

Ashland Tidings

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Ashland, Ore., Thursday, Jan. 20, '16

FOURTH OF JULY CELEBRATION.

The Medford Mail Tribune gave Ashland a splendid editorial on her proposed Fourth of July celebration and urged the co-operation of the towns of the valley in the undertaking. Mr. Frohbach, who proposed the celebration at the last Commercial Club meeting, is much interested in it and it was through him the good offices of the Mail Tribune were obtained. Also, Mr. Frohbach has written to parties in Klamath Falls asking their co-operation in the enterprise. This is none too soon to begin the agitation and organization for a rousing three days' celebration here on the 3rd, 4th and 5th of July. Not only it can be made at Fourth of July celebration of magnitude, but it can be made the occasion as well for the dedication of the springs. Mr. Frohbach is enthusiastic, as every Ashland citizen should be, and organization should be started at once, if the thing is to be made the success the occasion justifies. Mr. Frohbach is the man to put at the head of this enterprise, as his experience and the knowledge he gained at the exposition put him in position to organize many great attractions. He should have the encouragement and co-operation of every citizen. The occasion can be made the greatest of the kind ever pulled off in Oregon. Let's make it that. By starting early all the communities of Oregon and northern California will have knowledge of what we are attempting and will take advantage of our celebration rather than have an occasion of their own. Let's start now. The early bird catches the worm.

PULLING APART VS. PULLING TOGETHER.

We have a cartoon before us which we had the facilities to reproduce. It is composed of a series of eight pictures. The first is two calves securely tied together with a rope about ten feet long and they are pulling away from each other like old timers have often seen two steers do in a yoke. In the next picture both calves see a bucket of milk sitting on their side, just out of reach. Both calves start for his particular bucket of milk. Just before they reach it they come to the end of the rope, fix their eyes intently each on his milk bucket and pull mightily against each other. In the next picture the same attitude with both calves pulling with such might that both are lifted in the air. In the next the calves, sweating and tired, give it up, and in the next they get together. In the next picture they have both concluded to get together and tackle the buckets one at a time. This they do and both drink the bucket dry—that is called team work. In the next picture they have both leisurely gone together to the other bucket and are licking up the last with delight and stuffed paunches—that is called success. There is a great lesson for Ashland citizens in this picture, if they are but wise enough to heed it. It should be labeled: "Ashland from 1909 to 1918."

THE IDEA

Why send a letter away in a plain envelope when you can get the glass of water envelopes at the same cost as the white ones, and by using them help yourself by advertising your town?



Scene from "The Typhoon," appearing at the Page Theatre, Medford, Jan 26th.

SUBSCRIPTION BARGAIN.

Youth's Companion.....\$2.00
Ashland Tidings..... 2.00
\$4.00
Both one full year, \$3.50.

THE MONROE DOCTRINE.

It is an unusual page of news which does not contain some reference to the "Monroe doctrine." Though volumes have been written about it, the essence of this important principle of American policy can be condensed in a few paragraphs.

It began as far back as the famous farewell address of Washington which was delivered in September, 1796. Washington then announced as a fundamental principle of American policy that this country will refrain from meddling in the political affairs of Europe.

The converse of this—that the United States will not tolerate intervention in American affairs on the part of European nations—was made the second principle of President Monroe in his celebrated message to congress, December 2, 1823.

The message was called out by the probability that the "holy alliance," a league of four European powers, would endeavor to control the Spanish countries of South America.

"America for Americans" is the gist of the Monroe doctrine.

As President Monroe laid them down, the two principles read: First, that "the American continents, by the free and independent condition which they have assumed and maintain, are henceforth not to be considered as subjects for future colonization by any European powers." Second, referring to the Spanish-American states which had achieved their independence, that "we could not view any interposition for the purpose of oppressing them or controlling in any other manner their destiny, by any European power, in any other light than as the manifestation of an unfriendly disposition toward the United States."

The new Pan-American doctrine, which is so frequently discussed with reference to plans for national defense, implies the acceptance of the Monroe doctrine by the countries of South America.

