

SOUTHERN OREGON MINER

The Paper That Has Something To Say—And Says It!

ASHLAND, OREGON, FRIDAY, MAY 12, 1939

Number 19

The Editor Speaking

CAT and cold are said to cause the same reaction to our noses, but friendliness has one advantage—you aren't asked a hundred times a day if it's cold enough for you.

Colonel Clark Wood is a clean-shaven Westonsite who prefers to wear his 5 o'clock shadow under his eyes.

Medford folks soon will have telephones, too, which will do something else to stick their fingers into.

While the brilliant sociologists are conducting research into the cause of so many divorces in this country a lot of folks are giving other knowing looks and nodding, because they already know the answer—marriage.

Probably the reason why old folks, in their desperation, will carry a two-timing galoot is because they figure that half an hour is better than none.

The puzzle is, why are they telling idle rumors when they're so busy?

VOICE TO HOLD HOT ELECTION

The Southern Oregon College of Education's campus this week has been the scene of many and varied campaign speeches, posters, displays, stunts and verbal challenges which will culminate in a school election for next term's student body posts this afternoon.

Heading the tempest in a teapot—as the race has become—are Bill Brahs of Ashland and Lee Ferriman of Trail as candidates for the office of president, Harry Johnson having withdrawn from the field. Bruce Schilling of this city and Woody Mason are seeking the vice presidency, while Betty Dano and Frances Horn are on the ticket as candidates for secretary. Helen Thomas, Margaret Harrison and Chuck Sturgill are competing for the treasurer's position. Ralph Lamb and Jack Forsythe are running for pep promoter and Siskiyou editor, respectively, and are unopposed.

Results of the election will be announced during the evening at a mixer dance being held by the Theta Delta Phi.

Church of the Nazarene

E. E. Wordsworth, Minister
Fourth and C Streets

Our motto: "The church, where you are never a stranger."
Sunday school 9:45 a. m. T. S. Wiley, superintendent. A special program featuring Mother's Day. Come and let us honor our mothers on this day.
Morning worship 11 o'clock. Sermon by pastor, "Our Debt to Motherhood."—Mother's Day sermon.
Evening worship 8 o'clock. Sermon by pastor, "An Old-fashioned Home."
The entire day's services are planned to honor motherhood. Welcome to mothers today.

MRS. FRANK STASKA
Rosary was said for Mrs. Frank Staska, who died here May 5, at the Litwiler Funeral home Sunday. Services were held Monday at the Sacred Heart chapel in Medford and interment was in Siskiyou Memorial park.

The C. A. Long beverage shop on the new highway adjoining Skeeters' garage is nearing completion and will soon be ready for business.

Phil Stansbury and Companion
Are Invited to Be Guests of the Southern Oregon Miner
To See Their Choice of the Following Varsity Theater Programs:
(Friday and Saturday)
"IN OLD MEXICO"
plus
"PARDON OUR NERVE"
(Sunday and Monday)
"YES, MY DARLING DAUGHTER"
(Tuesday Through Thursday)
"I'M FROM MISSOURI"
plus "BOY SLAVES"
Please Call at The Miner Office for Your Guest Tickets

GOPHER BOMBS SNUFF OUT LIFE OF LOCAL MAN

CHRIS PETERSEN, 62, who died following the ignition of gopher bombs in his car early Monday, was laid to rest at 1:30 p. m. Thursday, May 11, in Mountain View cemetery. Relatives and friends crowded the J. P. Dodge and Sons chapel to pay tribute to the well known business man and to hear the Rev. C. E. Dunham, pastor of the Baptist church, read last rites.

Petersen, owner of the East Side and Plaza meat markets here since 1930, was driving down Oak street toward his slaughter house when a sack of gopher bombs became ignited. Fumes caused asphyxiation and flames severely burned the man before he could bring his car to a stop and be pulled from the inferno by Raymond Lininger, a passing motorist. Petersen died a few hours later in Community hospital, and Deputy Coroner Will Dodge blamed fumes and burns for the tragedy.

Chris Petersen is survived by his widow and six children, who include Mary Petersen, secretary to the city school superintendent; Verna Petersen, junior high student; Jack Petersen, OSC student; Dick Petersen, Chiloquin; Mrs. Vera Sharrah, Fresno, Calif., and Mrs. Helen Retherford, San Francisco. He was born in Denmark in 1877.

