

Ashland Tidings

By
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 (Incorporated.)
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Bert R. Greer, Editor and Manager.
 Lynn Mowat, News Reporter

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Ashland, Ore., Thursday, Jan. 27, '16

ASHLAND VS. MEDFORD.

The mineral waters running successfully into Lithia park marks the finishing of the first step in developing Ashland into a watering resort of importance. Already the work is started for the complete remodeling of the Oregon into a first-class combination tourist and commercial hotel. Negotiations are under way with good prospects for early consummation for a high-class water cure sanitarium. Already Ashland has been placed on the map through a well-conducted publicity campaign. Ashland will be ready for the pleasure and health seeker by the time the 1916 season is well opened. And the tourists will be here. The Southern Pacific Company is behind the enterprise and will bring the people to Ashland. All of this means that Ashland is on the threshold of a rapid and prosperous development. But the development will be primarily along tourist and resort lines. A tourist resort is never, in the true sense of the word, a commercial center, and by the very nature of things it cannot be made so. The natural line of development will be into a delightful health and pleasure center and home city. That is the line of least resistance for Ashland and the line along which our efforts should be expended.

There is room in the Rogue River valley for two large and prosperous cities, besides leaving room for the proper expansion of every town in the valley. In successfully developing cities proper recognition must be given to geography and topography; in other words, to the proper lines laid down by nature for community development.

Nature has laid out a proper destiny for Ashland in depositing her wealth of mineral waters in this vicinity and leaving it possible for men to augment her glorious handiwork of scenery and climate and fertility by the adaptation of her mineral springs. This the people of Ashland are now busy in the accomplishment. And the successful accomplishment of this purpose not only will put Ashland forward by bounds, but will lend much force to the development and expansion of the whole Rogue River valley. In the present development of Ashland there is no excuse for jealousy and undue rivalry. Nature has decreed that Ashland and Medford should develop along distinctive lines, and has so ordered that each may profitably lead to the support of the other in their proper development.

Medford is the center of the productive area of the Rogue River valley, and this geographical advantage is great; indeed, so powerful is it that in spite of rivalry and the strongest competition she is by nature and always will be the commercial metropolis of this valley. This fact should be recognized. Ashland could not compete with her if she desired, along commercial lines. She is the natural location for the jobbing trade and for the manufacturing enterprises of the valley. This fact must be recognized, admitted and fostered. The proper and rapid development of Medford along commercial lines will contribute

no small force to the rapid and prosperous development of Ashland along resort lines.

Self-interest dictates that Ashland and Medford should be friends, not rivals, and whatever of jealousy or enmity that heretofore existed between communities should be at once abandoned and they should join hands for the proper development of the whole valley, for in this situation it is peculiarly true that the prosperity of one contributes to that of the other. Let Ashland help Medford develop along jobbing and manufacturing lines and in return Medford will assist Ashland in her ambition to become a great resort.

SEEMS GREATLY EXCITED.

"The First National Bank of Ashland has filed suit in the Oklahoma courts for the foreclosure of a \$5,000 mortgage against the Ashland Tidings, of which Bert R. Greer is editor and proprietor. The sheriff's office served the first papers Friday."—Medford Sun.

The Tidings had held the opinion for a long time that Medford was suffering from the lack of an intelligent newspaper. Just read the above again and you will get what we mean. "The First National Bank of Ashland files suit in an Oklahoma court to close a mortgage on the Ashland Tidings." What do you think of that as an intelligent newspaper statement? What is the matter with the Oregon courts that an Oregon bank can not close a mortgage on an Oregon newspaper through an Oregon court? The Medford village press should hire a lawyer to censor their items before they go to press. Like most of their vaporings, this item was dictated by spleen instead of truth and judgment. It is false, first, because there is no mortgage against the Ashland Tidings. It is false, second, because the Ashland Tidings is owned by the Ashland Printing Company, which owes no one. The Ashland Printing Company was incorporated a long, long time ago, but the Medford juvenile press has just discovered that news fact. The sheriff served no such papers Friday. What they now refer to happened weeks ago and they have just discovered it. The truth is there is absolutely no truth in the story, and the story, if it was true, is, as usual, in the Medford press, late, very late.


The animus may appear in the fact that lately the Ashland Weekly Tidings has gained several hundred new subscribers in Medford. That a number of substantial Medford citizens have proposed to Mr. Greer that they will take half the stock in the enterprise if Mr. Greer will establish a daily newspaper at Medford and give that city a real newspaper, not run in the interest of a few gangsters.

