

SOUTHERN OREGON MINER

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

ASHLAND, OREGON, FRIDAY, JUNE 2, 1939

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BRISCOE URGING SUMMER SCHOOL GAINS FOR CITY

GEORGE A. BRISCOE, Ashland school superintendent for the past 27 years, this week urged greater attendance in summer school classes at Lincoln training school, Briscoe, who officially returned yesterday, June 1, to be succeeded by Theo. J. Norby, said in a prepared statement.

"The Southern Oregon College of Education will hold its regular session for a term of six weeks beginning June 5 and ending July 14, with morning sessions only, in the Lincoln training school.

"This summer school for many reasons deserves the patronage of Ashland people. First: It is without cost to the community and it will afford the children who attend it an opportunity to have school under somewhat different conditions from the regular school session.

"In the lower grades especially much time will be devoted to the newer things in education. The children will have opportunity to do many things that are not included in regular school sessions, and for that reason they will profit largely and be well pleased. Classes in the lower grades will especially include reading, drawing, music, play, folk lore and folk activities.

"In the intermediate and upper grades the regular school work will be pursued in addition to some activities that will be attractive to pupils of that age. Pupils who wish to strengthen themselves in certain subjects, or who want to make up work that has been missed, have a wonderful opportunity at this time to do the work under the most pleasing circumstances.

"Then, there will be a class for pre-school children—ages ranging from five years, three months to six years. This does not mean that such children can enter school when the regular session begins, but it does mean that the children can spend a half of each day under the most favorable developing conditions.

"Junior high school pupils including grades seven and eight may, if they care to, remove delinquencies in grammar, history, geography, arithmetic and the like. Second: Every child who attends the summer session at the Lincoln school is helping the community to develop the Southern Oregon College of Education. The more children there are in attendance, the better the training can be conducted. Then, if the teachers attending the Southern Oregon College of Education have a large number of children in attendance for the purpose of practice teaching under expert guidance, the more the school will mean to itself and to this community. Therefore, the Ashland school administration wants to make an appeal to the parents of the community to send their children to the Lincoln Training school for the summer session. When attendance is possible, doing so not only benefits the children but adds to the value of the summer school conducted by the Southern Oregon College of Education.

"Let us have a large number of children at the summer school this year. The time is June 5 to July 14, morning sessions only, 9 a. m. to 12 m."

Elks Party Preludes Yearly Picnic Sunday

Elks and their ladies, about 300 strong, enjoyed a pre-picnic party in the local BPOE temple Wednesday night. The affair, devised by Walter Leverette as an interest-generating event for the annual picnic, featured many novel entertainment ideas.

The jamboree party opened with a 9 p. m. supper in the basement which was decorated to resemble an old time tavern. A program of singing and dancing was arranged, with square dances, old time music and other novelties. Dancing in the main ballroom followed.

The annual spring picnic will be held at Jackson Hot Springs Sunday, June 4, and is expected to be one of the biggest outdoor parties yet staged by the local lodge, according to Exalted Ruler Frank Van Dyke.

ALUMNI LAUNCH LOAN FUND TO HONOR BRISCOE

ALUMNI of Ashland high school, as a feature act of their 1939 annual banquet which was held in the Elks temple Saturday night, launched the George A. Briscoe Student Loan Fund in honor of the retiring school superintendent who for 28 years has guided the educational destinies of hundreds of scholars. An estimated 275 alumni and guests were present at the banquet, which elected Carl Brower president for the coming year, Max Roberson vice president and Mrs. Marietta Hamaker secretary.

The student loan fund, starting with a nucleus of cash from the association's treasury and contributions, will be dedicated to the aid of students who are in need of cash loans to carry on their studies. The fund will be administered by the school superintendent, high school principal and chairman of the school board.

Superintendent Briscoe was presented with a handsomely bound autograph album containing signatures of alumni present during the evening, many old grads from before the turn of the century being present. Members of the graduating class of 1939 were honored guests.

