

## ARE YOU RHEUMATIC

NUMEROUS MINERAL SPRINGS  
NEAR HERE.

### Locate in County

Lithia Water Gives Relief to Stomach, Keeps it Sweet and Healthful.

In the neighborhood of Ashland are numerous mineral springs, the waters of which have proved beneficial in many cases of illness. These waters are lithia, soda and sulphur. Our lithia water is widely known for its distinctive taste, and is used more as a table water than as a medicinal agent. It is bottled and shipped to various parts of the country.

This lithia water is found to give ready relief to distress in the stomach or a feeling of fullness after eating. It is recommended for rheumatism, gout, stomach disorders and kidney troubles. It keeps the stomach sweet and the intestinal tract healthful and clean. Many common ills are prevented by its constant use.

The soda springs, some of them naturally carbonated, supply waters that are useful in digestive disorders.

We have both hot and cold sulphur springs, which in many instances have been helpful in rheumatic and other uric acid conditions. These sulphur waters are utilized for public bathing purposes in and near Ashland.

People whose health is not vigorous and who want to locate where they can build up their vitality and their strength, are invited to locate in Jackson county. Here they will find these health-giving waters to drink daily, fresh from the springs. All these waters are free to everybody, and can be easily secured in Lithia park, Ashland.

Thousands passing through on the Southern Pacific trains stop for a drink of our wonderful waters at the Ashland depot. The fame and virtues of these waters are almost nationally known.

If you are not feeling well in the place where you live, if you are dissatisfied with your surroundings, what wisdom is there in letting your existence just drag along from day to day? Come to Jackson county and locate. Here are waters and air and climate and scenery that will help you woo back your old-time health.

### WILLING TO AID IN ANY WAY

Human nature is such that people are oft offended at imaginary wrongs of others. Men can talk to a crowd in plainer terms than they can talk to individuals. Many business men spurn advice or suggestions after continually telling the public that they welcome suggestions. If we are broadminded enough to accept and act on suggestions at times, we might, all be better off. If we sometimes took the advice of business associates or the public it would often repay us. Probably, on the other hand, if the writer had taken advice of individuals he wouldn't be in Ashland. But regardless of sentiment or approval it remains a fact that we each cater to the public and depend, more or less on public opinion.

Ashland is a splendid city, as we have often remarked, but like towns the world over, we have our faults. We believe these little faults could be greatly reduced and remedied if we co-operate more, get together more, talk things over, make suggestions and follow such. A business men's club or association often accomplishes wonders.

One of the worst drawbacks to most cities is the knocker, (so termed) or the pessimistic view citizens take of their own home.

In Ashland we have probably heard a hundred individuals say it was the worst business town they ever laid eyes on. Such remarks will kill honest business efforts quicker than any other one cause. We have probably heard over a hundred individuals say, "Oh, Medford gets the business, this town doesn't go after it." We don't believe in such remarks. We don't like to hear them. They hurt the one

making them. One don't hear them in Medford as that city has nothing but boosting talk to give out. Medford is no better than Ashland—a little larger and different people. They play up the neighborly town feeling all right and then go after our trade with their big ads every Friday, quoting prices in bold type that are no lower than the Ashland stores give. We heard a Medford man say that the Medford merchants may be big bluffers or not, but the crowds showed that their ads and welcome talks were getting the business.

Now if anyone in Ashland likes Medford so well, he can either move to Medford or imitate the methods of Medford. There is no use or no business in kidding ourselves. There is no big business increase in sitting around too independent watching the farmers within two miles go to another city to trade. Ashland is no different than any city. What any city in America does, Ashland can do. We have the people, the money the soil, the climate and the farming territory to draw from. We also have the medium to talk through to invite trade or to quote prices or to tell of arrivals or styles. While sitting in a barber shop this week we overheard a farmer there ask the barber what he thought of a certain new business that has located in Ashland and the reply was that the man sure had nerve to locate in Ashland with that business. He was probably right, and it takes nerve to establish any kind of a business any place these days of keen competition.

But the point is that all newcomers should be made to think they are welcome. Sell our city to ourselves first. Believe in it. What can be done elsewhere can be done here. The time is always ripe. "Oh, the people haven't any money, they are not spending." More rot. The people have as much money here as they have a mile and an eighth north, they are spending as much or more than they have ever spent since Adams time. If they are not spending it here they are some place else. They eat as hearty as they ever did; they wear as many clothes as they did last year; they buy as much gas; as much bread, as much tobacco, etc.

Buckle up, all of us, the city as a whole, and let's go after the business. Then let each of us discourage this talk of poor business, poor town or lack of co-operation. Let's sell the town to ourselves first, as before said and try to aid ourselves, our neighbor and our city. Trade at home. Quit wasting your dollars (that never return) by ordering from Shears & Sawbuck.

### GET OUT OF THE CAR; TAKE WALK FOR YO'SELF

By Erwin Greer  
President, Greer College of Automotive and Electrical Trades, Chicago.

"Gosh, but I'm hungry!" That is the remark that many folks make when out driving all day in an automobile.

"Gee, but I'm tired!" That is another remark that results from a long drive.

