

Ashland American

An Independent Weekly Paper Published at Ashland, Oregon
(Successor to the Central Point American)

PAUL ROBINSON, Editor and Publisher

Office at 374 East Main Street
BUSINESS AND NEWS PHONE 95

One Year \$2.00

Advertising Rates Given on Application

Entered at the Postoffice at Ashland, Oregon, as Second Class Matter,
under the Act of Congress of March 3, 1879

JACKSON COUNTY'S WEEKLY PAPER

Member STATE EDITORIAL ASSOCIATION
Member NATIONAL EDITORIAL ASSOCIATION

FRIDAY, MARCH 25, 1927

EDITORIAL

IT HAS FINALLY ARRIVED

California, Oregon, Washington—we might go on and state that all the country—experienced a backward Spring this year. In Oregon, March is generally heralded as the month of spring. The trees are in blossom generally and garden making is nearly always the order of the day.

In southern Oregon, as a rule, much garden is prepared in February. This year it has rained or snowed practically all the time up to the present week. True some trees have ventured out for the past two weeks in blossoms and some gardens are being planted. The moisture is a splendid thing for the coming crops and the heavy snow in the hills is proof of plenty of water during the dry summer months. We can, with some safety now announce that spring has arrived in southern Oregon, but we have hesitated up to the present time in making the forecast.

Business houses in various cities have had "spring openings" two, three or four weeks ago, when they should have announced winter underwear sales or rubbers and umbrellas.

Easter arrives on the 17th of April this year, hence the real spring buying will not start until probably next week. Easter goods are now on display and the spring season is here for spring wear at last. Spring and summer styles are seldom talked of much until two weeks before Easter, then the buying public begin to arrange for the "easter parade." The easter hats and the spring and summer wearing apparel. The only trouble this year, was that all over the country it was a backward, stormy spring. But every cloud has a silver lining, and in this case it will mean good and abundant crops of everything and the best year that southern Oregon has experienced in several years. Yes, spring is here at last, and it will soon be time to do that spring buying. If you don't see spring sales or summer goods advertised in your home weekly paper, come in and read some of the neighboring town exchanges, but don't depend upon the mail order catalogue. They won't prove good policy to home town loving people.

548,000 LIVE IN WASHINGTON

Statistics compiled by the Washington board of trade places the population of the District of Columbia at 548,000. Approximately 110,000 other persons who live in nearby Virginia and Maryland work in Washington.

Of 236,000 persons employed in the District, 65,025 are in the government service. Manufacturing comes second with 44,557. About 143,000 men are employed, while 93,000 women are engaged in gainful occupations. Salaries in government employes amount to nearly \$4,416,000 on each semi-monthly pay day.

Washington has in the neighborhood of 500 manufacturing industries producing finished products amounting to more than \$67,500,000 annually, among which are automobile bodies and parts, beds and bedding, brick, building steel, chemicals, electric machinery, flour, furniture, gas ranges and glass.

The amount paid in income taxes for the year ended June 26, by residents and concerns in the District, totaled \$15,190,636.34. — National Farm News.

SOMETHING OF GRANDEUR

Who will attempt to define grandeur? Springtime, with its blossoms

and sunshine, its warm rains and production, has in it something of grandeur. But who will attempt to define grandeur? Who will undertake to express that subtle, unseeable thing called grandeur?

There was never a generation of man in whom it was not found. There was never a country that failed to recognize it. The statues placed on public squares or before the monumental buildings are witnesses to the subtle thing that we call grandeur.

Who will define it? Longfellow's "Excelsior"—that higher, higher climb of the boy to the mountain top, a poem that nearly all are familiar with—has in it something of grandeur. The man who takes up arms and enters the field of battle for his country, that man has in him something of grandeur.

But, best of all, that friend who is really a friend—not like a summer cloud, appearing only to depart—that friend has in him something of grandeur. One holding a strong religious faith, too, and standing firm for it, has in him something of grandeur. The power of grandeur is always traced to a spiritual law—not a material law; not to a social customer but to the ethics of mankind.