Elwood Hedberg acted as toastmaster for the banquet, with MacKenzie Roberson and Edmund Dewis responding for the present graduating class of AHS, while other speakers included Principal B. C. Forsythe.

Violin solos by Mrs. Howard Mayberry, accompanied by Mrs. Max Roberson, and solos by Tom Walker added to the program.

POLICE SCRAM BUM

He was from the big city of New York and he was hungry, so he just slickered a small town restaurant by eating and then showing empty pockets, but when the police came, Vic Meiers went to the city lockup to think it over. That was on Monday. Wednesday he was given a 10-day jail sentence which was suspended if he left town. Meiers scrambled.

TRUTH about ADVERTISING

By CHARLES B. ROTH

THE RESPONSIBILITY OF SUCCESS

WE OFTEN say when we discuss various things we acquire that it isn't the original cost that counts. It is the upkeep. This is particularly true of success.

The fact is that there is a responsibility of success which failure or mediocrity never knows. The man who is successful, who achieves in whatever line he may enter, has an obligation and a responsibility which requires that he continue to do his very best.

Especially is this true of business. To make a brief success of a business isn't hard. To build a lasting success requires close application and a fine sense of the obligation which success implies and demands.

If advertising served no other purpose than to create the obligation of success it would perform a useful social and economic act, for advertising holds up this obligation of success and demands that it be observed constantly.

Whenever a manufacturer or a merchant begins to advertise he sets imposed standards on himself. By these standards do others judge him. By these standards do they also classify him.

He has an obligation to live up to every day thereafter.



Charles B. Roth

Advertising is the great setter of standards in American business life, and advertised goods are the standards by which you spend your income, confident of getting your money's worth every day.

The man who advertises has assumed the responsibility for success. You'd rather deal with a responsible man, wouldn't you?

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ELIZABETHAN FASHION SHOW PLANNED HERE

AN Elizabethan fashion show will be sponsored by the Oregon Shakespearean Festival association June 18, it was announced this week by LeRoy Lindner, chairman of the event. Girls and men will be garbed in costumes of authentic design of the business-man and society belle of the 17th century.

Lois M. Bowmer will assist in the designing of the gowns. Mrs. Bowmer, through her Shakespearean researches, has given much study to the dress of that period.

Lindner stated that the following stores have promised entrants in the show: McNair's, Fortmiller's, Ingle Drug, J. C. Penney company, Chamber of Commerce, Western Auto Supply, Claycomb Motor company, Greyhound Tavern. Other entrants are expected from those stores not yet contacted.

The fashion show will be held at Twin Plunges at 2 o'clock on the afternoon of June 18 with music furnished through the courtesy of Ward Croft.

WASHINGTON, D. C., June 1.—An undisclosed fact is that President Roosevelt has not opposed the suggestion that his name be placed on the presidential primary ballot in Oregon. Friends of the President now are working, without publicity, to deliver the 10 delegates of that state to Mr. Roosevelt or anyone he may indicate. Back of this is a bit of psychology. Oregon is one of the early primary states and should he carry the democratic primaries it will have large advertising value.

Two other names probably will be filed to contest with Mr. Roosevelt—Senator Burton K. Wheeler of Montana, a long-time progressive, and Senator Bennett Champ Clark of Missouri. Buddies of Clark who served overseas with him are reportedly performing missionary work for him both in Oregon and Washington.

James A. Farley, immensely popular with organization democrats in the northwest (as elsewhere), will not permit his name to be used if he is convinced in time that Mr. Roosevelt's hat is in the ring. To Farley the third-term idea is distasteful, but if Mr. Roosevelt wants a third term—a suspicion growing stronger with each day—Farley will give his chief the same support he did in 1932 and 1936 for, above all else, Farley is loyal to the core.

Among the reasons why Mr. Roosevelt is expected to seek a third term is the general assumption that much of the new deal policies will be discarded if anyone else is installed in the White House. There is no new dealer in sight sufficiently strong and blessed with Roosevelt's personality who could hold the gains made by the present chief executive. It is argued, therefore, that to prevent the new deal policies from being wrecked, Mr. Roosevelt will head the 1940 ticket by permitting himself to be conscripted.

