

Ashland American

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JACKSON COUNTY'S WEEKLY PAPER

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FRIDAY, FEBRUARY 11, 1927

EDITORIAL

Medford and Klamath Falls are getting a state reputation of being real "go-getters" of southern Oregon.

Crescent City will, ere many months, be a city of ten thousand people, and every one of them a Crescent City booster.

For climate, health, scenery and an ideal home, Ashland has no rivals in the northwest.

The sensational publicity given to the Browning—"Peaches" separation suit by the daily papers, should receive a sharp criticism from the reading public. The doings of an old nut and a foolish girl is not of enough news value to be given first page space.

Queen Mary of England is getting quite democratic. She has issued orders that henceforth all store clerks encountered on her shopping trips through London, address her as "Madam," and do away with "Her Majesty." We have often thought that the continued bowing and scap-ing would become disgustingly tiresome, even to a "crowned head."

We hear so much about "putting poison in the booze." Really booze always had poison in it. We can remember long years ago before prohibition days, when it was free for all to buy at a low cost, that the men who drank would be crazy, fight, go insane, kill their best friends and all such things. What was the trouble then? Liquor has always contained poison, and has killed or dethroned the reason of thousands who drank it. There is no good harmless liquor any more than a good harmless rattle snake.

Medford has inaugurated its newly appointed chamber of commerce secretary, T. C. Baker. At the first meeting last week, Mr. Baker wisely remarked:

"The chamber should adopt a policy which permits of furthering the cause of Medford business," Mr. Baker declared, "and which will give the city the insight into its work, which is necessary. If the city is informed of the work being done by the chamber it will back the members and board of directors, and this will be accomplished when the chamber outlines its program definitely."

Did it ever occur to you that it is your duty to prosper? That you owe it to yourself, to your family, to your friends and to your community to prosper? Has it occurred to you that if every man in a community makes himself prosperous, that the prosperity of a community is only the aggregate prosperity of all the people who make up that community. "Why, of course, anybody would prosper if he could," is very likely to be the answer to such questions. But does everybody prosper who can? Do you prosper to the extent to which you are capable? Do you work your farm just as hard as it can be worked and with just as much prudence and wisdom as you really have in stock to apply on your farming operations? Do you work your very best at whatever your business may be, as hard as you can, putting into it every ounce of your energy and every atom of your intelligence? Let all the men who can answer "yes" to that question, hold up their hands—and we will show you men who always prosper! Of

course, there are times when hard luck will hit a man, when his health will fail, when the rain fails to fall at the right time or when the flood sweeps away his years work, and in such cases as that there seems nothing more to be said than that he had a hard run of luck. But as to the most of us must we not confess when we are downright honest with ourselves that the reason we do not prosper is because we are lax in our methods or shiftless in our habits or ineffective along some line that is essential to the prosperity of our business? As we look about us do we not observe that the men who are up and coming, who are on their toes, who are right after their business all the time make a success of it?

IT MIGHT HELP

If the Marines could be landed sometimes to haul out of Central and South American republic the type of American business man that leads to war, it would give the United States a better settling in the eyes of the world. Yank them out and send them home where we can take care of them. Then we should read with less doubt and fear the increasingly frequent news, "The Marines have landed." Let them land on the right people who bind the little nations in loans, and exploit them in commerce, and mislead them in industry. Let the Marines be the agents of the American people and not a special police on behalf of the interests.—The Dearborn Independent.

SELLING OUT OF TOWN TRADE

The long rows of automobiles that are drawn up along the sidewalks in live cities in these times suggest many thoughts to the ambitious merchant.

He discovers that there is a large population through the country districts and surrounding towns who make a practice of driving to some trading center and buying large quantities of goods. In many live towns half of their trade comes from that source.

It is a tremendous question for a town that wants to go ahead, as to whether it is getting its share of this trade that tours around looking for the best trading points. If it is not getting it, its business may not be so good as it was 10 years ago. But if it is getting its proportion or somewhat more, its merchants have a chance for large expansion, and all values in that community are going to rise.

