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One Year

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ASHLAND REGISTER

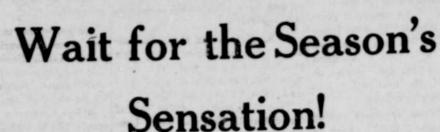
WILL HAVE TO WRITE VALLEY VIEW The Ashland Register A CALIFORNIA MAMMY SONG (Continued From Page 3) Semi-Weekly Paper Published at Ashiand, Oregon Formerly the Central Point and Ashland American Valley View was pretty much deserted the last of the week as Songs about the watermelon linging to the vine in Dixie are in Office at 372 East Main Street BUSINES AND NEWS PHONE 95 danger of consignment to the lim- most every one went to the Products show. o of forgotten melodies if Cali-\$2.00 fornia output of the succulent Mrs. J. R. McCracken left early ruit continues to increase, ac- Monday morning for Springfield, Advertising Rates Given on Application Sensation! ording to C. J. McDonald, man- Oregon to attend the annual dis-Entered at the Postoffice at Ashland, Oregon, as Second Class Matter, under the Act of Congress of March 3, 1879 ger of perishable freight traffic trict convention of the W. H. M. for Southern Pacific Company. S. and W. F. M. S. of the Metho-Member STATE EDITORIAL ASSOCIATION Member NATIONAL EDITORIAL ASSOCIATION California ranked fourth in the dist church. ntire United States in the number of carloads of watermelons pro-COST OF PRODUCTION Eugene- Baptist Church induced during 1926, according to stalls new \$17,500 organ. McDonald. Georgia was first with In conversation with many farmers we find 16,438 carlads; Florida second that the need in farming is to secure a reasonable Salem-State prison plant sells with 9,187 carloads and Texas 100 tons spinning tow to Belfast, profit above the cost of production. third with 7,456 carloads. Cali-Ireland. fornia was fourth with 5,650 car-As one farmer put it, "Our greatest problem on loads produced. Reports for the the farms of Oregon is to so farm as to be sure of entire year show that the railroads Newberg Graphic building a fine a profit above the cost of production." He is of the United States shipped 54,newspaper home. 705 carloads of watermelons from right. The farmer, in order to thrive, must have a producing areas. This was an inprofit above the cost of production. Newberg-\$1,125,000 Spauldcrease of fifteen percent over the previous high year, according to previous high year, according to be running, with first year's ou't-Cooperative marketing is not the only panacea. INDOOR McDonald. It is important that along with the solving of the put sold. market problems there must be a close study of the important subject of lessening the cost of More than 3000 The manufacturer of a commodity bases his profits on the difference between the cost of **Preferred Shareholders** production and the selling price. If the cost of production is less than the amount received for a product there is a profit and the business flourish, providing, of course, that product is one that CIRCUS has a demand in the market. The same is true of the farmer as of the manufacturer; he may produce large crops, first class fruit and livestock, but in order to make a profit he must lower the cost of production to the minimum so that he may receive all that is possible from the crop he produces. In these days of keen competition, it is the lit-**Ask for YOUR Copy** tle things that count with both manufacturer and AND FIESTA farmer in producing a finished product for sale in distant or local markets. of this Attractive Book The reduction of cost in any business requires a system—this truism is applicable to any life of business. It means using the head, laying out plans and looking closely after details. In fact, Containing sixteen pages of pictures and facts, illustrating and describing the properties of The California Oregon Power Company, the booklet it calls for a sharpening of the wits all along the shown above is yours for the asking. line. Therefore it behooves the tiller of the soil to study this problem from the angle of economic It is packed full of informative facts about this progressive public utility company. Its charts present a striking picture of growth. Its pictures production-a problem ever before him for soluillustrate modern plants and properties, built and maintained for the service of the public. The PUT A CHECK ON SCIENCE

We are living too fast, all of us, and that is what is the matter with the world, is the statement of a very eminent English bishop of the Church of England, in a statement and sermon delivered by him recently.

The eminent divine has read of the Chicago

capital supplied by thousands of investors goes directly into the construction of permanent, useful public utility properties. A large map illus-trates the wide territorial diversity.

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The Lithians'

gunmen, the bank robbers, the flappers and the supper clubs, the murders and the general increase in crime in this country and the world over, and has reached the conclusion that it is all because we are living in too fast an age.

Mechanically fast, he says, so fast that we do not have time for spiritual and mental uplift and pleasures, and he wants to call a halt on science for ten years and let us all get back to normal and be able to regenerate happiness.

He is against too much promotion of aviation, which includes trans-oceanic flights. He is against wireless telephony, radio, television and other matters of science which have elevated people into too much of a rarified mental atmosphere with the result that we as a people do not stop to think of our soul's salvation or much of anything else but pleasure for the moment, and seem to have forgotten God and our religious teachings.

He makes the claim that we are bordering on a dangerous era, mental and physical, to say nothing of spiritual, when we advance mechanically as rapidly as we do to the sacrifice of the spiritual.

There are many who will agree with the statement made. Most certainly the statement comes from a student and a trained mind and one who has the opportunity to observe and study.

It is a fact that we are living in a mechanical age. All, or nearly all, of that which we once upon a time, and not so very long ago, did by hand or through manual labor or acquired through some effort is now a mechanical process which has to a large measure deprived us of the privilege of thinking with the result that many have given up that perogative.

The need for thinking and the need for physical effort being taken from us we have found an outlet in a mad pursuit of pleasure and so-called recreation, but a class of recreation which robs rather than recreates.

We are in the mechanical age and the spiritual has largely been relegated and become an after-thought, if a thought at all, and it might be a good plan to slow up a bit and return partially to the old ways, even though the idea of a 10 year's vacation from mechanical science and invention is not possible.

THE CALIFORNIA OREGON POWER COMPANY

PIONEERS

The pioneers of Southern Oregon are looking forward to their annual reunion at Pioneer Hall on Thursday, and Ashland is glad to welcome these old-timers whose activities date back into the earl-ier days of Southern Oregon.

Occasionally we have referred to the fact that this bank is one of the pioneer institutions of Southerns Oregon. We are proud to be pioneers, and to have helped in making history, yet we are even more glad of the opportunities of-fered to be helpful in future activities.

Indeed, whether you are a pioneer or a new comer, we greet you as important in the community life of Ashland.

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