

The Gold Hill News

HOWARD E. WHARTON, Editor and Manager

OFFICIAL NEWSPAPER OF THE CITY OF GOLD HILL, OREGON

Published every Thursday evening in Gold Hill, Jackson County, Oregon Entered at the Postoffice at Gold Hill, Oregon, for transmission through the mails as second class matter.

Advertising Rates: Display, 25c per inch; Legals, 10c per line first insertion, 5c per line each subsequent insertion; Readers, 10c per line; Classified, 1c per word; Special Rates, depend on length of time advg. schedule is contracted for or amount of space used. Rule, all foreign advertising must be paid in advance or be certified by reliable Press Association before being published.

Subscription Rates: \$2.00 per year; \$1.00 for 6 months. All in advance.

That Which Money Cannot Buy

There are some things that even money-cold, cash money cannot buy. One of these is GOOD-WILL. And as most people now realize, it is the most important of all business assets.

Indeed, though few people are aware of it, the time has already arrived when the advertising good-will of a business is listed as a bankable asset. Today you will find advertising good-will carefully appraised and noted on the credit files of nearly every large financial institution in this country. There is hardly a bank in New York or Chicago today, for instance, that does not carefully consider the advertising good-will of a customer when determining his line of credit.

"Give me the good will of my customers," said John Wanamaker at one time, "and you can have my store. I can build a new store in a few months, but it would take me the rest of my days to rebuild the good-will I have worked so hard to establish."

Yet, while all business men are careful to insure their lives and their property against disaster, a great many are still failing to protect the most priceless asset they possess—the good-will of their customers.

Of course, there is no such thing as a Good-Will Insurance Policy. It is too intangible, too fragile a thing to be protected in that way. But, fortunately, it is easily possible to insure good-will by means of what has come to be known as Good-Will advertising.

TALES OF 'IS-IN-BAD' THE WISER (From the Informant)

AND it came to pass that a great grumbling arose among the tradespeople. For the taxes were indeed high. And greatest of the grumblers was one Boob, son of Nitwit, the First. Far into the night his voice of lamentation was heard.

Boob spake unto all of his neighbors, saying: "Curses be upon the heads of all the rulers and tax-gatherers. This day the wholesalers and merchandise dealers from the distant cities cometh to collect their bills, and I have not wherewith to pay them. The tax gatherers have taken it all.

And so great was his grief that Boob fell into a troubled sleep, and in his sleep a vision came to him, making many things clear that had heretofore been dark.

For in the vision Boog saw his creditors gathered about him, threatening. "Pay us, ye Boob, or we wilt close up your business, take all of your belongings, bring suffering and disgrace upon thy family, declare ye bankrupt and throw thee into the debtor's dungeon."

But even as Boob was trembling in great fear a voice spake unto him saying: "Oe ye greatest of fools, if thou hadst advertised thy wares at home and used of the product of the home-town printer's products, thy taxes wouldst have been lower, thy profits higher, and thy creditors wouldst have been thy servants. They wouldst have prayed thee for more credit and helped thee, for they are a greedy lot even as Shylock."

And then it was that Boob awoke and cried out so that all might hear, saying: "Never again will I suffer the torment of fear from the jibs of the distant dealer for I will first patronize my home people, and advertise first. My purchases of display space will bring prosperity to both the printerman who in turn will bring prosperity to me. Prosperity will drive the tax gatherers bills lower." And so it came to pass.

IT TAKES TWO TO BE TRULY HAPPY

The most satisfactory thrill that can come to the human heart is to know that you have actually aided someone in distress. There is no thrill that can compare with the consciousness of having done a friend a real favor.

You will admit this, and, in acknowledging the truth, you destroy the cynical impression that others must have a mean motive when they do you a favor, or show you some courtesy or consideration.

The idea that a man has "fish to fry" every time you meet him sounds "fishy" to me.

The next time a man does a kindly act for you, accept the gracious gesture as a well-meaning motive. You will be happy, he will be happy, and you know it takes two to be truly happy.

Movies Feature G. P. Cavemen

When celebrated moving picture concerns make trips of more than a thousand miles to Southern Oregon to get news reels of spectacular events, the value of these items for nation-wide publicity is fully recognized.

During February, the California Oregon Power Company wrote the Pathe News people, calling attention to numerous subjects of a spectacular news nature scheduled to happen in Southern Oregon this year. Their efforts to have widespread publicity given Southern Oregon through this means have proven highly successful; the result followed that the Pathe and International News Reel cameramen made a continuous day and night drive from Seattle to the Oregon Caves and return May 1st and 2nd, especially to film the Oregon Cavemen's ceremonial at the Caves. These cameramen traveled over a thousand miles to get these pictures and were pleased with the results obtained.

Since first writing the news reel people the Copco concern has been constantly in touch with them to insure their participation in the events.

The spectacular stunts arranged by the Cavemen were worthy of the interest they created in news circles including their kidnapping of General Mitchell of the air service at Hornbrook, taking him to Grants Pass, and initiation into the Cavemen in front of the Josephine County Courthouse with the entire body of Cavemen present in full regalia. Then the pilgrimage of the Cavemen to the Oregon Caves was made by the group, the moving picture men participating in the trip and recording the ceremonial step by step. The first event pictured was possibly the most spectacular event of its kind ever staged. It occurred shortly before midnight Saturday night, The Cavemen in their skins dancing around the council fire beneath the flames and torches brought along by the moving picture men for the occasion. Then the midnight banquet was held, and the news reel and other publicity men present were made honorary members of the Cavemen's organization.

