

# The Ashland Register

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In a recent editorial, the suggestion was made that Ashland prepare an exhibit for the purpose of getting before prospective settlers an example of what the soil will produce. J. H. Fuller, secretary of the Chamber of Commerce liked the idea, and using that as a basis worked out some splendid ideas that this paper whole heartedly endorses and would like to see worked out.

A portion of Mr. Fullers suggestion, is reprinted, in the hopes that it will arouse sufficient interest to crystallize a general sentiment into definite action.

"What shall we do and how shall we do it? Ought to be the question on the lips of every merchant on our street, of every city official, of every property owner in Ashland, and if that question were asked of me I would say, the first thing to be done is to attend to our business street. It is our exhibit building today, we might erect another \$10,000 home for exhibits as Grants Pass has done, but we do not need it. What we do need is to make every window in Ashlands Business section a show window! We may display our resources and our opportunities in a manner that will count! Right now we have several vacant buildings which can be utilized to good advantage by filling the windows with products not only of Ashland, but of Oregon. Nothing attracts more attention than a massed display of one kind of product, and every vacant store window in Ashland should be filled with something produced in Oregon.

One entire store front may be filled with Ashland granite in an attractive setting which will advertise in a most effective manner the superior quality of this product, another store front may be filled with an exhibit of the cannery, telling the world that Ashland raises cherries, peaches and tomatoes unsurpassed on the Pacific Coast. The mineral springs may be suitably presented so that the passing guest may decide to stay and investigate the merits of these waters. Our fruits and vegetables, grasses and grains will of course form an exhibit of value and importance as will other things suggest themselves from time to time. Our Summer Art School could, I am sure, be induced to provide posters and art work to fill a window and advertise throughout the year the work of this school, and it would not be inappropriate for our Normal school to occupy a space devoted to the work of the school. I am sure the variety and color that would result by carrying out this plan on a really effective scale would be outstanding, would be original and would attract attention.

The fact that we have a few vacant stores right now may be capitalized and made an asset. Owners of the places should gladly co-operate to carry out else. Let's fill every one of these windows and an unique and original manner, ask the manufacturer of Oregon to co-operate and lets pull the biggest street show and Fall opening ever seen in Southern Oregon, and I venture the prophesy that we may get some publicity that will be heard of from far and near and the benefit will not be of a passing moment but of a lasting character.

We are the gateway to Oregon, we give the first impression of Oregon and we should strive to give the best so that having travelled the length of the Pacific Highway many of these tourists, and home seekers may return and say, "I am going to make my home in Ashland. I see opportunity here" or returning to their homes in the East may say, "Ashland has the climate, Ashland has the scenery, Ashland has the water, Ashland has the soil, Ashland has the schools, whatever you are seeking Ashland has it!"

Now that a slogan has been selected, what are we going to do with it? The Lithians did a fine work, when they promoted the contest, and in our opinion their selection was a wise one, but—it is simply the start, a slogan, alone will do nothing, it is now up to the Lithians to continue the work they have started, and see that the slogan, is placed before the greatest number of people.

The plan they have in mind, of having thousands of cards printed and distributed is a good one, the plan of H. L. Claycomb to utilize the slogan on the proposed sign boards will help materially, but the greatest good can come from this slogan, by every individual finding out that which we have, and spreading the good word along the line.

Enthusiasm is contagious, and there is nothing that so appeals to a new comer as a united community spreading the gospel of a communities advantages. There never was a successful salesman who did not believe heart and soul in that which he was selling. The only way Ashland can be sold to the outside world is to get the right start at home.

The Lithians, the Chamber of Commerce and the Kiwanis club, could well sponsor a movement designed with the sole idea of selling this community to itself. When that is done, then we are in a position to sell to outside people.

Lets tell our own people "What Ashland Has," lets do it so often and so perfectly that they will become salesman for Ashland, when that job is completed, when Ashland people are sold on their own community the seed for a greater and a better Ashland will have been sown in a seed bed of remarkable fertility, and the harvest will be a good one.

### HORN BROOK NOTES

Continued From Page 3  
Miss Rebecca and son Carl, spent Saturday with friends in Copco. Elder Archer of Cottage Grove visited friends here last week.

Al Dunston and Ray Magruder of Dunsmuir motored up for a few hours visit with relatives here Sunday.

