

"The Bank with the Chime Clock"

Advance with Ashland

As our community progresses you will be wanting to keep step. Then get on the list of "GROWING BANK ACCOUNTS" here at the First National and move with the financial tide. With your eyes open for opportunity, and your balance big enough to meet it, achievement will naturally follow.

Big and little accounts invited.

The First National Bank
ASHLAND, OREGON

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

ASHLAND TIDINGS

Established 1876
PUBLISHED SEMI-WEEKLY
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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.

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.

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

Advertising is the power of an idea multiplied. Other powers lose by expansion. Steam is power only when confined. Electricity radiated and diffused becomes nothing. Sound dies with distance. Great suns pale into invisible stars and the power of light itself is lost in infinite space. But the strong power of advertising increases by expansion. Diffusion is its life. It grows by what it imitates. The advertised idea to become a power, must be genuine, and related to the function of a meritorious business.

NATIONAL PUBLIC HEALTH DEPARTMENT

Women have always concerned themselves with problems of health and sickness.

In the average family, mother is the "health officer," ready to bind up a cut finger, administer the necessary remedies for simple ailments, and firm to impress the necessity for preventive measures, such as rubbers and umbrellas.

At school, women—teachers and school nurses—prove that health can be taught, and link together the home and the school in the effort to prevent or correct the physical defects which the school doctor points out.

The touch of the trained nurse, with its power to soothe and to heal, is second in its comfort in sickness only to the trained eye and mind of the doctor. To great masses of people, the visiting or public health nurse, is a constant friend and advisor in health and an immediate and grateful aid in sickness, more intimately in touch with the family and the home than any other agent of health. More and more, the benefits of medical science are being taken to the individual man, woman and child by women, either as visiting, child hygiene, school, tuberculosis, or industrial nurses.

Bills creating a secretary of health to head a new national department of health, have been introduced to both the Senate and the House. Such a National bureau of public health nursing would be invaluable in promoting public health nursing thro

the country, and in encouraging high standards in the work done in each local community. It would be able to assist states, counties or cities whenever they desire it, in organizing public health nursing systems, in conducting, thru the nurses, educational campaigns in hygiene, sanitation, and simple home care of sickness. In case of a national epidemic the federal government would be able, were such a bureau established, to send forces of nurses, as well as doctors, to the spot where the disease was raging.

MAKE ASHLAND AN AMUSEMENT CENTER

We think Mr. Fuller has the right idea in regard to establishing Ashland as the high class amusement and convention center of Southern Oregon and Northern California. It is his notion, besides the regular Chautauqua session each year to contract two or three other high class attractions, one in the spring, before the Chautauqua, and one or two others in the fall and winter. In contracting for Madame Schumann-Heink, which was a success beyond his fondest hope, and following this fall with Sousa's Band, he is trying out his idea in a practical way. Besides that he hopes to develop summer schools, conventions and the like, all of which will attract people here for a season, to the great advantage of the city and pleasure of the participants and visitors.

If the Chautauqua building was adequately heated two or three high class road shows could be stopped here in the winter, as they pass thru from city to city, as there are no other auditoriums, or stages, in this section large enough to accommodate the larger attractions. With the paved highways, open winter and summer, Josephine, Jackson, Klamath and Siskiyou counties will supply enough patrons to justify the heavy expense incident to such attractions.

Ashland can be put solidly on the map as the amusement center of this section. Mr. Fuller has the idea and the courage to attempt it. He should have the solid support of citizens in these undertakings. The success of his enterprise will mean much to Ashland.

Roseburg.—Union Oil Co. to build plant here.

Among the Tourists in the Free Auto Camp

Dwight Rogers of Cedarville, Cal., came here several days ago and is spending some time in the auto-camp while he is looking about with a view to locating in this vicinity.

Dr. N. E. Vredenburg and wife of Billings, Mont., camped two days in the auto-park during the past week. They continued their journey to Crater Lake over the Dead Indian road, thence on south to California.

Mr. and Mrs. F. J. Jacobs of Los Angeles stopped at the auto-camp for a few days while on their way to Portland. Before continuing their journey they made a side trip to Crater Lake.

J. W. Moss and family of Los Angeles are spending a couple of weeks visiting in Jackson county. While here they are making their headquarters in the local auto-camp.

Mr. and Mrs. C. H. Koeber and Mrs. N. J. Hoff of Spokane are inmates of the auto-camp. They came this far on their way to Watsonville, Calif., where they intended to stay a year, but are so delighted with the Rogue River valley that they may remain here.

Mr. and Mrs. P. R. Davis of Toledo, Ohio, are campers at the auto-park. They are making a big swing thru the west, and will go from here to California. Mr. and Mrs. Davis left their home on June 5.

J. G. Barr and family of Seattle and Mr. and Mrs. Carmen of San Jose were recent campers in the auto-park. They are driving together to Seattle, and the latter will return to San Jose after a visit to the northern city.

A. B. Cornwell, wife and two children of Victoria, B. C., arrived in the auto-camp this week while on their way to San Francisco. They made the trip to Crater Lake from this point.

Homer Brown and family of Coldwater, Kan., who have been in Sacramento for the past eight months, stopped at the auto-camp for a rest this week while on their way to The Dalles to visit Mr. Brown's uncle.

