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ADVERTISING RATES Display Advertising Single insertion, each inch30c

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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 the regular rate for all advertising when an admission or other charge is made.

What Constitutes Advertising In order to allay a misunderstanding among some as to what constitutes news and what advertising, we print this very simple rule, which is used by newspapers to differentiate between them: "ALL future events, where an admission charge is made or a collection is taken IS ADVERTISING." (This applies to organizations and societies of every kind as well as to individuals.)

All reports of such activities after they have occurred is news. All coming social or organization meetings of societies where no money contribution is solicited, initiation charged, or collection taken IS NEWS.

We make all quotations on JOB WORK from THE FRANKLIN PRICE LIST Same prices—reasonable price—to all

Entered at the Ashland, Oregon, Postoffice as Second-class Mail Matter.

Oh, what without youth, Would love be?—what would youth be without love? —Byron.

Ashland should advertise itself constantly and effectively before the world. And when tourists, home-seekers and investors come, give them hospitable welcome and also give them fair treatment. Boostful advertising will be in vain if those who come are not treated equitably and considerately.

Harry Thaw's name does not appear in the news dispatches any more. And yet there are persons who can find nothing for which to be thankful.

The fact that women are to participate in the disarmament conference creates the expectation that there will be nothing secret about its proceedings.

A hard-boiled cynic says that matrimony is a gamble and that often the dice are "loaded." But who minds what a cynic says?

ASHLAND MAN BUYS LARGE DAIRY FARM NEAR GRANTS PASS

C. W. Lyman, 1023 East Main street, completed negotiations yesterday for the purchase of the Riverbend farms, 105-acre dairy farm eleven miles below Grants Pass on the Crescent City road, for \$22,000. The property was sold by Edward L. Schmidt, former owner, through the agency of E. E. Phipps, local realty dealer.

Mr. Lyman expects to take immediate possession and will move to the farm with his children this week.

ONE DOLLAR ANNUAL DUES IN THE AMERICAN RED CROSS MAKES YOU A PARTICIPANT IN RELIEF WORK FOR THE HELPLESS THAT GIRDLES THE GLOBE. ANSWER THE ANNUAL RED CROSS ROLL CALL NOVEMBER 11-24, 1921.

A TOURIST HOTEL FOR ASHLAND

M. C. Reed certainly started the ball rolling with his article, "One Thing Thou Lackest." Last night at a meeting of business men the hotel situation was largely discussed and the consensus of opinion seemed to be that if Ashland was to get a tourist hotel the people of Ashland must get behind it in a substantial, financial way. At that meeting H. G. Enders stated that he would subscribe \$1,000, or even \$1,500, to a cash bonus to be offered to any company that would build a suitable tourist hotel. Mr. J. H. Fuller stated that he would add \$500 to the bonus. Good. Now, The Tidings will add \$1,000 to the cash bonus budget, with the understanding that the bonus shall be not less than \$25,000 and that the sum be made available only upon the building of a high-class tourist hotel, with facilities for scientific mineral baths, to cost not less than \$250,000, and that this bonus be offered to any individual or company which will build such a structure.

The Tidings feels sure that such a bonus will induce substantial hotel people to make such an investment in Ashland.

Who will be the next? PUBLIC FORUM

By S. PATTERSON Closing the spigot and letting it run at the bung hole. You will often hear the remark that the Creator has done wonders to help beautify the city of Ashland. He gave us the water and placed it up on a high mountain, built us a reservoir to hold it. Some of our citizens think he didn't finish the job. They want it cemented in and a pipe line laid to it. Right here I want to explain why I think we are pursuing the wrong course. We have a water system that has always paid for itself and maintenance, even before the rate was raised above \$8 per acre for irrigating. No reason that it shouldn't now, if properly handled. I don't like to criticize our council, as I know its task is a thankless job, as I served in that capacity for two years. At that time there was no compensation for our services. I was on the board when our city hall was built and know something of what a councilman has to contend with. We were cussed and discussed. But we didn't spend the people's money until we first got their consent. Give us a square deal and I will assure you that there will be no criticism from this quarter.

What some of us want to know is why the city would go to the expense of an election and then ignore the wishes of the majority vote entirely. We didn't ask to have some \$7,000 or \$8,000 taken out of the water fund to buy meters that have been of no benefit whatever toward increasing our water supply.

If our population increases as we all hope it will, it is going to take more water. Why not begin now to build for the future instead of paying out our money for something that will be thrown in the junk in a few years? It is working a hardship on the parties who are trying to dig a living out of the soil.

