

The Ashland Register

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Member STATE EDITORIAL ASSOCIATION
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A prominent businessman told us the other day, that Ashland's greatest need was a sales campaign directed towards the selling of Ashland to the community itself. In this we agree with him most heartily. Some nine months ago, when we first arrived in Ashland, we could see some of the wonderful possibilities that exist here. We could appreciate them more perhaps than many who had lived here for years and years, and who by their constant association with these possibilities have grown so accustomed to them, that they mean little. In our enthusiasm, we proposed an advertising campaign, designed for the sole purpose of selling Ashland to her own people. We offered to donate the space, if we could get some help in securing the material. This was done so that there could be no possibility of any one accusing us of wanting to do it from a mercenary standpoint. We approached one or two men on the proposition and their reply was, "Every one knows what we have, it will do no good." Our enthusiasm was sufficiently cooled, that we dropped the matter for the time being, but we still think that a good sales campaign directed to the people of Ashland telling them of the wonderful resources that exist here, would help to sell the town to other people. We have seen it work in other places, and today we have but to look at our enterprising neighbors, in Medford, where a similar campaign is being conducted under the caption "This is a Great Country" and note the enthusiasm that exists among the residents there, and there can be no question as to its value.

We have been told that the cardinal principle of salesmanship is to be sold on a product yourself, and that is true of communities as well as washing machines or automobiles. If Ashland people were sufficiently sold upon their own community, the enthusiasm would spread rapidly.

with Mrs. Westerberg and son Richard and Keith Lennox, who had all been staying at the Glen cabin for the past week.

Mr. and Mrs. Lewis and daughter, Miss Veta Lewis left for Coquille, Or., last Tuesday on a short business trip.

Mr. and Mrs. H. J. Carter, Miss Bernice and Hugh Carter of Ashland, Miss Lillian Carter and Mr. Young of Portland were callers at the Lennox home last Sunday evening.

Mr. and Mrs. Fred Halibaugh formerly of Valley View, arrived from Bellflower, Calif. last Saturday morning and spent the day with Mrs. Halibaugh's father, W. H. Hurley.

Mr. and Mrs. Holibaugh expect to make their home in Ashland for some time.

Mr. and Mrs. Devinger and family, also of Bellflower, Calif. were overnight visitors at Mr. Hurley's home last Saturday.

The national extension leader of Washington, D. C., Mr. Norris, state extension leader of the Oregon Agricultural College, L. Wilcox and R. G. T. Fowler, county agent and county club leader, of Medford were callers in the neighborhood a few days ago.

Mr. Newton Holdridge arrived on Saturday from New Jersey, for a visit with his niece Mrs. D. O. Hurley and other relatives. Mr. Holdridge is making a leisurely trip through the west, enjoying all scenic points.

WAGNER CREEK NEWS

Mr. and Mrs. H. H. Crowford and family of San Anselmo, Cal., were guests of Mr. and Mrs. G. A. Briner of this creek last Monday night. They were here some time ago. Mrs. Crawford is Mrs. Briner's niece. They left Tuesday morning for Crater Lake and Klamath Falls and will return here before returning home.

Mrs. Scott and granddaughter Miss Rose Elfa Briner were visitors of Mr. Joe Bickner and sister at their summer home two days of last week.

Mr. R. L. Lockwood recently moved his family on to his homestead about one mile from the gap. They will stay there until school starts this fall.

Miss Virginia Frost and friend of Ashland were on the creek last Tuesday evening.

Elroy McGrew and Albert Chamberlain were visitors on Coleman creek last Saturday. The two Chamberlain brothers formerly lived on that creek at the place now known as the golf links.

Mr. and Mrs. A. W. Lacy were business visitors in Ashland last Tuesday.

Mr. Joe Bickner and sister expect to leave the last of the week for Crescent City on a vacation.

Elroy McGrew and M. E. Bradley were business visitors in Medford last Monday.

Mr. Glenn Abbot who has been working at Gregory on the county roads returned home last Tuesday morning. He will work for Everett Beeson at present.

Mr. M. W. McGrew who has been working at Bray came home for the week end. Mr. and Mrs. M. W. McGrew were visitors at the home of Mr. and Mrs. G. A. Briner.

Cartis McGrew came over from Chiloquin last Sunday and spent part of the day with his aunt and Uncle Mr. and Mrs. G. A. Briner.

Glenn Abbott and Merle Bradley were visitors at the Lockwood homestead last Tuesday afternoon. Mr. Frank Kerby and daughter Ila were business visitors at Briners last Monday afternoon.

Floyd Purves of this creek was in an auto wreck last Sunday. No one was hurt but although some suffered the shock. Both cars were damaged considerably. Floyd went to make a left hand turn when the other car smashed into him, not watching Floyd's signals. The wreck occurred in Talent on the south side of town.

Mr. J. T. Sawyer took Mrs. Capp to Grants Pass last Tuesday afternoon to get her mother who will spend a few days on the creek.

Wayne Bradley, Howard Combs and Mr. A. G. Hayes left for Klamath county last Friday. They expect to work their the remainder of the summer.

Mrs. Ella Abbott and daughter Goldia and Eudell were visitors at the home of Victor Anderson at Ashland Sunday afternoon.

Mr. H. T. Slagle spent four days of last week with her mother Mrs. I. E. Bradley.

Mr. and Mrs. Wm. Loos and family visited at the home of Mrs. Looses parents Mr. and Mrs. Hadden last Sunday.

Rev. Murphy of Ashland held services at the Wagner creek school house last Sunday afternoon which was enjoyed by all. He preached the Four Square Gospel and it was a fine sermon.

