

ASHLAND DAILY TIDINGS

(Established in 1876)

Published Every Evening Except Sunday by THE ASHLAND PRINTING CO.

Bert R. Greer Editor OFFICIAL CITY PAPER Telephone 29 Entered at the Ashland, Oregon Postoffice as Second Class Mail Matter

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DISPLAY ADVERTISING RATES: Single insertion, per inch \$1.30 Yearly Contracts: One insertion a week .27 1/2 Two insertions a week .25 Daily insertion .20

RATES FOR LEGAL AND MISCELLANEOUS ADVERTISING: First insertion, per 8 point line \$1.00 Each subsequent insertion, 3 point line .05 Card of Thanks 1.00 Obituaries, per line .02 1/2

WHAT CONSTITUTES ADVERTISING: All future events, where an admission charge is made or a collection taken in Advertising. No discount will be allowed Religious or Benevolent orders.

DONATIONS: No donations to charities or otherwise will be made in advertising or job printing—our contributions will be in cash.

JULY 12: HE THAT LOVETH SILVER shall not be satisfied with silver; nor he that loveth abundance with increase: this is also vanity.

CHANGE IN BUSINESS MANAGEMENT

George Madden Green, of Montrose, Colorado, has taken an interest in the Ashland Tidings and, on Monday, will assume entire business management of the newspaper.

Mr. Greer still holds a large share of the Ashland Printing Company stock, but, owing to his larger business interests in Southern California, his time must necessarily be divided to such an extent that he will not be able further to give general managerial attention to the Ashland property.

The Tidings bespeaks for Mr. Green the hearty support of the community and assures citizens that they are dealing with a man of high worth and ability and a real newspaper man.

Mr. L. N. Woodside

With this issue of the Tidings the connection of Mr. L. N. Woodside with the advertising department of this paper ceases. He has been with the paper for the past year and has done splendid work in his department.

INDICATES NEED OF ADVERTISING AUTO CAMP

That the Ashland tourist camp does not receive the amount of advertising it merits has been long argued, and is proved by the statements of service station attendants that a day never passes without from five to fifty tourists asking if Ashland has an auto park.

With what is acknowledged as the best auto park in the West, if not in the United States, Ashland should at least tell travelers of its existence. At present, two highway signs to the North and two to the South are the only form of advertising the park has, while a private camp in Medford has effective signs at every curve in the road, beside using printed circulars that are put in the tourists machine when he stops at some city a day's travel from Medford.

The result is that Ashland, the "tourist city," gets between 80 and 100 cars of travelers a night, while Medford gets between 100 and 150. So far this season, it has been conservatively estimated that over \$45,000 has been spent here by tourists, and with good advertising, this amount could be doubled.

The effort of the Ashland Chamber of Commerce to secure more highway signs telling of the park should be aided by every business man and person who wishes to see our city retain its fame as a center of tourist trade.

COMMUNITY SPIRIT

J. B. Haskins, field secretary of the Michigan Press Association, covered the subject of "Community Service" at the meeting of the association at Lansing last week. Mr. Haskins said in part:

"Community service is a challenge to the progressively inclined home town newspapers of the nation. The local newspaper comes nearer being a public utility than any other single factor in community life. With proper co-operation from the local newspaper a community is pretty sure to advance and thrive. Without this, the small community is likely to stagnate and home enterprises are pretty sure to decline.

"In presenting this subject I am doing so only with the idea of bringing its importance to the newspapers more forcibly to the attention of the newspapers. Our responsibilities are ever becoming more varied and important; with the complexity of our modern civilization the home town newspaper must more and more shoulder burdens which it formerly did not have to assume.

"I think it is quite apparent that our home field is the most productive of immediate results of any. The same effort cultivating home interests that one commonly devotes to securing 'foreign' advertising will generally produce much more good advertising returns and will develop a much more loyal clientele.

"As Professor Atwood, extension specialist of Cornell University, so well put it: 'People who do not know

much about weekly newspapers love to call them 'molders of thought.' Frankly, not many country editors deliberately attempt to do much thought molding, nor do they even desire to. Norman Talcott, then editor of Our Town of Greenwich, Connecticut, once wrote:

"Once upon a time I was one of those archaic individuals who believed that a newspaper's business was to 'mold public opinion.' Today I believe that to do such a thing—even if it were possible, which it isn't—would be pernicious, for instance, as it is to try to mold a child's character. And that is about the most damnable thing I can conceive of. A child's character wants not to be molded but to be encouraged to develop, to express itself in a myriad of beneficial ways.

