

**Southern Oregon Miner**  
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**THE MINER SUGGESTS AN ORDINANCE!**

Sometimes it appears that high-pressure sales are made mostly to low-pressure minds. At least, recent catch-as-catch-can solicitors invading Ashland would indicate there is a tendency for the unthinking person to be the most gullible customer for those wandering hot-shot "tradesmen" who pause in town long enough to garner a few dollars before they fade away to the next stop.

For example, the past several days have seen itinerant photographers soliciting business within the city from persons who live, earn and are interested in Ashland. Some smooth-tongued gentleman or lady drops in, carries on a rapid-fire conversation which leaves no breathing space where the listener can inject a "no," overwhelms the prospect with gaudy samples, presents a dotted line and presto, the loyal Ashland resident has signed up for what generally is inferior work and materials with a person or firm which will pay no taxes in Ashland, and which will not contribute to the wealth, industry, self-sufficiency or general maintenance of our city. He has purchased a doubtful article from a stranger when an Ashland business man a few doors down the street could not only give him as much or more for the same money, but who would use part of his pay for the betterment of the community, for school and other taxes and for upkeep of local churches.

Yet residents, seldom prepared for the unexpected salesman or saleswoman, is not given time to ponder the significance to himself of spending money with strangers and transient wanderers. He is not given opportunity to compare, to shop around or to know with whom he is doing business. If he yields to the inducements of the pressure salesman he does both himself and his fellow Ashland residents an injury.

Because the average person is not poised for itinerant salesmen, and because the visitors always are pushing their line with all the pressure they can command, their visitations in Ashland should either be discouraged or regulated by city ordinance. Outsiders should not be permitted to enter the city at will and garner business away from local establishments without some compensating balance which would tend to protect established businessmen and residents from sharp practices.

There has been some scattered talk of promoting a city ordinance which would require license fees from these wandering peddlers and undoubtedly such an ordinance, framed with discretion and restraint, would work for the best interests of the community and those few legitimate solicitors who should be permitted to canvass business here.

Such an ordinance should be written and passed which would prevent cut-throat nomads from lowering business standards of merchants who have to figure in rent, taxes, contributions to community organizations and the dozen and one other items incidental to being a good citizen as part of their cost of doing business. Too often is the city being overrun by invaders who pay no rent, have no established quarters here, pay no local taxes, contribute to no local organizations and own no property here. Naturally, they can concoct what appears to be a better deal because they will be moving on to the next town when the local merchant is punting up his rent money, his light bill and his help's salary—all to be spent here in Ashland again.

There is no doubt but that there is a definite necessity for such an ordinance in Ashland, and local business men whose customers have been pestered and pilfered by outsiders on an unfair basis should get their heads together, investigate ordinances in effect in other communities and push the idea to fruition.

Most certainly the city council will be interested in any valid ordinance which would work for the mutual interests of local residents, business men and the municipality.

The Miner is ready to cooperate fully in any such movement—not because our toes have been stepped on, for they haven't, but because we are convinced that permitting unfair encroachment of our local market is harmful to both buyers and sellers who make Ashland their home.

Ashland was built, improved and is maintained

**FRIENDS SHOULD BE ABLE TO SAY,**

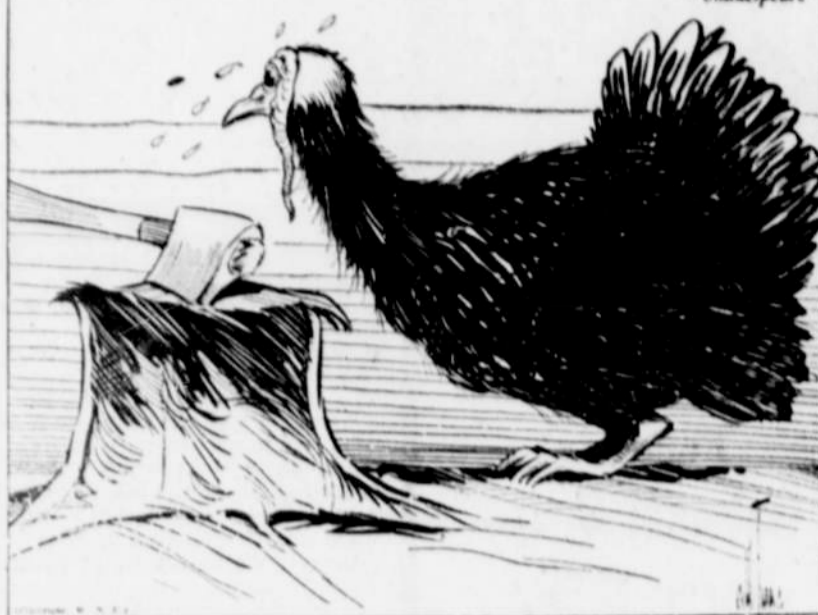
"IT WAS THE MOST BEAUTIFUL SERVICE WE EVER ATTENDED"

