

W. W. Watson Tells What He Sees After 35 Years' Absence

The following address was delivered by W. W. Watson before the Ashland Commercial Club at a recent meeting. Mr. Watson is an old resident of Ashland who has been away from the city for thirty-five years and who, during that time, has been associated with the development of a number of California cities which have grown from villages to be big resorts.

Mr. President, Ladies and Gentlemen: I feel just like a paradox—what ever that may be: an old-timer in Ashland—and yet a stranger.

I ought not to consume a moment of your time this evening in an effort at extended talk. I'm sure, should I attempt it, you would be just as sorry for me as I could possibly be for myself. I have for many years been so accustomed to talking through the medium of typewriter keys that I feel scarcely competent to deliver an oral message to an audience.

However, since you have extended me this courtesy, I will take time to say that, after an absence of nearly four decades, looking for "something better," I have come back home. And I'm happy to be able to give you another assurance: I am indeed glad to be here. I feel that I am qualified to make this final choice by comparison, for I have been in nearly every valley and city of consequence between the British line and Mexico during the past thirty-six years. In many of these places I have served syndicates, chambers of commerce, commercial clubs and other civic bodies as publicity agent, an employment that made it necessary for me to collect and collate facts and figures concerning the resources and advantages of these several localities.

By comparison of these with those of Ashland and vicinity I can say to you without a stammer that, considering all natural advantages, resources and assets possible of development, the Rogue River Valley and particularly Ashland and vicinity excel them all!

You have the best climate in the world, considered from season to season; the purest water that washes the pebbles of mountain streams anywhere under the sun; a wealth of soil that produces the finest and most luscious staple fruits and vegetables of all climes.

You need just one thing more in larger measure, gentlemen, and that is a combination of public spirit and personal energy to develop these magnificent resources—and sufficient civic pride to let the whole world know about them by systematic publicity work.

And, gentlemen, while touching the matter of publicity, let me say a word or two on behalf of your local newspapers and, through that medium, on behalf of every material interest of the community.

Do you realize that a good newspaper is one of the chief assets of any community? Do you appreciate the fact that no town or city can be successfully built and maintained without publicity?—and that the local newspaper is absolutely the most effective medium through which to do that work? Do you understand that it is one of the leading and most constant promoters of local enterprises?—and that the interests of local business men are so closely interwoven with and wedded to those of their local publications that they cannot be separated without seriously crippling both?

The conditions intimated in these queries have become absolute facts. I am disappointed institutions of Ashland are so generally ignoring the existence of their local newspapers. Positively, I have never seen elsewhere a like situation, standing out, as it does, so shamelessly in bold relief—and that, too, in a community so happily supplied with business opportunities and so constantly yearning, eagerly and impatiently, for recognition by the outside world.

Your newspapers are faithfully publishing column after column of descriptive and promotion matter and vigorous editorial appeals to the world to come and investigate your natural resources and their wonderful picturesque environments of which you are so proud. They speak convincingly of the solidarity and substantiality of this ideally located little city—and yet, if the distant reader turn to the business columns of your local newspapers, he will find only an abrupt and impudent contradiction of your editors' news and editorial presentations. That sort of thing discredits the newspaper at once and very positively. The reader will not be slow to conclude that, if your editors will lie about that matter, they will lie about your lithia water; that they have lied about your soda and sulphur springs; about the integrity of your citizens, the fertility of your soil, your prize-winning fruits, your unequalled climate, the happy blending of your seasons and everything else of merit and virtue that you possess.

Gentlemen, that is positively shameful! and outrageously suicidal! The world will judge your community as a business center by the life and substantiality of the advertising columns of your newspapers; and, if that judgment be at all adverse, it will be severe, gentlemen, and you can't escape its consequences!

The newspapers cannot live on your compliments, men! They do not grow and thrive like skunk cabbage or huckleberry bushes. They need your protection, support and encouragement, and it is both your business and duty to yield them generously. No business man gives more time, thought, labor and money to the advancement of general and special community interests than the editor.