TEN GOOD POINTS FOR ADVERTISING IN NEWSPAPERS

A big retailer who has spent the greater part of his advertising appropriation in good newspaper copy gave ten points which had helped him to become a successful business man through advertising. The ten points:

1. I advertise regularly. Every issue of the paper takes my story to its readers.
2. I make every ad look like mine. Years ago I adopted a distinctive style, and have stuck to it. I use plenty of white space; my ads are never hard to read.
3. I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it three per cent of the previous year's gross, with more if special conditions justify it.
4. I brighten my ads with frequent illustrations, either humorous or practical. This costs me little, for I subscribe to an advertising cut service and keep the cuts as I buy them listed to use again some time.
5. I am careful never to over-promise. When I make claims I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop 'er up a little."
6. I think advertising all the time. I buy goods that will advertise well. Sometimes I buy goods just for their advertising value.
7. I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.
8. Whenever possible, I carry the nationally advertised goods that are advertised in my own home paper. I feature them. Sometimes they give me a smaller margin than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.
9. I always plan my window and counter displays to link up with my newspaper advertising. Each helps the other.
10. My salespeople back up my advertising. They often help with suggestions for it, and I see to it that they always read it.—N. E. A. Bulletin.

TOO MUCH GOING ON

The world is moving too fast; there is too much going on. People are apt to plunge in their scramble for a position in the life of speed. There is too many places attracting spare time, there are too many worthless offerings to sap the pocket book, the nervous system and the home attentions. There is so much going on that it becomes a necessity to neglect business, home, schools and religious duties in order to keep up with the amusements and swift goings of our neighbor. The whole world is tired out, and only hysterically pepped up on false energies characteristic of this hurry, speedy, excitable era of civilization.

This carnival of spending, this demand for sport, athletics, amusements and popularity is ruining our schools as well as our individual health. The average family certainly cannot afford to send boy or girl to college where they have to have a dollar ticket every night for a class dance, a fraternity party, a mask ball, a basketball game, a football game, concert after concert, evening gowns, dance shoes, silly hats, striped stockings, gas, gas, gas. It can't linger long. The carnival resembles that of ancient times before the fall of Rome.

If a business man refuses to buy a ticket to a ball game, a pee wee party, a dress rehearsal, a class program or a pink tea he is counted a grouch, consequently he feels compelled every day to dig up his last cent and stand off the freight bills.

Home sweet home is a memory of bygone days, and "where is my wondering boy tonight" includes, as well, the "wonderin' girl," "wondering mother" and whole "wondering family"

But even to the jazz crazed youth it must be admitted that it really does look silly to him to see a mother of several children travel several miles two or three nights a week to attend a jazz dance and go through the silly, crazy steps and movements while hanging on to the arm of a lad young enough to be her son, or with an old granddad with watering eyes and a silly grin over the imaginary fun he thinks he is having. What heads we all are getting. Where is the money coming from. And still you hear the talk of "hard times," when you approach a firm on a business proposition. Plenty of money for gas, for sport duds, for moonshine at two plunks a pint, and even for sky-scraper apartment houses for the homeless and half million dollar art buildings and libraries for colleges all over the world and hard wood reception parlors for the sweet girl graduate to entertain her racing car, vasoline haired suiter awaiting time for the dance or midnight frolic. Where is the remedy? There must be a remedy or death and destruction will follow failing health and bankruptcy. Many fads, customs, habits and styles lead to the fastness of the age. The firey youth propaganda put out by Hollywood, the low dress, loud stocking styles hatched by the fast women of Paris, the over-worked attention given to athletics instead of the three "R's" the lack of control in the home, the lack of foresight and the lack of regard for the saving habit; too much credit and too much excitement. Too much going on, too many places to go. There is no

present remedy. But the life will run itself out. It will take hard times or maybe a general panic, but it is coming. Then, and not until then, will everyone, young and old, get down to business and hard work again. Then will the silly styles be a second consideration, and more hours be devoted to care of self and sensible living. Flaming youth, as it is termed, is having its day, but we all acknowledge that it is a mighty silly age, and old Nero or Cleopatra were not in it.