If we didn't have this water or had to tax ourselves to pay for this improvement, there would be some sense in economizing.

There is another bond election called. Would it be any wonder if the electors turned it down? How do they know they will get what they ask for? What argument would you give to a prospective buyer if he should ask you if you had water to properly irrigate your tract of land? Would you tell him "Yes, we have the water, but can't get it"? How are you going to answer his next question, "Why?"

I read an article in the newspaper by F. L. Nutter on dry farming. I have no reason to doubt his statements, but I can show you a dozen different kinds of soil here in Ashland. Each one will require different treatment to get the best results.

If the soil doesn't require the water, why is it this nation is spending millions of dollars all over the western states for irrigation projects and sending out statements that the water has increased the yield of the crops and the price of the land fourfold?

SOUTHERN OREGON'S FIRST ROAD (Continued from Page 1)

saving the women and children from sharing the same fate. It was a scene painful beyond description. We dare not go to their assistance without exposing the occupants of the other boats to certain destruction, while those persons were struggling for life in the surging waters. The whole scene was witnessed by General Fremont and his company of explorers, who were camped im-

mediately opposite, and were powerless to render us any assistance. The bodies of the drowned were never recovered, though we offered a reward to the Indians, who searched the river for months. We reached the Cascades without any other incidents worth relating.

"We then made a portage around the falls, packing the most of our effects on our backs, dragging our boats over the rocks, reloading and proceeding on our way to Vancouver, ascended the Willamette river to the falls, there made another portage around the falls, reloaded again, ascended the river twenty-five miles, coming to a place called Champeog, where we finally left our boats and made our way across the valley to Lee's old mission, ten miles below here Salem now stands, and on the 1st day of December, 1843, entered one of the old buildings to remain for the winter.

"Previous to this, we had been in the rain most of the time for twenty days. Oh, how we could have enjoyed our hospitable shelter could we have looked around the family circle and beheld the bright faces that accompanied us on our toilsome journey almost to the end! Alas, they were not there! That long and dreary winter, with its pelting rains and howling winds, brought sadness to us. Under these sad reflections we resolved, if we remained in the country, to find a better way for others who might wish to emigrate, as soon as we could possibly afford the time.

"So, in 1846, after making arrangements for the subsistence of our families during our absence, we organized a company to undertake the enterprise, composed as follows: Levi Scott, Henry Boygus, Jesse Applegate, John Owens, Robert Smith, Moses Harris, Benit Osborn, John Scott, Lindsay Applegate, Benjamin Birch, John Jones, Samuel Goodhue, David Goff, William Sportsman and William Parker.

"Each man had his pack horse and saddle horse, making thirty animals to guard and take care of. A portion of the country we proposed to traverse was at that time marked on the map 'unexplored region.' The idea of opening a wagon road through such a country at that time was counted as preposterous.

"One thing which had much influence with us was the fact that the question as to which power, Great Britain or the United States, would eventually secure title to the country, was out settled, and in case a war should occur and Britain prove successful, it was important to have a way by which we could leave the country without running the gauntlet of the Hudson Bay company's forts and falling a prey to Indian tribes, which were under British influence."

On the morning of the 20th of June, 1846, the expedition was under way. On the morning of June 29 they passed over a low range of hills from the summit of which they

had a splendid view of the Rogue River valley, which is described as a great meadow interspersed with groves of oaks, which appeared like vast orchards.

As they made their way through the Rogue River valley they were constantly followed by the Indians and had to be on guard day and night. When they had to pass through heavy timber and brush they dismounted and led their horses, carrying their guns across their arms ready to fire. The Indians were armed with bows and poisoned arrows, the pioneers with the old-time muzzle-loading rifles. They made their way through the valley, crossed the Cascade mountains into the Klamath country, and thence east to the Humboldt river. Here they met a train of immigrants. They brought back with them 150 people, the pioneers traveling ahead and making a road over which the wagons could pass. This train was taken through to the Willamette valley.

Here I shall again quote from the account of the expedition when on the return trip:

"No circumstance worthy of mention occurred on the monotonous march from Black Rock to the timbered regions of the Cascade chain. Then our labors became quite arduous. Every day we kept guard over the horses while we worked the road, and at night we dared not

cease our vigilance, for the Indians continually hovered about us, seeking for advantage. By the time we had worked our way through the mountains to the Rogue River valley, and then through the Grave Creek hills and Umpqua chain, we were pretty thoroughly worn out. Our stock of provisions had grown very short, and we had to depend, to a great extent, for sustenance upon game. Road working, hunting and guard duty had taxed our strength greatly, and on our arrival in the Umpqua valley, knowing that the greatest difficulties in the way of the immigrants had been removed, we decided to proceed at once to our homes in the Willamette. There we arrived on the 3rd day of October, 1846, having been absent three months and thirteen days. During all this time our friends had heard nothing from us, and, realizing the dangerous character of our expedition, many believed in the news which some time before reached them that we had all been murdered by the Indians."