The newspaper business is not a dream, gentlemen. Too frequently it is a haunting nightmare, from a business standpoint. Its pursuit is not a pleasure excursion into realms of delight, luxury and leisure. Too often it is a mad and disheartening chase after the means with which to insure the morning doughnut and the evening flapjack.

You have here, gentlemen, a beautiful little city in a charming garden-spot; but you cannot hibernate, like the bear, without consuming your own substance. The newspapers must call the outside world to your assistance. Tens of thousands of people who are either too rich or too sick to stay at home would gladly come to Ashland if they knew the glories of your attractions and the magnificent abundance of your resources.

Therefore, men of Ashland, add your business announcements to the products of the editors' strenuous labor and send thousands of copies of their special editions into other states, so the world may know what you are, where you are and what you have.

Otherwise, your newspapers must, of sheer necessity, degenerate into a mere reflection of the prosaic existence of a handful of people too indifferent to create impressions beyond their municipal boundaries and too wholly bereft of public spirit and civic pride to enjoy the bounty of good things with which they have been so abundantly blessed or to permit people of other sections of the country to know that they abound here in sufficient measure to gladden the lives of 50,000 people.

It has been the custom of tens of thousands of people with ample means to make an annual tour to Europe, visiting noted watering places and universally advertised health resorts. For obvious reasons they will abandon that habit this year; and for equally apparent reasons this suspense will continue for several years before this great army of tourists, who have not learned the value of seeing America first, will be able to resume its arduous and expensive itineraries in the now desolated and blood-drenched countries of the war-riddled Old World.

Now is the time, gentlemen, to make the publicity ten-strike for Ashland and Rogue River Valley. This is the most opportune moment to herald abroad the beauties, the glories, the richness of resources and healthfulness of climate of this peerless region. This is the most favorable opportunity you have ever enjoyed to turn the tide of tourist travel to Ashland, not only as a health resort, not only as the Caribbea of America, but as one of the pleasiest places in all the world in which to make a home and enjoy all the bounties of nature at nominal cost.

If there be a place on the Pacific coast where a civic body, such as your Commercial Club, should regard its task as a love-work, that place is your own Ashland, Oregon. I know of no place like it in that respect—no place with so many palpable and permanent advantages and so few disadvantages. Indeed, if I were asked this moment to name a single disadvantage, I confess frankly that I could not do it—unless it be found in the fact that a majority of the people of this city, having resided here so long, do not appreciate the necessity of developing at once the grand opportunity now offered of more than doubling the population and business volume of Ashland in the next three or four years. If, on this point, there be skeptic in this city tonight, I am willing to wager my interest in the

Assets Twice Liabilities.

San Francisco.—The business affairs of C. A. Smith of Berkeley, head of the Smith Lumber & Manufacturing Company, and numerous subsidiaries in California and Oregon, are in the hands of a committee of creditors. The interests were once valued at \$15,000,000. Those connected with the committee state Mr. Smith's transfer of his affairs to the committee is due principally to his alleged inability to pay the interest on \$5,000,000 wherein the companies are bonded. This interest and \$112,000 principal fell due in February. C. A. Smith is in Chicago, but due home shortly. The committee is composed of C. R. Johnson of San Francisco, J. E. Daneher of Detroit and Herman Waldeck of Chicago. Mr. Smith's friends say he is "land poor." The assets are more than double the liabilities.

You have something you do not need. Somebody else needs it and has what you want. Twenty-five cents puts your proposition before two thousand people through the "For Trade" column of the Tidings.

future that he will continue to borrow his neighbor's paper and stick around to enjoy the fruits of this proposed development.