THAT MEDFORD WEST MAIN ST. ROCK

There is a smouldering fire beneath the surface of some of the West Main street paving at Medford. It seems that some time ago the city paid the paving company \$2,300 for rock to be placed on the road just beyond the paving.

By some mishap, it seems the paving company got paid for the stone before the work had been completed and later sold the same stone to the county for \$1,400 to be placed on the same stretch of road that had been paid for by the city of Medford. It is said the error was discovered recently and the paving company made to "come back" with the money in the sum of fourteen hundred dollars to the city of Medford.

Those who are digging up such

matters at Medford claim there is a queer relation between those who pulled off the city deal and those who pulled off the same deal through the county. They say both jobs were hatched in the same office by the same bunch. Some interesting developments may be looked for, as Medfordites are referring with a sly wink to a certain trio, who hold numerous conflagrations in the same office, the headquarters, they say, for most of the schemes that are pulled off in Medford.

WHY NOT A LETTERHEAD?

The Oregon farmer can swell his annual receipts by using good printing and by occasional advertising in the weeklies of his county, says D. W. Morton, dean of the new school of commerce of the University of Oregon.

A farm letterhead should carry the name of the farm, the name of the owner, the location of the farm, and perhaps a small picture of some feature of the place, says Dean Morton, who regards the farmer as a business man with a substantial investment upon which he should make every effort to pay interest.

"It gives a farmer a certain business standing if he has a neat letterhead of good stock, and it improves the value of his farm to have a name and something of an individuality," he said. "There is some initial expense in having a picture taken and a cut made, but the publisher of the nearest country paper will attend to the details and afterward will do the printing reasonably."

If the farmer raises high-class animals, his letterhead may contain a picture of a prize animal with its record; or if he has a stock farm, a picture of a bunch of stock; or if he has the best house or barn in the neighborhood, a picture of that; or a picture of a grove or a stream is usually effective on stationery. There are few Oregon farms not worth naming and few that do not provide something worth a permanent picture.

"Advertising rates are very low in Oregon country papers, and a farmer at a cost of from 10 to 50 cents may often sell a horse, a second-hand machine, or some other thing about the place he does not need by putting a small advertisement in his weekly paper."

"A farmer's advertising, should, of course, conform to the best advertising standards; it should be very definite and absolutely truthful."

THE MIND'S EYE.

Imagination is the eye of the mind, the power that calls up pictures of things not yet present, ideas not yet realized, perfection not yet attained. Imagination precedes and is the cause of all achievement. The sculptor sees his finished statue in the blocks of marble before he sets his chisel to the stone. The painter's completed picture glows in his mind before he lifts a brush. So with all human achievement. First the picture in the mind, then the realization. Men without imagination accomplish not.

That a reputation for honesty is more to be desired than riches is not mere Sunday school platitudes. It is sound business sense.

The Home Circle

Thoughts from the Editorial Pen

A Word For Father.

When a man succeeds in living a good or useful life that fact is usually attributed to the influence of a mother. When men talk of days past no word brings forth more treasured memories than "mother." When a lawyer wishes to arouse a jury's compassion for a client he invariably speaks of the effects of conviction on the mother. Poets, dramatists and fiction writers of all ages have united in honoring her name. Days have been set aside in her honor, pensions are given her, flowers named for her, societies founded for her. All this is well. The world would be a sorry world indeed if it were not so. But is there not danger of father being overlooked in the shuffle? The average father succeeds pretty well in discharging his duty to society. He labors along persistently and quietly for six days a week that his family may be provided for; he stands between his family and the world, shouldering the responsibility of the rent, the taxes, the grocery and the coal bills; he admonishes the boy and advises the mother, seeking always to make their burden lighter; he works unceasingly without complaint, fighting, scheming, suffering to the end that his family may be assured comfort and independence. In this he sometimes fails, but he keeps on trying, cheerfully, stolidly, stubbornly, plugging along to the end.

