

PACIFIC HIGHWAY MOST VITAL TO JACKSON COUNTY

"The publicity director of the Seattle Chamber of Commerce calls the Pacific highway 'the main street of the Pacific coast,' and that is what it really is, and it is to the interest of Medford to see that business is good all along the street," said Harry L. Wells, editor of the Pacific Coast Traveler, today at the Kiwanis club luncheon. "Three routes of travel north and south are developing," said Mr. Wells. "The chief one, for the present at least, is the Pacific highway. To the west a new route is being opened. Before long the Roosevelt highway will be in good condition for travel, and then it is expected that the majority of machines that go up the redwood highway from San Francisco will continue up the coast and not come over to the Rogue River valley at all. For the present they will reach the Pacific highway in the Umpqua valley, but eventually they will go still further up the coast. On the east the road from the Columbia river by way of Bend and Klamath Falls is developing and promising to take the bulk of the southern travel from Canada and eastern Washington and Oregon. The wonderful Columbia River highway will be an important factor in preventing this. "The thing to do right now is to establish the Pacific highway in the minds of the people as the great, standard and most desirable route north and south on the Pacific coast, that travel can not be diverted from this route by any other route. The right sort of publicity, by the right people, not only means very high class and artistically attractive, but publicity of the whole route and not merely of individual attractions here and there. "One who has not been accustomed to view the matter in this way severely realizes that the Pacific highway is the longest, the best and the most comfortable to travel in the world, and is bordered all along its 3,800 miles with beauties and marvels of nature such as no other tourist automobile route in the world possesses. The work which the Pacific Highway Association has undertaken is to sell to tourists and vacationists the whole highway, a complete trip, such as they cannot find anywhere else. We are tying up the pulling power of Lassen, Shasta, Crater Lake, Oregon Caves, Hood, Columbia river, Rainier, Puget Sound, Baker and Vancouver Island into a single attraction and selling them all in one bunch. "That has never been done before and it is the new theme of advertising which is going to bring through Medford along the Pacific highway thousands of tourists who could never be won by the advertising of individual attractions as has been done in the past. We are selling them a wonderful trip, not some particular thing to see. "We expect in this way to so popularize the route that no tourist will cross the continent without including in his itinerary a trip over the Pacific highway. When this shall have been done the towns along the highway need not fear the competition and loss of trade from other highways, but unless this is done they will feel it keenly. "I have been all along the highway clear to Victoria, B. C., and have spoken on this subject to many Chambers of Commerce and service clubs, and I find a keen appreciation of this idea of a mutual advertising campaign for the entire route, with the cost distributed all along the way in small amounts, which total up here if made a real campaign. Adequate and effective advertising cannot be done on the local plan. No community can afford it and no small group of communities can afford it. But by each doing its small share a wonderful campaign can be carried on. "Mr. Wells said that in southern California alone 400,000 people entered the state by automobile this year, only a comparative few of whom came north at all and still fewer as far north as Medford. Thousands of them could be brought up here if made to realize such a wonderful trip as the whole of it is. A fine art book of the entire route is being prepared, which will be distributed by the hundreds of thousands in all tourist centers, the greatest of which is Los Angeles, where 15 different information bureaus are at work and where the association has an information bureau of its own in the Chamber of Commerce. Other offices will be maintained in San Francisco, the central place, and Seattle. Work like this on that portion of the Pacific highway between San Francisco and Los Angeles increased travel 70 per cent this year, he said, and now the work is being done all along the highway. He said that it was possible in this way before long for the Pacific highway to be known everywhere as the one most desirable motor tour of the whole world. Mr. Wells is accompanied by H. P. Dorgeh and A. L. Craig of the Pacific Highway association.

