

MEDFORD MAY GET CANNERY

IS MOST NEEDED INDUSTRY OF VALLEY.

Employ Over 750

Central Point and Berrydale Spoken As Logical Parts to Erect Mammoth Plant.

We can't help but admire the Medford Merchants association on their noticeable energies in their endeavors to land a big cannery for their city. We have long been of the opinion, and advocated our belief that a big cannery, to can everything was the most needed industry in the valley. The good they do a city and the immense pay roll they distribute is proven in the city of Hillsboro, up in Washington county. Our advice is "visit Hillsboro and learn surprising particulars." We still believe, however, that a more central location for the proposed cannery would be at Central Point, three miles north of the Medford depot, or at Berrydale.

In speaking of the proposed cannery, the News says in part:

A new major industry for Medford buying fruit and farm produce from a radius of 60 miles around Medford, with an annual payroll of \$250,000 and doing an annual business of \$2,500,000, is a possibility, it was revealed last night at a meeting of the Medford Merchants' association.

Contingent upon the industry, a cannery, locating here, is a concrete demonstration of evidence of good faith on the art of Medford citizens.

According to a report made at the meeting by Walter H. Leverette, local realtor, a large canning firm whose name was not divulged, has completed a survey of the entire Rogue river valley, as to present products and possible future plantings, together with ability to secure sufficient labor and a sufficient water supply for canning.

"The company, reliable and successful, is willing to enter the local field and undertake the erection of a large fruit and vegetable canning plant, providing co-operation is given the enterprise by growers and business interests of Jackson and Josephine counties," said Leverette.

He continued that the plant itself would require approximately six acres of trackage space, would employ 750 people with an annual payroll of over \$250,000, with an annual output in excess of two and a half million dollars. Options for purchase of suitable trackage in Medford have already been secured.

"The firm, if it locates here, will take varied farm produce within a radius of 60 miles of Medford," Leverette declared.

MINING NEWS

Edited by the Southwestern Oregon Mining Bureau.

Continued and heavy rains have been of immense service to the placer miners in this district, and the number of giants now at work is fifty-seven. Many placers not worked for many years have been put in operation, though the efficiency of the equipment has been impaired by long disuse.

L. U. Stenger of Canyonville, a recent visitor at the Pass, reports that the reduction and recovery mill projected at Canyonville is going forward with reasonable speed. It is now expected to reach operation by the early summer.

L. H. VanHorn of Gold Hill, well and favorably known is now at his old quarters at Kingman, Arizona. His letters, outlining the difficulties there, seventy miles from rail, no wood or water, the workmen taking a dry bath once a week, are full of praise for this country, as the best mining country outdoors.

H. C. Royce, of the Blue Jay, a recent visitor from Tacoma, is doing development work on that property with the plan of putting a car load of ore through a mill for a practical test.

The Kel-Mar-Pet of Gold Hill at

its last election, put Ray Reasoner in as president. Mr. Reasoner, formerly of Vernonia is a resident here, and has consistently safeguarded the interests of the stockholders, as well as the good name of this community. What ever development work is done on that mine, so long as Mr. Reasoner is in charge, will be worth while.

The Chemical company, recently started at Medford, appears to be in good shape to place itself on a good going basis. There is plenty of opportunity for such a successful organization.

Several communications have come in lately to the office of the bureau from mining men from outside, the general tenor of which is that the correspondents intend to spend the summer in this district, studying the mining possibilities. Most of them appear to be men of substance and intelligence, so that the outlook is better than ever before.

John F. Wickham, father of P. B. Wickham, well-known locally, passed away at the family home in Portland early Tuesday morning, February 1. P. B. Wickham left the Pass Sunday night, drove north and was with his father at the end. There are left, his widow, Rosa J. Wickham, a daughter, Rosa E. Griffith and his son. He was born seventy-one years ago in Illinois, on the shore of Lake Michigan, where Chicago stands today. He lost his father in the Civil war and was left to make his own way in the world at the age of fourteen. He left his home for the western prairies and came west in advance of civilization, in company with such men as Kit Carson, Jack Cody and others of the buffalo and Indian days.