Both of these expressions nowadays very common, are intrinsically untruthful. There is nothing about sitting in an automobile, especially if one drives that gives exercise or activity to the body. There is nothing in driving which increases activity of the lungs. In fact, as a rule, the process is just the reverse.

When one drives, the spine is bent, the shoulders hunched over, the muscles tense and one breathes much more poorly than in ordinary walking.

Even the occupant of the back seat has a poor posture, position or nervous state to imbibe quantities of fresh air.

The mere exposure to the wind as one sails along does not mean that considerable quantities are taken into the body. In fact, one of the most inefficient ways to take fresh air is via the automobile route.

Of all the common, everyday pursuits of life, automobile driving is probably the most nerve racking, nerve exhausting and debilitating.

The tiredness which comes is not the effect of exercise but rather the effect of muscle and nerve tension without any relief.

You who want better respiration and a twang to your appetite, put a couple punctures in the tires of your car. Then sling a knapsack on your shoulder. Get out into the glorious outdoors. Follow the lure of the

wandering trail. Drink in the sweet nectar of the wild flowers. Absorb the earthy odor of the moist sod and moss.

When the body grows tired, lie down in the shade of the friendly oak or pine. Listen to the cadence of the birds and of the abundant insect life. Feel the exquisite sense of fatigue that comes from muscles hard used and from the free rhythmic expansion of breathing dust-free air.

One dose of a good, stiff outdoor hike is worth a million miles of Rolls Royce exercise. Try it and you will find that the good old fliver of two firm feet and a stout heart will give vastly more pleasure than six cylinders and a tank full of gas. And your car will be better for the rest, too.

### OREGON RANKS AMONG FIRST

Electrical Development in State Is Doing Advance Work.

Western states continue to lead the country in power production. With only a little more than 8 per cent of the population of the nation, 11 Western states had 14 per cent of the total number of electric consumers, 13.5 per cent of the domestic consumers and 22 per cent of the industrial consumers of the United States, according to a survey announced by the Electrical World.

The number of electric consumers in the west increased 179,195 during 1926, bringing the total as of January 1, 1927, to 2,726,209, as compared with 19,528,581 for the nation as a whole.

In per capita generation of electricity no section of the country can compete with the Pacific coast. Oregon is included among the first 15 states in the union. The addition in the west to the generating capacity in 1926 was 302,000 horsepower. It is estimated that the increase during 1927 will exceed 430,000 horsepower in 16 hydro-electric plants and four steam stations. The construction budget is estimated to be \$174,000.

Electric companies, with many millions of dollars invested and distributing light and power under state regulation, are keeping ahead of the demand which is steadily increasing as the west develops and the increased use and practicability of electricity is manifested. Local companies are reaching out as rapidly as practicable to serve agricultural and horticultural districts, and by practicing economies they are able to prevent increases in rates, selling electric energy under the pre-war prices.

### FARADAY'S SARCASTIC JEST COMES TRUE

After seven long hard years of labor with one object in view, Michael Faraday in 1831 succeeded in producing an electric current by induction. One day in his laboratory he explained the experiment to a friend who was one of those matter-of-fact sort of chaps, who said:

"Very interesting, but what is the use of it?" To which Faraday some-

what sarcastically replied: "Perhaps some day you can tax it."

When it is considered that the great electrical industry of the present is based primarily upon Faraday's epochal discovery, the truth of his great jesting remark may be understood. Today the electrical industry is the third largest taxpayer of corporation taxes in America, and will doubtless soon stand at the head of the list.

The electrical industry in the United States paid last year in taxes \$163,000,000.

### A Penny an Hour Servant.

What do you pay for house service these days? The average wages for domestic help that comes into the home by the hour in some cities is 50 cents, making \$4 for an eight hour day, plus carfare both ways and two meals. Servants living in the home are getting very good pay all over the country.

But here is a servant that works for about a penny an hour, the most reliable, most efficient, most economic, cleanest servant of all—electricity. Measured in terms of human labor, electricity may be hired in the American home today for an average of about one cent an hour, according to some of the statisticians who have gone to the pains to figure it out.

Incidentally, this servant—electricity—is the only one whose wages have not been greatly increased since 1913—before the war. Instead of being increased the cost of electricity on the average is 8.6 per cent less today than it was in 1913.

### Is your store crowded?

Do you welcome more business? Would you invite some country trade? The routes, the adjacent towns—these people read the Ashland American. It reaches them Fridays. There is no guessing about its welcome in the home. 1,200 copies each week, over 3000 readers. It is their paper and they look for your announcements or prices. The American caters to the homes in and adjacent to Ashland and will aim to please them in news and ads. Advertisers can talk to them through these columns at very reasonable rates.

The American is located in the Shook block. We try to see the business men when they are not busy. Phone us or call and see the office. Somebody is going to get more business, and the American is the best weekly medium in Jackson county.

We have for your benefit, a cut and copy service new each month, of latest style

merchandise. No charge. Ask to see it. Pictures for every known business and advertising suggestions.



### PAINTERS

W. H. ROSS & SONS  
Painters and Decorators  
1023 East Main Street  
ASHLAND, OREGON

### REAL ESTATE

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

A. M. Beaver Telephone 68  
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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  
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Is now ready to render best prices on all kinds of granite and cemetery work. Apply P. O. Box 34,  
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