

STORIES TAKE LARGE SPACE

TRUANT GIRLS ARE REJECTED
FROM MURDER TRIAL

Defense Has Case

Jacksonville Cops All Glory for
Publicity From Trial; Medford
Is Forgotten.

It has been said by many readers that some papers devote too much space to murders, hold-ups, trials and tragic stories. The way the people of Oregon are reading the many columns of type devoted to the DeAutremont trial would seem to prove that the reading public actually approved instead of condemned this brand of news.

The fights to get into the court rooms at Jacksonville and the struggles to get a glimpse of the prisoner would tend to show quite an eagerness, at least, on the part of the public to see, hear and feel all of the tragedy their system will absorb. In fact none seem to realize what it is all about. The big show, the great attraction, a murderer actually on display. Does the public see the vital question, the great sin, the justice that is trying to take an eye for an eye? No, the public sees only the novelty of the whole affair. What a place for high school flappers who play hooky to attend the popular murder trial. What a chance for the ladies to display their court gowns; what an opportunity for a day's loafing place for the man of little business affairs.

The big Jacksonville show is on, has been on for two weeks and look at the free advertising the little berg realized. Then Medford, the big neighborly, sister city, got in big on the publicity part. How the Medford publicity peddlers rejoiced to see a Medford date line before a daily trial report.

The prosecution was first at the bat and scored several points of interest to the spectators. They displayed overalls, frying pans, cigarette butts, oil cans, etc., etc., in their attempt to prove that there was evidence to convict the one charged.

The spectators sit with popped out eyes and open mouths straining their necks to get a good look at those overalls, pans and oil cans. They were really overalls, pans and oil cans and perhaps were the first ever seen by the anxious crowd. Then the new suit of clothes worn on the occasion by the condemned. How they described those suits. They really were fashionable suits and he wore them just like a man. Pants, vest and coat. A real suit of clothes, button holes and all!

The women were so thick on one day that Mrs. X in her strained position, sitting next to Mrs. Y, in her stretched position, actually painted the nose of Mrs. Y instead of her own.

And then what fun the audience had in watching the expressions of the jurymen. This feature of the program was indulged in with no advance in admission price and the jury didn't mind it in the least. The prosecution and the defendant were not interested in the many colors on the spectator chairs. The lawyers for both sides were not in the least concerned about the long hours the audience had to undergo day by day in order not to miss anything. We don't suppose the relatives of the victim cared about the attraction the affair was to the curious public. We don't suppose the relatives of the condemned boy really noticed how any of the congregation were dressed. The earnestness, the legal transactions, the mills of justice kept on grinding regardless of the show made of it by so many.

Then the prosecution turned the case over to the defense. Oh! my, what an extra attraction this seemed to be. The excitement grew, the crowds grew, the whiskers on the faces of the jurymen grew.

At this writing it is impossible to predict just what the defense will bring out or how many surprises they will introduce; nor do we know just how the spectators will survive during the remainder of the

When the verdict is reached, if one is reached, there is no doubt but what every reader in the state will know it. Even The American will print the verdict as a news item of much importance.

A VITAL NEED

There is no doubt but what the retail business of Ashland and all activities could be bettered if given good publicity. In declaring this we are not now soliciting advertising or speaking from a selfish motive. It is the opinion of hundreds of American readers. It is here referred to, and we will try to explain our ideas, with a view of helping all Ashland. The American is read by the rural route homes and by ninety percent of the people of Talent, as well as by hundreds in Ashland. In striving to please our rural readers, we want to boost for Ashland. We have in every issue boosted of our city, our climate, our park and all our advantages, we have repeatedly begged our readers to trade at home. We have heralded to nearly every state good propaganda concerning Ashland. All this with so little advertising that hundreds of people have spoken to us, and written us letters, asking if Ashland was as good as we claim, and wondering where the people are supposed to do their trading.

The weekly paper has accomplished some things and hopes for more.