LOU NOVA WINS

Before 25,000 fight fans in Yankee stadium in New York city last night, June 1, Lou Nova won a technical knockout over Max Baer. Severe markings around Baer's nose and mouth were deemed by the referee to be grounds for stopping the fight after one minute and 21 seconds of the 11th round. Up until that point the fight had been fast and furious with both boys giving and taking plenty.

Nova lost two rounds for low blows and Baer also was cautioned against hitting below the belt. By virtue of his win, Lou Nova will meet the winner of the Tony Galento-Joe Louis fight in September. For Maxie it looked like the end of the road as far as the fight game is concerned.

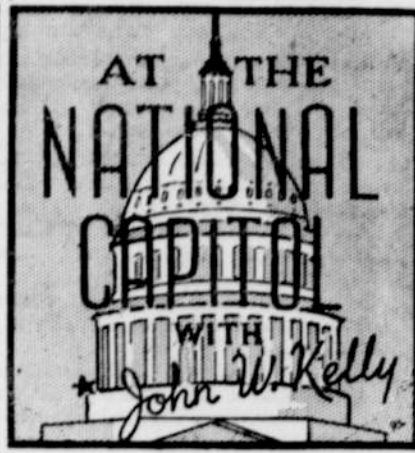
Parade Features Rites For Soldier Dead Here

Ashland observance of Memorial day Tuesday was featured by a parade which followed Women's Relief corps ceremonies at a Lithuania park bridge for sailor dead and continued from the Plaza to the Ashland cemetery, where the Rev. J. H. Edgar paid tribute to those who lost their lives following the American flag.

The parade was led by the city band, followed by Battery B and representatives of veterans and patriotic organizations of Ashland. Floral tokens were placed to honor the dead.

SENTENCE PAPERHANGERS

Jack Francis Clark and Elmer Burrell, California transients arrested by Ashland police May 18, Wednesday were sentenced to three years each in the state penitentiary on bad check charges by Circuit Judge H. D. Norton. Both men had previous records, local police inquiries revealed.



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Power end of Bonneville dam is on the verge of a thorough shake-up for Secretary of the Interior Ickes is far from satisfied with the way that government-owned project is being operated. The pruning knife will be applied to the personnel, Ickes being satisfied that there are more people on the payroll than necessary. Too much overhead for the amount of business; too much out-go and not enough income because of the delay in selling power. The secretary is now instituting an inquiry as to why only 200 kw have been sold.

Although appointment of a permanent administrator is expected in two or three months at the latest, the ideal man for the position has not been found. He must be a man "power minded" and with a nationally known name.

Undercover agents are now working in certain navy yards and military reservations to locate the communist missionaries who have created a disciplinary problem in these places. In the yards they are also watching for evidences of sabotage, for the navy high command knows that several costly "accidents" did not just happen. These

(Continued on page 6)

Shrewd men have thought that they could controvert this law. By putting quality and good value into a product and then by advertising it, they have succeeded in a short time in building up a big business. And then came temptation.

"Why maintain all this quality?" they ask themselves. The public will never know. Why not cut the quality but continue the advertising and clean up? They have tried. But the public does know quality, is quick to perceive deception, and abandons the man or product which tries to substitute inferiority for honest merchandise.

There is no quicker way to ruin a business than to set up a standard and then violate it. There is no better way to build a business than to set up a standard and then live up to it.

Advertising is the great setter of standards in American business life, and advertised goods are the standards by which you spend your income, confident of getting your money's worth every day.

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(Continued on page 6)

Vets To Give Dance In Medford Saturday

Jackson county chapter of the Disabled American Veterans of the World War will hold a public dance in Dreamland hall in Medford Saturday evening, June 3.

Music for the ball will be furnished by Steve Whipple's orchestra, which will be augmented for the occasion. The Melodears, girls' trio, will be featured entertainers.

