

Ashland American

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PAUL ROBINSON, Editor and Publisher

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JACKSON COUNTY'S WEEKLY PAPER

Member STATE EDITORIAL ASSOCIATION
Member NATIONAL EDITORIAL ASSOCIATION

FRIDAY, FEBRUARY 18, 1927

EDITORIAL

The battleship Maine was sunk 28 years ago.

Twenty-seven years ago Spanish-American peace was proclaimed.

Babe Ruth wants \$100,000 for playing ball this summer. The public pays it, and cries hard times.

President Coolidge will talk over the radio at 9:30 tomorrow morning. Tune in.

We see Senator McNary's name mentioned for vice president. We hope no one gets excited over it. McNary is a good U. S. senator, why loose him.

Building operations in the United States during 1926, were the largest in history, totaling approximately \$6,850,000,000, according to published statistics.

You don't have to be so very old to remember when a woman couldn't vote, couldn't smoke, couldn't hob her hair, couldn't say leg and had to have a side saddle when she went riding.

President Coolidge has nothing to say as to whether he will be a presidential candidate or not. Should he not, it needs no dreams of fortune teller to predict Frank Lowden as the Republican candidate.

A certain man is the father of a little daughter. It is said too, that he sleeps out loud, or snores. One night recently the daughter was awakened by his snoring and in the morning said she had heard her daddy "honking" in his sleep.

Art magazines are no more offered for sale in Hutchinson, Kansas. They are removed from the racks of the newsstands. Hutchinson isn't the only city where a fight is being carried on against these alleged "art" publications.

If Congressman Hawley absolutely refuses to be a Congressman longer than his present term, there will be no great difficulty in persuading some one to ask for the job. There is Hare of Hillsboro, Norblad of Astoria, "Pop" Gates of Medford and one or two more.

High taxes will be high for some time to come. Of course, appropriations for new buildings help in the rapid increase of tax. New buildings of state are absolutely needed and wanted, but the trouble is that just as soon as a needed appropriation is asked for a dozen other bills asking for similar amounts immediately are thrown in the hopper.

A "showdown" in booze deals and activities of prohibition agents is as welcome as the flowers of May, and we don't care if Lawyer Mitchell gets his or not. He can prove his innocence and maybe he is innocent of any wrong doing. Maybe Dr. Linnville is innocent and maybe Dr. Linnville's son is innocent—they will prove it, whether the wets believe it or not. Lots of things can be proven.

Last Saturday was another one of

those extremely pretty days that Ashland doesn't give enough notice to on account of our having so many of them to enjoy. Perhaps the gentle zephyr coming from California's snow capped mountains was a little cool for shirt sleeves or bare feet boys but that to is part of the climate that puts vigor in the veins of vernal veterans of sunny southern Oregon.

The day was fine, as we have tried to explain and the city was crowded with shoppers—parking space being at a premium. Business not half bad, contrary to harpings of some. But we believe, as spring buying time is here, the business will increase to a large extent, especially if outsiders are invited through the advertising columns of their home paper.

We have more good firms in Ashland, dear readers, than are represented in the columns of your "American," and their stocks are complete.

Benefit by the ads appearing and we assure you that the paper wishes to accept none but truthful, legitimate ads from absolutely trustworthy firms—and we advocate "trading in Ashland." Come in Saturday and enjoy a profitable day. You can read of shopping news Friday in the American.

SPECIAL EDITIONS.

Probably because of our nature, or the paper's policy, The American has a liking for, and a habit of, boosting the beautiful city in which it is published. Every issue of the paper might be termed a "special edition" as we have tried in each edition, to say something about Ashland and the wonderful surrounding county. Outside readers want these facts and home readers appreciate telling them. As suggested by the American last week, we are glad to announce that Ashland is to have a "spring opening" to be sponsored by the American Legion, and the dates are March 1 and 2. Ashland is a mighty good city in a wonderful country.

WHAT OF THE FUTURE

What are you going to do about it?

The development of your home city, so that it may take the position which it is entitled is strictly up to you.

A vein of gold or a gusher of oil attracts crowds quickly. The word goes as the wind for there will always be the throng whose ears are attended to alluring news of that character. To get rich quick is their dream and goal. A rumor is sufficient to send them on what they know is probably a fool's chase.