Mr. and Mrs. Walter Homes and family of Ashland were visitors at the home of Mr. and Mrs. Frank Snooks last week. They expect to make their home in California for the winter. Mr. and Mrs. Homes formerly lived on the Scott place two or three years ago.

Mr. R. L. Lockwood made a business trip to Marshfield last Tuesday.

Mrs. Glen Saltmarsh on the Little Applegate.

Mr. and Mrs. Glen Cleveland of Spokane are making an extended visit at the Lester Newbry home.

Mr. and Mrs. Newbry of Boise, Ida, are making an extended visit with their son, Mr. R. E. Newbry of Ashland. They are also visiting at the home of his brother E. T. Newbry.

Mr. and Mrs. Newbry and Edna and Mr. Newbry's brother and wife and daughter, Edith of Boise, Ida., returned Tuesday from a week end outing at Crescent City, Calif.

Mr. and Mrs. Archie Estes and daughter, Hulda of Gold Hill visited Monday at home of Mr. Estes parents Mr. and Mrs. W. W. Estes.

Mr. and Mrs. Ed Hughes and daughter Pearl, and Katherine Estes in company with Ashland relatives enjoyed a trip to the Oregon Caves Wednesday of last week.

Mr. and Mrs. Flesman of New York City visited from Thursday until Friday last week at the home of Mr. and Mrs. Charlie Estes. The Flesman used to live over on the Applegate and are old-time friends.

Mr. and Mrs. Charlie Estes and daughter, Fay, left last Friday for a week outing at Diamond Lake and Crater Lake.

Mr. and Mrs. Hawk of Eagle Point called at the Sun Gold Rabbitory Monday and purchased some fine registered stock. Mr. and Mrs. Hawk are in the rabbit industry in Eagle Point.

Mr. and Mrs. Davis were business callers in Medford Wednesday.

Mr. and Mrs. J. L. Stanley and family of Dunsmuir, Calif., called on Mr. and Mrs. Harry Lowe Sunday morning.

The Sun Gold Rabbitory shipped 200 pounds of rabbits this week. 28 visitors were registered this week.

Mr. and Mrs. Burt Weeder of Salinas, Calif., who have been visiting at home of Mr. and Mrs. Rudy Conner for the past ten days left Monday for Portland, Ore., and Vancouver B. C., Mrs. Weeder is a sister of Mr. Conner.

Mr. H. E. Bowman, who is visiting in Portland is expected home this week end.

Mr. and Mrs. N. C. Grant and family, who are living in Mrs. Irene Wells house on the highway left by motor Tuesday for Portland. When they return they are planning to move over to Lakeview, Oregon.

Henry Ward and Samuel Sawyer Evans celebrated their seventh birthday with a party for their little friends Wednesday afternoon, July 27th at the Evans home. Ice cream and cake were served, and all enjoyed a delightful time.

NEIL CREEK NEWS

Mrs. Harvey Hanson of Sacramento, is visiting her parents, Mr. and Mrs. Clarence Taylor, Mrs. Hanson was formally Miss Esther Taylor.

Mrs. Anna Paineau, who has been visiting at the Soda Springs Service Station for the last few

VINING

"The Theatre Beautiful"

Finishing Today—
"ROLLED STOCKINGS"
A pleasing attraction, including in the cast such popular players as Louise Brooks, James Hall, Richard Arlen, Nancy Phillips and El Brendel.

Saturday Only—
Fred Thomson in
"SILVER COMES THRU"
Fred Thomson shown at his best—in a dashing western film—is one of the most interesting actors on the screen. With Silver King, the horse with a personality.

Sunday Only—
Florence Vidor in
"AFRAID TO LOVE"
The story of a beautiful woman who sacrifices her beauty to win a husband. Assisted by Olive Brook, Norman Trevor, Jocelyn Lee and Arthur Lubin.

Monday Only—
"DON'T TELL THE WIFE"
Starring beautiful Irene Rich and a popular cast

UNCLE HIRAM'S COUNTRY STORE
With Geo. J. Hayes at the Organ

Paints, Oils, Glass Varnish, Building Paper, Felts, Enamels, Decorative and Varnish Stains.

When you need a painter or anything in the painting line call
J. O. RIGG
Phone 172
Best Paints—
—Best Workmen



ROASTS

For every day in the Week
They are tender, juicy and delicious—a real treat for Sunday dinners and evening meals.

Also luscious steaks, any kind you desire. Simply phone or call at the

THE EAGLE MARKET
Phone 107
182 N. Main

Sanitarium for treatment. Mrs. Newt. Davis was operated on at the Community Hospital last Saturday morning and is showing up hay.

Barrett Meat Market

Enders Block Ashland, Oregon

THE BEST OF MEATS AND POULTRY KEPT IN THE BEST OF CONDITION BY

Perfect Refrigeration

Farmers and Stockmen are requested to call as I am in the market for the choicest stock and poultry

YOU WILL ENJOY SUNDAY DINNER AT THE

Lithia Springs Hotel

11:30 A. M. TO 2 P. M.

AND

5 TO 8:30 P. M.

\$1.00 PER PLATE

Other Service If Desired

Lithia Springs Hotel

Ashland, Oregon

Let electricity pack your ice-box with dry, sweet, chilled air!

The hot days are here—delightful healthful days so long as you can keep fit!

But for perfect health, be careful of your foods!

Try this:

Place a bottle of milk in a neighbor's electric refrigerator, or let your dealer make this test for you. Leave it there a week or ten days. Then examine it—it's still sweet!

Clean hygienic, sanitary electric refrigeration will soon be in every modern home. Your dealer will show you an easy and economical way to have it now—on attractive installment plan payments if you prefer.



Offices
Medford, Oregon
Roseburg, Oregon
Grants Pass, Oregon
Klamath Falls, Oregon
Yreka, California
Dunsmuir, California