ASHLAND GETS \$20,000 TO BUILD PRACTICE ROOMS

ASHLAND, Nov. 16.—Word was received late in the week that the board of regents of the State Normal schools has set aside \$20,000 to build 20 practice rooms which will be used in connection with the new grade school which will soon be under construction on Beach street. The original eight-room unit which was planned for district No. 5 did not contain conference rooms nor sufficient rooms for practice teaching. The unit as first planned faces Beach street, and the twenty extra rooms will be grouped at the two ends of the main unit. Mr. V. O. N. Smith, cashier of the Citizens' bank, spent some time in Salem where he was called on business at the close of the week. Captain O. C. Applegate, pioneer resident of Klamath Falls, is the home of Mr. and Mrs. E. C. Peil on Granite street. Captain Applegate came to Ashland to attend the funeral of Mrs. Fred Neil. The Past Noble Grand officers of the Rebekahs lodge were entertained on Friday afternoon at the home of Mrs. H. O. Anderson on the Boulevard. The organization is one that exists for charitable purposes and the work includes not only local charities but also a program of support for the Odd Fellows Home. The meeting with Mrs. Anderson was the first for this year. The hostess served refreshments at the close of the session. The funeral of the late Mrs. Fred R. Neil was held from the Episcopal church on Sunday afternoon. Rev. P. K. Hammond was in charge of the service and spoke most feelingly of the high character of Mrs. Neil and of the regard in which she was held by all who knew her. The music was a tribute of friends to the passing of one who so often given comfort and happiness to others with her lovely voice. Quantities of beautiful flowers spoke the love and sympathy of the community. A number of friends and relatives of the Neil and Loosley families were in Ashland to attend the funeral. Mrs. Gilbert Anderson, brother of Mrs. George Loosley, was here from Dairy. Others who were in attendance were Mr. and Mrs. Frank Applegate of Medford, Grover Neil and wife of Seelye, California; Mrs. Clara Reynolds, sister of Mrs. Loosley, from Port Jones, California; Hedra Reynolds and wife of Fort Jones, John Reynolds and wife of Chiloquin, Ed Loosley and wife of Montague, California, Kay Loosley and wife of Klamath Falls and Phil Loosley and family from Phoenix. The Campfire Girls were entertained at the Model Cottage Friday night at half past seven. The household of happy girls spent the evening in learning camp fire songs and in playing lively games. A popcorn feast closed the evening's fun. The Camp Fire organization is newly organized among the high school students and the girls are planning on repeated good times during the winter. Patronesses for this occasion were high school teachers, Misses Tempkin, Jarmon, Tarr, Diet and Berr. Rev. J. W. Price who has been pastor of the Pilgrim Congregational church in Portland for several years has resigned his pastorate in Portland and is on his way to Klamath Falls to make a survey of that section of Oregon in the interest of the extension board of the Congregational church. He passed through Ashland Saturday with his son, Russell Price, on the way from Portland to Klamath Falls by automobile. His son Russell is in the employ of District Attorney Elliott's office in Klamath Falls. The Commercial club will act as host to the teachers of the Ashland schools at dinner next Tuesday evening at the Lithia Springs hotel. The event is in recognition of "Education Week." The chief speaker of the evening will be Roy Hewitt of O. A. C., head of the law department. Other speakers are Rec. P. K. Hammond and Superintendent Geo. A. Briscoe, who will preside. Ashland's schools rank among the very best of the state, and it will be with pride that Ashland citizens review the accomplishments of her schools and the building programs and future prospects of both the schools of the district and the Southern Oregon State Normal. Mr. James Spencer went to Salem Thursday to attend a meeting of the state board of irrigation and returned to Eugene for the big game on Saturday. Mrs. E. Bowerman of Medford, former Ashland resident, visited in Ashland Saturday. Coach Walter Hughes of the high school attended the Oregon-O. A. C. game at Eugene on Saturday and reports a splendid game with the prospects good for O. A. C. from the beginning on account of the fine coaching which had resulted in an almost perfect machine. Fine feeling prevailed between the two schools, the more noticeable since in years past, the feeling has run high. Mr. Andrew McCallen has recently bought a home near the head of Beach street and intends to venture in the chicken business. Mr. and Mrs. James Ridd left on Saturday to spend the winter at Santa Cruz, California.