It is a fact that a great proportion of the population of Oregon entered the state by this route laid out by the fifteen pioneers in 1846.

We have living here in this valley today people who came into Oregon over this old south road—or, as it was usually called, "the old immigrant road."

The road was free to all, a work

The foolish man who built his house on the sand—

He gave an example in folly which anybody can understand.

It isn't so easy, however, to sense the mistake of trying to build the body on foods which lack essential nourishment.

Here, again, is a foundation of sand which gives 'way when the test comes.

Many a food that tastes good lacks honesty of nourishment to equal its taste. Thus it tempts the appetite into mistakes that often are costly.

Grape-Nuts is a food which helps build bodily endurance for life's stress and storm. The full nourishment of wheat and malted barley, together with the vital mineral salts so necessary to bone structure and red blood corpuscles, with phosphates for the brain, is retained in Grape-Nuts. The long baking process by which Grape-Nuts is made gives the food a natural sweetness and an unusual ease of digestibility and assimilation.

Served with cream or milk, Grape-Nuts is fully nourishing, and whether eaten as a cereal at breakfast or lunch, or made into a pudding for dinner, Grape-Nuts has a particular delight for the appetite. Sold by grocers.

Grape-Nuts—the Body Builder "There's a Reason"



Prince Albert's a new note in the joys of rolling 'em!

Talking about rolling your own cigarettes, we'll tell you right here that Prince Albert tobacco has 'em all lashed to the mast!

You've got a handful-of-happiness coming your direction when you pal it with P. A. and the makin's papers! For Prince Albert is not only delightful to your taste and pleasing in its refreshing aroma, but our exclusive patented process frees it from bite and parch!

And, for a fact, rolling up Prince Albert is mighty easy! P. A. is crimp cut and stays put and you whisk it into shape before you can count three! And, the next instant you're puffing away to beat the band!

Prince Albert is so good that it has led four men to smoke jimmy pipes where one was smoked before! It's the greatest old buddy-smoke that ever found its way into a pipe or cigarette!

Prince Albert is sold in tippy red bags, tidy red tins, hard stone pound and half pound tin humidors and in the sound crystal glass humidors with sponge moisture top.



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PRINCE ALBERT the national joy smoke

of humanity—the only compensation returned in safety to their homes except Henry Boygus, a brave and handsome youth, who was probably

All the members of this road party (Continued on Page Three)

FOR SALE One Wade drag saw, good as new, with two good blades; five-gallon oil can and other extras, \$135. One Wade drag saw, in perfect condition, with one good blade. One Myers irrigation pump, \$50. Indian motorcycle, \$100. One three-fourths bed spring, in frame, \$6. One sheet iron heater stove, \$1.50. Two hundred grain sacks at 3 cents each. Will trade any or all of above articles for any kind of good wood at wholesale prices. A. G. ADAMS 240 Third Street Residence, 585 East Main Street Phone 460

1921 DOLLARS PERHAPS you are earning less than in 1920, and feeling poor in consequence. Do you realize that 1921 dollars are bigger in purchasing power than 1920? Consider the drop in prices of staples recently, and how much more your money buys now. You will feel better, and perhaps even be able to save a bit. The First National is in a position to offer the finest kind of banking service.

First National Bank Ashland Oregon

POUTRYMEN Feed More Mash Scratch Feed alone will not make hens lay. You will save money and get more eggs by feeding KERR'S EGG PRODUCER With KERR'S SCRATCH FEED KERR'S Feeds are all food. Guaranteed absolutely free from cheap by-products and undesirable ingredients. Kerr's Egg Producer is a mash feed which contains all of the elements for high and sustained egg production. Feed it to your flock and make every hen lay her full quota of eggs. For Sale by Ashland Feed & Grocery J. N. DENNIS 353 East Main Phone 214 We Supply All Your Needs in Dairy and Poultry Feeds.

ORDER YOUR BLOCK WOOD NOW Winter is coming—prices are tight. Supply may be limited later, as shipments from factory have already stopped. ASHLAND LUMBER CO. PHONE 20

The "In" in Independent Eighty men out of every hundred are dependents at sixty years of age. Putting a little in the bank each week is what makes the difference between dependent and independent. The Citizens Bank Ashland, Oregon