Proceeds of the ball will go to disabled veterans and their families of the county, according to Carol J. Parker, DAV chapter commander. Through such work, the DAV endeavors to provide funds for emergency relief among the veterans and to aid in the work of their rehabilitation.

Parker explained, "We ask the general public to patronize this dance and thus spend an enjoyable evening while helping disabled veterans to help themselves."

HANSEN MOVES OFFICE

Lew H. Hansen this week has moved his real estate office from its plaza location to Medford, where he has taken over the business of Syd Blood on North Central avenue.

MANY PRIZES TO MARK SOFTBALL OPENING MONDAY

As a climax to softball's opening night ceremonies which will get under way with a parade of players in uniform and to music, a list of prizes is being given by Ashland merchants for teats to be performed at the double-header event scheduled to open under the lights at the high school field at 8 p. m. Monday, June 5.

Awards will be made for the following accomplishments: First home run, first single, first double, first three-base hit, first infield out, first outfield out, to the player starting the first completed double play, leading hitter of the evening, pitcher with most strikeouts first night, pitcher with least outs first night, first put-out on bunt fielded by catcher, first unassisted put-out, first catcher's throw to second for a put-out, first player to strike out with the bases loaded, best hitter over a two-week period, pitcher with best strikeout record for two week period, player with least errors for two week period, first put-out at home plate by an outfielder, first batter to walk, first stolen base, first score made, first fly ball over left field fence, individual player with two home runs in one game, first pitcher to strike out Parker Hess, and the player making the most spectacular or exciting play. All awards which are not gained on opening night will be held over until won.

The Chamber of Commerce will assist the award committee in canvassing the business district today for the awards. All donations will be strictly voluntary and will be used as a means to promote softball as a summer sport in Ashland.

Jackson county residents recently registered at the Shasta-Cascade Wonderland building on Treasure Island include:

Ashland—Mr. and Mrs. M. B. Woods, Mr. and Mrs. S. S. Mitchell and Mr. and Mrs. L. A. Barnum.

Talent—Mrs. E. V. Anderson, E. E. Diamond, Martha Diamond and Mrs. J. C. Ottinger.

Medford—Mr. and Mrs. E. J. Klein, Thelma Hampton, Mr. and Mrs. B. F. Neff, E. B. Pickel, Mrs. Sam Pollard, B. R. Harder, Mr. and Mrs. R. W. Dean, Verne Campbell, John W. Snider, Mr. and Mrs. W. H. Dyer, P. C. Shutt, Mr. and Mrs. David B. Crosby, E. F. White, Eva Locke and D. R., Amie and Dick Finch.

Rogue River lodge—Monte Gilhousen.

Commenting on the back of their registration card, Mr. and Mrs. S. S. Mitchell of Medford said: "It is really beautiful. We can not express our appreciation of all the beauty and the wonderful courtesies of all the people who have made our visit such a grand success. Thoroughly enjoyed the exhibit."

Former Medford residents who registered are V. H. and Francis Vawter of Santa Barbara, Ernest Rostel of San Francisco, Mrs. W. H. Mitchell of San Francisco, formerly of Jacksonville; Mrs. Janet Fobs Murrat of Crockett, formerly of Ashland, and Nettie Green of Berkeley, formerly of Ashland, also were visitors.

Ross Tilley of Siskiyou was a visitor in Ashland Wednesday.

Southern Oregonians Flock to Exposition

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SEEN IN A DAZE



WANDA PURVES losing a race with the door of Mr. Gianini's bank by scant seconds.

CHARLES ZARKA slumbering through a movie while his searching parents lost sleep.

DR. GORDON MACCRACKEN being threatened with a deluge of dead gophers.

GERTRUDE BROWER losing heavily and powerfully on the Baer-Nova fight.

JEAN EBERHART walking in his sleep at the Elks jamboree.

BERT LARSON dismissing a badly-scraped elbow with the assurance that "Mama will fix it."