"It is the same with public opinion and the newspaper. The newspaper should express it, should interpret it, should strive to understand and portray the forces that are at work producing it.

"One of the chief purposes of a newspaper should be to understand the community and explain it to itself and to the outside world.

"Don Seitz, now business manager of the New York World loves to hark back to his weekly days. He was once asked how he would call to terms a road commissioner who didn't do his duty. Mr. Seitz said he wouldn't; he'd print in his 'locals' the size of the mud hole in front of the postoffice and would follow that up from week to week with other interesting mud hole news. The 'joshing' of the road commissioner's friends would inevitably take care of the road.

"This touches another reason why so few provincial editors are militant, especially when it comes to criticism of public officials. While one will find incompetency, neglect, indifference, in small town and country officials, seldom will one find dishonesty and deliberate disregard of duty. The people are more to blame for the conditions than are the officials. Too often do they elect to office the popular man rather than the qualified man, and, by failing to attach any salary to the duties which he must perform, they leave him little incentive to care for the public business to the neglect of his own, especially when by doing his duty he is quite likely only to make enemies for himself. What has been said is especially true of township and village officials. Knowing these conditions, naturally the editor dislikes to attack a man who has not deliberately failed in his duty, but is rather the victim of the inadequate governmental machinery of country and village."

Interesting Reminiscences By A Southern Oregon Pioneer

Being a series of interesting articles dealing with early day events and pioneer men and women who made history and builded for succeeding generations. (By C. B. WATSON)

Chapter IV. We Spend Sunday With the Tenbrook Family and have a Splendid Dinner

On this beautiful morning, July 1, 1872, we were camped at the foot of the Warner Range, in the upper end of Goose lake valley. From a little eminence nearby I looked south over the valley and lake. The view was a delightful one and I began to realize the justness of the many praises I had heard of the "Goose Lake country". The valley is about sixty miles long and an average of 18 or 20 miles in width. The lake covered the larger part of it and was about four or five miles distant from our camp. A band of antelope grazed quietly half a mile away and herds of cattle and horses were seen in the distance. The mountains to the north and west were heavily timbered and the willows marked the streams that fed the beautiful lake and the glint of early sunshine developed mirages here and there. A margin of splendid land lay between the lake, from half a mile to a mile and a half in width, and the Warner range to the east. Here most of the new comers had settled and small clusters of houses could be seen. The nearest was about six miles away. The Tenbrook family had heard about our entry into the valley and sent an early invitation to us to take Sunday dinner with them. They had been among the early settlers in Rogue River valley and had immigrated to Goose Lake two or three years later and had personal acquaintance with the Myers, Walrad and Cardwell families. It goes without saying that we did not halt on our manner of going, but went at once. We had been on our journey now for more than a week and were still in Jackson county. We were growing tired of camp grub and were told that Mrs. Tenbrook was a wonderful cook. This statement we fully verified. The most wonderful bread, fresh butter and milk, fried chicken and many delicacies were spread before us and we did full justice to the fare. Mrs. Tenbrook was one of those wonderful housekeepers who was always apologizing for this, that and the other, notwithstanding that we could not see how any improvement could be made. Mr. Phillips, (we called him H. F.) was quite a joker and when Mrs. T. apologized for her wonderful biscuits, light as a feather, the acme of perfection, he said in a quiet quaint sort of way, "you ought to see some of the bread I make. It's none of your light spungy stuff, it's good solid bread"; she for a moment registered resentment until others saw the joke and began to laugh, to which she joined in. We had a splendid visit and got first hand information about the settlement of the valley and the optimism

with which they discussed the expected future.

There were several families already settled in the valley, among whom were the Cogswells, Tenbrooks, Snellings, Tandy's, Rogue river valley, some from Rogue river valley, some from the Willamette and some from California. The better part of the valley is in Oregon, but the larger portion in California. Whenever a new family arrived, there was rejoicing. To the north was another string of valleys that were also being settled up. They were, in order, Crooked Creek, Chewaucan, Summer Lake and Silver Lake valleys. The chief lure was 'stock business', but they were becoming invested with the knowledge that they had a splendid farming country and only needed good roads to market to assure the full development of a fine farm region.

