

Southern Oregon Miner

Successor to
THE JACKSONVILLE MINER
Published Every Friday at 167 East Main Street
ASHLAND, OREGON

Entered as second-class matter February 15, 1935, at the postoffice
at Ashland, Oregon, under the act of March 3, 1879.

A. E. LaDieu Publisher

PHONE ASHLAND 70

Subscription Rates, in Advance:
One Year.....\$1.00 Six Months.....50c

PROTECT TIMBER FROM FIRE

A few years ago a forest fire burned for eleven days in Oregon. It destroyed three hundred thousand acres of timber.

According to an article in the Family Circle, the actual damage done was estimated as follows:

"It wiped out six years of continuous employment for 14,000 woodsmen.

"It reduced the tax income of one county by 43 per cent a year, or \$400,000.

"It robbed the lumber companies of timber with a potential value of \$200,000,000.

"It cost the general public five dollars for every dollar the lumber interests lost."

This was an unusually great forest fire. But every year, there are thousands of fires all over the nation whose cumulative total destruction greatly exceeds the holocaust described. Our average yearly loss for the entire country is 52,000,000 acres of woodland.

Here is a problem that almost every citizen can help solve. Most of us at one time or another visit woods—and many of us, through either ignorance or carelessness, do things that are liable to cause fire. Careless disposal of cigarette butts and matches and improperly built camp fires are two prolific causes of forest holocausts. Most man-made fires begin from something of this sort—and a modicum of care would prevent them.

Man is burning his forests faster than nature can replace them. Do your part to protect our irreplaceable and invaluable timber resources.

HALF THE UNITED STATES ON WHEELS

Economist Roger Babson predicts that half the population of the United States will be living in trailers in twenty years.

With more than 300 companies manufacturing trailers and working day and night to keep up with orders, not to mention the number of home-made "covered wagons" being built by individuals, it certainly looks possible that Mr. Babson's prediction might come true.

At the present time there are 15,000 trailer camps in the U. S. in which a half million people live, 300,000 of them permanently.

Much concern has been shown for our "floating population" and we dread to speculate upon its economic aspect when half the people will be "floaters" (or will many be bouncers?)

Should it not bring about the much sought prosperity to at least the HALF who must stay at home to tend the crops and manufacture the needs for ALL?

REAL "SCIENTIFIC FARMING"

At the recent 12th annual session of the American Institute of Cooperation, farm co-op leaders and students discussed a wide range of problems relating to agriculture.

Fifty group meetings were held, and were participated in by 150 speakers. As in previous years, the Institute itself subscribed to no issues, but devoted itself to the dissemination of up-to-date information on marketing practices and procedures.

According to the Dairymen's League News, questions discussed included the federal soil conservation program; foreign trade policies; transportation problems; marketing problems, etc. Almost everything that has a bearing, direct or indirect, on the farmer's welfare, came in for mention.

This is indicative of the splendid work of the co-ops in trying to better the farmer's lot, and in seeking to provide him with useful knowledge.

Examiner Coming

Ward McReynolds, state examiner of operators and chauffeurs, will be in Ashland Friday, August 21, at the City hall, from eight a.m. to five p.m., according to a recent announcement from the Secretary of State office.

All those wishing permits or licenses to drive cars are asked to get in touch with Mr. Reynolds.

Family Reunion

Mr. and Mrs. J. M. LaDieu and daughter of Oakland, Calif. and Mr. and Mrs. C. E. Madison of Berkeley stopped here Saturday. They were bound for Trail for a family reunion Sunday at the home of Rev. and Mrs. M. E. LaDieu.

Leave for Portland

Mr. and Mrs. H. Culver and son of Portland left here Tuesday. They have been guests of Mr. and Mrs. A. V. Hood, 417 Palm avenue.

Leaves Hospital

Mrs. Alvin Converse left her home at Trail on Tuesday. She underwent a major operation recently at the Ashland Community hospital.

DAILY'S AUTO PAINTING

Meford's Oldest and Finest
32 So. Bartlett-Medford, Ore.

Allen Describes Success City Planning In Germany

(Editor's Note) This is the first of several articles written for this newspaper by Eric W. Allen, Dean of the University of Oregon school of journalism, who is now traveling in Europe on a fellowship granted by the Oberlander Trust of Karl Shurz memorial foundation. Dean Allen was also named special representative of the Oregon State planning board.