The above will be true when the arrangements are in charge of Stock & Litwiler.

Phone 32 **STOCK & LITWILLER** FUNERAL HOME (We Never Close)

**TURKEY DAZE**

*You who lends me life, lend me a heart filled with thankfulness*  
 —Shakespeare



through the efforts of residents, not itinerant wanderers and business invaders. The local merchant has to pay and pay plenty to do business here; let those who are horning in do the same.

**ASHLAND HAS GEOGRAPHIC PERSONALITY!**

It is one thing to sit in a chamber of commerce office and broadcast publicity and attempt to create a certain reputation for a community, but it is quite another to travel on the outside and play the role of distant resident who hears but occasionally of far-away places.

For instance, take Medford. This may be one on A. H. Banwell, the efficient go-getter of the pear city, but nevertheless it's true:

During recent travels, while the writer was several states removed from Oregon, he had an excellent opportunity to gauge the effectiveness of publicity, how far it travels, and what kind clicks. Medford has what it believes to be the good fortune to be the date-line of most important news stories emanating from this section of the state.

While visiting in other states, on enough occasions to assure that it was not coincidence, the remark was heard, when Medford was mentioned, that "Medford's the place where all the hunters shoot one another." And then there would be laughter. News like that traveled fast, and was remembered.

We were unable to discover one person outside Oregon who had ever heard of a diamond jubilee or Roxy Ann park. But dozens of them, when touring the coast states, had seen, remembered and admired Ashland's Lithia park, "that funny water" as they called it, and the beautiful natural setting here.

Somehow, Ashland always seemed to have those nice, refreshing qualities which stuck in people's minds and which made friends for the place. Most travelers considered Medford just another small city somewhere in Oregon.

So, without the help of the fanfare, big-shot enthusiasm and overly ambitious expansion schemes of our neighboring city, Ashland boosters can beat the socks off Medford without half trying when it comes to impressing people favorably. The newly rejuvenated booster club, now getting well underway on a real service basis, has one of the best opportunities of any southern Oregon group to really put its locality across to new people, and to help regain Ashland's hold on those persons living within its trading area who have fallen into a habit of going up the highway when shopping days come around.

If more local people would wander off to other parts of the nation for a while, sit down and take a good look back at Ashland, they'd begin to appreciate more fully and to a more practical consequence the many fine advantages of their home town.

Too, if they'd do a lot of listening while they were away they'd discover, probably to their surprise, that Ashland inherently puts itself over to the traveler better than any other Oregon city this side of Eugene, and can do a lot better if the united effort to work at it is given consistent support.

**Continued Battle Against Dreaded Malady Is Urged**

If a more intensive drive against tuberculosis is carried along accepted lines a reasonable chance of actually eliminating the disease is held possible by Dr. Kendall Emerson, managing director of the National Tuberculosis association. "Refinements in our technique are needed all along the line," he said, and there is no phase of our work where effort can be relaxed.

"Despite the fact that we have tuberculosis more nearly under control than ever before, we cannot afford to relinquish an atom of the pressure which is being applied to exterminate it," he declared. Findings by Dr. Emerson and by other experts in the tuberculosis field have resulted in plans for one of the most intensive Christmas seal sale drives in the history of the association, according to C. L. Newcomb, national seal sale director.

Initial plans for the nation-wide campaign this year were received by Saldie Orr Bunbar, executive

secretary of the Oregon Tuberculosis association. Although present efforts have cut tuberculosis to a place sixth or seventh on the death list, the white plague still accounts for the most fatalities among people between the ages of 15 and 40.