I soon became delighted with what appeared to me the future of a most promising region. It did not occur to me that I should sometime be a resident of this valley and should publish the first newspaper in Southern Oregon east of the Cascade mountains. At the time of which I now write there was a store, blacksmith-shop and other accessories about thirty miles south of our camp. Between where we camped and the Tenbrook place, the only occupants was the Cogswell place at Cogswell creek. Now the beautiful little city of Lakeview lies between, and every available place in the valley is taken and many beautiful homes established. A narrow gauge rail road runs from Reno to Lakeview. Of this growth and the stirring history that has been made there in the past fifty years I will write more fully hereafter. For the present we must pursue our trip toward Montana. I may be permitted to say, however, that in the making of that history I had my own modest part. There is no history of Oregon that, to my opinion, has justly dealt with the building up of this Southern Oregon country, and if I conclude to write about it it will largely be from my own personal knowledge and observation.

We returned to our camp rested, cheerful and filled with the many good things that Mrs. Tenbrook had set before us. We had secured information as to the best route into Warner valley which lay just across the range. Bright and early the next morning we were on our way to Camp Warner just over the summit. Here was a small garrison of troops and we camped near by and secured from the officers information to guide us for the next hundred miles or so. That day we crossed over snow at the summit. It was a hot day and the reflection from the snow almost blinded us. Here we saw what we thought a phenomenon. Thousands of large crickets were emigrating across the

BUSINESSMAN SAYS TRADE REVIVAL MAY FOLLOW CONVENTIONS

YOUNGSTOWN, Ohio, July 11.—Now that the two great political parties of the country have selected their candidates for the presidency of the United States the people may sit back comfortably and wait for business conditions to display signs of reviving.

This is the belief of J. A. Campbell, president of the Youngstown Sheet and Tube Company the third largest steel maker in the United States.

"With the Presidential nominations behind us, it may give some encouragement to the investor to let loose some of the money so necessary to prosperity and lifting the slight nation-wide depression," Campbell said.

"Regardless, however, of the political trend, business must be better in the very near future than it has been in the last thirty days," he continued, "because the country, even under the present uncertain conditions, actually needs more material."

Campbell took a rap at capital and laid at its door most of the responsibility for the present lethargy in business, with resultant unemployment in many parts of the country.

"Money is cheaper today than at almost any other time in the history of the country, and this is the basis of good business," he declared. "When the political situation clears and there is hope for economy in the cost of government and lower taxes, capital will seek employment, and business will improve."

"But the fact remains that we cannot have prosperous conditions

Fuller Paint Service

J. O. RIGG

Why Not Have UNIVERSAL ELECTRIC RANGE?

Is there any good, sufficient, plausible reason why you have to put up with the old heating range style of cooking? Electricity Cool Cheap, Economical

And Universal is a range steadfast and sure; lasts a lifetime; fool-proof; bakes accurately with a much less cost than gas, coal, wood or any other fuel burning stove.

THE Ashland Electric Supply

Morning Punch Daylong Pep

comes with the regular daily habit of taking A Bath

The natural invigorator and refresher of tired muscles, renews of ragged nerves, soothes of groaches. A shower bath is easily installed with your regular bath or separate. Ask us for particulars.

See us for particulars Jerry O'Neal Plumbing Heating Phone 188 207 E. Main

DON'T "Kid" Yourself

About Carrying Your Own Fire Protection

Big business men don't do it, because they are good business men. They don't try to prove the rule by being the exception. Unless you are smarter, why should you?

Good Insurance—Phone 53 Carter & Mills Office Hotel Ashland

Dry Slab Wood

We will haul this wood direct from the mill to your home. It is dry. It will pay you to lay in a few cords now Carson-Fowler Lbr. Co. "In the Heart of Town"

Used Cars in Good Condition

2 Chevrolets \$150 Dodge \$400 Ford Roadster \$250 Raybestos Silver Edge Brake Lining

and well adjusted brakes mean safety and freedom from accident.

Automotive Shop Cor Main and Pioneer

Eastman Kodaks and Film Developing and printing McNair Brothers The Rexall Drug Store Eastman Kodak Agency For Your Protection Are you paying too much for your fire insurance? Do you think your rate should be lower? I can tell you. The Billings Agency Established 1888

REPORT OF THE CONDITION OF THE STATE BANK OF TALENT

Table with columns for RESOURCES and LIABILITIES. Includes items like Loans and discounts, Capital stock paid in, Surplus fund, etc.

STATE OF OREGON, County of Jackson ss. I, E. B. Adamson, cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.

Rev. Garr and Family

Hear Them Chautauqua Building Beginning Monday Eve July 14th He preaches a gospel that will thrill and lift you. A gospel of love and power. A gospel of healing for soul and body. Ps. 102:3—Jos. 5:14 Hear the Boy Wonder Sing

Rev. Garr, like Dr. Price, has had very marked success in praying for the sick.

Hear him at the Chautauqua Building every night next week