

THE SUMMER'S BEST OPPORTUNITY! The west coast has been expecting, and entertaining to a limited extent a bumper tourist crop enroute, to and from the San Francisco world's fair. Ashland, with other communities along direct routes position, has been planning for her share.

With attendance records what they've been to date on Treasure 1sland, it appears that perhaps we would be better advised to concentrate on entertaining vis itors here during our three-day Independence day celebration July 2, 3 and 4.

Althougn fairgoers will continue to add a steady income for hotess, camps, restaurants and service stations here, the Jusand people whose objective will be Ashland, and thousand people whose react sensitively to the treatment they receive whore, And our July 4 visitors will not be once-a-decade casuals, but people who may return again and again to this community
It is good business and smart publicity to treat all visitors with attention and courtesy, but the best work can be done with those who come from the nearest year, next month perhaps, the next week.
Drop-in business is fine, but it's repeat customers we're after. Let's all bear down now and help make the July 4 celebration one that will be a credit to Ashland and a greater than ever drawing card to our neighbors.

## LIFE ISN'T THAT SIMPLE

Talk is cheap, but only the cheapest of critics indulge in chronic crabbing. For example, in national politics the more barren brains are most prolific in their condemnation of the government and outline the very darkest future to scare the people into believing. Habitual criticism shows decadence of attitude and a contempt for humility. Not that The Miner means to infer that all is right and bright with the Roosevelt administration, but those who insist that we are on a one-way road to chaos pain us in a ma
to riding a horse bareback on a hot day.
People who take either extremely pessimistic or optomistic attitudes toward the world and the country they live in display a distressing lack of thought and an annoying insistence at proving it.
There's a lot of good and some bad in everybody men do. And, of course things some bad in all things wrong, depending on the political or economic desires of the individual.
It doesn't add up that simply, except to simple
minds and politicians.

## OF ALL THINGS!

 and abatalaly thonaing expedient to do anything at thistime. A dissusion will be entered
into when we feel that the time
is more faworable." is more favorable." have 'em over
a Moral: When you havrel you don't have to talk
nice. Dr. George Gallup, of whom you
probably have heard, has conductprobably have heard, has conduct-
ed a poll through his organization
of the new deal accomplishments. This particular query didn't
prove mach, however. The pro-
new dealers, listed WP new dealers listed WPA and re
lief as the greatest accomplish
ments and the antis tagged the same things as the greatest blund-
ers.
Mark Twain's remark that dif-
 Anyway things are getting
better says one observer.
Checks Checks says one observer.
marke beming back
marke "no funds" instead of marked "no
The American Automobile sociation, which is interested in
such things, gives the followin
composite picture of the perso composite picture of the person
most likely to be injured by an
automobile. He is


##  <br> - WANT ADS $\bullet$



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