### Ashland Tidings Established 1876

Published Every Evening Except Sunday THE ASHLAND PRINTING CO. OFFICIAL CITY AND COUNTY

> PAPER TELEPHONE 39

E. J. BARRETT, Editor

Mail and Rurai Routes One year ..... 6.50

ADVERTISING RATES Display Advertising Single insertion, each inch.....30c YEARLY CONTRACTS Display Advertising Every other day ................20

Local Readers Each line, each time......10c To run every other day for one To run every issue for one month or more, each line, each time.. 5c Classified Column

One cent the word each time. or more, 1/2 c the word each time. Legal Rate First time, per 8-point line....10c Each subsequent time, per 8point line ...... 5c gon.

Obituaries, the line .......2½c Fraternal Orders and Societies Advertising for fraternal orders ligious and benevolent orders will be charged the regular rate for all ad vertising when an admission or other charge is made.

What Constitutes Advertising In order to allay a misunderstanding among some as to what constiwe print this very simple rule, which is used by newspapers to differentiate between them: "ALL future events, where an admission charge organizations and societies of every kind as well as to individuals.

All reports of such activities after they have occurred is news. money contribution is solicited, initiation charged, or collecton taken IS

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



### SOLOMONITES

you see a tall fellow ahead leader of men, marching

fearless and proud, And you know of a tale whose mere telling aloud.

Would cause his proud head to in anguish be bowed: It's a very good plan to forget it.

There is no rose without thorns.

It isn't safe to judge the world's interest in you by your interest in yourself.

There is one thing that will mix well with business, and that one thing is printer's ink

Coming events cast their shadows before them, but to see them one must live in the sunshine.

The Narrow Path isn't half as dusty as the main traveled road; ask any Progressive Hiker.

Many young couples have discovered that two can live as cheaply as two; it's often a case of have-to.

Nature is merciful, and never lets a prominent citizen know how smoothly the world moves on the day after his death.

Only those who get over "the blessings of being born poor," ever appreciate it; even at that they are apt to brag considerably.

The radiophone craze has made it necessary for government control of the air. If we breathe too deeply we may be sucking in somebody's message or music and putting his circuit out of business.

The federal census bureau professes to have figured out what it cost to run the state government for a year, and makes the amount \$21,021,269. In 1917 only five years ago, the total was \$4,379,689.

A news item tells us that John a population of ten thousand, and is ten pigs before the paper was out dation. an hour.

subscription Price Delivered in City: pagne, just because he didn't like it terday, it was uphill work for the One month ..... \$ .65 and sipping it only in the fear that first two years. When he took up Three months ........ 1.95 he might give offense by refusal, the matter of contracts with the Six months ...... 3.75 But that's just what Jack Dempsey great tourist agencies of New York, One month ...... \$ .65 "Drinking means nothing in my one had ever heard of such a place Three months ......... 1.95' young life. I don't like the stuff and as El Centro, and the Imperial Val-Six months ...... 3.50 I don't drink it." There's a real ley was little known, except in a

#### ASHLAND'S OPPORTUNITY

month, each line, each time.. 7c construed to cover communities as things could have been accomplished, To run every issue for one month that time is now, and the city is stood behind him with its vast and sense and taking in its natural en- ery foot of the way.

Card of thanks .....\$1.00 who after carefully going over the efforts. ADVERTISING." This applies to cost in the neighborhood of \$250,- practical.

All coming social or organization many trails he has traversed, in and put upon a tangible working basis. meetings of societies where no out of Ashland, a score or more, al- It spells opportunity for Ashland to

With the pioneer's keenness of to the California line. vision, he has seen all these trails It is the emphatic knock of opsouls, in three years it had reached world to southern Oregon.