EASTER SUNDAY

This year Easter Sunday occurs on April 17, the date given for the observance of the Jewish Passover. This is an uncommon occurrence, the two occasions having come together but a few times in the history of the world.

The proper time for celebrating Easter has occasioned no little controversy. In the second century a dispute arose between the Eastern and Western churches. The great mass of Eastern Christians celebrated Easter on the fourteenth day of the first Jewish month or moon, considering it to be equivalent to the Jewish Passover. The Western churches celebrated it on the Sunday after the fourteenth day, holding that it was the commemoration of the resurrection of Jesus. The Council of Nicaea (in 325) decided in favor of the Western usage, branding the Eastern with the name of the "quartodeciman heresy."

This, however, only settled the point that Easter was to be held not upon a certain day of the month or moon, but on a Sunday. The proper astronomical cycle for calculating the occurrence of the Easter moon was not determined by this council. It appears, however, that the metonic cycle was already in use in the West for this purpose; and it was on this cycle that the Gregorian calendar, introduced in 1582, was arranged.

The time of Easter, being the most important of all the movable feasts of the christian church determines all the rest.

It was debated at the time of the introduction of the Gregorian calendar whether Easter should continue to be movable, or whether a fixed Sunday after the 21st of March should be adopted. It was deference to the ancient custom that led the ecclesiastical authorities to adhere to the determination by the moon. It must be remembered, however, that it is not the actual moon, in the heavens, nor the mean moon of the astronomers, that regulates the time of Easter, but an altogether imaginary moon, whose periods are so contrived that the new (calendar) moon always follows the real new moon—sometimes by two, or even three days. The effect of this is, that the fourteenth of the calendar moon, which had, from the time of Moses, been considered "full moon" for ecclesiastical purposes, falls generally on the fifteenth or sixteenth of the real moon, and thus after the real full moon, which is generally on the fourteenth or fifteenth day.

With this explanation, then, of what is meant by full moon, viz., that it is the fourteenth day of the calendar moon, the rule is that Easter day is always the first Sunday after the paschal full moon—that is, the

full moon which happens upon or next after the 21st day of March.

One object in arranging the calendar moon was that Easter might never fall on the same day as the Jewish Passover. It does occur this year, however, and it occurred in 1805, in 1825, and in 1903.

SOIL TILLERS MAY STRIKE SAYS LOWDEN

New York City.—Writing in the March number of System, former Governor Frank O. Lowden, of Ill., predicts the possibility of a situation in which the American farmers will produce only enough commodities for their own needs and allow the rest of the people in the country to starve.

He directed attention to the present disparity between prices of farm products and production costs, stating that the disposition of surplus farm commodities is the problem most requiring a solution. These steps, he believes, are as necessary as insurance against future crop failures, and their cost should be borne by the whole community.

Discussing the present status of the farmer recently, one of the most prominent agricultural leaders in the country declared that the time was not far distant when the farmers would go on a "strike" unless something was done to permit them to enjoy a part of the prosperity that is now smiling on those engaged in other industries.

ASHLAND

Ashland the first city in Oregon, on the paved Pacific highway, just 22 miles from the California line, has many attractive features that are not found in many other cities. Lithia Park astonishes and delights the visitor and proves a source of rest and comfort to the weary. Mineral springs of a variety and quality rare indeed bring relief to many and a climate of equability and rareness satisfies the year around. A city of 6000 people, State Normal, pretty homes, business and wealth.

Send in a news item, or a communication or regular correspondence from your community.

WALKER'S DANCES

Medford

2nd Floor Medford Building

Wed. Jazz, 75c

Sat. Social, 75c

Admission Always—10c

1927	March							1927
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
●	1	2	3	4	5	6	7	
8	9	10	11	12	13	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