Hustling, bustling little cities in California owe their existence today, almost wholly in many cases, to the presence of one or another kind of mineral water of some medicinal value and the nearness to mountain streams fringed with scabby willows. But their people know the value of advertising. They appreciate the advantage of supporting their newspapers sufficiently to enable the local publishers to put out attractively artistic special editions and of sending them to thousands of friends and others in distant states, thus making known to tourists and home-seekers alike the virtues of their climate, soil and water. And, by the way, I know of no town in California the size of Ashland that has not at least one and generally two daily newspapers liberally supported by local business men and women and civic bodies, loyal first to their newspapers and through them to their communities.

Show me a municipality in which there is a good newspaper to which its people are not generously loyal and I will show you a publisher bent with his burden of responsibility and disappointment, trudging along wearily over the hill directly toward the poorhouse.

Show me a municipality without a newspaper and civic pride and I will show you a community leader than a putty rabbit buried in the hot embers of Perandihese!

Report of State Board Interesting

Some very interesting statistics are brought to light in the report of the Oregon state board of health for the quarter including October, November and December. In the state we find that there was a total of 2,380 births as against 1,413 deaths, not so very far from two to one, and this in the worst months of the year.

The noble redman, far from time-honored traditions, is not disappearing, but is increasing, there being seven born and only five died during the three months.

During the winter months there were 1,226 marriages. If there were that many in the cold, cold winter, what may we expect in June?

Tuberculosis took by far the greatest toll of lives, while some of the infectious diseases which in former years proved fatal to so many caused the death of few.

Altogether, the report is very favorable to the state of health of the people of Oregon and is a good advertisement when compared to that of other states.

The March Woman's Home Companion.

In the March Woman's Home Companion is started a movement for better motion pictures throughout the United States. The editors of the Companion are to have submitted to them each month several hundred films in advance of their release to the motion picture houses. From these they will select from forty to seventy-five which are especially commendable both from an artistic and ethical standpoint. Each month they will publish this list of films, recommending that their readers see them. This will enable parents, women's clubs, teachers, librarians and others to help raise the standard of motion pictures, thus providing for the children and the young people of our country clean, wholesome, educational and genuinely entertaining pictures worth seeing. This movement is predicted on the fact that motion pictures are of gigantic importance in this country inasmuch as they now draw every week more young people than are in the churches on Sunday or in the schools on weekdays.

SHERIFF'S SALE.

In the Circuit Court of the State of Oregon, in and for the County of Jackson.

Margaret Read, Plaintiff, vs. William A. Aitken, Clara M. Aitken, his wife, and George F. Hall, Defendants.

By virtue of an Execution, Judgment Order and Decree, duly issued out of and under the seal of the Circuit Court of the State of Oregon, for the County of Jackson, to me duly directed, and dated the 21st day of January, 1915, upon a judgment rendered and entered in said Court on the 2nd day of November, 1914, in favor of the plaintiff, Margaret Read, and against the defendants, William A. Aitken and Clara M. Aitken, for the sum of Two Hundred Forty-four and 75-100 (\$244.75) Dollars, with interest thereon from the said 2nd day of November, 1914, at the rate of 10 per cent per annum and Fifty (\$50.00) Dollars attorney's fee, and the further sum of Seven (\$7.00) Dollars costs and disbursements, and the costs of and upon this writ, commanding me to make sale of the following described real property situated in the County of Jackson, State of Oregon, to-wit:

The Southeast quarter (SE 1/4) of the Southeast quarter (SE 1/4) of Section One, Township, Thirty-three South of Range Two East of the Willamette Meridian, in Jackson County, Oregon, Containing Forty acres.

Now, therefore, by virtue of the commands of said Execution, Judgment Order and Decree, I will on WEDNESDAY, THE 24TH DAY OF FEBRUARY, 1915,

at the hour of 10 o'clock a. m. at the front door of the Court House in Jacksonville, Jackson County, Oregon, offer for sale and will sell at public auction, subject to redemption as is by law provided, to the highest bidder for cash, all of the right, title, interest and claim that the said defendants, William A. Aitken, Clara M. Aitken, his wife, and George F. Hall, or either of them, had on the date of the mortgage herein (the 15th day of July, 1912) or have since acquired in and to the above described real property or any part or parcel thereof, to satisfy said judgment order, decree, interest, attorney's fees, costs and disbursements and the accruing costs of sale. Dated at the office of the Sheriff in Jacksonville, Jackson County, Oregon, this 22nd day of January, 1915.