The way to get that trade is to advertise for it. In the outlying districts around Ashland, for instance, the people are buying and reading the newspapers in other centers in this section. They are greatly influenced by the impression created by advertising. If they pick up a newspaper issue in which advertising is light, they read the conclusion that the merchants of that community are not as a rule thoroughly wide awake.

But if they pick up a paper that has a lot of good live up-to-date advertising, telling of special bargains and indicating that the merchants of that place are reaching out for nearby trade, they will flock to that city like the way the children gather when Mother fries doughnuts. There is a wide open chance for the business men of Ashland to draw in more of this outlying trade, through publishing advertising in the local newspapers.

MARRIED BY THE THOUSANDS.

Oregon has a law on marriage. It is somewhat of a one-sided law, in that it refers in particular to the prospective groom and has little or nothing to demand of the prospective bride. Before securing a marriage license in Oregon the man must undergo an exacting medical examination by an Oregon physician, paying the M. D.'s charge for same. Across the Columbia river is Vancouver, Washington, fare ten cents from Portland, and a pretty hours ride. Many, it seems, have not been in accord with the Oregon law or dislike the examination part of the ceremony.

A recent news story from Vancouver proves interesting reading, and doesn't speak encouragingly of the one-sided Oregon marriage law. Here is the Vancouver report:

"That Portland was the source of more than 61 per cent of the marriage license business here in 1926 was shown by a check of marriage license returns on file in the auditor's office. Out of 2400 licenses issued, 1480 were issued to Portland couples, 493 to couples from other places in Oregon, 491 from Washington, 52 from California and 13 from Idaho. Twenty-four other states and Alaska were represented.

"Ninety-five Vancouver couples were licensed and 110 Clark county couples, outside of Vancouver obtained licenses.

"A total of 1164 divorced persons, 668 women and 496 men, obtained licenses, an increase of 169 over last year.

"More than one-third of the couples, 866 preferred a justice of the peace or the superior judge to a minister. A total of 1978 ceremonies were performed by the nearest ministers and officials. A few traveled several blocks to find a minister of their own faith.

Only 18 Catholic couples were married here during the year. There were ten remarriages. Ten couples of mixed races were married by a country justice of the peace, as Vancouver ministers and officials refuse to marry people of different races.

"The total number of minor brides was 114, ten being only 15 years old and 35 16 years old. There were 30 minor bridegrooms, 17 being 19 years old, eight 18 and five 17. Nine brides and 36 bridegrooms were more than 60 years old.

DID YOU EVER STOP TO THINK

By Edson R. Waite
Shawnee, Oklahoma

—(No. 4)—

E. F. Jensen, editor of the Seward (Alaska) Daily Gateway, says:

THAT Dorothy Dix says, "Woman is happiest when she has some secret sorrow," to which I will amend, "Some men are happiest when they are possessed of a pessimistic grouch."

The grouch is the man who stands on the sidewalk while the procession of progress is passing and hopes somebody stubs his toe and bursts the bass drum.

The man who beats his town's bass drum is the man who will eventually gather a procession to follow him, while the fellow who is content to shrill the piccolo will eventually have to move out of the neighborhood.

Beating the drum keeps the live ones awake and halts the moribundity of the grouch. Hence when it comes to the question of making the noise of your town heard beyond its immediate confines, the bass drum is the instrument with which to tell the world that the parade is ready to march.

George Cormack only had a wash-tub, belonging to his squaw, to sound the tocsin which brought the stampede to Dawson. Since then the drum has been beaten until a world has learned that Alaska is a place where modern towns have supplanted igloos and dugouts.

Therefore, if you cannot beat the bass drum and are unwilling to carry it, fall into the procession and help others carry on the work of attracting capital and development to your town.

Even the woodpecker hammers a hollow limb to warn his mate that he has staked out a rich pay streak of wood-worms.

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ASHLAND

Has an elevation of two thousand feet; is ideal for tourists and travelers.

