

Ashland Tidings

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Ashland, Ore., Monday, Jan. 10, '16

INDUSTRIAL OUTLOOK FOR 1916 IN OREGON

From Pacific Coast Manufacturer.

In Oregon there has been a decided change in favor of better industrial and business conditions.

The last legislature started a movement for tax reduction and ceased putting over legislative experiments.

The tax commission and public utility commission adopted conservative policies of encouraging capital already invested.

Conservative administration of labor laws has also helped some industries to stay in existence and if no new displays of arbitrary power new industries will enter this field.

The recent expression of Governor Withycombe, that capital must be given a square deal, was a most courageous utterance from a public man at a time when politicians are inclined to treat employers as persons that need watching.

Portland capitalists are to be put to the test in the proposed central Oregon railroads that Mr. Strahorn seeks to finance. Whether they will show color remains to be seen.

The constructive work of the new Chamber of Commerce is going to bear fruit if it is kept up on the present plans and broadened to include the whole state.

Owing to the experiment of prohibiting the manufacture of beer, yet allowing it to be shipped into the state, and the litigation bound to ensue, constructive energy will be absorbed in fighting.

The hop industry will be inclined to dwindle, while the loganberry industry may expand. No one can tell what will be the real outcome of this change in some of the state's productive industries. Lumber is our only bounding asset.

There is some talk of a large smelter coming to Portland. It may go to Spokane. The cement plants at Gold Hill and Oswego bid fair to get under way and become producers during the coming year.

In spite of business revivals that have been long promised, the development of Oregon will proceed under slow bells during the presidential election year.

The European war will keep down foreign immigration and foreign shipping. The failure to float the English-French war loan (still \$200,000,000 shy), has a depressing influence on the fiscal atmosphere.

Competition has forced manufacturers to "deliver the goods." The old method of putting it on the market and shoving it off on consumers by great advertising campaigns has been abandoned. Manufacturers have learned that the more a bad article is advertised the worse it is for sales. This experience has inspired them to produce the article of merit before they enter into their advertising campaign. Many of the national advertisers now are following the "money-back" plan in putting their wares on the market. For example, Shilling's Best Coffee, the advertising for which will be found on another page of the Tidings, is making an absolute money-back guarantee. When you buy Shilling's Best, if you do not find it the "best," take it back to the grocer and get the money. It pays to advertise goods that will stand the money-back guarantee.

BE READY.

Opportunity can't be clapped into jail while we learn to handle it. Mastery finds a short cut to opportunity.



John Barrymore at the Vine Tuesday and Wednesday, January 10-11.

"BOOSTIN' WHERE YOU'RE AT."

I don't claim to be a martyr for the cause of Fatherland—
Never made a speech in congress—
never took a leading hand
In these politics and platforms, but,
just speaking in the rough,
I'm an "Ashland booster"—don't you
think that's good enough?

There are people right around us who
just grumble and relate
That "They never have my order,"
and "These styles are out of
date."

Then they brag about their stylish
suit ('twas bought in foreign
lands).

While the local tailor worries with a
debit on his hands.

Where's the man who says that Ash-
land is "dead" and "beastly
slow"?

If you wish it more progressive, why
not help to make it so?

And this one bare fact will combat
all the arguments he's made,
"If Ashland's worthy of your living
in, 'tis worthy of your trade."

Patronize the Ashland merchant,
boost his products, boost them
high!

Good as any foreign imports—that's
the truth, so you won't lie.

Don't be like the foolish sailor, look-
ing for the stream afar.

Save your time, and strength, and
finance—drop your bucket
where you are!

Oh, you hear of fiery speeches and of
advocations fine,

When the busy seasons roll around to
some election time.

If you want a splendid government
on this one point stand pat.

Just choose the unassuming man
who's boostin' where he's "at."

The man who takes advantage of the
choice the home town yields,

Will do the same when duty calls to
more extensive fields,

And all the ceaseless lobbying oppo-
nents may have made

Proves useless 'gainst the loyal man
who stood for local trade.

I don't claim to be a martyr to the
cause of Fatherland—

Never made a speech in congress—
never took a leading hand

In these politics and platforms, but,
just speaking in the rough,

I'm an "Ashland booster," don't you
think that's good enough?

The limit to horticulture is pre-
scribed by nature to production, to
markets, to area suitable for the cul-
ture. The more popular and attrac-
tive a resort is made, the more pleas-
ure and health seekers journey to it;
the more tourists, the more money is
left in the community; the more ho-
tels, the more homes, the more local
demand for local produce. Tourists
do not go to a resort to make money,
they go there to spend it.

