

Ashland Tidings

By
THE ASHLAND PRINTING CO.
(Incorporated.)
SEMI-WEEKLY.
ESTABLISHED 1876.

Hert R. Greer, Editor and Manager.
Lynn Mowat, News Reporter

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Payable in Advance.

TELEPHONE 39

Advertising rates on application.
First-class job printing facilities.
Equipments second to none in the interior.

No subscriptions for less than three months. All subscriptions dropped at expiration unless renewal is received.

In ordering changes of the paper always give the old street address or postoffice as well as the new.

Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

Ashland, Ore., Monday, Jan. 24, 1916

DOES ASHLAND WANT A DAILY PAPER?

It is the common remark of strangers coming into Ashland that there is no daily paper here. We do not know of another city the size of Ashland in the United States without a daily newspaper, and the fact that Ashland does not support a daily is very much against her future development. It is our sincere belief that the time has arrived when Ashland should have a daily. However, the volume of business given to the Ashland papers in the past will not nearly pay the expense of producing a daily.

The Ashland Printing Company was incorporated in September with a view of strengthening the organization so that the Tidings would be able, when the time was ripe, to launch a daily newspaper in Ashland.

Just at this stage of her development a good daily newspaper would contribute tremendously to the forward movement here. If a daily is started at all it should be one that would be a credit to the community. This the Ashland Printing Company is willing to do. Now more than one thousand outside dailies are being subscribed for by Ashland citizens, thus taking about five hundred dollars a month out of Ashland, which could be kept here if a creditable daily can be produced locally. However, that sum will be but a drop in the bucket toward producing the expense incident to the production of a good daily, with full leased wire reports. The question is, does Ashland want a daily newspaper had enough to give it proper support? If it does, the Tidings will issue a daily paper. The Ashland Printing Company is not strong enough financially, however, to enter upon a money-losing venture. If the town will support a daily enough so it can be run without loss, we are willing to bank on the future for whatever profit may be hoped for. Think it over.

TRUE, TRUE, INDEED.

The old territorial seal of Oregon carries this motto: "Alis volat propriis" ("She flies with her own wings.") And so it is with every community. If they rise at all it must be by their own efforts. Every community that sits with arms folded, expecting fortune to throw a competency in her lap, decays of dry rot. The only way to accomplish things is to rise on your own pinions and appropriate every opportunity that comes near you. Ashland right now is confronted with as tremendous opportunity for successful advancement as has ever been vouchsafed to any community. But this opportunity will not accomplish itself. The people of Ashland must rise to the occasion and grasp and appropriate it. There is work for every hand. If she flies, she must fly with her own wings. What her neighbors do will not suffice. The way to accomplish things is to accomplish them.

Reports from Gold Beach state that the big Brookings mill will soon reopen.

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?

"BUT MY BUSINESS IS DIFFERENT."

(By P. S. Tyler, in "Making Her Hop.")

When I was about eighteen years old and wanted to start to work, my father told me that before I went anywhere else he wanted me to go with him to one or two men friends of his, who had been very successful, as we would probably be able to locate something through them that would be better than anything I might dig up for myself.

The first one was a very prominent railroad man; he was general passenger agent of the most famous road in the country at that time. He said to my father: "Of course I can find a place here for your boy if you want me to—we have frequent vacancies—but are you sure you want him to go into the railroad business? As a friend, I advise you to start him anywhere but in this business. Of course, I have done well, but—"

And he went on to say that it was the hardest, most grinding, generally unsatisfactory business in the world, and we finally left without my having made application.

We went to two other men, one a wholesale grocer and the other a retail merchant. They almost wept when they contemplated the awful struggle before me in their trades, and were so convincing that we gave up the fight and went to lunch.

After lunch I gave father a little vacation, and when I got home to dinner that night I had landed a job on a newspaper selling classified ads at \$5 a week.

I have probably sold or tried to sell advertising to 5,000 men since that day in almost as many different kinds of businesses, and I have found, almost without exception, that every man to whom I talked was easily able to see how the other fellow could make advertising pay.

BUT, in his peculiar and entirely different business, advertising was due to bite off more than it could chew.

There were certain angles to his particular selling game that made it more difficult and entirely different. He could see at a glance how very profitable and extremely easy this plan would prove for a man in another line of business, but as for his own—his was too tough a game.

I have concluded, after having had the opportunity of observing, "close up," the selling and advertising problems of many and varied lines, that while they all differ in so far as personality and detail are concerned, in the main they are so nearly alike that it is really amazing.