Constant advertising is making Medford. We see our trade territory going there in answer to constant invitations and attractions. A little six inch ad one week and then stop for a few weeks is not a test of advertising. Here is a city of 6000 people not doing near the advertising of cities of 2000. Not a weekly in Oregon carries less advertising than your home paper that is constantly boosting you. This adjacent trade is worth much to Ashland and Ashland should have it. We deserve it. We outsell Medford when it comes to prices and have less overhead expense here—but we don't tell the readers about it in ads. One can't pick up a paper from any worth while town without seeing a lodge directory therein. But no lodges here, apparently. It is little wonder that people buy elsewhere while no merchandise is spoken of from many lines. It is publicity these days that builds cities. Publicity and co-operation will also help us all from a civic and town building standpoint. By a united effort Ashland might land a sawmill or two, a pickle packing plant, a factory, a mine, a bottling plant, a sanatorium. We need them—they need Ashland.

By united effort we could make good use of our chaunauqua tabernacle. We can get more from our park and more from the adjacent fruit and chicken industries. A chamber of commerce membership drive might help—if all would come in and talk more real business. A good eat is splendid, but a hundred men can't eat and solve any question in an hour's time. There is a splendid opportunity here for some substantial work. It takes time, money and leadership, but well worth it. The first act of the accomplishing of all this is to cease speaking of our city in a pessimistic manner, talk better times, advertise, call a meeting or two and always have a good word for our community. There is not a better city in the northwest in which to make a home.

ON ENGINEERING PUBLICATION

Local Freshman at O. A. C. Is Given Honors.

Oregon Agricultural College, Corvallis, May 12.—(Special to The American.)—Donald Ross of Ashland, freshman in engineering, has been appointed on the staff of the Oregon State Technical Record for the coming year.

The Oregon State Technical Record is published quarterly in November, January, March and May, by the Associated Engineers of the Oregon State Agricultural college. Its purposes are to record engineering progress in the Northwest; to furnish news; to publish records of scientific work done by students in this institution and to publish any matter of special technical and scientific interest to civil, mining, mechanical and electrical engineers and foresters and others engaged in technical pursuits.

FACTS REGARDING BUILDING OF DAM IN ASHLAND CANYON

There is considerable talk concerning the building of the dam in Ashland Canyon, to supply an abundance of water for all time and for all occasions to the city of Ashland.

Much of the street talk is made by sincere people who get their ideas from hearsay, and much of the information is not correct. Figures and facts are often enlarged in the process of passing from mouth to mouth.

With the best of motives we have written just a few of the facts and the reasons we think the dam should be built. Please read and consider.

The charter amendment voted at the last November election covered the WHOLE OF THE WATER SYSTEM or PROPOSED IMPROVEMENT. It covered the canyon dam, the Crowson Hill reservoir, the new and larger pipes. This work all planned as a whole system, and the Crowson Hill project is of little real worth without the dam, as the reservoir will hold practically a one days storage of water. The dam is needed as bad now as before the Crowson Hill project as they are of the same unit, the one supplying the other. It is necessary to complete the whole project to receive the benefit from a part of it—hence the entire work should be completed as planned and as voted on in November.

The building of the canyon dam will give us more power for our electric plant, and will save us many thousands of dollars each year in electric bills.

The dam will act as a settling tank and give us better water.

The proposed dam will give us fire protection against all dangers and should reduce the high fire insurance rates. One big fire might cost as much as the dam. The dam will allow us an unlimited amount of water for flowers, lawns and the beautification of our city that every home owner takes so much pride in.

The project is covered by bond issue; bonds to be retired and interest paid from water funds.

Water rates have been established and are now in effect and will be the same whether the dam is built or not, consequently it will not lower the water rates now to put off the building of the dam. The present new rates were set with the whole project in view, part of which is now under way. The dam has nothing to do with taxes and taxes will not be raised on account of any water works in Ashland. The flat rate today in Ashland is not as high as it is in Medford. We easily forget this one point.

The dam will also save the renewing of three-quarters of a mile of new pipe-line to the power plant.

Ashland water is the biggest asset we have. And the failure to supply it and to build this dam now would make the city the loser in many ways. Ashland cannot afford to postpone the building of the dam now. It is a necessity. Plenty of water for all purposes in wet or dry seasons, plenty of water for all fire protection, pure water we can well afford to advertise to the world. A beautiful city will result, a healthy city, a safe city.