BILL AUSLAND threatening to clean out a group of bystanders with a windmill pitch.

FRED TAYLER patting his new car on the hind fenders.

Editor Speaking

YOU COUNTY, Calif., residents, in an attempt to gain department attention, try again if at first don't succeed.

ing of reciprocal trade the best one yet is the wherein we'll buy no more for Europe until they shell the last ones.

people paid much attention term talk until political started worrying over the. Now the easiest way out to be to elect President and see if all those could come true.

eration days aren't what used to be—too many of us young to march with servants and too old to step with Scouts.

hands agree that wives who in the weed are the most smokers because they practically all the time.

roads are offering circle to both San Francisco and work expositions for less than three dollars and, if you ask that's fair enough for any money.

able with politicians is they practice what they preach.

Portland man, intending to a chicken thief, drilled between the eyes with a rifle. could make a good Oregon hunter.

mericanism in Business: Yellor help and then criticizing Regard for the stroke he

Wood is hinting darkly pins in new shirts with a day just in the offing, and hope some pitying Westons take the bait. Being all this, Clark ought to get the for once.

Oregonian, ordinarily a respecting newspaper, is being of having imported a writer from southern Florida following the description of a recent rain as "Tears on Portland."

Oregon Phone Operators Honored

the fourth consecutive year on telephone employes have the coveted Theodore N. Vaill award for "outstanding public service."

a coast-wide announcement week, news was carried of the of the regional bronze Vaill award to Maud Gilbert, chief operator, and Erlene Gilliland, operator of the Independent Telephone company of Pilot Rock, Ore., for their devotion to duty when cloudbursts struck that city June 1938.

the awards were two of the made to Pacific coast telephone employes, the third being a national medal, with \$250 as well as a regional bronze award, to George F. Wilson, a of the Valley, Calif., employe of Pacific Telephone and Telegraph company. Wilson received honor in an attempt to save life of a fellow employe in a ward in the mountains near Appletonville, Calif., Feb. 8, 1938. his hazardous effort he almost his own life.

When cloudbursts struck near Pilot Rock, a small creek became raging torrent, flooding the telephone office and damaging property over a wide area. Despite danger of grave personal injury, Gilbert and Miss Gilliland head warnings and continued phone service to the public under hazardous and extremely conditions.

DRAWING FISHING FINE

Robert James Caldwell, Klamath Falls, Wednesday was fined \$4.50 costs by Justice of Peace M. T. Burns following arrest by state police for fishing in a closed area on Little Butte near Fish lake.

UGHTER TO GUETZLAFFS

Mr. and Mrs. Ted Guetzlaff Sunday became the parents of a six one-half pound daughter, born at the Community hospital. The child has been named Mary Jane and with her mother, is reported to be in the best of health.

Alice Coggins arrived recently from the University of Oregon for visit at the home of her parents, Mr. and Mrs. A. L. Coggins.

Let us have a large number of children at the summer school this year. The time is June 5 to July 14, morning sessions only, 9 a. m. to 12 m."

YOUNG PIANISTS PRESENT RECITAL HERE TONIGHT

Fourteen young pupils of Miss Margaret Ramsey will present a piano recital in the gold room of the Ashland hotel at 8 o'clock tonight, June 2. The affair will be open to the public.

Pianists will include Sheila Schuerman, Sharon Schofield, Dorothy Mae Elhart, Sally Taylor, Kay Taylor, Joan Neil, Faith Warnock, Marjorie Lutz, Lottie Burger, Sally Beebe, Vayle Specht, Alice Ostrander, Lois Redford and Joan Whitmore.

Ronald Brown of Klamath Falls is spending several days this week at the home of his grandparents, Mr. and Mrs. J. A. Ferren.

Edward E. Spencer 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) "THE FRONTIERMAN" plus "FISHERMAN'S WHARF"

(Sunday, Monday, Tuesday) "THE YOUNG IN HEART"

Please Call at The Miner Office for Your Guest Tickets

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