

PATTERSON IS NOW GOVERNOR

CARKIN IS NAMED SPEAKER OF THE HOUSE.

Prison Main Topic

Urges Legislature to Concern Itself With Strengthening Old Laws Wants No New Ones.

Governor I. L. Patterson, the eighteenth executive to take office since Oregon was admitted to statehood, delivered his inaugural message to the legislature Monday, saying that his members of the legislature entailed a definite mandate from the people for economy and efficiency. His recommendations were framed with the purpose of carrying out that idea.

"To my mind," he said, "the legislative assembly now convening should concern itself primarily with strengthening, stabilizing and improving the body of laws now in existence in Oregon, adding to them only such statutes as prove themselves to be of urgent present need and permanent growth."

Taxation was given a prominent place in the message, but the governor, beyond urging that personal property should bear a greater part of the tax burden did not outline any definite program. He indicated that he would deliver a message on this subject later in the session after a report of a tax investigating committee of the last legislature had been thoroughly studied.

Governor Patterson recommended that the governor be given power to prepare the budget for the state. He urged that budgets for all tax levying bodies should be made with reference to a well-considered program covering a period of years and not as though all of the improvements required in the state should be provided for in a single year.

Under this head he suggested that a definite program for erection of armories would be a step toward economy and efficiency. He proposed a survey of municipalities to determine which are most in need of armories.

He recommended that the penitentiary be put under the board of control and taken out of politics that tenure of administrative officers be made more secure in the interest of economy and efficiency. He urged that young offenders in the prison be segregated from the hardened criminals.

No retrenchment should be made which would interfere with the efficiency or retard the progress of the school system, said Governor Patterson.

"If the legislature finds it impossible, with the limited resources, properly to furnish the financial requirements of our institutions of higher learning, it may be necessary to resort for a time at least in an increase in tuition fees in those institutions," he said.

Concerning irrigation, he reiterated declarations he made in the campaign last year, that farmers on irrigated lands who have shown good faith should be protected. He proposed appeal of the constitutional amendment, providing for guarantee by the state of interest payments on irrigation district bonds.

He favored legislation which will encourage and promote reforestation by private owners on land from which timber has already been removed.

Careful consideration of the report of the legislative committee which has been studying workman's compensation laws was suggested.

A constitutional amendment providing that increase in the salary of any elective officer of the state during the term for which he is elected, was favored.

BRICK YARD WILL START SOON

Preliminary Tests Being Made on Clay Products.

Down at Central Point there are four or five men doing experimental work with the various clays and shales of Jackson county, with the object of beginning active operations in the manufacture of brick, tile and

other clay products. The Rogue river valley abounds in materials suitable for the manufacture of the finest grades of faced and pressed brick, drain, building and roofing tile and earthenware pots and jars.

Preliminary testing must be done before operation can begin on a commercial scale. The equipment of the West Coast Clay Products Corporation company, recently purchased by a group of men with much experience in the operation of brick and tile making, will be enlarged and improved and early this spring the moulding and burning of high grade brick and tile will be started.

J. L. Hoffman, is president of the new corporation. He has had many years' of experience in the management of such undertakings. O. F. Weiss and A. A. Weiss, who are associated with Mr. Hoffman are both practical men in the making and burning of clay products.

YOUR PAPER HAS A GOOD START

Readers Numerous Enough to Create Pride in Print Shop of Long Standing.

The Ashland American comes to you today not as a new paper, but as successor to the Central Point American. In the smaller community of Central Point the American carried on its books over six hundred actual paying subscribers, living on the Central Point rural routes, in the town, and scattered throughout Jacksonville, Gold Hill, Sam's Valley, and various communities. In addition to these regular readers, the Ashland American, through a half dozen alert and energetic solicitors and by the volunteer subscribers and citizens coming to the management with their names, we have added to the list about 450 new ones. The campaign has just started and by the looks of things we may expect a couple hundred more to the reading family before our next week's issue. We are more than pleased with the enthusiasm shown the little paper and such indications point to a much better paper ere many moons arise.

CO-OPERATION

Progressive newspapers no longer sell space. They sell business building, business getting advertising service. To sell more space is no longer enough.

Today the manufacturer says to the consumer, "Our interest in you does not end with the sale of the goods, but we want you to get all the benefits derivable from our product and to that end we stand ready to help you enjoy your ownership to the utmost."

Today the modern newspaper publisher says to the merchant, "Our obligation to you does not end with the sale of space in our publication, but we stand ready to assist you in every possible way in getting the most out of that space."

You, as a merchant, are primarily interested in selling goods. Your object in purchasing advertising space is the sale of goods. Advertising space alone will not produce results in that direction, but intelligent service applied to that space will.

You have a sales message to deliver and the modern newspaper's advertising service department considers first the sales message and only secondly the space that message is to occupy.

What can a newspaper do to make its advertising space worth more to you?

Recently, Hutson's, a men's clothing and furnishing store in Sparta, asked the writer to assist him in preparing copy for a ten-day sale he was about to launch.

The result: The advertising service department prepared the copy for a full page advertisement and a four column advertisement for the sale. Hutson's paid the regular advertising rate, yet he received in addition to the space occupied the service that made the space valuable as a business getter.

In the same issue of the Sparta Herald there was another full page advertisement, that of J. W. Clausius. This, also, was a case of a newspaper's advertising service department furnishing a complete layout at no additional cost to the merchant.

If you write your own advertising or if you maintain your own advertising department this service element does not mean so much to you, but even at that the newspaper's advertising illustration services are of material assistance to you in making your advertising space in the newspaper more effective.

If you do not write your own advertising, call in your newspaper publisher and ask him for this sort of service. Ninety-nine times out of a hundred he'll be more than glad to be of service. And you'll both benefit—you through the increased profits that systematic and consistent advertising brings in, and the publisher through greater advertising revenue.