Not only that but only 13 per cent of tuberculosis patients are treated at sanatoriums, it was pointed out by Dr. Emerson. This means that innocent persons are exposed to infection at all times and their only insurance against the disease is its eradication, according to Dr. Emerson.

**The Value of an Empty Purse**

By LEONARD A. BARRETT

"Who steals my purse steals trash, but he that filches from me my good name robs me of that which not enriches him and makes me poor indeed." How true it is. A good name is to be preferred above a full purse, but a purse, whether full or empty, plays an important part in the development of our lives.

Time will record the full measure of good which may have come out of the depression. Already we can see some of the benefits. The empty purse caused by the shrinkage in security values has, for many, shifted the standard of values from the material to the moral and the spiritual. We have realized as never before that all gold does not glitter. We have learned to distinguish between a house and a home. An empty purse may have caused some persons to sacrifice the house in which they lived, but no empty purse could destroy the memories or the cultural standards which made that house a home. Homes may be transferred to more humble abodes, but they may be homes still. An empty purse has also impressed us with the temporary and uncertain value of material possessions. "The rich man of today may become the poor, tomorrow." The values that endure and mold character and life are those which cannot be purchased with the contents of a full purse.

No amount of money can buy knowledge, goodness, integrity, happiness; these are impalpable, priceless, and part of striving for the unseen riches of the mind and heart. No full purse can buy love; it must be given.

An empty purse has a way of disclosing who our friends really are. A full purse may surround us with a lot of congenial people who profess friendship; an empty purse reveals the constancy of those who value us for what we are and not for what we may possess. A true friend stands by us and with us no matter how we may be rated in Bradstreet's. One of the tragedies of the past few years was the discovery that those whom we thought were our friends were sadly absent in the hour of need. An empty purse reveals thoughts and intents of heart as the full purse cannot do.

We appreciate that for which we have to toil. When the good things of life come easily and without struggle they do not seem very valuable to us. A young man who must work his way through college on an empty purse has a great advantage over the student whose indulgent parents have given him a full purse. The principle of sacrifice releases the power of character as nothing else can. Loyalties of life depend upon it. Achievements colored by sacrifice have never been thwarted.

An empty purse may arouse one suddenly to a correct evaluation of his own life purpose. It is interesting to know that the great cathedrals of Europe were erected from funds provided by the poorer classes. Just so the cathedral of personality may be erected without the possession of a full purse.

We grow in the likeness of that which dominates our life.

If that purpose be self and self only, even a full purse is not sufficient. If that purpose be sympathy with others, personality and not possessions is the all important aspect. An empty purse will never cause one to fail to give to the world the best he has, that the best may come back to him.

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Subscribe for the Miner today.

**KNOT HOLE NEWS**

By KEN WEIL

**HOWDY FOLKS:** We asked our grocer the other day what had become of the old-fashioned merchant who used to pass out cigars when a man came in and paid his bill and he came right back and wanted to know what had become of the old-fashioned man who used to come in and pay his bill.



**Bill Board**

According to Bill Board, the law may give the pedestrian the right of way, but it makes no provision for flowers.

OUR BUSINESS POLICY is merchandise that won't come back and customers who will.

**ASHLAND LUMBER CO.**

Oak Street at Railroad Phone 20 Phone 20

**OREGON FARM INCOME INCREASES 115,000,000**

According to a recent report of the State College, Oregon's farm price index now stands at 83 per cent of the 1926-30 average—an increase of 14 per cent over 1935. In value it is estimated this gain will amount to approximately \$15,000,000!

Cooperation between your bank and local farmers has worked advantageously for all. A profitable year on the farm means progress for business and agriculture alike. This Ashland bank, in the center of Southern Oregon's farming empire, offers its services to finance agricultural operations and to safeguard harvest funds.

**First National Bank of Ashland**

MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION

**YOUR SHIRTS LOOK NICER**



And look nice longer when laundered by us.

An increasing number of men are making use of our shirt service.

You should also.

**ASHLAND LAUNDRY CO.**

Phone 165 31 Water Street

"FOR the IDEAL WASHDAY, JUST CALL, THAT'S ALL"

**DINE AND DANCE AT NININGER'S CAFE Ashland's Rendezvous**