No tax increase and water rates the same as the new schedule, which really are not as high now as those of many cities.—Signed:

F. G. Swedenburg, M. D.
Sylvester Patterson,
B. E. Smith,
W. R. Davis,
James Barrett,
Gordon MacCracken, M. D.
J. N. Dennis.

Opens Store in Yreka.

Thomas Hill, who has conducted a grocereria in Ashland for the past eight years, has rented the Brinzer building in Yreka and will start a grocereria in the same in about two weeks. The interior is to be entirely remodeled. Mr. Hill will continue to operate his store in Ashland, putting a manager in the one here.—Siskiyou Times.

And this is Friday the 13th. Mr. and Mrs. Hayes spent Mother's Day with their daughter and son-in-law in Medford.

Club Holds Meeting.

The Wednesday club, a social organization of the Presbyterian church held an enjoyable meeting Wednesday at the home of Mrs.

Fred Hitchcock on Oak street. A goodly number of ladies were present. Mrs. Hitchcock and Mrs. Howell were hostesses.

CLASSIFIED

FOR SALE

For sale—Six room plastered house in R. R. Add. About \$600 down bal. \$26 a month, includes interest about one acre. Also 7-r. 1 1/2 story bungalow, well-built, scenic location; good lot; fruit, price \$2300; \$300 or more down, \$25 a month with 6 per cent int. See Yockey & Co. 50tf

ON CRATER Lake highway, in city limits, and on Rogue River, the home of the Steelhead. Two acres, fine black soil, five room house, fireplace, bath, electricity. Spring, city and well water. Plenty fruit and shade trees. Also has 30x30 concrete tank, 5-ft. deep, fed from spring, an ideal place to keep trout or use as

swimming tank. \$2250 buys this place if sold soon. Address P. O. Box 522, Gold Hill, Or. 43tf

WANTED—To buy fresh cows and springers. Charles Broili, 448 Helman st. Phone 407R. 47f

Mattresses renovated and recovered. We save you half the price of a new mattress. New mattresses made to your order. Hair and floss mattresses our specialty. We call and deliver. Medford Mattress Co., 32 North Grapc St., Medford, Oregon, Phone 266-R. 48tf

Beautiful Fluff Rugs made from worn out carpets. We call and deliver. Medford Rug Co., Phone 510-M Medford, Oregon. 48tf

Rug cleaning by the latest shampooing process, 24-hour service. We call and deliver. Medford Rug Co., Phone 510-M, Medford Ore 48tf

NEW DRESSES AT Popular Prices

FOR

Friday - Saturday

\$9.95

\$10.75

\$16.75

\$19.75

Exceptional values sent for this week-end sale
Sizes 16 to 40

Spring Coat Sale

is in full swing. Still 50 Spring Coats to be sold out at

\$10.75 — \$16.75 — \$19.75

McGee's

VINING Theater

"ALWAYS THE BEST FOR THE VINING GUEST"

Saturday, May 14

"FINGER PRINTS"

The mystery—comedy adventures of a wise chick who lays for a lot of bad eggs amid the taut, tip-of terrors of a \$5,000,000 mail robbery.

—oOo—

Sunday and Monday, May 15 and 16

"KIKI"

"The door flew open and in she came; no boxes nor bundles—not even a name. She's an eye for a hearth, a tooth for the sweets, and a character founded on corners of streets" with Norma Talmadge and Ronald Colman

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Tuesday, May 17

Viv Morse with the

CALIFORNIA COLLEGIANS

direct from the University of California, Berkley. The Glee Club! Vaudeville entertainment.

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Wednesday, May 18

"EASY PICKINGS"

Starring Anna Q. Nilsson. The critics say it is a mystery Wow! Love errie thrills and comedy are the dramatic mixtures of this picture.

—oOo—

Thursday and Friday, May 19 and 20

"TRACED BY THE POLICE"

Starring Rin-Tin-Tin the wonder dog, with Robards, Virginia Browne Faire, Santshi and Nannette. In a walloping wow of the wild and Woolly West.