

# SOUTHERN OREGON MINER

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

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## The Editor Speaking

One sad part of the news is that required tragic mishaps to submarines to take the public mind off the increasing number of airplane crashes.

One of the finest things we hear about Medford, sister city to the north, is that Ashland's 13 miles away.

Pacifists who spend their time arguing on how to arrange a disarmament conference and save more lives if they could help eliminate traffic fatalities at home.

There are two types of people—those who live and let live, and those who justify themselves by saying "business is business."

In the democratic way, we train our big guns on the next presidential election instead of across our borders.

People who live from hand to mouth generally are the type who never clean their fingernails.

And the fellow who's always getting something off his chest is a hard time keeping a shirt on his back.

The California goof who's walking sideways to the New York world's fair probably is trying to keep his feet from stepping on each other.

In Europe a dictator is a man with people under his heel, while in America dictators have 'em on their laps.

Judging from news pictures, the world's fair publicity photographers are showing considerably more than plenty of cheek.

A driving school has been held in the Pendleton country recently and it is being hoped that Clark Good joined the classes. The only thing the Weston Leader editor has been able to pilot has been a readers, whom he drives nuts.

AT THE NATIONAL CAPITOL WITH BOB KELLY

WASHINGTON, D. C., June 8.—Not since that August day, 1814, when the White House was burned, the capitol partly destroyed, the congressional library ripped out and the navy yard captured, has Washington been so excited over the arrival of the British as this week with the visit of King George and Queen Elizabeth. The town has gone daffy, the plain citizens curious to see their majesties ride by in an auto provided with bullet-proof glass, and the socialites elated or angry because they were or were not invited to meet the royal personages.

A hotel window overlooking the parade costs \$75. A seat in a bus in a parking lot costs \$2.50. There isn't a window on Pennsylvania avenue that has not been rented for the past week to "hold" it for the 10 minutes required for the procession to pass. President Roosevelt has given a holiday to the 118,000 government workers. Infantry, artillery, cavalry, marines, sailors, tanks and airplanes have been mobilized for the show.

Two thousand of the select are invited to eat strawberries and cream with their majesties at the British embassy. Without an invitation a burglar couldn't break in.

As guest of the White House, Bert and Bess, at a state banquet will have regular chicken dinner. New mattresses have been bought for their beds. The king's uniforms and plain clothes will be cleaned and pressed in the basement where, before the invaders applied the match in 1814, the White House family cow was kept. In famed East room, Friday night, Mrs. Roosevelt will be master of ceremonies for an entertainment consisting of hill-billy singers, col-

## BUCKING RACE WILL FEATURE PROGRAM 4TH

A COMBINED horse show and bucking contest, featuring fine stock and ornery, sunfishin' critters, will be one of the main afternoon attractions in Ashland July 4 as part of this city's annual Independence day celebration, according to Chairman H. L. Claycomb at Tuesday night's meeting of the observance committee.

The buckaroo will follow the parade and other daytime events and will be staged at the high school athletic field.

H. C. Beebe, parade chairman, reported progress with preparations for that feature of the celebration, and indicated that business houses would be contacted for entries within a few days. A committee to advise entries on construction of floats was named, including Miss Marian Ady, Rev. M. T. Wire, Hugh Barron, Mrs. Lawrence Wilson, Mrs. H. H. Elhart, Mrs. R. L. Crosby, Fred Homes, Mrs. C. E. Corry and Lee Ryan.

Bumper strip announcements of the celebration are available, according to Lee Ryan, and may be purchased by motorists for 25 cents per set. Window cards also were in preparation.

Other plans for the celebration include a softball game on the evening of July 3, Monday, to be followed by an amateur polo game on the high school field. A soap box derby will be another of the many features, with silver cup trophies being awarded to winning entries from a field of youngsters between the ages of 10 and 15 years. No entrance fees will be required and all vehicles must pass certain safety requirements. Entrants will be provided with "crash" helmets. Entry slips may be obtained at Jack's bicycle shop, Provost hardware or Selby Chevrolet company.

## RNA WOMEN TO CONVENE HERE

An estimated 150 members and delegates of the Royal Neighbors of America, fraternal women's organization, will be in Ashland today and Saturday to attend the annual district convention to be held in the Elks temple, according to Mrs. Leonora Broil of this city, state supervisor. The sessions were to start at 10 a. m. today and continue through Saturday evening.

Deschutes, Josephine, Klamath, Lake and Jackson county delegates will be in attendance for business and social events and election of officers will feature the sessions. Drill teams from Bend, Klamath Falls, Medford and Ashland will compete, and at 7:30 p. m. Saturday the public will be invited to enjoy an entertainment program in the Elks temple.

Mr. and Mrs. A. A. Snider and Mr. and Mrs. G. N. Snider and son Bob of Hermosa Beach, Calif., visited here this week at the home of Mr. and Mrs. Bill Snider.