Carter-Kennaston Go Will Be Feature of Monday Night's Card

Marshall Carter of Missouri will be pitted against junior heavyweight champion Bob Kennaston at Medford armory next Monday night, May 15, in promoter Mack Lillard's top main event.

Kennaston has shown what he can do against meemies in trouncing Pete Belcastro and Joe Smolinski in successive weeks and in meeting Carter he will face a scientific grappler. Whether the champ will work in the bounds of the rule book or attempt to defeat the former wrestling tutor remains to be seen.

Belcastro and Smolinski clash in the middle bout. The wild wop has been bounding Lillard for the match ever since being thrashed by the Polish bad boy a few weeks ago and both have promised each other a beating to be remembered.

Sailor Dick Trout of San Diego returns to the Medford mat wars after several months absence to meet Eddie Rogers in the opener. Trout has been campaigning in the south since leaving Medford and advance reports state that he has developed an airplane spin that rivals Dude Chick's lariot spin. Combining this with his dynamite drop-kicks, Trout should be a dangerous opponent.

Rogers, although he lost to Phil Romano last week, is a much improved matman and his clever methods of wrestling will force Trout to work hard.

JAMES A. COOK
Funeral services for J. A. Cook, 49, who died last week-end, were held May 8 at the Litwiler Funeral home under the auspices of the Elks and the American Legion with the Rev. C. E. Dunham officiating. Interment was in Mountain View cemetery.

LIFE'S BYWAYS!

WHEN YOU WERE MARCHED OFF TO BED WITH OUT ANY SUPPER - FOR ASKING MA'S RICH UNCLE JAKE FROM THE WEST - IF HE WAS SCALPED BY INDIANS!



PREXY HOPEFUL!



BILL BRAHS, above is one of the several candidates for student body offices at the Southern Oregon College of Education, and aspires to become president for next year at today's election at the college. SOCE campus has been the scene of a hectic, inventive political campaign during the last 10 days while candidates and backers have tapped all imaginable resources for ballyhoo. Brahs is a graduate of Ashland high school and a local resident.

CAMP FIRE GIRLS WILL SERVE BEAN HOLE LUNCHEON

ASHLAND Camp Fire girls, under the leadership of Miss Eleanor Coombe, will serve an outdoor "beanhole" luncheon at the entrance to Lithia park from 11:30 a. m. to 1:30 p. m. Saturday, May 13. Proceeds from the popular annual event will be used for the girls' summer camp at Lake o' the Woods.

To assure the best luncheon yet, the Camp Fire girls have placed Mrs. Maggie Beagle in charge of preparing the beans, while Clarence Lane will preside over the coffee.

Camp Fire girls have been busy selling tickets during the week, for which work the most successful will receive "scholarships" to the summer camp.

The "beanhole" nooner will be served in the open shade with special tables and chairs being set up for the repast, which attracts a large representation of business and professional men as well as shoppers.

Fred Rapp underwent a major operation at the Community hospital in Medford Tuesday. Last reports were that he is coming along nicely.

A three-act comedy will be presented at the Talent high school gym on Friday night. The title, "Percy Cuts Loose." A loud speaker system is being installed by G. E. Hoard for the senior play that will enable every one to hear the entire play. The characters in the play are as follows: Earl Vetter, Hulda A. Estles, Ricky Meyer, Cornelia Hillee, Nancy Firestone, Clyde Purdue, Lester Anderson and Ray Zemke. The school orchestra will provide the music.

TRUTH about ADVERTISING

By CHARLES B. ROTH

WHAT IS ADVERTISING GENIUS?

IN THE early days of advertising there were men who posed in the role of genius. They shrouded advertising with mystery. To portray their part they let their hair grow, wore flowing bow ties, affected a far-away look and muttered mysterious formulae.

Some persons still believe that the ability to advertise a business successfully is like the ability to write poetry—an inborn gift.

It isn't at all. The closer advertising comes to answering some of the needs in the lives of common, ordinary people the more nearly it comes to success.

The only genius needed in advertising is the everyday genius of telling the truth in a simple and an understandable way.

A few months ago some of the leaders in the advertising profession were boasting about the results of their work. One of the advertising publications published what they said about themselves.

Writers of some of the largest corporations in the country took part in the discussion. But a little druggist in Florida, spend-

ing just a few dollars in his local newspaper, was able to top all the results of these high-salaried advertising men.