The sacrifices that must be made he makes willingly. The boy must go to college and the girl must have music lessons; something must be cut, and usually it is some luxury of father's that perishes by the wayside. He is not so poetical a figure as mother, not so demonstrative in his affections, so elated in pleasure, so depressed in grief. And yet many will remember a kind word here, or a thoughtful act there, that stands out, clear and distinct, as one of youth's happiest impressions. Not often is he appreciated by the growing boy. Often he stands in the family as the official admonisher to whom the boy's faults are related for punishment. On him falls the unpleasant task of applying the rod; he is the arm that must enforce respect for mother and regard for the rights of others. In this light the growing boy is likely to view him with a mixture of fear, awe and respect. Not until years bring a proper perspective is he rightfully understood and appreciated—and perhaps not even then.

Help the Boys.

We want to say a few words for the boys. We mean those wild, reckless boys who have no friends. We know this is to many an unpleasant and disagreeable subject, but we must not forget that the boys make men, and our country will be governed in the future by the boys of today. We are writing about the very bad boys, and we don't mean that we are to uphold them in wrongdoings. Don't go down in the ditch with them, but lend a helping hand and help them out. Give them a kind word of cheer whenever you can. We must trust a man to save him. Make him think that he

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is a man, and the good that is within him strives to do the best it can.

We are too apt to distrust our fellowmen. We don't love one another as the Master bade us do. When a brother goes wrong we don't try to bring him back, but, like Cain, we cry out, "Am I my brother's keeper?" You hear people say in speaking of some of these boys: "There is no good in him; he will never be any good." We don't know each other because we don't try. We are looking for faults instead of trying to find some good. We don't think you will find a boy with no good in him. We never have.

We don't know why he went wrong. Maybe he was neglected at home. So many people think that anything is good enough for the boys. Start him right; give him your love and respect at home, and he won't be apt to forget it. Perhaps if you had the temptations he has you might be lower than he is.

A girl can be such a help to a brother if she will. And you who meet him in the world's broad field don't judge too harshly. You don't know his heart. You will never know the longing of his heart after better things while you and I are looking coldly and forgetting that for such as he the Blessed Master came and suffered. There is not one but is worth saving, yet some professed followers of the Master pass by on the other side.

Home Life.

We wish we could sufficiently impress upon every woman the importance of the home, and that a woman can have no higher work in life than making a home for her husband and growing children. This truth is in great danger of being lost sight of in these modern times, when women will leave their little children to be cared for by hirelings, while they take up outside work, which might just as well be done by others. Of course if the mother is obliged to earn their living, that is a good excuse, but if not, she has none.

If all good people who deprecate divorces would be more careful about making marriages; if the churches would not give their sanction to bargains for titles, and then deplore the outcome, there would not be so many mistakes to rectify. The first thing for any human being to learn is that life is law and any transgression will bring trouble.

More cold weather coming. Lay in your wood at cut prices by phoning 420-J.

HE TRIES!

(Chicago Herald.)

A successful business man, in a letter printed on this page, draws from Henry Ford's war-stopping expedition a thought that is worth gripping with all his mental and moral power by every man, young, old or middle-aged, as he considers the job in front of him.

Funny, foolish, hopeless, futile as anybody may consider the job Henry Ford has undertaken, he tries to do it. Whatever may be said of him, he is the man who is willing to TRY. No matter what his motive, regardless of the odds, undaunted by what nearly everybody regards as the certainty of failure, he TRIES.

"What a nation this would be," as Carl Laemmle exclaims, "if each industry could be headed" by the sort of man who is willing to TRY. Young man, old man, middle-aged man, grave it on your mind and heart that the man who wins is the man who refuses even to think "I can't," and who faces every task, no matter how big and hopeless it looks, with "I'll TRY!"

The Commercial Club requests the names and addresses of parties who are considering coming to the coast this summer. We wish to send them literature and give them a good conception of Oregon. 74-1f

Cut prices on block wood. Phone 420-J. 55-1f



A HORSE IS OUR FRIEND

and we should treat him as such. To shoe him with uncomfortable or painful footgear is not "clubby." What's more, it isn't human. If you care for your horse as he deserves, bring him here to be shod. We guarantee he'll reciprocate the good treatment he receives here.

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