

Shook Factory Has Made Great Strides During Past Season

California - Oregon Box and Lumber Company Plant Has Advanced Rapidly Since Opening. Orders Are Booked for Year Ahead. Unable to Secure Enough Lumber to Fill Orders, Says Manager.

One of the largest industrial achievements in Ashland during the past year has been the completion and the continuous operation of the California - Oregon Box and Lumber Company's plant, in the opinion of men who have their finger on the economic pulse of the city.

The erection of the plant and its operation brought into the city finances in the form of lumber purchases, and its payroll, and it is considered one of the leading assets possessed by the city.

This company has built in this city one of the most modern and up-to-date factories of its kind in the state for the manufacture of box shooek and sash and doors. A planing mill and retail yard are operated in connection with the box factory, and much of the lumber being used in local buildings is supplied by the California Box and Lumber company from its plant here.

The company owns its own sawmill, located on the summit of the Siskiyou, and a body of timber sufficient to maintain the plant here for at least fifteen years, is owned close to the sawmill. The lumber is hauled by truck to the cutup pant, or comes in by rail by way of Siskiyou.

However, it has been found that the sawmill owned by the company does not supply sufficient lumber to keep the box factory in continuous, maximum operation throughout the year, and for that reason, the company has purchased lumber from six different sawmills during the past year. It now has under contract three new mills, to saw lumber exclusively for its use during the 1926 season. The lumber will be trucked direct from the mills to the box factory.

In addition, feeling that the limit of the box factory is only booked ahead for over a year, the maximum amount of lumber obtainable, Arthur Coggins, general manager of the concern is endeavoring to interest other small lumber mill operators in selling their lumber to the local box factory. "We have orders

The California Pine Box Distributors handle the entire box shooek output of the local plant, while the Adams Lumber company are the selling agents for the company's sash and door business, which is amounting to considerably more than anticipated when the plant first opened here," Mr. Coggins indicated.

More than \$200,000 worth of business will be done through these two concerns this year, according to Mr. Coggins, with prospects for an even larger year in 1926, when more mills will be supplying the local box factory with additional lumber for box shooek and sash and doors.

Practically this entire amount remains in Ashland, going into the purchase of lumber, the paying of help, or in the profits, which are taken by the stockholders in the company, many of whom are local people.

The box factory itself, employs about 25 men the year around. In addition, each sawmill which sells its output to the factory, employs about the same number of men, on the average, Mr. Coggins stated, thus making a payroll for the Ashland district amounting into thousands of dollars each year.

Most of the box shooek produced at the local plant, is sold to California consumers. The big canning concerns in the Southern state take most of the product, and are anxious to obtain more, for, they point out, the Ashland produced box shooek is of the finest quality obtainable.

In addition, the local cannery purchases all of their shooek requirements from the California-Oregon Box and Lumber company plant here. This purchase amounted to about 100,000 cases this year, Mr. Coggins stated. Besides this local purchase, the Ashland Fruit and Produce association are supplied with shooek, direct from the manufacturer, at a great saving over what they had to pay for shooek before the California-Oregon Box and Lumber company plant was operated here.

In addition to the activities in the box shooek line, the planing mill has supplied lumber direct

from the mill operated by the California-Oregon Box and Lumber company plant. Here again, a saving has been effected for the people of Ashland, since the freight costs are saved to the consumers.

Notable sales of lumber were made to J. H. McGee, for his new store building which was recently opened, and to the new Brown garage, now in the course of construction.

The company maintains a fleet of trucks for lumber deliver all over Northern California, supplying the local demands of Dunsmuir, Yreka, Hornbrook and the country surrounding these cities. All local deliveries are made by the Whittle Transfer company, which company also handles the block wood business for the box factory concern.

The company maintains its own ranch, which is leased from the Balfour-Guthrie company, and here it raises hay and grain for the logging horses, and provides a winter place for their maintenance.

"The amount of business that we can do at the plant," says Mr. Coggins, "is only limited to the amount of lumber that becomes available for our use. The output is contracted for a year in advance, and it is essential that we obtain large quantities of cheap box lumber to keep running to capacity, in order to fill these orders. The 1926 season, with our own sawmill running to capacity, and three other mills now running or being built, will help supply the lumber requirements of the local plant," he continued.

"We have been in business but one year, but in that one year we have made wonderful strides. In four more years, before we have completed a five year period of advancement, we will be doing a business far beyond our expectations when we started. We can see that the business is here, and the people of Ashland are for us," Mr. Coggins concluded.

That Ashland's climate is admirably suited to the production of poultry in a commercial way has been proven by the success of the enterprises already here.

New Hotel Pride of City, Built By Ashland Capital

Entirely Constructed by Ashland Capital, Lithia Springs Hotel Stands as Monument to People. Puts Ashland in Class of Finest Hotel Cities in State. Gives Ample Accommodations to Tourists.

Conceived by Ashland men, financed by Ashland capital, furnished by the people who have unlimited confidence in their home city, the new Lithia Springs hotel opened July 1, stands as a monument, dedicated to the business judgment and confidence of the people of this city.

It indicates the desire of the people to construct a hotel, not only for supplying the demands of the present, but one which will for years to come, stand as a monument to their ability in seeing the advance of travel and ever increasing demand for hotel accommodations of the highest class.

