



BUILD-Build Now



"Buy or Build NOW" is a slogan that was never more opportune in this history of Ashland than now. There is demand for good homes; there is financial independence and a pleasant sentiment in owning your own home. Most important of all is the fact that real estate values in Ashland are sound and the one who uses even slight care in purchasing unimproved residence lots or completed homes is bound to make a good investment.

The town whose resources has not been exploited beyond reason enjoys consistent and steady growth. There has been no boom, simply the steady growth demanded by the ever growing resources of the community, and our resources are such as to guarantee a sound growth in the future.

HOME DEMAND GROWING HERE VERY RAPIDLY

That Ashland has shown a marked growth in the past three years, and that there is an immense demand for small houses, both furnished and unfurnished, is shown by the reports of Ashland firms in constant touch with building operations, and demands in the city.

It is the almost unanimous belief of these firms that Ashland has a greater era of development in store for it than has been experienced, and a number of reasons are assigned as the cause.

Many Attractions

G. F. Billings, of the Billings Agency, prepared the following statement when a Tidings representative asked him his opinion as to the future of Ashland:

"Our favorable climate, (there is no better twelve months climate), both producing the greatest variety of fruits and vegetables, fine waters, healthfulness, churches, schools, lodges, and parks, choice citizenship, wonderfully fine property and improvements owned by our city and school district with but a trifle of indebtedness; our undeveloped resources of timber, mines, granite and shale rock, and irrigable land make a solid foundation which will appeal to the thousands of people seeking a good place to live and do business."

Need Small Homes

"The greatest demand in Ashland," said F. C. Stevens of the Ashland Realty company, "is for small houses of five rooms and a bath. The greatest demand is for furnished houses, although unfurnished ones are also in demand."

Modern houses with built-in fixtures sell and rent steadily, according to Mr. Stevens, and many houses are impossible to sell for the reason that they have two stories.

Want Small Lots

"The renter or buyer of these small houses prefer plots of 50 by 100 feet, and would rather have these than larger plots," declared Mr. Stevens. He stated that an average of 10 people a day enter his office looking for such houses and plots. Most of them are people from other cities, retired business men, people with some illness, and people who wish to enter business here.

The demand for these houses is far greater than the supply. The principal difficulty, according to Mr. Stevens, is that Ashland lot holders want to sell unimproved property, while the demand is for property with modern bungalows on it.

Building Union

A solution to this problem, as has been suggested by several Ashland firms, is a union of about 100 people, which would buy the best home sites in the city, build modern homes, which could be easily disposed of at a good profit. Such a union, it is believed, would be practical and pay good dividends, and has been worked successfully in eastern states.

Rents Advancing

That rental rates in Ashland have advanced from 50 to 75 per cent in the past three years was the statement of A. M. Beaver of the Beaver Realty company. Mr. Beaver also stated that he believed property values to be on an increase, and that there was a marked demand of late for Ashland property. Furnished houses to rent are in great demand, reports Mr. Beaver, and if such houses should be built, they would be readily rented or sold.

Many Inquiries

The same shortage of small furnished houses of the bungalow type was reported by the Yockey agency. Mr. Yockey stated that in her opinion, the advertising Ashland has been receiving of late from its park and the campaigns of the Chamber of Commerce was responsible for attracting people here, and that

the attractiveness of the city held them after they had seen it.

Greater Development

It is the belief at the Carson-Fowler Lumber company that a

greater period of development is in store than has been experienced in the recent past. Building operations and demand for lumber has been greater in the re-

cent past than at any period with the exception of the early gold mining days, say employees of the firm, and even a greater development is anticipated in the future.

Other men closely connected with Ashland's development also hold optimistic opinions, but due to lack of space, their views cannot be presented in this issue.

They will, however, be taken up in the next Improvement edition of the Tidings.

Classified ads bring results.

CARD OF THANKS

We wish to extend our most sincere thanks and appreciation to the many friends and neighbors

of our late aunt, Mrs. Lucy Comstock, for their generous, and kindly service during her illness. MR. and MRS. C. C. COMSTOCK

J. O. RIGG
The largest exclusive paint store in Southern Oregon. Our experience of many years is at your service free. Let us supply your paint and wall paper needs.
BUILD NOW

Jordan Sash and Cabinet Works.
Mill Work and Built-In Fixtures
A SPECIALTY

Insure It With BILLINGS AGENCY
When you get the lumber on the ground (Established 1883) Phone 211
41 E. Main

THERE WILL NEVER BE A BETTER TIME
To build. We have choice lots to sell—also houses and lots on easy terms
Beaver Realty Co.
INSURANCE
A SPECIALTY

REAL ESTATE VALUES IN ASHLAND ARE SOUND
Uncle Josh Says:—
The time To Set a Hen Is When She is Ready To Set.
Better buy a home now before the boom.
E. T. Staples
Hotel Ashland

Build that Home—NOW
This house is covered with dry shingles and has a concrete chimney.
—see—
Carter & Mills
About Insurance

Building service, Ideas, Plans Let Us Help You
Carson Fowler Lumber Co.
Phone—98— Heart of the Town

THE FIRST MOVE
in home building is getting the girl. We have the Solitaires that guarantee the knot for life.
O. H. Johnson
Jeweler

PUTMAN BROS.
General Building Contractors
Our Work Is Our RECOMMENDATION

Chas. H. Martin
For Plastering, Cement and Stucco Work.
Work to Suit—Prices Right
Phone 478-R.

OWN YOUR OWN HOME BUY NOW!!

WE FURNISH HAPPY HOMES
From the basement to the garret Quality Furniture for every room in the house. Universal Furnaces and Ranges Armstrongs Linoleum Biglow Hartford Rugs
Swenson & Peebler
Chi Namel Var. Chi Namel Varnish House Paint Wall Paper

A complete stock of Builders Hardware, Roofing and Paints.
BUILD NOW
The Enders COMPANY

"Build Now"
Some Choice Sites
For New Homes and Business Buildings
See Us, For Improved Farms
Yockey & Co.

NOW IS THE TIME
To buy a home. We have them from \$1200 up. Chicken ranches, dairy and cattle ranches, good fruit, alfalfa and grain ranches. Good prices and good terms.
See
Robison & Wild
Ashland Hotel Bldg.

OWN YOUR OWN HOME BUY NOW!!

Ashland Realty Co.,
Houses Furnished and unfurnished to rent and for sale.
"BUILD NOW"

E. E. PHIPPS,
Real Estate Broker,
Ten acre river bottom farm, irrigated, house, barn, chicken houses and runs on Pacific Highway—Will trade for good residence property.
Don't you want a good building lot close in to Boulevard, 60x100 ft. for \$150.
Have some fine acreage tracts, irrigated, reasonable.
E. E. Phipps, Real Estate Broker.
73 Oak Street.

Jerry O'Neal Says:
"Build now and build intelligently—a new home without modern plumbing is not intelligent construction."

Keep that New Kitchen Cool
—and—
BUILD NOW
Florence Oil Stove and Oven
Ashland Furniture Co.

State Bank Of Ashland
Loans made on approved Real Estate

CUT PRICES ON CONGOLEUM "GOLD SEAL" RUGS
Our Price
\$16.50
14.50
13.00
10.50
Coast Prices
\$19.95
17.50
14.95
12.50
Other Sizes in proportion
J. P. Dodge & Sons.