The following tourists have been stopping at the local auto-camp during the past week:

F. L. Whinn and wife of Reno, Nev., who are returning home after spending three months in California.

O. C. Shields, postmaster at Hartford, Wash., and Frank English of Snohomish, Wash., who camped a few days here and returned home by way of Crater Lake and Bend.

H. W. AuClaire and wife of Kalispell, Mont., who had been in Southern California, stopped off here while returning home.

Mr. and Mrs. M. M. Barron of Portland, who were on their way home from a visit to San Francisco and San Jose.

L. H. Preston of Pasadena, Calif., who stopped in the auto-camp while on his way to Portland where he is moving.

J. W. McClatchie of San Francisco, who is spending a week in the Rogue River valley.

C. Sorensen of Modesto, Calif., who was on his way to Portland.

E. R. Brough and family, who recently sold their property in Woodland, Calif., and are going to Kamiah, Idaho, to locate.

R. C. Mann and family of Stockton, Calif., who are going to Seattle.

A. Kluth and William Jones of Seattle, who were on their way to San Diego on a three months' trip.

Elmer Bowman and wife of Fort Morgan, who were going to Portland to visit Mrs. Bowman's sister.

W. J. Pierson of Marion, Ohio, who was on his way home from a trip to Los Angeles.

Mrs. F. E. Brockman, Mr. and Mrs. V. L. Reynolds, who had been to San Francisco and were returning to Everett, Wash.

Mr. and Mrs. C. R. Pike of Berkeley, Calif., who were on their way to Portland for a visit.

THE PHILOSOPHY OF GOLF

Do not worry about bits of hard luck that seem to come your way only. Read Emerson's essay on "Compensation" and you will realize that good and bad things are pretty evenly divided after all. If all the bad luck comes your way in the first half, tell yourself your share of good is saved up for the last nine holes. Many a match has been snatched out of the fire and a long lead pulled down, and when you are playing an up-hill game make yourself remember how it felt when you were well up in some other match and saw your advantage melting away, a most uncomfortable sensation which your opponent is probably suffering from now.

Fresh Meat and Lunch Goods

Largest and Best Stock in Ashland. WE ARE HERE FOR SERVICE

East Side Market

James Barrett, Prop. Phone 183

If, on the other hand, you have had much good luck, do not worry in case it suddenly stops. That is killing the goose that laid the golden eggs. Be philosophical and make the most of it while it lasts, making just as much effort as you would were you down instead of up, and winning the match as soon as possible. Many such games are lost because the one leading grows slack for a few holes, sees her lead melting away and promptly loses her head. This is not the right temperament. One should play one's best game under all circumstances.

This is a fairly jolly old world, if you hunt out the jolly spots and don't everlastingly be snooping around among the glooms or embrace a mission like the tumble-bug to push a ball of manure up hill with its hind legs.

Altho this is a free country it is not a bad idea not to be too independent to do a day's work occasionally.

Klamath Falls.—New hospital being built here.

Button, button, who has the button?

Persistent rumor that Enders is the new "subrosa" owner of the Record.

"Camouflage" and "subrosa," did you say? Who owns the Record anyhow?

"Honor thy father and thy mother that thy days may be long upon the land which the Lord thy God giveth thee." Who is the "camouflage" editor of the Record. We are curious to see him. He seems to be as "Subrosa" as the "Camouflaged" owner. Who in the Dickens are they anyhow?

NATION-WIDE DRIVE TO IMPROVE LIVE STOCK

"Better sires—better stock."

This is the slogan of a national better live-stock crusade, to get actively in motion October 1, that is announced by the United States Department of Agriculture, working in cooperation with the State agricultural colleges and other agencies interested in live-stock improvement. The campaign looks forward to the future food needs of this country's increasing population and results from long and careful observation of the live-stock industry in this country, and was planned after extensive consultation with specialists and breeders. The plan is to hasten the replacement of the multitudes of scrub domestic animals in the United States with pure-bred or high grade stock and also to improve the quality of pure breeds themselves. The goal in view is greater efficiency.

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

Warner's Rust-Proof Corsets

The models illustrated are for various types of figures—slender, average and full. Indeed, there is no figure that cannot be fitted in Warner's Rust-Proof.



Warner's Rust-Proof Corsets

You Can TUB Them

The makers guarantee them not to rust, break or tear, which means that the design of the corsets, the boning, the material are of the quality that insures satisfaction.

The new styles, in fashion's latest lines, are ready for your inspection.

Popular Prices



ture and of the State colleges will handle the campaign locally. Every live-stock owner actively cooperating and keeping and using none but pure-bred sires of good quality will be given an emblem as an official recognition of meritorious effort.

Wilbur.—Old Methodist academy to be rebuilt.
Klamath Falls to pave several streets with bitulithic.
Cushman.—Delta Shingle Co. buys equipment for logging road.
Gresham.—New one story brick warehouse going up here.

Look for the name: **WRIGLEYS** All in sealed packages.

WRIGLEYS

Helps appetite and digestion. Three flavors.

IT'S not enough to make **WRIGLEYS** good, we must **KEEP** it good until you get it.

Hence the sealed package—impurity-proof—guarding, preserving the delicious contents—the beneficial goody.

The Flavor Lasts

SEALED TIGHT KEPT RIGHT