He was among the pioneer miners of Gilpin county, Colorado, of the Coeur D' Alenes, Republic, Washington, and other northern camps, over twenty-seven years ago. He came to southwestern Oregon, and was one of the first to fully realize the value of and carry out extensive development on the base ores of this district. He founded the original Alameda Mining company, and under his able management that mine was developed from an isolated prospect to one of the most pretentious properties in the northwest. On the eve of production, however, internal dissensions practically wrecked the enterprise, which has lain idle ever since, though favorably regarded by many able engineers who have passed on its possibilities. Mr. Wickham was a true, western pioneer, a trail blazer, a builder, a friend of man whose character is well described by the sobriquet he long bore of "Honest John." There is little doubt that disappointment, as in many cases here, where the builder is thwarted by the manipulator, was a contributing cause to his death.

The Mt. Rueben tunnel is now in 5780 feet, working two shifts. The Golden Mary is stretching the cables for the tram. Good ore in another shoot has again been encountered at the Jewett. The Consolidated has its try out mill about ready to run. The Golden Cross is still working on the determination of the metal content of the ore. Western Metal mines is working on further development. The Meade is installing compressor and drills for driving five hundred feet of tunnel. The Ida is sinking shaft and blocking out ore. It is reported that the Brittany extension is on the rich vein encountered in the Brittany, and that machinery will be installed to work the vein.

Hornbrook, Cal., Jan. 10.

The outlook for gold mining during 1927 in Siskiyou county and northern California looks very promising for the reopening and development of several lode properties located in the Salmon, Happy camp, Yreka and Cottonwood mining districts.

Much interest has been shown during the past year in the Siskiyou deposits and engineers have made examinations for clients in southern California and Oregon. Siskiyou county has a production record proving her worthy of attention by capital considering resumption of gold mining, also having great potential sources of copper, when the transportation problem now confronting the copper properties is solved.

At this season of the year major activities are centered on hydraulic mining with several of the smaller placer mines taking advantage of the favorable water conditions. Plans are being perfected for equipping and operating some of the low gravel

bars on the Klamath river which were not worked in the old placer days due to lack of tailing dump.—The Developer.

MINING, A CHANGED INDUSTRY

Hills Are Still Full of Gold, Silver and Scores of Metals.

Montana, with an electrical production of 1750 kilowatt-hours per capita, leads the United States in the per capita production and use of electricity. A great part of this current is used in mining. Without this new power, many mines and smelters would be idle.

Within the memory of men now living, mining was conducted largely by men without the advantages of scientific training. They found gold, but usually passed by other minerals not realizing their values. Today, mining is more of a certainty than a chance. Except for the great copper mines, many of the largest mining operations in the West are the re-workings of the old bonanzas, under new electrical and chemical recesses now available. There are mine dumps of a million tons, containing ores up to as high as \$40 a ton, from which 90 to 95 per cent can be saved under new processes, but which were barren under old methods.

The early miners found some of the stupendous ore deposits, from which billions were taken in the early days. There is little prospect of more discoveries like the Comstock lode, the Leadville mines, the Cripple creek bonanza. But mining stands today as a substantial manufacturing industry where so much metal is always extracted from so much rock, and they can measure it up in advance and calculate costs down to a penny. Mining is about as stable as steel-making or banking or railroad.

A recognition of this change in the industry might lead to a vast influx of mining capital, sorely needed to finance many worthy prospects. Once the mining business is definitely dissociated from the roaring forties conceit of gambling and shooting and debauchery, mining will come back to its own. The hills are still full of gold, silver and a score of other rare and precious metals that the world needs and will pay for.

Electricity has been one of the greatest agencies to stabilize and develop the mining industry.

THE HOME TOWN PAPER

HOME TOWN PAPER RATED AS INSTITUTION.

Paper Is Opportunity

Sporadic Advertisements Now and Then Are of Doubtful Value, Says Writer.

The merchant's relations to his home town paper are supposed to be those of an advertiser. That is a narrow view. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser his relations with the local newspaper become definitely constructive. He becomes a part of this institution without which no community can express itself. Whatever its merit or demerits, the home town paper is an expression of the community. Literally, it is the "voice of the people" in a sense that cannot hold true for any other medium.

This institution keeps friends in touch with friends. To the best of its ability it answers, Who, What, When, Where, How and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Week by week, it tells the story of the town and county.