## TRUTH about ADVERTISING

By CHARLES B. ROTH

YOU have had the experience, haven't you, of going into some stores and asking for an advertised brand of goods, only to have the clerk hand you another brand and inform you, "But it's just as good."

Sometimes, to your regret, you bought the "just as good" item but sometimes you walked out of the store and searched until you found the merchandise you had asked for in the first place. When you got it you were satisfied.

You had confidence in the advertised goods, because you read in the honest pronouncements of the advertiser what you might expect his product to do for you. This gave you assurance. You bought because you had confidence.

But when that clerk palmed off something different on you, you had misgivings, you had doubts, you had fears, you had lack of confidence.

Maybe they were justified. Maybe they were not. It doesn't matter. The fact remains that advertising had invested the advertiser's goods with a confidence which made your buying a pleasant in place of a fearful duty.

Usually, but not always, these "just as good" goods are not as



good—they are inferior and the merchant sells them because they carry more profit for him. He does his level best to get rid of them, because it is more to his advantage to do so than it is to yours.

Many stores pay their salesman a commission for selling unknown and unadvertised goods, because the salesman would not sell them without some special inducement.

It is much better for you as a consumer to put your reliance absolutely in advertised goods and in stores which advertise, and to patronize both exclusively.

When a man advertises his goods and tells frankly and publicly what they will do for you, he seeks your patronage on the basis of actual value.

It may be that some manufacturers or merchants can offer just as good value in unknown or unadvertised goods. But the chances are ten to one that they can't—because advertising not only increases the distribution of goods, but at the same time increases the production, so that advertised goods cost less to make; hence, gives more to the buyer.

In the long run you get more for your money when you buy advertised goods. You get more in actual value. And also get more in that intangible value, known as confidence.

And confidence is one of the chief satisfactions of life.

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# ROUND OUT PLANS FOR POSTMASTER CONVENTION HERE

## RESERVATIONS POURING IN FOR 3-DAY SESSION

WITH nearly 50 hotel reservations already received, Postmaster John H. Fuller last night expected a record crowd in attendance at the annual convention of Oregon postmasters and their families next week when the three-day sessions will get under way Thursday, June 15, and conclude with a mass picnic in Lithia park Saturday afternoon, June 17.

Said Fuller in explaining the coming event, "In many respects the convention to be held in Ashland this year will differ from previous gatherings of the postmasters in Eugene, Astoria and Baker, as the setting for the convention sessions will be the Varsity theater and Elks temple. Capacity crowds are expected of postmasters, their families and interested persons of southern Oregon, as well as postmasters of northern California who are being sent special invitations. The Ashland city band will provide the first entertainment feature for the guests Thursday evening of next week with their band concert in the park, which will follow registration at convention headquarters in the Lithia hotel. Luncheons for the ladies and a drive up the Mount Ashland loop road will occur Friday, and Forest Supervisor Karl Janouch has informed us that the road, with favorable weather, will be ready for the tour which will be headed by Police Chief C. P. Talent. Those not interested in the lofty drive will be entertained with a scenic tour of the valley."

The annual postmasters' banquet, to be held in the Elks temple where facilities will be provided for guests and residents, will be one of the convention's main attractions. Speakers from the post office department in Washington, D. C., will make the main addresses, and officials from principal state cities also will speak. Forenoons Friday and Saturday will be given over to business sessions of the postmasters association and are expected to

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## FLAG DAY Where Do Flags Come From? Uncle Sam Stitches His Own

THE stars and stripes that fly from Army outposts and buildings everywhere on Flag Day, June 14, are all manufactured by the United States Army Quartermaster Corps in Philadelphia, Pa. All bunting, regimental colors and standards are manufactured there. Right: Two seamstresses cut out the stars for official bunting flags to be sent to Army posts.



Next step in the manufacturing is the joining together of the stripes. After the 13 stripes have been gathered, it is sent to a second department, where the stars are sewed on. This completes the manufacturing process. Finished flags are then sent to be inspected and packed.



Each flag undergoes rigid examination by an experienced inspector. Some of the colors are valued up to \$500, and should there be any fault the flag is returned to the sewing room. Inspection passed, it is sent to its final destination, the United States Army.

## VAN DYKE, DAVIS FILE FOR SCHOOL BOARD POSITIONS

FRANK VAN DYKE, city attorney, and Frank Davis, present clerk of the Ashland school board dynasty, will seek election June 19 to the two school board directors' posts being made vacant by the expiration of Davis' and Elwood Herberg's terms. Herberg will withdraw from school board activity, he indicated, because of the press of business. Both Van Dyke and Davis have filed nominating petitions for the election, filing date for which expires June 12.