The climate is nearly ideal; no extremes of heat or cold; no blizzards or tornadoes.

Has a bountiful supply of the clearest and purest water to be found anywhere.

Has as its chief summer resort the Lake o' the Woods, a beautiful spot for camping and out-door life.

Within a short distance of wonderful fishing streams and a natural gateway to Crater Lake loop, one of the greatest scenic spots in America.

The new Southern Oregon Normal school is located on the southern boundary of the city.

Ashland is noted for its effervescent and healthful Lithia water which bubbles up constantly through the rocks of granite.

Malaria germs cannot thrive in Ashland. This is a proven fact over a period of years. The climate is also noted far and wide for the relief it affords sufferers from asthma and hay fever.

Remarkable Fire Loss Record.

Bend, Oregon, in a great timber country, had fire losses of only about 40 cents per capita, last year; New York city had \$27,951,055 total, or almost \$7 per capita. Bend cut her nationally famous 1925 record by more than 50 per cent, as a result of fire prevention measures; New York increased her losses by \$2,000,000.

Some fire losses seem unavoidable but these are so few as to be almost negligible. Fires take about 21,000 American lives each year; and enough property loss to pay for a revolutionary war.

The wanton fire-builder is potentially a murderer.

Phone it to 95.

Thousands of New Words

spelled, pronounced, and defined in

WEBSTER'S NEW INTERNATIONAL DICTIONARY

The "Supreme Authority"

Here are a few samples:

hot pursuit	Red Star
Air Council	capital ship
mud gun	mystery ship
S. P. boat	irredenta
aerial cascade	Esthonia
American Legion	Blue Cross
girl scout	airport
cyper	crystal detector
sippio	superheterodyne
shoneen	

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Proven. The weekly home paper, the Ashland American, is proving to be the home paper for the rural route readers. Talent, and adjoining communities, besides several hundred right in Ashland. Its popularity is proven by its exceptionally large list of readers and countless words of praise, both personal and by letter. We will let the bigger daily papers attend to foreign news and national affairs.

REAL ESTATE

A. M. Beaver Telephone 68
Beaver Realty Co.
Reliable-Responsible, Real Estate, Loans, Insurance
References: Citizens Bank of Ashland, First National Bank, State Bank of Ashland—175 Main St. ASHLAND, OREGON

REAL ESTATE

Good City for Country
—Buys and Trades—
F. L. NUTTER 240 E. Main
Ashland, Oregon

GEORGE E. FOX

REAL ESTATE and INSURANCE
Good Bargains in Land and City Property
Central Point - - Oregon

Are you going to Buy or Build a Home in Ashland??
Write JOHN B. SHELEY,
Central Point, Oregon
for LOANS-10 year
County Agent for the Benefit Savings & Loan Association
We make loans on town property anywhere in the county.

ATTORNEYS-AT-LAW

W. G. TRILL

Attorney-at-Law—Notary Public
Central Point - - Oregon

MORTUARY

PERL FUNERAL HOME

Corner Sixth and Oakdale
Phone 47 Medford, Oregon

ABSTRACTORS

JACKSON COUNTY ABSTRACT CO.
Established in 1885
THE ONLY COMPLETE TITLE SYSTEM IN JACKSON COUNTY
Abstracts of Title and Title Insurance.

MONUMENTS

BLUE GRANITE
SWAN BLUE QUARRY CO.
S. A. Swan, Manager
Is now ready to render best prices on all kinds of granite and cemetery work. Apply P. O. Box 34, ASHLAND, OREGON

LADIES

Remember that Franklin's 1 1/2 loaf is now a full Milk Bread, the only Milk bread made in Southern Oregon. Electrically baked in the best equipped and cleanest shop in this part of the state

Franklin Bakery

NOTICE

The Eagles' Hall, 3rd Floor, Medford Building, Medford is under new management on Friday nights and is putting on a series of Friday Nite Jazz Dances.

Music by the Metropole Orchestra
Admission 10c; Dance Tickets 75c

"Everybody Welcome"