I do not believe that one in ten of the men who advanced this statement were in any way sincere. They simply were so close to their own difficulties that they had lost the ability to stand back far enough to get the right perspective.

It might be called business melancholia.

THINK.

Your value is determined by the worth of your ideas. Your ideas are the results of your thinking. "Ideas just come to me" is a common fallacy. They may seem to come in an instant, but they are the result of hours of thought. Nature's rule is imperative—no thought, no ideas. THINK.

Eleven large railway systems have placed or are about to place orders for Douglas fir with Northwestern mills, according to reports. When the railroads start buying sawmills prosper and we all prosper.

Coffee

We pack in a way to respect the coffee and keep it fresh for you; it is the way to keep coffee.

We grind it evenly so that you will have more cups of fine clear coffee.

We take-out the objectionable chaff because it is—objectionable.

We moneyback it to make you sure and us alert.

The airtight tins make such fine coffee practical and economical

Schilling's Best

The Home Circle

Thoughts from the Editorial Pen

Don't overlook the dark side of anything. Don't permit yourself to see good in anyone. Don't have any charity for your erring brother or sister. If you have any of the milk of human kindness in your heart, curdle it in some way. Believe that all men, and women, too, are liars, and the truth is not in them. Find fault with your fellowman. Say mean things about your neighbor; envy her; hate her; seek your own; scrap if you don't get it; think evil; rejoice in iniquity; endure nothing; believe nothing, and if you are not completely miserable and unhappy it is because you have not yet quenched the last vital spark of love in your being.

A lady who does not live a hundred miles from this office suspected her husband was in the habit of kissing the pretty servant girl and resolved to detect him in the act. After watching some time for an opportunity she heard him enter the kitchen quietly one evening when the pretty servant girl was out. She immediately placed a shawl over her head and with matches in her hand and heart burning with jealousy, entered the dark-some kitchen by the back door and was almost immediately seized and embraced and kissed in the most ardent manner. Burning with rage and bent on administering a terrible rebuke, she tore loose from his embrace and struck a match, and there she stood face to face with the servant girl's beau. Her husband says after that his wife was never more affectionate since the day they were married.

Little boys and girls, so small that they must sit in a high chair at the table and be caressed to sleep in their mother's laps, too small to dress themselves, and so diminutive they should never be out of the sight of a nurse, are seen from day to day running up and down the streets, scampering about at times to avoid fast-going teams and running a fearful risk of being knocked down by the horse of a careless or unobservant driver and having the breath crushed out of them. Parents are to blame for this. That there have been no accidents is a miracle. The practice of allowing these little tads and midgets to recklessly run the gauntlet of horses and automobiles is a bad one and should be discontinued.

One of our citizens who was recently told to remember Lot's wife replied that he had been in trouble enough already about other men's wives.

A woman was kicked on the chin by a mule, causing her to bite off the end of her tongue, and her husband several times since has refused the offer of \$1,000 for the mule.

The boy who takes his hat off when he enters the house is the one who usually has his hair combed and his face clean, and the girl who says please and thank you is always prettier than the one who forgets these little things. You just look around and see if this is not true.

Many a young woman who deserves a good man for a life companion has jumped in at a tender age and married a Johnny, and gone through life embarrassed the rest of her days. Johnny is all right as an ice cream boy and as a slot machine with which to get chewing gum and bonbons, but when it comes to measuring up in after years with the men who do things, and whose wives make up the budget of satisfied ones, he is down and out before the race starts. Girls, if you must marry, and you must, if you would be happy, be sure and marry a man, or at least what is going to be a man.

If as much attention was paid to good roads as is paid to politics we would have so many good roads that we wouldn't have a place to put them all.

No more than you can eat enough in one day to last you a week, can a business man advertise enough in one week to last a year.



Walker Whiteside in "The Typhoon" at Page Theatre, Medford, Jan. 26.

Sidelights On Official Doings

Patrolman Wimer held down Chief Porter's customary chair at the portals to the council chambers Tuesday evening.

Young Ote Johnson, the mayor's son, is a regular attendant at council meetings of late. Perhaps some day Ote will be a "candidate from the second."

The first lady visitors who have graced the council chambers with their presence for several months were present at Tuesday evening's meeting.

Patrolman Wimer, who recently applied for a patent on an improved cattle stanchion, is receiving many inquiries from companies who manufacture dairy supplies, and expects to make a profitable disposal of his invention before long.

