

# 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, APRIL 8, 1927

## EDITORIAL

Read and profit by the ads in the American. Patronizing advertisers helps your purse, helps the merchants, helps the paper, helps the city. Live and let live and patronizing home people is always good advice. Read the ads each week in the Ashland American.

### PORTLAND SEEKS CONVENTION

An invitation to hold the next annual convention of the United States chamber of commerce in Portland, will be presented to the national organization by Irving E. Vining, president of the Oregon state chamber of commerce, who will attend the session of the body in Washington, D. C. May 2 to 5, as representatives of this state. The 1928 convention will be held in November. While he is in the east, Mr. Vining also will attend the third Pan-American commercial conference in Washington.

### C. E. GATES ON HIGHWAY COMMISSION

Ex-mayor of Medford Gates, "Pop" Gates, C. E. Gates, everybody in southern Oregon (especially Ford owners) knows Mr. Gates personally, and practically everyone in the state knows that Mr. Gates is a member of the state highway commission appointed by Governor Patterson this week. Southern Oregon is deserving of representation on this important commission and southern Oregon, in the person of C. E. Gates has furnished a member one hundred per cent true blue and loyal to Oregon. Mr. Gates is a worker and has never been found wanting when there were any public duties to perform. Southern Oregon will benefit by the presence of C. E. Gates on the highway commission.

### QUICK TO SENSE THE OPPORTUNITY

Absence of home advertising in the local newspaper gives the mail order houses the chance they are always looking for. Whenever they discover by scanning a newspaper that local merchants are not bidding for trade in their community by ample advertising, they at once flood that community with their own publicity stuff. They maintain special bureaus to keep in constant lookout for districts neglected by local merchants, and by this means increase their sales by many thousands of dollars that should never leave the home town. Read what the advertising manager of a large mail order house says on the subject:

"We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau doesn't get. This bureau looks over these newspapers and when we find a town where the merchants are not advertising in the local papers we immediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in territory where the local merchants use their local papers.—Roseburg News-Review,

### TWO EXTREMES

There are the over conservative people and there are those too apt to "jump at conclusions." Cities are the same way. Both characteristics are unprofitable extremes.

A new factory to locate may find other more inviting fields while the over conservative locality is taking too long to investigate and "think it over," on a franchise or any contemplated help. New comers are often discouraged at the individuals of a city who, in their well meaning, conservative style treat the new citizen with suspicion and delay to help his affairs grow while they wait to see if he "makes good." Any business or individual "makes good" as long as they are not operating bad.

Then a man or community can be too energetic in demanding new business where business is overdone, or asking for enterprises or donations without a thought to the outcome.

The ring leader in boom tactics is to be avoided. The over conservative always suspicious one in whom it takes too much time will often withhold support to a really worthy enterprise that might mean very good returns to a city. There should be a medium point between the two extremes. Advancement in all things takes a certain amount of action, pep and speed, as well as the solid sensible decision of conservative thinkers. But in individual business subjects and public affairs it is always considered wise to avoid both extremes and act.

### CONDITIONS GOOD AND NEW INDUSTRIES COMING

It is not the intention to unduly boost any prospects or to seem over optimistic, but Ashland has just cause to feel at ease over conditions. Ashland is safe, sound and substantial. Our stores are doing a good business as compared to many towns the world over. Our wholesale district shows activities and all preparing for a big summer business. Our box factory, our planing mills are operating and industries feeling confident. Our three splendid banks rank high in the state and the heavy deposits show that Ashland has considerable cash on hand—probably more than the average city of five thousand. The farmers have as promising a season before them as has ever presented itself, and the fruit never started out with better showing. Dairy farmers need little except more cows and the chicken industry promises to be one of the biggest factors for our city and surrounding country. Too much attention and help cannot be given this chicken question as it means much to Ashland. Our large cannery is preparing for the largest year in its history, our native clay fields have arrested attention of interested parties who will, we believe, establish large brick and tile factories here. Our extensive oil shale fields are going to make a big proposition for our city industrially and not alone for the oil that is here, but the by-products to be derived will attract notice all over the country. The well known Ashland mine is expected to renew activities this summer as well as many other mines near the city. Our creameries and ice cream factories are continually working and to make a conservative forecast, one would say that new industries this year will undoubtedly bring to our city a gain in population of at least three hundred or four hundred people.

