

# The Ashland Register

Semi-Weekly Paper Published at Ashland, Oregon  
Formerly the Central Point and Ashland American

Office at 372 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

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## COST OF PRODUCTION

In conversation with many farmers we find that the need in farming is to secure a reasonable profit above the cost of production.

As one farmer put it, "Our greatest problem on the farms of Oregon is to so farm as to be sure of a profit above the cost of production." He is right. The farmer, in order to thrive, must have a profit above the cost of production.

Cooperative marketing is not the only panacea. It is important that along with the solving of the market problems there must be a close study of the important subject of lessening the cost of production.

The manufacturer of a commodity bases his profits on the difference between the cost of 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 flourishes, providing, of course, that product is one that 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 little things that count with both manufacturer and farmer in producing a finished product for sale in distant or local markets.

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, it calls for a sharpening of the wits all along the line. Therefore it behooves the tiller of the soil to study this problem from the angle of economic production—a problem ever before him for solution.

## 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 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 prerogative.

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 afterthought, 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.

## WILL HAVE TO WRITE A CALIFORNIA MAMMY SONG

Songs about the watermelon clinging to the vine in Dixie are in danger of consignment to the limbo of forgotten melodies if California output of the succulent fruit continues to increase, according to C. J. McDonald, manager of perishable freight traffic for Southern Pacific Company.

California ranked fourth in the entire United States in the number of carloads of watermelons produced during 1926, according to McDonald. Georgia was first with 16,438 carloads; Florida second with 9,187 carloads and Texas third with 7,456 carloads. California was fourth with 5,650 carloads produced. Reports for the entire year show that the railroads of the United States shipped 54,705 carloads of watermelons from producing areas. This was an increase of fifteen percent over the previous high year, according to McDonald.

## VALLEY VIEW

(Continued From Page 3)

Valley View was pretty much deserted the last of the week as most every one went to the Products show.

Mrs. J. R. McCracken left early Monday morning for Springfield, Oregon to attend the annual district convention of the W. H. M. S. and W. F. M. S. of the Methodist church.

Eugene—Baptist Church installs new \$17,500 organ.

Salem—State prison plant sells 100 tons spinning tow to Belfast, Ireland.

Newberg Graphic building a fine newspaper home.

Newberg—\$1,125,000 Spaulding pulp and paper mill will soon be running, with first year's output sold.

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## 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 earlier days of Southern Oregon.

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