By Eric W. Allen

Dean of the University of Oregon School of journalism

SOEST, Westphalia, Germany, zigzagging slowly across France and Germany, we drove recently into the most charming little city one ever dreamt of, a medieval walled town straight out of the pictures of Maxfield Parrish, or Howard Pyle, with all the added charm of the Kate Greenway pastorals of our childhood.

It was Soest, of which we had never heard. Furthermore, it seems to me the most practical and well-regulated city I have ever entered. It shone with fresh paint and business prosperity, artistic good taste and commercial enterprise, and was spreading out beyond the walls and old moat into lovely new suburbs. Its population is about that of Eugene.

I said to myself, this is no accident. Brains and organizing ability have been at work here. Fe, fo, fi, fum, I smell the results of city and regional planning of the most enlightening sort. I will find out who put this thing through and perhaps the folks back in Oregon who believe progress should be planned for and brought to pass will be interested in the story.

From Dr. Shulte-Brauchs, the principal of the modern language high school for boys, we learned the story of the remarkable man who is principally responsible for making the little city of Soest a show place of which all Germany is now rightfully proud.

The man who made Soest what it is today is not even a resident of the town. He holds no office. He wields no power. Yet he is so loved and respected that his word has the force of law, and no man in Soest may even paint his house unless Pastor Clarenbach approves of the color. Much less can he build, or tear down, or alter a building, or repaint an advertising sign until he has ascertained that that pastor Clarenbach believes that the projected change will represent the true spirit of Soest.

Pastor Clarenbach is a descendant of a line of Lutheran pastors but he plays a bigger part in Westphalia than that of country clergyman of Borgeln. He also holds the office of superintendent for the entire district in the Lutheran church, and is the man behind the throne in the far larger city of Soest where he cannot even vote.

It was nearly thirty-four years ago that pastor Clarenbach got the idea that Soest could, by careful planning, convert its greatest liability into its greatest asset. The town was very old. It was founded 2,000 years ago. Much of it was run down. The narrow, crooked streets were mud. The place was badly lighted. It had no good hotel. Nineteenth century progress had brought in more or less commercial enterprise and shops and factories were located in the wrong places, originally beautiful old-world structures were plastered over with blatant, tasteless advertising, and the place looked back upon from the point of view of the modern inhabitant of Soest of today, was a mess.

Pastor Clarenbach organized a little group to study the program of Soest. He brought in experts of all kinds to advise. By intensive study a plan was finally formulated, but nobody wanted it. They called it theoretical and impractical. But the idea became clear to an enlightened few of what could be done that would make Soest a famous and prosperous city. It was to work out a program in which the most up-to-date modernization should go hand in hand with a scrupulous salvaging and

restoration of the beauties of the middle ages. Its age was to be made Soest's asset instead of its liability.

It all centered finally in pastor Clarenbach. The story is too long to tell in detail. The bed of the moat was cleared and made into charming gardens. Prizes were offered for businessmen who conducted their advertising most successfully in the spirit of old Soest. Incidentally, pastor Clarenbach is pro-advertising and not anti-advertising.

Pride was aroused in the household for the antiquity of his ancient dwelling. The old coats of arms were regilded, the old mottoes furbished and made to appear as they were when Luther came to Soest, streets were made practical for modern traffic in such a way that the medieval beauty of the place was enhanced rather than lessened.

All over Germany now are planning associations that have the same name as pastor Clarenbach's little group, Heimatpflegeverein, and these are associated with many other powerful groups. The pastor himself is at the head of the movement for all Westphalia - - and Westphalia represents the most advanced regional planning in Germany, if not in the world, and Soest the most successful plan fully and successfully carried out.

The very business men who were so actively spoiling what was left of Soest thirty years ago are now the strongest supporters of pastor Clarenbach, because the money is jingling in their pockets that proves that civic beauty has possibilities of private profit than letting every man carry out his own sweet will with his own property. The remarkable thing is that every bit of this was carried out without the slightest compulsion. The only force used was moral suasion and public opinion.

Now even the great motor speed ways that are being built in every direction across Germany are so laid out as to respect the ideas for which father Clarenbach fought almost in vain for fifteen years and for which he still fought on with increasing success for the last ten - - ideas for which people in Oregon like Robert W. Sawyer and Mrs. Jessie M. Honeyman are now fighting an uphill battle such as pastor Clarenbach was fighting from a decade to thirty years ago.

DR. SHATTUCK TO SPEAK

Dr. R. I. Shattuck, State Manager for Townsend Clubs, will speak in the Chautauqua building, Ashland, Saturday at 3 p. m. A cordial invitation is extended to everyone to hear Dr. Shattuck and get reliable information regarding the Townsend Recovery Plan.