This co-operation on the part of the merchant and the publisher means better advertising and more of it.

WHITE TO YOUNG MEN.

Want to be a journalist? That question was raised in the December issue of the American Boy and the answer to it is given in an interview with William Allen White of the Emporia (Kan.) News as follows: There's a fine challenge in journalism

as it is today, and we need fine men to meet it. If you want to try yourself out in journalism, you can do it without feeling afraid that you may be wasting your time. Whether or not you stay in newspaper work, you will get good returns on all the time you invest in training and in getting experience as a reporter.

Get all the training, all the education you can. The better your background of information, the better your chances of going up. Go to college even if you have to work your way through. Study literature, science and the arts. Science! All you can get. You can't write intelligently about what is happening in the world today unless you know something about science. Study it in high school and go on studying it in college. Then you'll need plenty of history, geography and literature and composition, of course.

Can a boy get practical experience in newspaper work while still in school? Yes. Use your spare time and your vacations. Get acquainted with the editor of one of your local papers by taking him news stories, simple fact stories of little things that happen around town. Walk into his office, lay your neatly prepared copy on his desk, and say, "Here's some news."

If you keep on turning in reliable stories, spelling names correctly and getting facts straight, you'll get some of them published. Editors always want news.

If Ernest Brown has torn down the old Smith house and is building a modern bungalow on the lot, there's a news story for you. If John Jones' piano was damaged by water in putting out a fire so insignificant it wasn't even officially reported, there's another story. You'll find plenty of news if you keep alert.

A boy only eleven or twelve years old can sometimes get news stories an editor will use. And you can keep up such work all through high school and college.

If you want to get a vacation position on a newspaper turn in news stories through the year, and you'll be much more likely to land a summer job. You want that job. Even if you have to work for little or nothing, take it. You'll get good experience.

Journalism is a splendid training for all other jobs. Newspaper men come in contact with influential business men. Many capable journalists have fine business positions offered them. If you don't like newspaper work, or see little chance of advance in it, the chances are good that you can go into business, and get a decidedly better position than you could without your newspaper training and contacts. So you can try journalism without fear of wasting time. Your preliminary training will make a good background for any kind of work; and your experience as a reporter will

serve as a fine post-graduate course, fitting you to do better work in any field.

ASHLAND

Has an elevation of two thousand feet; is ideal for tourists and travelers.

The climate is nearly ideal; no extremes of heat or cold; no blizzards or tornadoes.

Has a bountiful supply of the clearest and purest water to be found anywhere.

Has as its chief summer resort the Lake o' the Woods, a beautiful spot for camping and out-door life.

Within a short distance of wonderful fishing streams and a natural gateway to Crater Lake loop, one of the greatest scenic spots in America.

The new Southern Oregon Normal school is located on the southern boundary of the city.

Ashland is noted for its effervescent and healthful Lithia water which bubbles up constantly through the rocks of granite.

Malaria germs cannot thrive in Ashland. This is a proven fact over a period of years. The climate is also noted far and wide for the relief it affords sufferers from asthma and hay fever.

H. S. CONFERENCE IN SESSION

Noted Educators and Publishers Will Give Addresses.

University of Oregon, Eugene, Or., (Special.)—Addresses by educators of the state, members of the University faculty and various students throughout the state are part of the program of the seventh annual high school conference Friday which starts and lasts through Saturday.

More than 500 delegates from from nearly every high school in the state will attend. Ward Cook, of Astoria, student chairman, announced.

Friday morning will be a general session for delegates with an address by President Arnold Bennett Hall, Hugh Biggs, Ontario, president of the student body will give the welcoming address.

Following the assembly hour the

High School Press association, Association of Student Body Officers and Association of Girls' Leagues will hold separate meetings.

A tour of the campus, under the direction of the Oregon Knights will be held Friday afternoon. The University Press and Murray Warner collection of Oriental Art are among the places to be visited.

The annual banquet will be held in the evening. Dr. Arnold Bennett Hall will be toastmaster. This will be followed by the Oregon-Willamet-basketball game. The first to be held in the new basketball pavilion.

Saturday morning will be devoted to round table discussions, lectures and demonstrations and the faculty advisers' conference.

Addresses will be given during the conference by Principal W. A. Lacey of Walla Walla, Washington; Miss Mabel Downs, Jean of girls at Lincoln high school, Portland; Miss Jessie Spaulding Smith, director of publications, Oakland, California, Technical high school; Sheldon F. Sackett, editor of the McMinnville Telephone-Register; Miss Iva M. Howey, dean of girls at Hood River high school, and Hal E. Hoss, secretary to Governor I. L. Patterson.

KNOW YOUR OWN ASHLAND

Another favorable and interesting item concerning Ashland that the writer recently learned and that many outside of the county don't know, is the fact that Ashland owns and operates its own light and power. The power plant is about three miles out of the city limits and the service is very satisfactory in every respect. We were informed today that the rates are probably a little better for the consumer than that offered by many private concerns. It is a municipal owned light and power company and during the summer months, should extra power and light be demanded the city is in contract with the California-Oregon Power company to hook on for extra juice. Like the city fire department, the water system and other departments of the city, the light and power department is one of the big assets of Ashland.

A Personal Solicitation

You may see a copy of this issue of The Ashland American, and it is possible that you have not signed up for a year's subscription. We want and need you on our list. We want you in The American family, want your suggestions and any news items at any time you can tell us. Send them or mail them. Simply address it to Ashland American, Ashland. Following is a form we surely hope you will fill out and mail today. Every issue will be more fascinating. You will hear from us and be interested.

Date.....

Ashland American—

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My name is

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