A little more than a year ago, a small group of men, meeting at a luncheon table, began the formulating of the plan which found fruition months later in the completion of the beautiful structure. Their meeting was but the culmination of a long felt desire for a hotel which would attract the tourist to Ashland, for they realized Ashland was a tourist city. Their plan, when finally worked out, stood for the construction of a nine story hotel structure, containing 99 rooms, and to be constructed and furnished at a total cost of more than \$240,000, placing Ashland on a plane with the leading cities of the Northwest.

This little group of men spent hours and days of their time, their private time, which could ill afford to be taken from their businesses, and they gave this time, free of cost to their fellow citizens. Then, on July 1 of this year, they opened the new hostelry, and allowed those who furnished the money for its construction to judge for themselves whether they had faithfully carried out their charge. And the stockholders, viewing for the first time the completed structure, were amazed to see the beauty of it. They voted unanimously, that the work was the best that could be obtained, and gave the small group their thanks.

Shortly after the first small meeting was held, at which time J. W. McCoy, V. O. N. Smith, H. G. Enders, Jr. was elected president of the newly formed Lithian Hotel corporation, with Louis Dodge, T. H. Simpson, O.

P. Cannon, J. H. McGee, F. F. Whittle, H. K. Tomlinson and J. H. Hardy chosen as directors. G. M. Frost was selected secretary of the newly formed organization.

During the preliminary discussion of plans for the new hotel, several sites were considered, and no definite move toward construction work or completed plans was made until the decision was reached for the location at the corner of First and main streets.

The Lithian Hotel corporation, formed, pushed the stock sale rapidly, and the people of Ashland rallied to the call, and within a very short time the money needed to start construction work was raised. These stockholders subscribed approximately \$149,750 in stock, of which \$120,565 has already been collected. As soon as the money needed to start construction was in the treasury the excavation work was started in September of last year. Then came a period of waiting and finally when the bids were opened the firm of Hoover and McNeil of Albany were given the contract for the general construction work.

Although the building progress was not so rapid as expected, owing to a number of difficulties in obtaining materials necessary and adverse weather conditions during the winter, there was steady pushing ahead of the project, and early in 1925, the opening date was set for June 1. This was later changed in order to have everything in readiness before the dedication.

The financing of the project was completed with the vote of the hotel directors to issue \$195,000 in six and six and one half per cent interest bonds. These bonds were issued in May, and were underwritten by the Ralph Schaefer company of Portland. When placed on sale they were sold quickly, a large number of them being held now in Ashland, by men firm in the belief that the purchase is a sound business investment.

Every need that the most critical guest could desire has been met, and the 99 rooms are equipped with the best of furnishings, lending a homelike and

comfortable atmosphere, and deserving care and personal attention of the management for the accommodation of their patrons.

From the spacious and beautiful lobby, and on up through the nine stories of reinforced concrete, fire proof construction, this keynote of a desire to provide of the best is evident on every haag.

The dining room, which occupies the southeast corner of the building, fronting on First street, has a seating accommodations for 300 diners, with ample room between tables. The smaller dining room leading off the main dining room, is to be used for smaller banquets, and when occasion arises, can be opened in connection with the larger dining room.

The dining rooms are splendidly furnished, silver service and table linen being of the best, and the ball room being provided with furnishings which blend with the attractive decorations of the ceilings, walls and columns. The lighting system in the dining rooms, consisting of large ceiling clusters, as well as smaller lights on the walls, gives a soft and attractive glow over the white covered tables and is a pleasing feature of this part of the hotel building.

Two entrances to the dining rooms from the kitchen assure quick and convenient service to guests. Both entrances have wide swinging doors and open directly into the space before the kitchen serving tables.

The kitchen of the new Lithia Springs hotel is in keeping with the idea that nothing in the way of modern and efficient conveniences should be overlooked in equipment. The best machinery and the most convenient arrangement of ranges, steam tables and refrigeration plant have been provided to meet the needs of the establishment. A trained staff all of whom have served their apprenticeship in the larger hotels either of the United States or of Europe, are on duty at all times.

Ashland, a home city, filled with friendly people, the home of the world's famous Lithia water, the most beautiful city in Southern Oregon, is growing

An Enlarged and Greatly Improved DAILY TIDINGS

With Daily Editorial Cartoon, Comic and News Picture Features

United Press Telegraph Service - Full Local News

65c a Month Delivered in Ashland:- \$7.50 a Year

65c a Month Delivered by Mail:- \$6.50 a Year

If you live in Ashland or Vicinity, you need The Daily Tidings to keep you posted on Local Events

CARTOON BY D. H. SMITH.
"SAP AND SALT" COLUMN, BY BERT MOSES.
"GREAT MOTHERS OF THE WORLD," BY MRS. GREER CONKLIN.

COMICS, "OUT OUR WAY," BY WILLIAMS.
"MOM 'N POP," BY TAYLOR.
"EVERETT TRUE," BY CONDO.

THE LATEST NEWS PHOTOGRAPHS.
"AUNTIE ASHLAND" FRIENDLY - SPIRIT EDITORIALS EACH SATURDAY ISSUE

FEATURE, "TOM SIMS SAYS."
SOCIETY PAGES BY MRS. GRACE ANDREWS IN EACH THURSDAY AND MONDAY ISSUE.

Subscribe Today and Read the Local News