A GOOD MOVE.

The Jackson county court has gone on record as favoring the support of county enterprises in the purchase of supplies for the county. The action is commendable. Every community spends thousands of dollars, through commercial clubs and otherwise, in inducing people to come and establish business enterprises, and when they are located straightway forget them and buy their supplies from foreign institutions which neither pay taxes in the community nor contribute a farthing to legal payrolls. This has been one of the greatest community faults in the past. As much attention should be given to fostering home enterprises as is paid to securing new ones. What profit to a community to locate an enterprise unless it is surrounded with conditions that will help it prosper? It is a positive detriment to have enterprises locate and fail. Better had they never come. The county court has set a precedent and it is a good one. The citizens of the county should heed and follow it in making their private purchases. The surest way to build up a community is to patronize local industries and local merchants.

Focus your ability on one point until you burn a hole in it. Genius is intensity and digression is as dangerous as stagnation. "He who follows two hares catches neither." It is the single aim that wins.

It is easy to decide without thinking; it is easy to think and not decide; but it is hard to think fairly and decide courageously.



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NEXT!

Several newspapers are eliminating adjectives from their society pages. We might easily spare more of them, but we'd hate to see our old friend, "dainty," go.—Livermore Herald.

And there's old reliable "quietly." Without it a wedding might easily degenerate into a noise like unto a corkscrew parade following a football game.—Memet News.

How about our old friend "delightful"? Is there ever a club affair, a home party or a wedding that he does not attend? Any social event would certainly be a flat failure without him.—El Centro Progress.

But, oh, that word "delicious"! Where could we find a synonym that would so accurately describe the cooking of the fair ones? There are oodles of adjectives that need elimination, but leave use that mouth-watering "delicious."—Rialto Record.

We can readily spare all those obsolete and unnecessary descriptives, but save, oh, save us the "motif" and "color scheme," and do not mutilate that most comprehensive paragraph of all, "refreshments were served."—Rodondo Beach.

Which reminds the Plaindealer that all the charm is taken from any social event, regardless of "motif," "color scheme," "refreshments were served," if we can not do "full justice" to the "happy occasion."—Alanturas Plaindealer.

So far as he Herald is concerned, they can kill all of the noun modifiers ever used to make a common little get-together sound like a White House reception, providing only that those old faithfuls, "banquet," "refreshments" and "dainty viands" be spared the pruning knife. Like charity, they cover a multitude of discrepancies, and even "those present," who ate, or tried to eat, the junk dished up feel after reading these terms that it wasn't so bad, while those who stayed away feel they missed something.—Klamath Falls Herald.

We are beginning to think that mayhap after all the society editor's vocabulary is less limited than that of the fish peddler or auctioneer, but our friends have forgotten our favorite. Take all the rest, but leave us one. Have you ever heard of any kind of an affair, from a neighborhood sewing circle afternoon to a military ball, which was not "enjoyable"?

THE OPTIMIST.

The woman who read in holy writ that faith as a grain of mustard seed would move mountains, prayed that a mountain be moved, and upon opening her eyes discovered the mountain still there and said, "Just as I expected," was a pessimist. She prayed that holy writ might prove true and at the same time hoped it would not.

An optimist is one who believes in the present and has the liveliest hope for the future. A pessimist is one who believes in nothing and hopes nothing will come to pass. All the glorious development in the world today is the fruit of the optimist, of men who dreamed and made their dreams come true. Most of the obstacles overcome by the world doers were laid by the pessimist. Thank God for the optimist.

HIS NAME IS THE HELLYDID.

There is a guy whose name is The Hellydid and he comes from the River of Doubt. His brother's name is "I don't believe you." He is the original quacker—the original belly-acher. He is the guy that wakes up in the morning feeling as though he swallowed a bucket of sour paste the night before. While everybody else is smiling and happy this guy is gloomy. While everybody else is up and doing, this guy is down-in-the-mouth. And what is he down in the mouth over? N-O-T-H-I-N-G. It's just his mental attitude. He is afraid. He is always fearful. He is always distrusting everybody. To him everybody is a cheat, a liar and a crook. That's why he is called "The Hellydid" from the "River of Doubt."

Every Ashland citizen should join the Commercial Club at once. There is a tremendous amount of constructive work necessary in forwarding the resort project. The Commercial Club needs your help and you need its help. Join. Get together and have your part in the glorious work of making Ashland a center of consequence. President V. O. N. Smith and the officers of the club are laying practical lines for effective club work and deserve the support of the people.