Sunday morning the Cavemen again donned their skins and entered the caves with the cameramen, where the first moving pictures ever made of the interior with the Cavemen in action to create the proper atmosphere for the scenes were taken. The Cavemen were filmed by the cameramen as they left the upper entrance to the caves, and were again pictured at the lower entrance gathering at the waterfall just below this entrance, and in many other spectacular poses.

In addition to the motion picture cameramen who were present, the Oregon Journal cameraman was on the job taking pictures as the events were going on. The Copco cameraman was present with the "Copco Current Events" moving picture camera, working right alongside of the news reel cameramen, and Copco will soon be showing pictures of the Cavemen's stunts locally, along with other pictures of unusual interest.

The Pathe News pictures will be available for showing locally within a week or so, and the International News and Fox scenes have been sent to New York for release there.

Three nationally famous moving picture news reel cameramen were on the job taking pictures of the events staged by the Oregon Cavemen at Grants Pass and at the Oregon Caves and the pictures taken will be shown throughout the nation. This is one of the finest bits of publicity ever received by Southern Oregon.

"Attention is called to the Sandblast for Senator Club, 420 Railway Exchange Building, Portland, Oregon, to his platform and biography, which are published on page 8 of the Voter's Pamphlet by the Secretary of State. Chief plank is MODIFICATION VOLSTEAD ACT-REFERENDUM OF PROHIBITION LAWS. His slogan is: Wine and Beer under Government Control; No Saloons." Paid Adv. Sandblast for Senator Club.

CITY CLEANING & DYEING CO.

"We're not Satisfied unless YOU Are"
Phone 474 624 Riverside St. Medford, Oregon



I. L. Patterson For Governor

Portland, Oregon, May 13.—Senator I. L. Patterson will be the Republican nominee for Governor.

Such is the general prediction now being made here by Republican and Democratic leaders alike.

Incidentally it might be remarked in this connection that the splendid showing of strength made by Patterson leaves no doubt of his success at the general election and that fact has been a strong element in attracting all classes of Republicans to his standard.

A remarkable feature of the campaign of Senator Patterson is that from the time of the announcement of his candidacy he has maintained a strong lead over his opponent.

It has been generally conceded all the while that he would emerge triumphant in the Willamette valley, the only difference of opinion being as to the size of his plurality, and now that Seymour Jones has announced his support of Patterson, it is prophesied that he will carry the Valley by a majority, instead of a plurality.

It is also predicted that Mr. Patterson will carry Eastern Oregon.

The consensus of opinion throughout the state is that if nominated, Mr. Patterson would be stronger in the Fall election than any other candidate. He, being a practical farmer, is in sympathy with the farmers' troubles and will apply business methods for their relief.

Patterson is making the campaign on a platform of progressive and constructive principles, and making an unqualified promise that he will reduce taxes, and that he will apply business principles to the administration of State affairs.

Pd. adv.

LEGAL NOTICE

Beginning April 30, 1926, until further notice I will have a branch law office in the Post Office Building, Gold Hill, Oregon, Tuesday and Friday afternoons of each week from 1:30 to 5:30 P.M.

C. F. Pruess, Lawyer
Grants Pass, Oregon

F. M. Parker, who has been visiting in Portland is home and feeling fine.

Let me figure on your trucking or teaming, grading J.J. Ritter pd ad—37

STEIWER

REPUBLICAN

For

U. S. SENATOR



The strongest opposition to Fred Steiwer is found in the democratic party. Democratic politicians and news papers brand Steiwer as an enemy of the direct primary. They cry "conspiracy" and seek to lead people to believe that Steiwer would abolish the direct primary. Nothing is further from the truth. Steiwer's enemies are doing everything in their power to shatter the great strength of public approval that is back of Steiwer. They fear him. They know they cannot defeat him in the general election.

Steiwer will be a credit to Oregon in the United States Senate. He is clean, energetic, capable and aggressive. His record as a public official is flawless.

A VOTE FOR STEIWER

Is a Vote For a Republican Victory

Paid Adv.
Steiwer for Senator Committee
ISAAC STAPLES, Chairman

TRY SUBSCRIBING TO THE NEWS—IT NEEDS YOU AND YOU IT!

HOME BUILDERS

Let us furnish your Windows, Doors, Frames, Screens, Interior Finish, Cabinets, etc.

We are manufacturers and can give you lowest possible prices consistent with quality. Estimates cheerfully furnished.

Trowbridge Cabinet Works

MEDFORD, OREGON

WHAT 1800 FAMILIES KNOW ABOUT ELECTRIC COOKING

THEY will tell you it is a new kind of luxury—one that doesn't cost more to enjoy.

Of course you have always appreciated the advantages of cooking by electricity. You know that it means no more fuel to carry; no more ashes to lug. You know that electricity is the ideal cooking heat; economical because it is turned on when you need it—not before; turned off when you're through—not later.

But perhaps you would like to know exactly what it costs—in dollars and cents. The 1800 satisfied families who now use electric ranges served with electricity by this company would gladly show you their bills, if they could.

We have made an average of these bills, so that we may give you the facts. The average cost of electric lights alone in all homes served by this company in Oregon is \$2.20 a month. The average cost of their electric lights and electric cooking together is \$5.62 a month.

For the difference, could you buy ordinary fuel for cooking? And if you could, would you want to? Whenever you decide to investigate this question of electric cooking closely, your nearest dealer will tell you many interesting things. And he is prepared to install your new electric range at once, on convenient terms.

THE CALIFORNIA OREGON POWER COMPANY



YOUR PARTNERS IN PROGRESS