With all our natural resources, our beautiful spots, our immense tourist travel, our business houses, schools and a good working chamber of commerce on the job, conditions here are not discouraging to say the least. Let us all work for new industries and each of us always have a good optimistic word for Ashland.

### SOUTHERN OREGON OR BOLIVIA

The United States bureau of mines has made an appropriation out of its funds which is to be spent for carrying on a survey and an investigation of recovery methods needed in the production of tin from ores found at an elevation of 12,600 feet in far-off Bolivia, according to a report in a recent issue of a popular mining journal. This purely American bureau, which receives its support from appropriations from Congress, has become interested in this far-away mineral deposit because of the scarcity of tin in America and because large American smelting and refining interests are financially interested in Bolivian tin properties. Years of experimental work and thousands of dollars of American taxpayer's money will be spent in the research work necessary in determining the best methods by which Bolivian ore can be worked commercially.

When the work has been completed, Bolivia will profit from the investments to be made in her own natural resources, large smelting and refining interests will profit from the discovery of recovery methods which will yield them huge returns in the production of tin and other minerals and the United States bureau of mines will gain a little additional knowledge regarding complex ores that can be put into text books to be read by those who lack the ability or initiative to make their own explorations into the fields of science. These same text books will then be used as a standard to confound the efforts and to nullify the results obtained by scientists whose practical experiments have led them into newer and more productive methods.

While all of this effort and money is being expended by the United States government, for the benefit of far-off Bolivia, southern Oregon is left to shift for itself with a problem that is no more difficult and far less expensive to solve. That there is a problem to solve is shown by the fact that reputable mineralogists hold widely different opinions regarding the contents of many of our southern Oregon ores, differences that exist largely because our own bureau of mines is wandering far afield instead of attending to the business of making a study of the natural resources at home.

Before spending money to assist in the development of Bolivia and her natural resources, the United States government, through its Bureau of mines should spend a little thought and money in southern Oregon, where a development of a mineral area and its associated industries will benefit a greater number of American tax payers.—Southern Oregon Spokesman.

Statement of Ownership, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, of Ashland American, published weekly at Ashland, Oregon, for April 1, 1927

State of Oregon,  
County of Jackson.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Paul Robinson, who, having been duly sworn according to law, deposes and says that he is the editor and owner of the Ashland American.

That the names and addresses of the editor and owner is, Paul Robinson, Ashland, Oregon.

That the known bondholders, mortgagees and other security holders, owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are none.

PAUL ROBINSON,

Editor and Owner

Sworn to and subscribed before me this 25th day of March, 1927.

L. A. ROBERTS,

Notary Public

My commission expires April 20, 1929.

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

## The American Job Printing

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

MEDFORD, OREGON

## NOTICE!

The Box Factory lumber yard during the month of March will make big concessions to Farmers and others that wish to build. The price of all Common lumber will be reduced during March to \$20.00 per thousand feet. This includes Shiplap, Rustic, Boards, fencing, plank timbers and dimension lumber. We have a stock of half million feet to reduce before our mill starts sawing again. This lumber is all dry and freshly milled. Come and get it yourself or we will deliver it for small cartage charge. Make your order a thousand feet or more to get this \$20.00 price.

CALIFORNIA-OREGON BOX & LUMBER CO.  
Box Factory East Main St., Phone 30

# Lumber



Building Material  
Blox Coal

Ashland Lumber Co.

384 Oak St.

At Ry. Crossing, Phone 20

It's the

## Essex Super-Six

Engineered to lowest operation and maintenance cost.

Entirely new appearance

Will do an easy 50 miles an hour all day long.

Priced within the reach of all

Phone 46 for demonstration or call at

Lithia Springs Garage

Back of Lithia Springs Hotel