

Ashland American

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(Successor to the Central Point American)

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JACKSON COUNTY'S WEEKLY PAPER

Member STATE EDITORIAL ASSOCIATION
Member NATIONAL EDITORIAL ASSOCIATION

FRIDAY, FEBRUARY 4, 1927

EDITORIAL

Al Smith or McAdoo—Miss Democracy don't know what to do.

After the legislature is over and the lobbyist have returned home, we may expect a few month's rest before the 1928 campaign opens.

Two Portland scientists announce the discovery of a sure tuberculosis cure. Let us hope, and further hope the government will make it free.

Has your saving increased substantially since the economical, tax cutting, appropriation slashing legislature has been in session.

The beautifying of the normal grounds this summer will make this one of the pretty spots on the long Pacific highway, long remembered by every tourist who passes.

Railroad or no railroad, Grants Pass is getting lots of kick out of Crescent City possibilities. May their fondest hopes all be realized.

It doesn't make any difference in southern Oregon whether Mr. Groundhog sees his shadow or not—chances are about 99 to 1 that he sees it, however.

Much talk of less worries and more peace in being poor, but we don't hear of "Peaches" Browning struggling to get back in the ten cent store job.

The new normal building at Ashland and with the new dormitories and improvements to be made, it will be the most beautiful school and site in Oregon and this is no exaggeration.

A very good subscription record for a popular weekly paper has been made in the past three weeks by the Ashland American adding better than three hundred new subscribers. About half of these were rural route readers.

The Longview bridge bill has been signed by the president. The Longview bridge will span the Columbia river between Longview, Washington and Rainier, Oregon. When completed it will aid in making Rainier one of the best Oregon cities on the Columbia.

The latest United States census ranks Jackson county first in total number of pear trees, out of all counties in the state of Oregon. Some 8,000 acres are listed on the county's tax roll as pear orchards and it is from these acres that a golden crop of fruit is harvested and turned into wealth equal to or greater than that derived from any other agricultural crop within the boundaries of the county.

The 1926 pear crop, some 2,200 carloads, is an increase of 15 per cent over the crop of 1925 and almost 100 per cent over the crop produced in 1924. This increase may be accounted for by new plantings coming into bearing and also increased production of older orchards resulting from improved cultural methods.

Although prices were not at their best during the past season, this record crop brought into the valley approximately two millions of dollars.

The matter of variety adaptability has been well established and with

few exceptions the following varieties are grown to the exclusion of all others: Bartlett, Howell, D'Anjou, Comice, Bose and Winter Nells.

One of the many bills introduced in the house last week would provide for a state movie censorship board. Really see nothing obnoxious about the bill. There are many splendid screen shows, good dramas, educational reels, travel studies, real mirth provoking comedy of high order. On the other hand there occasionally appear pictures that are a disgrace to the house showing them. The sex appeal views, the vulgar or cheap comedies, or perhaps, a cheap and poor showing of some imaginary saloon brawl of so-called by-gone days. There are plenty of living "bad examples" in this age, without charging the young people an admission price to flash such scenes before their eyes. Without being one bit "old foggy" and with a quite liberal view of the modern picture shows, we believe there is ample good to result from a sincere movie censorship board.

A wide expanse of grazing land, fertile farms, immense chicken ranches and some splendid dairies and cattle ranches. All making a show of prosperity; all adjacent to Ashland and all on a short drive over rural route one, from the city. There is room for many more farmers on the route and the many acres would mean wealth to the community if they were all occupied with successful families with stock and the products the soil is capable of producing.

It is a pretty drive north on Pacific highway as far, at least, as the Klamath Falls junction where the neighbor county has a nice building and an elegant exhibit of the resources of that county. This is a bright spot on the highway and attracts many thousands of tourists during the year. It is a grand advertising scheme of the live Klamath Falls leaders.

Coming back toward Ashland turn off the pavement to your left, good roads everywhere, pass the new school building on your left as you leave the junction. Behold the cattle contented with their happy surroundings and meaning real money to their owners. Follow the mail boxes, pass the good farms and modern farm homes coming to "Bellview" school house and community building. Here is another corner where you want to stop and notice. The surrounding is pretty and the farms nice. The S. J. Evans corner offers to view some modern and pretty homes and from here it is only a short ways to the magnificent normal building. It is just a short drive and an insight to what is in store for us in the not far distant future.

LET US WORK TOGETHER

Every business man in Ashland is interested in gaining as much business for Ashland as possible. The chamber of commerce in all cities work to that end. In seeking to build up a city, much stress must be centered in the upbuilding of the country tributary to the city. A working and friendly interest must be maintained between city dweller, city business man and the farmer living near.