Ex-Councilman Ware was an interested spectator from the bleachers at Tuesday's council meet.

The public at large is taking a live interest in city affairs, as was evidenced by the "full houses" at the past two meetings.

Although 7 o'clock was the hour set for last week's session, it was 7:30 before the mayor got the council cranked up and under sail.

The seating capacity of the council theatre of war will have to be enlarged if the attendance at meetings grows much larger.

The members of the electric light department have been the busiest workmen around Ashland during the past few weeks. But little inconvenience has been caused by the change in the systems.

Mr. Root brought a condition to light which was news to some of the councilmen and most of the audience Tuesday night. It seems that the city does not have to pay taxes either to county or state upon property which it owns. When Mr. Root mentioned this Mr. Nininger remarked

The Oldest National Bank in Jackson County

Member Federal Reserve System

FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

DEPOSITORY OF

City of Ashland County of Jackson State of Oregon
United States of America

that he wished the city owned his property.

The new council managed to get by the first meeting, held two weeks ago, without an executive session, but Tuesday night fell from grace and went into private session upon motion of Mr. Ashcraft.

Perhaps in view of the discussion which occupied most of last Tuesday evening, it might be a good plan for some of the councilmen to risk spending a few of their evenings in an Ashland billiard hall and gather together some data which would no doubt be valuable in the storm which looms in the offing. Perhaps, too, conditions in Ashland pool halls would furnish an agreeable surprise. At any rate it would be worth a trial, and in view of the economy program which seems outlined, would cost nothing.

Notice.

Notice is hereby given that the hearing of petitions in the matter of the proposed irrigation district in the vicinity of Ashland, Talent and Phoenix has been continued until 10 o'clock a. m. Friday, January 28, 1916, at which time further hearing will be given in the matter by the county court, in the court house at Jacksonville, Oregon.

G. A. GARDNER,

County Clerk.

70-1t

By sharing its profit with employees in 10 per cent raise in wages, the steel trust passes prosperity around and prevents strikes.

Fine gold is being scraped out of the river bed within the city limits of Roseburg.

Multnomah county expended \$1,620,674 on roads in 1915.

Interurban Autocar Company.

Between Ashland, Talent, Phoenix and Medford car leaves Ashland northbound daily except Sunday at 9:00 a. m., 12:50 p. m., 2:30 p. m., 3:30 p. m., 4:45 p. m. and 6:15 p. m. Sundays leaves Ashland at 9:00 a. m., 1:00 p. m., 5:00 p. m. and 10:30 p. m.

Leave Medford for Ashland daily except Sunday at 8:00 a. m., 11:50 a. m., 1:15 p. m., 2:30 p. m., 3:45 p. m. and 5:15 p. m. Also on Saturdays at 11:15 p. m. On Sundays leave Medford at 10:00 a. m., 4:00 p. m. and 9:30 p. m.

Our cars are kept warm in cold weather.

MORE HOGS IN OREGON

Editor Tidings—I got it into my food noddle, don't cherno, that you would like a little item semi-occasionally to some what loosen up the Ong-wee of these rather dull, monotonous, rigorous winter days. I now see where I made a great faux pas—I note one item in your paper that you make the remarkable statement that Oregon needs more hogs!

Being a stranger to you, I am much grieved to differ with you on this point. Now, in saying good bye I will say: you can't play in our back yard nor slide on our celloh doah no moah, and when you want any moah items you can go to ———, well, where they don't have as much snow as you do even in Ashland—Omaha for instance.

T. H. B.

Rogue River, Jan. 19, 1916.

QUIT IT.

Get some glass of water envelopes at the Tidings office today and help advertise Ashland as a resort. Package of 25, 10 cents; 500 with your business card printed on them for \$2.50.



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.

N. M. LANE

Corner First Avenue and C Streets
Successor to A. L. Lamb.

A Food Fact to Remember

Seventeen years ago a food was originated that combined the entire nourishment of the field grains—wheat and barley—with ease of digestion, delicious taste and other qualities of worth designed to fill a widespread human need.

Today that food—

Grape-Nuts

has no nearer competitor among cereal foods in form or nutritive value, nor has it had from the start.

Grape-Nuts on the Breakfast Menu builds and maintains body, brain and nerves as no other food does. Ready to eat, economical, appetizing.

"There's a Reason"

JOIN THE THINKER'S CLUB

Grocers everywhere sell Grape-Nuts.