of charming scenic effects. "Cherry time in Oregon" cannot be surpassed in beauty and charm, and Ashland has a particularly fine share of this wonderful display of fruit. All the hill streets lead to remarkable cherry orchards, all showing a bountiful harvest this year that has never been surpassed. Acres and acres of trees, literally loaded with super-fine varieties of cherries, with branches sweeping the ground with the weight of the fruit, is a sight to charm the eyes of any beholder.

This exhibit can only be equaled by that when the peaches ripen later, as Ashland peaches are by far the best raised in the Rogue River valley, and a peach orchard is certainly a perfect dream of beauty. But just now the cherries are in the limelight, and it will certainly repay one to walk to the hills, just to look over the vast reaches of fruit-laden cherry trees stretching out on all sides.

Hotel Austin Barber Shop

N. G. BATES, Prop.
First-class Service and Equipment.
Shoe-shining Parlor—Baths.
Ashland, Oregon.

When in Ashland At The Big Show

July 3-4-5

and in need of

Dry Goods, Underwear, Ladies' or Men's Furnishings, Hosiery

don't fail to look up

Ferguson's
BARGAIN STORE

It Pays To Trade Here

"Nero" Will Be

At The Round-up

"Nero," the wildest and ornifest beast of his breed will be at the big show this year and the bull dogger that is unlucky enough to draw him



will be given the tussle of his life. Many a near champion's laurels have gone glittering when they mixed up with him. Don't fail to see "Nero," the bull, 3-day event.

We have just received a large shipment of New Rugs that were bought way below the present wholesale cost and are being attractively priced. Out of town people wanting rugs would do well to inspect our stock while in Ashland attending the celebration. Dodge & Sons, Ashland

Harness and accessories thereto, at Pell's

Soft collars and fine neckwear, the very newest at Orres.

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

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