The Sky Pilots' Forum

EDITED BY THE MEDFORD MINISTERIAL ASSOCIATION "I Have Set Watchmen Upon Thy Walls, O Jerusalem." Isa. 62:6. To Hall of Fame. Edwin Booth, noted actor of the last century and John Paul Jones, celebrated naval commander of early history of our nation, were elected to the Hall of Fame of New York University. A Tribute to Chicago Churches. Chicago, I think it can be successfully maintained, has a higher type of Christian life, consecration, service, than any other city in the Christian world. Among Christian people the standard is higher, the moral imperative more exacting—and especially this, the line of demarcation more distinct between the church and the world—than in any other of the great cities of the continent. Which, after all, is not to be wondered at. Virtue and vice usually reach their coronation amid the same surroundings. What survives deadly opposition, by that very token, must be genuine and strong. The saints in Caesar's household will perform by the saintlike saints. The storm that destroys the weakling growth is the very life of the oak that strikes ever deeper its eternal roots.—Toronto Daily Star. Take 'Em to Georgia. A recent ruling by the supreme court of Georgia finds that under certain circumstances, a man may legally spank his wife. No doubt down in the solid south they do it manfully, too. The Word of LaFayette. A statue to LaFayette in New York bears the inscription, "As soon as I heard of America's independence, my heart was enlisted."—Dearborn Independent. Thus it is with all true men whose hearts are moved in sympathy with any great cause. New York the Pagan City. The missionary forces of the Protestant denominations of the country are being directed toward wealthy and powerful New York—the Babylon of the Western world. The religious census of 1920 give the following figures: Greek Orthodox 91,459; Jewish 1,643,012; Protestant 1,941,847; Roman Catholic 1,944,730. Dr. Walter Laidlow, recognized as authority by all denominations, said: "New York City is the great mission field of the world, equally for Catholics, Protestants and Jews. The fact that these three groups are about equal in number is unparalleled in the history of the world. It is more difficult to make progress here than it is in India or China. Wouldn't Sink the Iceberg. A nervous passenger on the first day of the voyage asked the captain what would be the result if the steamer should strike an iceberg while it was plunging through the fog. "The iceberg would move right along, madam," the captain replied courteously. "Just as if nothing had happened." And the old lady was greatly relieved.—Tit-Bits. Two Minutes of Remembrance. The two minutes of silence observed on Armistice day came about as the suggestion of the Federal Council of Churches in the interest of world peace and understanding. The plan has spread to many countries and was first observed a year ago. It was observed by Medford this year. The Thanksgiving Service. Are we a thankful people? It is a pertinent question. We want others to believe we are. But a large per cent of us also let the others voice our humble thanks and show our gratitude. There is a huge difference between being grateful and simply being pleased with our prosperity. Gratitude that is real finds a way of expressing itself. There are only two modes of expression, conduct and words. Year after year we are called upon by the chief executive of the nation to render thanksgiving to God for all his bounties. But we are indeed a thankful people, if our response to this national summons is any indication. To majority of us indulge in the feasting and depend upon the thanksgiving of those more grateful than ourselves to express that gratitude and so licit sufficient favors of a merciful providence to prosperous even more. Let us be more mindful of this, a solemn duty and obligation. Not because of the traditional significance which has set the day apart in our national life, but because we owe it to ourselves and to our God to show our gratitude. This year the thanksgiving service will be held in the Presbyterian church at 10:30 a. m., with Rev. D. J. Howe, president of the Ministerial Association, and pastor of the Christian church bringing the message. J. B. COAN. The President's Thanksgiving Proclamation. The season approaches when in accordance with a long established and respected custom a day is set apart to give thanks to Almighty God for manifold blessings which his gracious and benevolent providence has bestowed upon us as a nation and as individuals. We have been brought with safety and honor through another year, and through the generosity of nature he has blessed us with resources whose potentiality in wealth is almost incalculable. We are at peace at home and abroad, the public health is good, we have been undisturbed by pestilence of great catastrophe, our harvests and our industries have been rich in productivity, our commerce spreads over the whole world, and labor has been well rewarded for its remunerative service. As we have grown and prospered in material things, so also should we progress in moral and spiritual things. We are a God-fearing people and should set ourselves against evil and strive for righteousness in living, and observing the Golden Rule, we should, from our abundance help and serve those less fortunately placed. We should bow in gratitude to God for his many favors. Now, therefore, I, Calvin Coolidge, president of the United States, do hereby set apart Thursday, the twenty-sixth day of November next, as a day of general thanksgiving and prayer, and I recommend that on that day the people shall cease from their work and in their homes or in their accustomed places of worship devoutly give thanks to the Almighty for the many and great blessings they have received and to seek his guidance that they may deserve a continuance of his favor. In witness whereof I have hereunto set my hand and caused the seal of the United States to be affixed. Done at the City of Washington this twenty-sixth day of October, in the year of our Lord one thousand nine hundred and twenty-five and of the independence of the United States of America the one hundred and fiftieth. CALVIN COOLIDGE. INSURANCE RATES TO BE RAISED IF 6TH ST. NOT OPEN. Despite the fact that Sixth street will be opened across the Southern Pacific railroad tracks next July, in accordance with the city administration's recent decision, and the fact that all through freight trains are scheduled to be routed via the new Natron cut-off about that time, if conditions are not remedied then the threat of increasing insurance rates on the west side is still held out by the Oregon insurance rating bureau. This is shown in the reply just received by City Attorney Carkin in response to his recent letter sent to the bureau explaining the changes to be made next July, in which J. B. McCune, head of the bureau, writes as follows: "If the freight trains are taken off the Medford branch of the Southern Pacific it will, of course, correct the objectionable condition to which your attention has been directed. "However, such matters are of slow accomplishment and we can only say that if the same objectionable condition obtains when our regrading of the city is made, we will have to recognize same in establishing new rates for the west side." LOCAL WATER BONDS LEGALLY AUTHORIZED LAWYERS ANNOUNCE. City Attorney John H. Carkin has received the following communication from the firm, Teal, Winfree, Johnson and McCulloch, Portland attorneys in regard to the issue of the City of Medford Water Bonds in the sum of \$975,000, together with their opinion of the same, showing that the bonds have been legally authorized: We enclose in duplicate our preliminary opinion covering the city of Medford water bonds in the sum of nine hundred seventy-five thousand dollars. This opinion shows that in our opinion the bonds have been legally authorized, which of necessity covers the legality of the proceedings leading to said authorization. Very truly yours, (Signed) Teal, Winfree, Johnson & McCulloch. We hereby certify that we have examined the transcript of proceedings had by the City of Medford, Oregon, providing for the authorization of City of Medford Water Bonds in the sum of nine hundred seventy-five thousand dollars (\$975,000.00), said bonds to be in convenient denominations, to bear interest at not to exceed five per cent (5 per cent) per annum, payable semi-annually, to bear such date or dates as the council may determine, maturity or maturities to be likewise determined by the council but not to exceed thirty (30) years from date of issue, which said transcript is duly certified to. In our opinion the aforesaid bonds have been legally authorized under and pursuant to the provisions of the constitution and statutes of the state of Oregon, including the charter of said city, and when legally sold and issued will constitute valid and legally binding obligations of the said city of Medford, Oregon. Respectfully submitted, (Signed) Teal, Winfree, Johnson & McCulloch, attorneys. SNOW IN HILLS RAIN IN VALLEY. During the storm of Saturday night and most of Sunday the precipitation amounted to .36 of an inch and the wind blew at an average of 30 miles an hour. The rain ceased Sunday morning and the wind died down late in the afternoon. Today, which opened up clear and with the sun shining, clouded up again during the forenoon and rain began to fall which continued off and on all day. Unsettled weather probable rain is the prediction for Tuesday. While it has been raining hard recently in this vicinity, snow was falling in the mountains and there were 2 1/2 inches at the rim of Crater Lake yesterday evening, according to word received here. There was three inches of snow on the Greenspring mountain road at the summit last night, and it was still snowing. Enter Ye Permanent Swirl. PARIS—Permanent swirls to conceal un-fashionable necks are the latest things in coliffures. A THREE DAYS' COUGH IS YOUR DANGER SIGNAL. Persistent coughs and colds lead to serious trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a new medical discovery with two-fold action; it soothes and heals the inflamed membranes and inhibits germ growth. Of all known drugs, creosote is recognized by high medical authorities as one of the greatest healing agencies for persistent coughs and colds and other forms of throat troubles. Creomulsion contains, in addition to creosote, other healing elements which soothe and heal the inflamed membranes and stop the irritation and inflammation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and checks the growth of the germs. 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During the storm of Saturday night and most of Sunday the precipitation amounted to .36 of an inch and the wind blew at an average of 30 miles an hour. The rain ceased Sunday morning and the wind died down late in the afternoon. Today, which opened up clear and with the sun shining, clouded up again during the forenoon and rain began to fall which continued off and on all day. Unsettled weather probable rain is the prediction for Tuesday. While it has been raining hard recently in this vicinity, snow was falling in the mountains and there were 2 1/2 inches at the rim of Crater Lake yesterday evening, according to word received here. There was three inches of snow on the Greenspring mountain road at the summit last night, and it was still snowing.