In this day, competition between cities is brisk. Other cities work even as our own city works. Paved roads bring the farmer near the city and a drive of a few miles to a neighboring town is never noticed. Inducements must be offered at home a-

offered abroad. Daily and weekly papers full of legitimate advertising quoting prices, telling of new arrivals and mentioning later styles are followed nowadays by the rural readers in every paper they pick up, regardless of whether that paper is their home weekly paper or one published in a neighboring town.

February clearance sales are brought to mind by eight pages of "Dollar day" sales advertised last week in a neighboring town publication. We want to impress the fact upon the readers that the styles, prices and treatment should be expected at home the same as in other southern Oregon cities. We can't prove the fact alone, but with the custom of patronizing home it will soon be learned to the advantage of all. There is little difference to the merchant's finance between his city trade and the country trade he may acquire. Each has to be invited. It behooves the business man to keep his firm and business name before the public constantly. Make it a household word. But the constant advertising, the quoting of prices and the invitation to customers through newspaper space is not all. That advertising must be backed up with congenial greetings to customer, friendships, honest goods and convenient trading establishments.

Truthful advertising and convenient trading conditions with the customers welfare at heart is sure to gain prestige.

Adjacent farmers will find in Ashland, we are sure, ideal trading conditions. Better we believe now than they have probably been in the past.

Different people have different stores they prefer and it is a fact, the world over, that rumors and complaints are broadcasted against the business dealings of this and that concern. It is better far to pay no heed to such gossip and bring the reports or kicks direct to your merchant, who will do his best to remedy any fault or neglect, should such exist. A general complaint on market conditions, roads, schools, etc., should be brought to the attention of the chamber of commerce or merchants association. A mutual agreement can be established. Cooperation can and should exist. Let us all strive for this condition, Ashland needs the farmer; the farmer needs Ashland.

SPENDING MONEY WISELY IS GOOD

Every Family Spends Approximately Seventy Percent of Income.

Every family of your acquaintance spends about seventy per cent of its income just for living, according to economic experts.

Think what this means—seven dollars out of every ten invested in food, clothing, household utilities and all the multitude of things that keep a family comfortable and happy.

It's a big job to spend so much money wisely and well. It requires careful business methods to get the best possible returns from each dollar that leaves the family purse.

The clever woman goes for help to the advertising columns of her newspaper. There she finds a directory of buying and selling. She learns about the offerings of merchants. She compares values. She weighs quality and price. She takes this opportunity of judging and selecting almost anything she needs to feed, clothe, amuse and instruct and generally bring up her family.

Do you read the advertisements? You will find them willing and able to serve you in the regular business of purchase. Advertisements are guardians of your pocketbook, read them carefully.

"Rastus, I am sorry to hear that you've buried your wife."
"Yassuh, boss, ah jus' had to—she was dead."

Maple rolls her hose. Whenever she goes out, all the birds eye Maple.

It's a good thing for most people that a looking glass can't laugh.

"Do angels have wings, mummy?"
"Yes, dear."
"Then when is nurse going to fly, aise I heard daddy call her an angel last night?"
"Tomorrow, darling."

"Is any law fully enforced?" asks an exchange. Well, there is the law of gravity.

Another Last Word.

"Very dull party, isn't it?"
"Yes, very."
"Let's go home?"
"I can't, I'm the host."

J. B. McGentle was very timid and very good natured. He came home early one evening and found J. P. McSorely making love to Mrs. McGentle.

Asked by the Reverend Mister Slensby what he did, McGentle said: "I let them know by the way I slammed the door when I went out that I was slightly provoked about it."

Portland—Jantzen Knitting company new plant addition has cost \$30,000. Annual output is above \$2,200,000.



We Will Welcome You As A Shareholder



We Mail You the Income

You will have no difficulty collecting the income on an investment in the Preferred Shares of this company.

We mail you the dividends regularly—by check—every three months.

You can start investing now with as little as \$5 a month. The monthly investment plan is a convenient help to all who wish to save and invest.

You Should Know the Facts About Investment In Our Preferred Shares

OFFICES:

Medford, Grants Pass, Roseburg, Klamath Falls-Oregon
Yreka, Dunsmuir-California

THE CALIFORNIA OREGON POWER COMPANY

1927		February		1927	
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.
		1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28				

Time to Plan Your Spring Printing

Planning your spring printing needs now tends to greater efficiency in its use and greater economy in its production. We are fully equipped to aid you in this important work. Just give us a ring and we will be pleased to call at your office.

Ashland American

Shook Block

Phone 95