Most of us are so accustomed to the home town paper that we take it as a matter of course. If we think anything about it at all, we think of deficiencies. These are present largely because it is run by fallible human beings. The wonder about the home

town paper is that it contains so few mistakes, not so many.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have to an important extent failed to function. Each is affected by every successive failure in this respect.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value. Perhaps they are better than no advertising at all. Every advertisement placed by a business house should blend into every other advertisement it places. The merchant should think in terms of a campaign rather than in terms of a single insertion.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development. Aside from one or two of the big stores, the average merchant in the average small town gives too little study to the power of advertising.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper. This is one of the healthiest signs in the field of retail merchandising.—Southern Coos Co., American.

At The Churches

CHRISTIAN CHURCH

Another large audience heard Mr. V. K. Allison Sunday night on the subject of "The Ideal Husband." There were three outstanding characteristics indicated in the letters received by Mr. Allison. They were: "He must be a good Christian," "He must love his own wife and children," "He must be clean in mind and body." This week the husbands are writing their ideas of "The Ideal Wife," which will be subject for next Sunday evening.

TRINITY EPISCOPAL CHURCH

Vicar, the Rev. P. K. Hammond. Holy communion at 8 a. m. Sunday school at 9:45 a. m. Morning service and sermon at 11. Good music. A helpful service. Everyone cordially invited.

Locals Win Two Out of Three Games. The high school basketball team, accompanied by Coach Russell Cripe

and W. P. Walters, returned home Tuesday from a barnstorming trip, which took them as far as Salem, with a record of allowing only one game and that one to Salem. According to Mr. Walters the Salem high school team is one of the best in the state. Those who made the trip were: Roy and Aldo Parr, Roy Abbott, Everett McGee, William Kanasto, Wayne Hill, Lawrence Leedom and Clifton Garnett. Ashland will play two return games with Salem in the new junior high gym here Friday and Saturday nights.

Mrs. Bert Asher is reported quite sick.

On Tuesday night, the S. O. N. S. basketball team lost to the Dunsmuir all-stars. Score 38 to 42.

—First showing of Spring and Summer Hats and Trimmings, Saturday, 12 at Mrs. Simons, 26 S. Pioneer Ave.

Mrs. Yockel, who has been quite ill for some time, is slightly improved at this writing.

Mrs. Orton is reported quite ill at her home on Laurel street.

The health lecture by Miss Martha Spencer at the Lithia hotel Tuesday noon was well attended and greatly enjoyed. The lecture, we understand, will be repeated next Tuesday at the hotel.

—For sale or trade: A Barred Rock Cockerel, Thompson Strain. Phone 407-R, or call at 448 Helman street. 43

—For rent at half what it is worth, 10 room furnished house close to schools and normal school; 3 acres in fruit, room for 400 chickens. House is arranged for apartments, \$37.50, Brown and Rice, 63 N. Main.

Better to Act, Than Delay.

Ashland can have a real Ashland spring opening about February 25 and 26 if all are agreeable. It would be appreciated by thousands of American readers for all the firms taking part. Other cities are now doing extensive advertising of spring arrivals, a sign that the time is ripe.

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

TOO LATE TO CLASSIFY

ON CRATER LAKE highway, in city limits, and on Rogue River, the home of the Eteelhead. Two acres, fine black soil, five room house, fireplace, bath, electricity. Spring, city and well water. Plenty fruit and shade trees. Also has 30x30 concrete tank, 5-ft. deep, fed from spring, an ideal place to keep trout or use as swimming tank. \$2250 buys this place if sold soon. Address P. O. Box 522, Gold Hill, Or. 43tf

—SEE—
BROWN & RICE
for a bargain in
—REAL ESTATE—
63 North Main Street
Ashland, Oregon

Hy Way Printing Commercial Printing for Jackson County

The Ashland American is a newly equipped and up-to-the-minute Job Printing Office.

No better work and prices pleasing. Better try us on that next job of Printing. We cover Jackson County when it comes to printing. Write us, phone us, call on us.

Let us know and we can come after it.

We are here to serve and please

Job Printing

CITY CLEANING & DYEING CO.
WERE NOT SATISFIED UNLESS YOU ARE
Phone 474 624 RIVERSIDE ST.