Hays, an Illinois farmer, advertised today a metropolis of the desert that he would give a drink out of a And the hotel, one of the finest and bonded bottle for the return of a largest in the country, turning pig which had strayed away. He had guests away for lack of accommo-

This is mentioned to show the scale on which the projects under-Times do change. Imagine, if you taken by Mr. Richmond are worked can, John L. Sullivan refusing cham- out. As he told the committee yesdid in Paris yesterday. He says: he was almost laughed at, for no temperance lecture for you, and out general way, as the scene of some of the wisdom of a champion prize- great irrigation project. But he went to New York personally; took with him photographs of the wonders of his hotel; and he came back It has been said, time and again, with contracts booking tourists that that opportunity knocks at every have kept it filled ever since, and man's door, at least once in a life- has made it a splendid divedendtime, and it would seem that if this payer. He impressed upon the comapplies to the individual, it may be mittee, however, that none of these well. If ever opportunity sought to had he not been given the staunch. lift the latch and take lodgement unswerving moral support of the within the gates of a municipality, Southern Pacific railroad, which Ashland, spreading out in its largest far-reaching advertising bureau, ev-

virons, the whole of southern Ore- And yesterday, E. O. McCormick, vice-president of the Southern Pa-The proposition laid before the ho- cific railroad, gave the committee tel committee yesterday by A. L. the assurance that the Southern Pa-Richmond, for the construction here cific would be behind Mr. Richmond or societies charging a regular initi- of a great tourist caravansary, was in his Ashland enterprise, as in othation fee and dues, no discount. Re- that of a far-seeing business man, ers, where success had crowned his

territory, sensed the bigness of the The plan for financing the enterfield, and with an acumen, born of prise which he mapped out to the long experience in the pioneering of committee, appealed to them as a great enterprises of similar nature, feasible business proposition, particdecided that here was a fallow field, ularly, in that he declared from the tutes news and what advertising, ripe for the planting of seed that outset, that he would not do busiwould have its final fruition in the ness on a bonus basis, and that he establishment of a great health and proposed to personally conduct the pleasure resort. The building of the hotel along the lines which years of is made or a collection is taken IS hotel, which in all probability will experience proved to be the most

> 000, is the first step toward the As the matter stands, it is in the realization of the end sought. For form of a definite proposal, which in in his mind's eye, he has pictured the the course of a brief time can be ways at the end of which is to be become the central point, not only found some great wonder of nature of the Rogue river valley, but of all to delight and fascinate the tourist. southern Oregon from Crater Lake

> radiating from the common center of portunity, fairly battering at our the hotel, and in the exploitation of door and demanding admittance. these attractions, has marked the Will it be denied? We sincerely bedevelopment of Ashland and the en- lieve that in this great enterprise, tire valley, just as he marked and the citizenship of Ashland will stand watched the growth of El Centro, in united behind the great enterprise the Imperial Valley, after he had to the end that we may come into established the magnificent Barbara the natural heritage which God has Worth hotel at that place. From a bequeathed us, by throwing wide our little town of scarce two thousand doors and welcoming the wide, wide



VOTE FOR

O. H. FITHIAN

Republican Candidate

**NATIONAL COMMITTEEMAN** 

ON MAY 19

## A Real Republican Against a Politcian

FITHIAN'S PLATFORM

O. H. FITHIAN

Here is what Fithian has to say on questions affecting Ore-AID FARMERS

"I shall help to obtain for Oregon farmers their just share of loans from the War Finance

Corporation.' HELP LIVESTOCK MEN "I shall work for progressive legislation for relief of our far-

mers and livestock men.' RECOGNIZE VETERANS

"I favor just, prompt and substantial recognition of our war veterans.'

WILLIAMS' PLATFORM

Here is what Fithian's opponent, Ralph E. Williams, has to say on those same questions:

NOTHING.

NOTHING.

NOTHING.

VOTE FOR A LIVE REPUBLICAN LIKE FITHIAN WHO WILL GET SOMETHING FOR OREGON AND HER PEOPLE. HIS OPPONENT, WILLIAMS, HAS HELD THE JOB OF NATIONAL COMMITTEEMAN FOR 14 YEARS. CAN YOU MENTION A SINGLE SUBSTANTIAL THING THAT WILLIAMS HAS DONE FOR OREGON IN ALL THAT TIME? IT IS TIME TO MAKE A

VOTE FOR FITHIAN

CHANGE.