Southern California has demon-
strated the tremendous value of a
tourist crop. Down there has been
raised a great and prosperous com-
munity on a sand dune, where they
had but little beside faith and human
ingenuity. The tourist crop is the
best paying crop that can be cultivat-
ed. The tourist crop in southern Cal-
ifornia produces a ten-million-dollar
harvest every year.

The Oregon liquor law is an "anti-
saloon law." Deal prohibitionists
desire to prohibit the use of liquor in
any form by anybody within the
state. The only legal bar in Oregon
today is the well-stocked sideboard
in the home. That may be safer
than the saloon, but we think the
only safe way to deal successfully
with the liquor evil is to wipe it off
the face of the earth.

Southern California has invested
millions of dollars in enterprises for
the entertainment of tourists. Peo-
ple go there for health and recreation
and must be entertained if induced to
stay for any length of time. This in-
vestors realized and have invested in
adequate facilities of the kind.

A POEM.

This poem was written by M. W.
Delmas, now working on the mineral
springs lines for Smith, Emery & Co.
Mr. Delmas came to this country from
New York in 1875 and is one of the
early settlers of the Rogue River val-
ley. He followed mining in the early
days and has cleaned up as much as
\$150,000 at a time. But being of a
speculative and generous disposition,
like many of the old-timers, he went
through with a fortune almost as soon
as it was made. Mr. Delmas was
once one of the prominent turfmen in
the old days of Oregon, holding the
Oregon record for two years. Some
years ago, after making a big stake
on the coast, he went to Alaska in
search of bigger fields, but lost most
of his money in bad speculation.

Mr. Delmas has recently suffered
a paralytic stroke and has been an
inmate at the county farm until a
few weeks ago, when he was taken
back by Smith, Emery & Co. and
given light work around the ditches.

This poem is one of Mr. Delmas's
efforts along this line and expresses
a beautiful sentiment which is true
to life and worthy of the beautiful
town of Ashland of which he writes:

"Ashland."

Once I lived in Ashland,
'Twas thirty years ago;
No railroad then ran through the
place,
The town looked dead and slow;
The mud was deep upon the street,
And teams could scarcely go,
But the town has put on a different
look
In these thirty years or so.

Now the streets are paved
And laid with skillful care,
The green lawns go sloping down
Where roses bloom so fair.
The ladies, too, they look so neat
I have to stop and stare,
For Ashland's lovely climate
Gives them complexions rare.

There are no saloons within the town
To mar the people's cheer;
The ladies now can walk the streets
Without the slightest fear.
They need no police upon his beat
To keep the slugs down,
For everything is quietness
In this pretty little town.

Smith-Emery are piping water
From the springs above the town
To the beautiful fountains in Lithia
park,

Where this drink may be found.
Here business men will come and
drink

After a day of busy strife;
It will freshen up their minds
And then give them new life.

Then you will see the young man
With his sweetheart on his arm,
Go strolling through this beautiful
park

That has so many a charm.
They will stop before the Lithia spring
And stay to take a drink;
There they will plan their future fate
On life's uncertain brink.

Strangers, too, will come and drink
And perhaps make their abode
In this shady nook with the murmur-
ing brook
That flows through the Valley
Rogue. —M. W. Delmas.

When it comes to scenic aspect the
Rogue River valley has southern
California backed off the map. We
have her equalled in twelve-months-
in-the-year climate. The only reason
southern California is a tourist Mecca
and Ashland is not is that down
there they had had a special view to
attracting tourists and have fully de-
veloped every resource to that end,
while here we have entirely neglect-
ed this most profitable development.
We have been lost in the less profit-
able industry. Let us awake, and
develop, the more profitable one.

A lot of hundred-dollar counter-
feit bills are in circulation. When
you draw your next week's salary,
examine it carefully.

The real problem is not how the
dollar goes, but how it comes.

The People's Forum

Civilization; Its Foundation and Its
Fundamental Elements.

(By Julian P. Johnson, M. D.)

Just how individual moral charac-
ter constitutes the essential basis of
civilization is the theme of this arti-
cle.

It has been shown that morality
places the individual in harmony
with all of the upward tendencies of
nature. It will be noted at once that
such a character includes vastly more
than is usually included in the term
morals. It not only means right re-
lations between men and women, but
right financial relations, right social
relations, right relations in every de-
partment of human thought and ac-
tion. It means a character so or-
dered and attuned to all the upward-
building forces and activities of na-
ture that no act, word or thought
shall ever run counter to that con-
structive force in nature which makes
for righteousness, human betterment
and happiness.

But how shall any man attain such
a character? Admitted that this is
what civilization needs, can it ever
be attained? And if so, how and by
whom? These are very practical
questions. Let us try to grasp the
answers:

1. This character of morality is
attained only by individual effort,
through the processes of education
and self-development. It can be done.
It is within the reach of all who apply
to the task their best intelligence,
courage and perseverance. The
sources are unlimited. All the bound-
less fields of religion, science and phi-
losophy and personal service are rich
in materials ready for our use. The
way opens clearly to all. It is only a
question of actually doing the best
we know how, of earnestly living up
to the light we have.