PARIS—Permanent swirls to conceal un-fashionable necks are the latest things in coliffures. A THREE DAYS' COUGH IS YOUR DANGER SIGNAL. Persistent coughs and colds lead to serious trouble. You can stop them now with Creomulsion, an emulsified creosote that is pleasant to take. Creomulsion is a new medical discovery with two-fold action; it soothes and heals the inflamed membranes and inhibits germ growth. Of all known drugs, creosote is recognized by high medical authorities as one of the greatest healing agencies for persistent coughs and colds and other forms of throat troubles. Creomulsion contains, in addition to creosote, other healing elements which soothe and heal the inflamed membranes and stop the irritation and inflammation, while the creosote goes on to the stomach, is absorbed into the blood, attacks the seat of the trouble and checks the growth of the germs. Creomulsion is guaranteed satisfactory in the treatment of persistent coughs and colds, bronchial asthma, bronchitis and other forms of respiratory diseases, and is excellent for building up the system after-colds or flu. Money refunded if any cough or cold is not relieved after taking according to directions. Ask your druggist. Creomulsion Company, Atlanta, Ga. (adv.)

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Harold Lloyd in "The Freshman"

The last word in screen entertainment is coming to this theater tomorrow, and it is with pride that we doff our advertising hat to Harold Lloyd, the artist whose achievement has made it necessary for us to search the dictionary for words of description—then find them all inadequate! "The Freshman" is his finest achievement: Merriment, Speed, Laughter, Thrills—Woven Into a Wonderful Song of Youth and Played on the Heart-strings With an Obligation of Tears. Sincerely, The Advertising Man.

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LAST TIMES—POLA NEGRI as a Daughter of the Spanish Dons, in "Flower of the Night"

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