W. H. SINGLER, Sheriff.
By E. W. Wilson, Deputy.

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SHERIFF'S SALE.

In the Circuit Court of the State of Oregon, in and for the County of Jackson.

Jackson County Building and Loan Association, a corporation, Plaintiff, vs. R. L. Bennett and Louella R. Bennett, husband and wife, Defendants.

By virtue of an Execution, Judgment Order and Decree, duly issued out of and under the seal of the Circuit Court of the State of Oregon for the County of Jackson, to me duly directed, and dated the 21st day of January, 1915, upon a judgment rendered and entered in said Court on the 16th day of January, 1915, in favor of the plaintiff, the Jackson County Building and Loan Association, a corporation, and against the defendants, R. L. Bennett and Louella R. Bennett, for the sum of One Thousand Two Hundred Thirty-four and 2-100 (\$1,234.02) Dollars, with interest thereon from said 16th day of January, 1915, at the rate of 10 per cent per annum and One Hundred Twenty (\$120.00) Dollars attorney's fees with interest thereon at the rate of 6 per cent per annum from January 16th, 1915, and the further sum of Twelve (\$12.00) Dollars costs and disbursements, and the costs of and upon this writ, commanding me to make sale of the following described real property situated in the County of Jackson, State of Oregon, to-wit:

The East one-half of Lots numbered One and Two, in Block number Two of Gray's Addition to the City of Medford, Jackson County, Oregon.

Now therefore, by virtue of the commands of said Execution, Judgment Order and Decree, I will on WEDNESDAY, THE 24TH DAY OF FEBRUARY, 1915,

at the hour of 10 o'clock a. m., at the front door of the Court House in Jacksonville, Jackson County, State of Oregon, offer for sale and will sell at public auction, subject to redemption as is by law provided, to the highest bidder for cash, all of the right, title, interest and claim that the defendants, R. L. Bennett and Louella R. Bennett, his wife, or either of them, had on the 26th day of February, 1912, or have since acquired in and to the above described real property, or any part or parcel thereof, to satisfy said judgment order, decree, interest, attorney's fees, costs and disbursements and accruing costs of sale. Dated at the office of the Sheriff in Jacksonville, Jackson County, Oregon, this 22nd day of January, 1915.

W. H. SINGLER, Sheriff.
By E. W. Wilson, Deputy.

Standard legal blank forms of every kind may be procured at the Tidings office in any quantity.

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CHAUTAQUA PARK CLUB.
Regular meetings of the Chautauqua Park Club first and third Fridays of each month at 2:30 p. m.
Mrs. A. G. McCarthy, Pres.
Mrs. Jennie Faucett Greer, Sec.


CIVIC IMPROVEMENT CLUB.
The regular meetings of the Ladies' Civic Improvement Club will be held on the second and fourth Tuesdays of each month at 2:30 p. m., at the Carnegie Library lecture room.

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Fancy Sugar Cured Hams,	- - - -	20c per lb.
Fancy Sugar Cured Picnic Hams,	- - - -	15c " "
Fancy Sugar Cured Cottage Hams,	- - - -	17 1-2c " "
Fancy Light Sugar Cured B'kfast Bacon,	- - - -	22c " "
Fancy Medium Sugar Cured B'kfast Bacon	- - - -	20c " "
Fancy Sugar Cured Bacon Backs,	- - - -	16c " "

LARD

Lard in one-half gallon pails,	- - - -	65c each
Lard in one gallon pails,	- - - -	\$1.30 " "
Compound in one-half gallon pails,	- - - -	55c " "
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