2. Among the definite tasks con-
fronting the student almost at the
very beginning is the stupendous
problem of self-control. At once the
most difficult task, the most binding
obligation and, when done, the most
sublime victory within the power of
mortal man. No exalted moral
status can ever be reached without
self-control as its chief cornerstone.
The overmastering power of the in-
dividual will must be brought into
action at nearly every moment of life
to subdue every unworthy passion and
impulse and to turn the individual
footsteps into paths of fraternity,
love, kindness, humility, charity,
righteousness. But this is not the
work of a day nor an hour. It is a
growth, an unfolding, and is at-
tained through personal effort, long
continued and oft repeated, with the
right motive, and in the right direc-
tion.

3. While such attainment is a
growth through personal effort, it
must not be assumed that we would

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ignore the divine and manifold
sources of inspiration and help. In-
deed, open the windows of the soul
toward Jerusalem. Pray. Look hum-
bly to the powers of light and love
that smile always upon noble effort.
But remember also that this charac-
ter will never come as a gift, ready
made. We must earn it, develop it.

4. Fundamental in the attain-
ment of this moral status is the right
use of all our possessions, faculties,
capacities and powers. We must give
to the world of ourselves, freely,
cheerfully. We must do something to
benefit others. We must fully com-
pensate for every blessing we receive.
Everything we have and are, lays
upon us a moral obligation to do so
much noble and unselfish service.
This is a fixed law of our being. We
can not escape it. We can never de-
velop a true moral character without
a faithful observance of this law.

While many other things in par-
ticular might be mentioned, we can,
perhaps, sum up the matter by saying
that he who controls himself perfect-
ly, discharges every known moral ob-
ligation resting upon him, continuous-
ly seeks light from every available
source, and each moment lives up to
the standard of his own highest
ideals, will certainly thereby bring
himself into harmony with the great
divine law of construction, and will
thereby lay in his own soul the moral
foundation for a true and permanent
civilization.

The reader will now be able to
make his own application. It will be
clear that a community or a nation or
a race composed of such moral in-
dividuals will have the most essential
and in fact the only basis for an en-
during civilization.

It was the conspicuous absence of
this foundation from all past so-called
civilizations known to history which
resulted in their downfall. Without
this every individual human soul and
all human institutions are like the
house built upon the sand. Their fall
and complete destruction are foregone
conclusions. And this is true wheth-
er the institution be a nation or a
local club or an individual home. The

law is a universal; one.

Let us for one moment, then, try
to catch a glimpse of such a civiliza-
tion. Every unit in it is working not
only for his own good, but for the
good of the whole body. Each life
unit is a center of constructive action.
Disintegration is impossible. The in-
finite over-soul pours out its life
streams upon the land. Each indi-
vidual responds with a new birth of
life and action in himself. The land
prosper, because each individual
unit adds the impulse of his own con-
structive effort to that of the all-per-
vading forces of Goodness which are
always trying to build a new heaven
and a new earth. No strife, no war,
no tearing down. In fact, a brother-
hood wherein co-operation, mutual
sympathy, mutual service, add un-
ceasingly to the common good. Art,
literature, science, invention, even
work itself, become the pleasures and
the ornaments of civilization. The
outgrowth of it all is a culture such
as the world has not dreamed of. It
is a culture of both the moral and
the intellectual man. That culture
will at once open to man, as fast as
he can comprehend it, every beauty
and every charm of an infinite order
which is itself founded upon law, har-
mony, beauty and goodness.

And this is civilization. The area
of a true civilization has not yet come
upon this planet. But it is coming.
It is even now touching the mountain
tops of human life with its golden
light. Men are learning, even
though, to reach it, they must go
down in the vortex of pain and be
baptized in woe. They are slowly but
certainly learning the lessons.

Standing along the highways of life
there are many unassuming, unselfish
and inspired teachers, heaven-sent,
who wait patiently for the first mo-
ment when an awakened conscious-
ness will allow them to point with the
hand of love to the pathway of indi-
vidual redemption and to hand them
the key to a new and age-abiding civil-
ization.

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Swamped

When a man's efficiency is on the decline—when after a long day of effort the
mass of work still stares him in the face—its time to find out what's wrong.

Frequently a lack of certain necessary nutritive elements, in the daily diet,
lessen mental and physical activity. A prime factor in efficiency is right feeding.

No food supplies, in such splendid proportion, all the rich nourishment of the
field grains, for keeping the mental and physical forces upbuilt and in trim, as

Grape-Nuts

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