

Ashland American

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Member STATE EDITORIAL ASSOCIATION
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EDITORIAL

Six million miles of telephone wires supply the requirements of New York city.

The highways were covered with Fords and other vehicles last Sunday between showers. Everybody wanted to get out in the wide open spaces and license plates from many states were speeding too and fro. It was warm and inviting and the gas stations did a good business.

Looting of American stores in China, or a fight with some American oil workers or miners in Mexico, is constantly being complained of to Uncle Sam. It really is too bad that this little old U. S. A. is so small that these Americans are compelled to go to China or Mexico or any other country to exist or make an honest living.

Sometimes we of Western Oregon complain of it raining, or it's too hot today or too cool today, etc. Never has Oregon experienced an eastern blizzard, cyclone, electric storm, hail or tornado. What would unexperienced, unprotected Oregonians do, should we be visited by a snow storm and blizzard such as visited Colorado or Wyoming last week?

There is considerable 1928 campaign guessing and framing in the political air. The Middle West is busy with clubs and propoganda and the battle cry is "Lowden for President." In the East less interest is shown at this early stage of the game and the Easterners are waiting word from Coolidge. The president has nothing to say; attends to his job and lets the politicians worry.

Ewing Herbert tells this one: Owner of auto had his driver stop to pick up a lot of children on the way home from country school. He put one of the bright little girls on his lap, began to talk to her: "Have you any lunch in your dinner box?" he asked. "No," she said. "I always liked to save some of mine to eat on the way home from school," he said. "Do you like your teacher?" he asked. "Yes," she said, "I am the teacher."

This as we all remember was going to be an economical year. Pre-election campaign speakers and smaller office seekers all promised it. Every candidate was a friend to the tax payer. He said so. Still the last state legislature was the most expensive in the history of Oregon. The expense for the session, with the miscellaneous items for the days the members were in session was about \$150,000. The 1928 legislature will be the same thing. Promises will be numerous and when they meet, every member will have some building to build or a new law calling for a high salaried commission. Thanks for a "retiring" governor who knows how to economize.

"TO SAVE PEOPLE"

In his inaugural address, President Coolidge said:
"I favor the policy of economy, not because I wish to save money, but because I wish to save people. The men and women of this country who toil are the ones who bear the cost of the government. Every dollar that we carelessly waste means that their life will be so much the more meager. Every dollar that we prudently save means that their life will be so much the more abundant. Economy is idealism in its most practical form. * * * The wisest and soundest method of solving our tax problem is through economy."

Last Saturday resembled a "Visitors day" at the Ashland American office. We were pleased to note that more people called at the office Saturday than that of any one day since the publication of the paper. It was told us by these subscribers many times that the American was the best paper in Ashland and no doubt the popular weekly of Jackson county. We are giving the National Farm News for a year free with every new subscriber to the American, and we were greatly pleased with the number of new readers that came in Saturday. From Ashland, the trading territory surrounding the city, from Talent and routes out of there the American is meeting with universal approval and the friends that the paper is gaining is quite gratifying to the office. We will continue with our subscription offer and will not be content without a hundred per cent circulation.

ALL STOCKHOLDERS

Every ninth person in this country is a stockholder in some sort of a corporation. The utilities, the industries and the banking of the country are largely in the keeping of the masses. Even the man who shines the shoes owns a share in the light and power company. Perhaps this is a reason why the modern politician does not find so much sport in baiting the corporations.

MINING MEANS HOPE

Amazing progress has been made in chemical and mechanical treatment of ores, so that ores once regarded as expensive waste are today producing good values; and capital is available in increasing amounts for new ventures.

What the miner produces is new and clean and helpful. It is not a speculative trade, with a luckless victim at the other end; but a positive, valuable contribution to the world's savings. In every way, the miner is a business asset to any community. Mines make the best possible noncompetitive local markets for farm and range products. They breathe courage and enterprise and vision as does no other investment or industry known to man. Mining pays splendid physical contributions to national prosperity; but of even greater value is its spirit of militant hope.

If there is anything to mine in your proximity, organize and go after it. It will be a splendid stimulant merely to get the miner's habit of hope, besides the physical reward that is now coming to the miner everywhere.

UNDER THE BALLOT

Observations of the measures passed by the Oregon legislature indicate an unwillingness to tamper with either statutes of constitutional amendments enacted by the people. While the legislature did attempt to grant a stay of execution to the Columbia river fish wheels until next December, the governor stepped in and vetoed the bill. The general trend of the legislature, however, was toward a "hands-off" policy with respect to laws and constitutional provisions enacted under the initiative.