The most optimistic booster here does not claim that fortunes may be made without effort. There is no desire among the people for the development of Wallingfords.

There are, however, a large number of industries needed, legitimate enterprises from which the returns on the investment will prove highly remunerative. Outside investors have sensed some of the attractive opportunities. They have their eyes on the city and if sufficiently encouraged they will come here and invest. Of course we want them and will welcome the outside capital but why wait for them; why not accept the opportunities ourselves?

There is something more to be done for your city. Something which is more important right now than the investment of dollars and cents

and that is the awakening of a great local spirit. The spirit which will prompt and impel us to let the world know. Carry the message to those who seek new homes and field in which to work. The message needs no exaggeration but it needs to be delivered.

Basic conditions are essentially sound and with the strengthened credit the country is in a condition for a forward movement. There will unquestionably be a great renewal of business activities in the coming months. With this removal we are entitled to our full share, nothing less.

We are so very much the creatures of our own will that the determination to make a better and greater Ashland, accompanied by real effort will assuredly prove successful.

Keep this uppermost in your mind. Your city is going to be just what you choose to make it.

HOW TO BUIL UP YOUR TOWN

Push it.
Talk about it.
Write about it.
Speak about it.
Help to improve it.
Beautify the streets.
Patronize its merchants.
Advertise it in newspapers.
Prefer home enterprise always.
Speak well of enterprising men.
If you can't think of a good word to say; keep silent.
If you are rich, invest in something; employ somebody; be a rustler.

Be courteous to strangers that come among you, so they will go away with a good impression.

Always cheer up the men that go in for public improvements. Your portion of the cost will only be just.

DID YOU EVER STOP TO THINK

By Edson R. Waite
Shawnee, Oklahoma

Robert E. Callahan, founder of the Callahan system of special sales and advertising, whose system from twenty-six offices has been used and still in use by merchants in every part of North America, and turned author two years ago, and because of the human touch added to his stories, he became famous overnight, in part says:

THAT every merchant should advertise, because advertising pays.

THAT before electricity the wall candles was bright enough.

THAT before automobiles were invented the horse-and-buggy was good enough.

THAT before the coming of the aeroplane automobiles were fast enough.

THAT the merchant who does not keep abreast of the times and live and learn with the world's greatest progress in science, invention and publicity, should be in the background with his tallow-candle, horse, buggy, fiddle and bow.

THAT any man who doesn't believe in advertising does not belong to the modern group of business men moving in fast automobiles, riding through the air in aeroplanes or who eagerly awaits the evening program of music over the radio.

Modern business demands advertising; customers look and call for advertised goods. If your goods are worth selling, they are worth advertising, and if you don't advertise them your competitor will eventually take your business.

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BUSINESS BRIEFS

A piece of real estate on Fifth avenue, New York, recently sold for the record price of \$370 a square foot.

The National City bank of New York now has resources of more than a billion and a quarter dollars, the greatest in the world.

INTERESTING NOTES

London's last horse cars were recently sold, principally for use as greenhouses and garden shelters.

Australia has an average of only about two persons to the square mile, South America about nine, the United States about 27 and Europe

about 122.

More than 400,000 persons are buried in national cemeteries cared for by the war department.

In Mexico practically all laundry work is still done by hand.

It is said that a peony brought from England in 1790 still lives and blooms at Edwardsville, Ind.

Private Victor Des Maris, recently enlisted in the regular army at Providence, R. L., is said to be the only man in America who can tear three full decks of playing cards in two with his hands. Poker playears have often wished that they could do something like that after failing to fill a four-card straight open at both ends.

With most local taxes at record-breaking peaks, legislatures in various states are passing additional thousands of bills which immediately add to the already topheavy tax load.

Please phone society items to 95. That's the American phone.

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Ashland, Oregon

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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

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ABSTRACTORS

JACKSON COUNTY ABSTRACT CO.

Established in 1885
THE ONLY COMPLETE TITLE
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Abstracts of Title and
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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

1927		February							1927	
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon		
		1	2	3	4	5	6	7		
13	14	15	16	17	18	19	20	21		
27	28						24	25		
							26	27		



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