The school board election, which annually polls but few votes, will get under way in the city hall at 2 p. m. June 19 and close at 7 p. m. that day. Unless additional petitions are filed by Monday, Van Dyke and Davis will run unopposed. Filing petitions are required to bear the names of at least three per cent of the voters at the last general election, and the petitioned candidate must accept his nomination at least five days before the election.

Hedberg, who has served two three-year terms, expressed himself as having enjoyed pleasant associations with other board members and with his work, but that increasing obligations made necessary devotion of more time to his own work.

Ashland's new school superintendent, Theo. J. Norby, is expected here within a few days, at which time formal announcement may be made of the appointment of a successor for the coaching post at the junior high school left vacant by Earl Rogers when he was named as principal of the school. It is understood that school board members already have approved Alexander Simpson, U of O graduate, for the position although contract has not yet been signed. Simpson, who has adopted Ashland as his home for several years and is well known locally, will arrive tonight and is expected to meet with the school board before returning to summer classes early next week.

## ATTEND FRISCO FAIR

A number of Ashland residents registered at the Golden Gate exposition over the week-end, including Annie L. Jordan, George Green, C. H. Putney, Mrs. R. J. Fraley and Earl Fraley, jr., Mrs. C. H. Putney, Mr. and Mrs. H. H. Mayberry, Jack Putney, Mildred Ayer, Richard W. Putney, C. L. and Ellen Lewis.

## ROBBINS IMPROVING

Morris Robbins, highway construction crew worker who suffered an injured spine in a fall from a tractor Monday night at a Siskiyou mountain road camp, has been improving in Community hospital here, although suffering paralysis resulting from the accident.

## Progress of Science Church Is Outlined

According to information released this week by Harry Weagant, publicity committeeman of the Ashland First Church of Christ, Scientist, noteworthy gains in the church were reported at the annual meeting of the church in Boston, Mass. Pointed out Weagant:

"Europe, seething center of turbulent political upheavals, is also a fertile field for spiritual growth, indicated in the formation of 21 new branch church organizations abroad, 12 of them being in England.

"Similar progress was reported in North America where 25 new branch organizations were launched. Africa and Australia, it was stated, have formed one new organization each, while 32 societies were found raising their status to that of churches during the last 12 months.

R. Scheidreiter 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 RETURN OF THE CISCO KID"  
"RIDE A CROOKED MILE"

(Sunday, Monday, Tuesday)  
CHARLES LAUGHTON in "THE BEACHCOMBER"

Please Call at The Miner Office for Your Guest Tickets

## FLAHARTY NEW LIONS LEADER

Robert I. Flaharty, manager of the Pine Box company here, Tuesday night was elected president of the Ashland Lions club during regular meeting in the Lithia hotel. Flaharty will succeed President R. E. Poston June 27 when new officers will be seated.

Ned Mars was named as secretary for the coming year to succeed Leonard Hall, and I. F. Andres was reelected treasurer. Other officers elected include Bill Snider, vice president; Skeet O'Connell, second vice president; Art Cooper, third vice president; Lowell Ager, Lion tamer; Pete Nutter, tail twister, and two-year directors, Walter Leverette and Earl Leever.

Angus L. Bowmer, dramatics professor of Southern Oregon College of Education, was initiated as a new club member with appropriate ceremony and regalia, and Lion John Broady gave a minute and descriptive report on the Cub Scout committee's recent meeting.

Rev. C. M. Guilbert, chairman of the club's sight conservation committee, was authorized to purchase a radio for an Ashland blind person.

## ELKS INITIATE TRIO

Three Ashland men were initiated into lodge No. 944, BPOE Wednesday evening in impressive ceremonies. They were Dr. Walter Redford, Jean Eberhart and Herbert Molk.

## EXAMINER HERE TODAY

Ward McReynolds, examiner of operators and chauffeurs, will be in the city hall from 11 a. m. to 5 p. m. today to issue licenses and permits to drive cars.

SEEN IN A DAZE

By Our KEYHOLE REPORTER

NOEL HEARD beating a path from July 4 meeting to curb while HERSCHEL CLAY-COMB all but tethered his one horse in the police office.

DARBY O'TOOLE falling, ploppo, into Hiatt lake during the frosty chill of a mountain dawn.

AL PICHE'S "first of its kind" softball parade in Medford being the third in the immediate vicinity.

CORINNE ROBINSON displaying a neat terpsichorean routine.

FRANK O'CONNOR threatening to marry a wealthy widow.

HUGH PAGE offering to donate his bright neckties to LUCILLE CLEVELAND for an original model.

I. R. BARKSDALE getting a lot of cooperation in making a sale.

DELIA O'TOOLE tabulating the minutes left before she can go home from the hospital.

CHARLIE WARREN catching a glance from GERTIE WENNER instead of a fly ball. IVOR ERWIN and BERT MILLER stealthily leaving the Plaza cafe after looting punchboards of their best prizes. HARRY TRAVIS and VIC PEIFFER, cafe proprietors, cooking up something in a consultation.