This same policy is noted in the Washington legislature, where a bill to permit Seattle and Tacoma to sell electricity outside of their own corporate limits has been defeated, and it is interesting to note the comment of a Portland newspaper which advocates by indirection state-wide operation of public utilities, now un-

der state regulation and control:

"Is it any wonder that legislatures fall into disrepute and that the public looks upon politicians as malefactors almost beyond compare? Fortunately the people of Washington have the ballot."

The people of Washington, as of Oregon, do have the ballot, and in 1924 they voted on just such a proposition as was defeated by the legislature, and they killed it by a majority of 77,901. In Oregon a proposal to place the state in the light and power business was rejected by a majority of 112,779, or more than four to one, and in California the adverse majority on a similar measure, submitted to the people for the third time, was 418,034.

Legislators of the state of Washington voted in accordance with the expressed wish of the people of that state on a measure which would have plunged that common-wealth into the sea of industrial socialism.

WHAT MAKES PROSPERITY

Prosperity means good business, and good business means active buying. Buying moves in a circle.

There are four factors in the circle of buying, the manufacturer, the jobber, the retailer and the buyer. Together these factors constitute the public. The manufacturer, the jobber or retailer is in a separate class from the buyer only so far as his business is concerned. In every other relation in life he is one small individual in the great mass called the public, and he is affected by the same living conditions that affect the latter. Outside his own business he, too, is a buyer, so he joins with the public in starting the buying impulse that sweeps around the circle. He buys the comforts and necessities of life, and he wants reasonable prices the same as the public does.

Not all Ashland merchants are using the local papers to unload their shelves. But it can be depended upon that the ones who are the ones who are anxious to join hands with the public in bringing about prosperity and keeping the community prosperous.

SWAT 'EM

Now, and for the next six or eight weeks, is the time to swat the flies with real effectiveness. In other words, the early swat is the swat that really counts, for each fly killed during the early part of the season means the elimination of several million possible descendants later on. Of course it may seem like foolish business to chase the flies where there are so few of them, but if you wait for them to multiply it will mean just that much more worry and trouble, and just that much more swatting to be done.

Also it is well to remember that there is something even more important than swatting the individual flies, and that is swatting the places where the flies breed. It is a far more effective method than either swatting or using fly traps. Old piles of refuse of any kind are apt to be fly incubators, and they work without any of the fuss that is needed to make a success out of the conduct of an ordinary chicken incubator. Every time you get rid of an old re-

fuse pile you make certain there will be fewer flies in that particular neighborhood during the coming summer months. The experts tell us that the average fly travels only a few hundred feet from his birthplace, so when any particular locality manages to get rid of the fly breeding spots it means that section will be practically free from the fly pest during the summer period.

For several years the anti-fly campaign has been pushed with much vigor, and the indications are that it will be waged with even more activity and effectiveness during the coming season. All over the country the word is being passed along to "Swat 'em, swat 'e now, and swat 'em hard." The adherence to this advice will mean better health and more comfort for every community that follows it, and each individual will share in the benefits and advantages. So start in early to swat the flies, and above all do not neglect to get rid of the breeding places of these pests, which constitute a genuine menace to human health and happiness.

TOOK HIM UP.

Last night, says Wade Willard, a man in the hotel lobby wanted to bet five bucks he could whip anybody in the lobby. The colored elevator boy took him up.

As a steamer was leaving the harbor of Athens a young passenger approached the captain and, pointing to the distant hills, inquired, "What is that white stuff on the hills, captain?"

"That is snow, madam," replied the captain.

"Well," replied the lady, "I thought so myself, but a gentleman told me it was Greece."

During 1926, more than 300,000,000 barrels of gasoline were consumed, both at home and abroad, a gain of nearly 20 per cent over 1925.

One-fifth of the fuel oil marketed in the United States is consumed by railroads.

Buy it in Ashland.

We Will Welcome You As A Shareholder



From All Walks of Life

Doctors, lawyers, preachers, teachers, mechanics, craftsmen, housewives—all are partners in this company.

Our shareholders come from all walks of life. Some own substantial amounts of our Preferred Stock—others only single shares.

Some have purchased their investments outright, for cash—others have used the convenient monthly investment plan.

All receive dividend checks regularly—by mail—every three months. You can do so, too.

You Should Know the Facts About Investment
In Our Preferred Shares

THE CALIFORNIA OREGON POWER COMPANY

OFFICES:
Medford, Grants Pass, Roseburg, Klamath Falls—Oregon
Yreka, Dunsmuir—California

1927	March							1927
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
●	3	1	2	3	4	5	6	
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14	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	29	
30	31	●	●	●	●	●	●	



There's a Reason
for
EVERYTHING

The reason why it pays to plan your spring advertising early is the increased results you obtain through having a definite outline to follow. We are equipped with cuts, copy and suggestions to aid you in this important work.

Ashland American