All he did was to know the desires of his customers, and sit down and tell them what he had in a simple, an understandable, a convincing, conversational way. Here is his advertisement:

SATURDAY SPECIAL
this coupon and 5 cents
Will buy a Bigger and Better
"Double Dip"
ICE CREAM SODA
Clip this Coupon and bring it with five cents to the
PARK VIEW DRUG STORE

This is a perfect advertisement. It offers a wanted service. It offers value. It inspires confidence. It is something people in his neighborhood wanted to read.

It didn't take a genius to write it, but the whole genius of advertising is behind it.

Every day advertisers are publishing similar advertisements in the newspapers. These announcements are as much in what is called the public interest as the results of scientific research or study—because they bring the public something it wants to make life better or more interesting or, in the case of Park View Drug, a little more enjoyable.

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NATIONAL HEAD TO COME HERE FORP-MCONFAB

GEORGE PURCELL, president of the National Association of Postmasters, will attend the Oregon state association convention in Ashland June 15, 16 and 17, according to Postmaster John H. Fuller, who yesterday was informed of Purcell's coming by State Secretary Winifred Wisecarver of McMinnville.

The three-day convention will draw together postmasters from over the state as well as prominent speakers from many coast points. Today, May 12, a committee appointed by Chamber of Commerce President C. M. Litwiler will meet to formulate housing plans for the visitors, and arrangement of other details. Litwiler named W. H. McNair, Dr. Walter Redford, V. D. Miller, Frank Van Dyke and Dr. R. L. Burdie as an advisory committee to assist Fuller. They will meet with hotel and auto camp operators to arrange accommodations for the hundreds of conventionists expected next month.

The advisers also will name committees to arrange for reception and hospitality, music and entertainment, banquet and dance, and recreation.

Mrs. Guilbert to Head Local AAUW Group

Members of the Ashland branch of the American Association of University Women held their final meeting this year at the Ashland hotel, Monday evening, and elected Mrs. Charles Guilbert president of the association for the coming year. Other officers elected for next year were Mrs. Bertha Smith, vice president; Mrs. Robert Dodge, treasurer; Mrs. Francis White, secretary, and Mrs. Frank Van Dyke, chairman of the program committee.

Chief speaker at the meeting was Miss Helen King, who gave a report of the recent state convention held in Salem, to which Miss King served as delegate from the Ashland branch. Following the delegate's report, the retiring president, Mrs. Jean Eberhart, called for discussion of the coming year's work. On the basis of Miss King's report of what is being done in the 19 different branches of the state, tentative plans were discussed for the activities of the Ashland branch next year, which included cooperation with civic organizations to further community projects, presenting outstanding speakers, as well as continuing the usual study groups.

Hostesses in charge of the evening's meeting were Miss Ethel Reed and Mrs. Francis White.

BAUGHMAN-LEE
United in marriage in Yreka May 10 were Marjorie Baughman, daughter of Clinton J. Baughman, and Othel Lee. The ceremony was performed by the Reverend Malone of the Methodist Episcopal church and the couple was attended by Mrs. Frank Carson and Larry Lee, brother of the groom. Following a short wedding trip the young couple are at home on Van Ness street.

SEEN IN A DAZE



DON TRAVIS holding up the progress of bus transportation. **FRED PIERSON** carrying a dozen eggs under his arm in a much too casual manner.

BEULAH HERVEY joining the ever growing ranks of Isaak Walton enthusiasts.

VINCE SWINNEY dispensing cigars—it's a boy!

BYSTANDERS discussing the ever growing ranks of Isaak Walton enthusiasts.

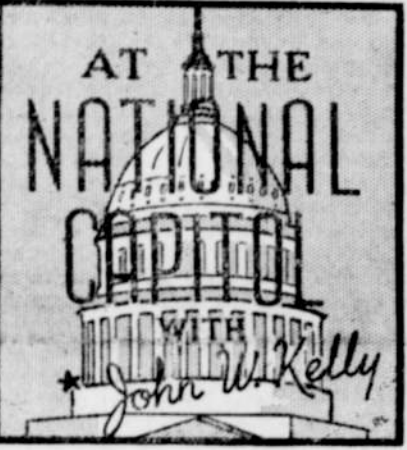
FRED CUSHING illustrating a treatise on the bouncing of bums.

Follow policemen complaining that since PAT DUNN and CHARLIE SNYDER captured the Grants Pass gunman there isn't enough room in the station to hold their chests.