Motor to Klamath Falls

Mr. and Mrs. Fred Taylor drove to Klamath Falls on Monday, returning the same day.

To Crescent City

Mr. and Mrs. Homer Billings and daughter, Miss Laura Billings, left for a week's vacation at Crescent City Tuesday morning.

YOU SAW IT IN THE MINER



*** Drink **BOHEMIAN**
CLUB BEER — The beer with the best flavor, for full appreciation of the Brewmasters art, served through O. H. GLASS COILS —
Bohemian Club

WHEN BUYING

Fire, Auto and Inland Marine Insurance — Buy the Best. See **SAVING SAM** at 245 4th St.

Without Additional Charge: :

This is one of the many perfections that make our service so complete and satisfactory.

Beautiful Pipe Organ Music for Every Service

It's better to know us and not need us, than to need us, and not know us.

CITY AMBULANCE SERVICE

Phone 32

STOCK & LITWILLER FUNERAL HOME

(We Never Close)

Culinary Jingles by Marcia Camp

Long she pondered o'er the question
Till her soul was sorely tried,
And the moments sped by swiftly
Toward the time she must decide.

Each proposal she weighed carefully,
Each suggestion was decreed.

How to solve this vexatious problem
She alone could now decide!

When at length no time was left her
For mullay to decide,
All triumphant she leaped forward—
"A CHOCOLATE sundae, please!"

she cried.

A HOME MADE CHOCOLATE SUNDAE

THE most popular of all American desserts—ice cream—and the most popular of all American flavors—chocolate—when combined, should and do make a hit with practically every American palate. And when served as a sundae with a sticky cascade of snowy marshmallow sauce they are unrivalled in their appeal to all ages.

This particular chocolate ice cream is home-made with campfire marshmallows, so it is sure to be flavored just to your own taste and textured like the finest ice cream you ever bought. Besides this virtue it is easily

made and easily frozen in your refrigerator, requiring no stirring and in fact no other attention from the moment it goes into the freezing tray.

CHOCOLATE MARLOW

16 campfire marshmallows 1 sugar
1 square bitter chocolate Salt
1 cup milk 1/2 pint whipping cream
3 tablespoons

Put marshmallows, chocolate and milk into top of double boiler and steam until marshmallows and chocolate are melted. Add sugar, vanilla and salt; cool. When cold and slightly stiffened, fold in the stiffly beaten cream. Turn into freezing trays of mechanical refrigerator and freeze without stirring. Serves 5 to 6.

MARSHMALLOW SAUCE

20 campfire marshmallows 3 tablespoons cream
1 cup sugar 1 teaspoon vanilla
1/2 cup water

Melt marshmallows with cream in top of double boiler. Meanwhile in sugar and water together until syrupy spins a thread. Add vanilla and serve hot, on chocolate marlow.

Served with a good home-made cake, this makes one of the best possible hot weather desserts.



CAMPFIRE MARSHMALLOW KITCHEN PHOTO

NEXT TIME TRY MINER PRINTING

Walgreen System Drug Store

EAST SIDE PHARMACY

SUMMER NEEDS SALE THURSDAY-FRIDAY-SATURDAY

OUTING JUGS 1 gallon \$1.17	"Sea-Gulf" ELECTRIC FAN 8 Inch Size 1.69 Fully guaranteed	"Willson" SUN GOGGLES Assorted colored lenses 13c
Pearl-Doux (Pa-Do) GOLF BALLS 23c 6 for 1.20	"Warwick" Tennis Racquet Full Size 1.59 Moisture-proof stringing	Justite White Shoe Cleaner Liquid or Paste .23c Will not rub off
Little Ladies' Sun Parasols Made of Silk & Rayon 29c Mickie and Minnie Mouse decorations		

DRUG VALUES

60c JAD SALTS
6-oz. Size Condensed
41c
\$1.00 LAVORIS
20 Ounce Size
67c
LIFEBUOY
Health Soap
3 for 17c

DENTAL NEEDS

TOOTH PASTE 2 for **27c**
Oral-B
50c IPANA
Tooth Paste
33c
TOOTH BRUSH
Guaranteed Ora-San
39c

TOILETRIES

35c MUM
Deodorant
26c
60c NEET
Depilatory
41c
MAR-O-OIL
\$1.00 Shampoo
69c

EXTRA SPECIALS

50c UNGUENTINE
For Sunburn
.39c
NAPKINS 100 for
Embossed Paper
.09c
MILK MAGNESIA
Full Pint
.29c