E. E. Brown and family of Copco were business visitors here Saturday.

Mrs. S. G. Clark of Copco was in town Sunday making preparations to have the body of her little daughter, shipped to Portland for interment. The child died of Infantile Paralysis.

Mr. and Mrs. N. A. Buckner and Mrs. Arnold Rader and daughter, Jean, motored to Yreka Wednesday.

Mrs. G. D. Kraft and daughter, Miss Mabel were Yreka visitors Thursday.

Mrs. M. T. Walsh, returned to Oakland Friday.

Mrs. Harriet Ragsdale returned to Sacramento last week after a two weeks visit with her mother, Mrs. G. W. Minich and children visited friends here Thursday.

Mrs. Jennie Hobson.

Boyd Wagner motored to Greenview Saturday.

Miss Gladys Cole of Ashland spent several days here last week with her mother, Mrs. Mollie Cole.

Helen Spearin of Klamath Falls visited her grandmother, Mrs. Sarah Spearin last week.

Mr. and Mrs. G. A. Hanson of Little Shasta spent Friday with relatives here.

A number of friends of Mrs. Jane Transon met Thursday at her home where a dinner party was held in honor of her 80th birthday. Covers were laid for the following: Mrs. Tobitha Jacobs, Mrs. Jennie Hobson, Mrs. Wm.

Lowe, Mrs. W. P. Hansen, Mrs. N. A. Buckner, Mrs. Ada Fowler, Mrs. Elda Fowler, Mrs. Sam Gosney, Mrs. Ira Mottern, Mrs. Wm. Stone, Mrs. Alfred Hughes, Mrs. Severt Johnson, Mrs. Fred Bloomingcamp, Mrs. G. W. Minich, Mrs. Minnie Ferral, Mrs. Lois Corvan, Mrs. Carl Deal and Mrs. A. J. Transon. Others who called in the afternoon to offer best wishes were Mrs. Florence Greive, Mrs. Nels Dennis, Mrs. Lina Elyburn and Mrs. Albert Wagner.

### NEIL CREEK

A large crowd attended the dance Friday night. The next dance will be September 2. This will be our last dance this season.

Mr. and Mrs. G. B. Pitcher of Cottage Grove and Mrs. J. H. Kirk of Dorena, Oregon are visiting their mother, Mrs. Kerr at Helms Service Station.

Mr. and Mrs. A. R. Kincaid, and two children Mrs. Clara Taylor, and Mr. and Mrs. Arthur Hamaker and son J. C. of Klamath Falls, had picnic dinner in the park

Sunday.

Mr. and Mrs. Roy Corbett and daughters spent the week end at Diamond Lake and Crater Lake.

Mrs. Amy Weedon of Klamath Falls attended the old time dance last Friday night. Mrs. Weedon is visiting her mother, Mrs. J. M. McCallister this week.

Homer Chapman of San Francisco is visiting his brother A. E. Chapman and relatives in Ashland for a few weeks.

Mr. and Mrs. Will Michell of Granite street and Mrs. Emma Mazy of Burns called at the Thomases home Monday evening. Mrs. Mazy was formally Miss Emma Joortetz.

Miss Mary Louise Murphy visited June and Ruth Elam over the week end and attended the dance at the packinghouse.

School starts in the Neil creek district, September 12. Miss Marie Prescott will be the teacher this year.

Mr. and Mrs. Arthur Hamaker of Klamath Falls took supper Sunday evening with Mr. and Mrs. Alex McCallister and Mrs. M. J. McCallister.

"White Gold" Stirring Picture  
Said to be as full of dramatic action as an egg is of meat, Jetta Gould's new star vehicle, "White Gold" comes to the Vining Sunday and Monday. Kenneth Thompson is leading man. The photo play is intensely interest-

ing and has scored a triumph wherever shown. The supporting cast is said to be excellent.

Ken Maynard's experiences seem to vary from one extreme to another. While he and the company were on location making "Somewhere in Sonora," coming to the local theatre next Tuesday and Wednesday, were snowed in for several days above Lone Pine, California. The picture, by the way, is said to be a worth while one.

Myrtle Point—Several important new business buildings near completion.

Dayton—Eight miles McMinnville highway will be refinished.

Klamath Falls—Building permits for July reach \$377,488.

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- 33x6.00—Usco—\$19.15
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