FITHIAN CLUB

By Chas. T. Early, President, Robt. G. McNary, Secretary. Chas. W. Eberlein, Treasurer.

## Site for Hotel Sought inducing a tremendous tourist travel

Resort for Summer Travel Is Pro- north instead of making the same Calif., Hostelry, Sees Big Possi- to San Francisco and vice versa.

merce hotel committee:

for the erection of a large summer greatest scenic wonders of the Paresort hotel, A. L. Richmond, owner cific coast, like Crater Lake, the of the Hotel Arlington of Santa Bar- Josephine Caves, and the Rogue rivbara, Calif., with E. O. McCormick, er country. vice-president of the Southern Pa- "Irrespective of the direct return cific, spent Monday in Portland and from a financial investment in resort left Monday night for San Francisco. hotels, they are found to be the

possibilities that Oregon offers for cesses."

to California to continue its trip jected-Owner of Santa Barbara, old tourist's trip from San Diego

bilities for Oregon Tourist Trade. "There are wonderful possibilities all along the line of the Shasta Below is given an interview with route of the Southern Pacific rail-A. L. Richmond, published in yester- road between San Francisco and day's Oregonian, before he made his Portland, especially at Ashland with proposition to the Chamber of Com- its beneficient spring waters and advantageous geographical position With the idea of locating a site where side trips may be made to the

Whether Mr. Richmond intends to greatest assets that any community erect a hotel in Oregon he refused can possibly have. The Canadian Pato state. His plans are rather in-cififc has demonstrated this fact by creating some of the finest hotels "As the owner of one of the rep- of this class on the continent in the resentative resort hotels of America" most out-of-the-way places on the said Mr. Richmond, "I could not help line to stimulate travel over their but be impressed by the wonderful road, and they have been great suc-

## When You Go Fishing

EQUIP WITH THE BEST TACKLE

We Have the Latest and the

Best in

RODS AND REELS, BASKETS, EGGS, ETC. As a Precaution, so None Will Question Your Veracity, KODAK Your Catch We Have Them

NININGER & WARNER "Don't Forget to Put Out Your Campfire"

Fisk Premier Tread Six-Ply Non-Skid 30 x 31/2-\$10.85 Cord 31 x 4 -\$27.00 Non-Skid Fabric Non-Skid Cord 30 x 3½ - 14.85  $32 \times 4 - 30.50$ Extra-Ply Red-Top 30 x 3½- 17.85 Non-Skid Cord Six-Ply Non-Skid 32 x 4½ - 39.00 Clincher Cord Non-Skid Cord 30 x 3½- 17.85 34 x 4½ - 41.00 Six-Ply Non-Skid Non-Skid Cord Cord Straight Side 30 x 3½— 19.85 35 x 5 - 51.50

HE lower prices on Fisk Cord Tires are interest-I ing to you because they buy more tire value than higher priced tires can give you. Comparison with other tires will show you Fisk are bigger, stronger, and lower priced throughout the range of sizes.

> There's a Fisk Tire of extra value in every size, for car, truck or speed wagon



# e believe ZEROLENE is the most efficient hubricant made for the modern automobile engine. If it were possible to make a better oil than ZEROLENE this company would make it.

The President of the Standard Oil Company (California), author of the statement quoted above, is right in believing that Zerolene is the best motor oil made. The lubrication engineers of this company have proved it repeatedly, by means of thousands of dynamometer and road tests of Zerolene and competing oils.

The reasons for Zerolene's superiority are: First, that the Standard Oil Company (California) possesses resources of crude oil and of manufacturing equipment and personnel that are unsurpassed in the entire petroleum industry. Second, that the engineers and chemists of this company have, from the beginning, been given carte blanche to make full use of these exceptional resources, and to spend all the time and money needed to develop a lubricant ideally suited to the needs of the modern internal combustion engine.

At the President's request, we are undertaking to tell the motorists of the Pacific Coast the story of Zerolene. We shall do this by means of a series of signed statements in the public press. These statements will set forth in plain language the requirements of an efficient motor lubricant, and the detailed reasons why Zerolene me to these requirements perfectly.