The divorce court is the rendezvous of those who have said and done what a lot of others have only said and thought.

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The People's Forum

Port Orford, Oregon.

Editor Tidings. People of Curry county are not surprised at anything these days, and a railroad or two headed this way would not start a stampede or keep the children home from school.

The latest report comes from the mountain section of the county, and the long-looked-for survey is now started, and it's the road the people of this section want, as it will mean more for Port Orford than three roads up and down the coast.

A party of twenty-two men have headquarters at the boundary line on Tim creek, half of the party working towards Port Orford, down the middle fork of the Sixes river, while the other crew are working towards Grants Pass, north of Eden Ridge, up China creek.

Port Orford has waited a long time for this road, and it is the one road that will give to Grants Pass and the other Rogue River valley towns a deep water harbor.

Port Orford is one of the oldest towns in the state and is little known by the people, even those who have lived here for years.

In 1880 Port Orford was selected by the government as the most suitable place for a harbor of refuge between San Francisco and Puget Sound. Port Orford is situated in 42 degrees 45 minutes north, longitude 124 degrees 30 minutes west. It is the most westerly port on the American coast south of Alaska. It is the best and most capacious roadstead or summer harbor between San Francisco and Puget Sound. It is just midway between the two places, and is 220 miles south of the Columbia river. It is a deep, broad bay, having on the west and north a headland, perpendicular on the harbor side, and 350 feet altitude. The bottom is sand and mud, clear and free, and gives a good anchorage. A quarter of a mile outside of the extreme south point of the heads the water deepens rapidly and soon attains a great depth, the effect of which is to prevent heavy ground swells setting in at the roadstead. The harbor is three miles broad; there are no sunken rocks; all the dangers are above water. The bay is effectually protected on three sides by high and prominent land. The heads are formed of most durable rock, with bold water from four to seven fathoms immediately against them. Northwest fogs seldom enter the roadstead of Port Orford, a peculiarity which distinguishes it from all other harbors south of the Columbia. There are 50 billion feet of timber adjacent to Port Orford, and a short distance from the harbor is the

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largest body of Port Orford cedar in the world. Within 60 miles of Port Orford is the largest waterpower in the United States. This new survey passes through the great coal fields at Eckley, some 25 miles from Port Orford. Government surveyors recently reported that this field contained a nine-foot vein of anthracite coal. It is an easy down grade from these fields to Port Orford. At the present time there is no adequate coaling station on the Pacific coast. Battleships and other vessels will be able to enter Port Orford and coal and in a few minutes after coaling be at sea. No delay on account of tides or distance from the ocean. These features will make of Port Orford an important naval base. Directly behind Port Orford harbor is a splendid site for a big city. Stretching north for several miles is a level plateau, free from draws or hills. To the south of the townsite are the "Heads," 300 feet high. These hills protect a portion of the town from southwesterly storms, and they fully shelter the harbor and beach from northwest winds. This makes Port Orford a popular place for a summer resort. The new survey is the shortest and will have the best grade to the main line of any that could be selected.

F. B. TICHENOR.

ROSE FESTIVAL SLOGAN FOR 1916.

The Portland Rose Festival slogan for 1916 as finally adopted reads: "For you a rose In Portland grows." Date of the Rose Festival, June 7, 8 and 9.

Phone job orders to the Tidings.

Out of ninety members of the last Oregon legislature the newspaper correspondents concluded that, according to their standards, but eight of them acted in such manner as to indicate their absolute honesty. Some of them stuck on the "honest" list till the last hours of the session and then had to be scratched off the press roll of honor.

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. 74-11



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 and we should treat him as such. To shoe him with uncomfortable or painful footwear 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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To Wood Contractors

Notice is hereby given that bids will be received by the Board of Directors of School District No. 5 of Ashland, Oregon, until February 1, 1916, at 6 o'clock p. m., for 160 cords of fir wood, to be good, solid wood cut from green trees. Wood received must not be more than eight nor less than four inches in diameter. Wood to be delivered and piled as directed at the East and West schools and some at the High School on or before September 1, 1916.

A certified check for \$25.00 must accompany each bid and a bond will be required from the person to whom the contract is awarded for the faithful performance thereof. The Board reserves the right to reject any and all bids. By order of the Board of Directors. H. F. POHLAND, Clerk. Ashland, Ore., January 18, 1916. 69-21-Thurs.