ED BRIDGEN leaving his hisses in a dentist's chair.

WALT SCHEIDERER unable to speak above an ugh.

JOAN WHITMORE being under a spell while proofreading.



WASHINGTON, D. C.—Sick-nose dogs members of President Roosevelt's official family persistently. Marvin McIntyre, presidential secretary, has been out of commission for months. McIntyre, gaunt of face but smiling, has been the man who said whether or not anyone could see the president at the White House. His job was to divide the sheep from the goats, compile the list of appointments for the president and protect the chief executive from unimportant visitors. Now Charles Edison, in a serious of fated in New York. Edison, assistant secretary of the Navy declined to go to the Navy hospital, where McIntyre, Secretary of Interior Ickes, and all senators and representatives who need hospitalization head for Claude Swanson, secretary of the Navy, has been practically an invalid for the past four years but the president will not ask for his resignation and Swanson won't resign. With the secretary and assistant secretary unable to perform, the navy department is now being directed by Admiral Leahy. The secretary of the navy is always a civilian who signs his name on the dotted line indicated by his naval advisors. Another cabinet member far from well is Harry Hopkins, newly appointed secretary of commerce. Immediately after announcing he wished to bring about business Hopkins' old complaint (a stomach ailment), caused him to give his office the absent treatment, although he was able to visit Hyde Park when the president was entertaining royal guests. Thomas Corcoran (Tommy the Cork), who has participated in drafting much of the controversial legislation in the past two years and who is an important member of the little inside group at the White House, is recovering from a major surgical operation. J. D. Ross, administrator of Bonneville, who was to be the headman for the president's plans for public power in Washington, Oregon and Idaho, passed away two months ago. John Nance Garner, heir presumptive as vice president, has been laid up with lumbago. Pressure under which top-flight administration officials work, plus Washington climate, is largely responsible for the sick list. Illness among members of congress is common.

Aviation School
No mention has been made publicly yet of the plans for the navy to use Tongue Point, at the mouth of Columbia river, as a school for training aviation reserve officers. Conditions in the estuary where the new air-base is to be located are ideal for training purposes with amphibian planes. No other navy air-base is so well suited for

May Force Vote On Townsend Plan Bill

WASHINGTON, D. C., May 11—An attempt will be made to force to the floor H. R. 2, the measure planned to put the Townsend idea for old age pensions into effect. The ways and means committee has concluded hearings and listened to witnesses for and against the bill. The committee is still in executive session, but there is a feeling on the part of supporters of H. R. 2 that the committee will not report the bill on account of the administration's opposition to it.

Representatives favoring the measure have decided to file a petition to discharge the committee and bring the bill to the floor for debate and vote. It will require 218 signatures to bring out the bill, under the house rules this is the only remedy available if the committee refuses to report out the bill.

breaking-in pilots as the Columbia affords ample room, free from obstructions, with sufficient protection for taking off and landing. There is a possibility that Tongue Point will become the principal training center for navy fliers in coming years.

Blocking Legislation

When the house of representatives is working on the consent calendar, a single objection is sufficient to hold up or defeat a bill. For instance, a representative from New York by his objection has blocked a bill to amend the agricultural marketing act to make its provisions applicable to Pacific Northwest boxed apples. The present law excludes producers of all types of apples from participating in marketing agreements and the bill would make the act applicable to apples produced in Oregon, Washington and Idaho. The same New Yorker with another "I object," prevented extension of the hop marketing agreement. There are members of professional objectors and they are in their element when the consent calendar is under consideration. Communities, committees and lawmakers may have worked months or years to bring the measure to the point where it is on the consent calendar and then some nuisance bawls out his objection.

This and That

To enable a few togmen to attend the Kentucky derby, the senate took a recess for several days. Gen. Anastasio Somoza, president of Nicaragua, given a royal welcome by President Roosevelt, is in fact a dictator, but he is "our" dictator (he chased his uncle, who was president, out of the country and made himself president). In an effort to balance the budget, Secretary Ickes is charging 10 cents admission to the famous Lee House, in Arlington cemetery. Millions of people have seen it for nothing but Ickes believes a look at the ancient mansion is worth a dime although it belongs to the public.

MOVES SHINE PARLOR

Wayne Brown, operator of the Central Shine parlor on East Main street, has moved his business from the old Tidings building to the Elks barber shop on the ground floor of the Elks building.