

The Editor Speaking

IN SPITE of intense worrying on the subject, the third term problem may not be an issue in the election. To date the best justification for a precedent-breaking term in the White House has been the arguments against it.

The inventor of volleyball, after a 35-year wait, was given an athletic letter from a Springfield, Mass., college. And all the time thought varsity volleyballers were awarded potted plants.

An English woman suing for divorce claimed her husband had said but four words a day to her for 34 years, and you can hardly blame the wife. That's only two words a day.

People who know how the count should be run usually spend their time running down those who are trying.

The July 4 holidays will be a time when parents load the family into a high-powered car, speed down a crowded highway and then give the kids a lecture on the dangers of fireworks.

The swimming season is the one time of the year when a wife who has nothing to wear wears it without complaint.

Clark Wood, the Weston Leader editor, is so cockeyed it takes two people to look him straight in the eye.

Politics: A congressman, in Washington for his eighth term, is objecting to possibilities of a third term for Roosevelt.

Houses to fit every pocketbook are being planned and already builders are designing kitchens that'll fit in any medium-sized wallet.

We are breathlessly awaiting news that colleges have adopted the use of live bait in obtaining enrollments.

Voters can pooh-pooh the current consternation at third-term possibilities when they recall the prophetic predictions made by Republicans prior to the second term.

The local telephone company has been demonstrating the "busy signal" on new dial receivers and subscribers are surprised to learn it doesn't sound a bit like the buzzing at an afternoon tea.

Some folks laugh at pleas for speed on the highway, but the funny part of it depends on how automobiles strike you.

Honesty is to rule Louisiana, says the new governor, but someone it sounds like another Long.

Dad' Spencer Takes Over Log Side Inn North of Ashland

Ray Spencer, known for many years here as "Dad," has taken over the Log Side Inn three miles north of Ashland on the Pacific highway, where he is operating the business in enlarged, remodeled quarters.

Drinks and refreshments are Spencer's featured line, with sandwiches, candies and confections in stock. Dad has extended an invitation to his many Ashland acquaintances to drop out and pay him a visit. "It's on the right-hand side of the road going north," explained Spencer, "and you'll know it's the right place when you step aside, for you'll be among amiable friends."

George Sikes 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)
"ALEXANDER GRAHAM BELL" plus
"HOME ON THE PRAIRIE"
(Sunday, Monday, Tuesday)
"ROSE OF WASHINGTON SQUARE"

Please Call at The Miner Office for Your Guest Tickets

ASHLAND DAY IS SET FOR JULY 9 AT EXPOSITION

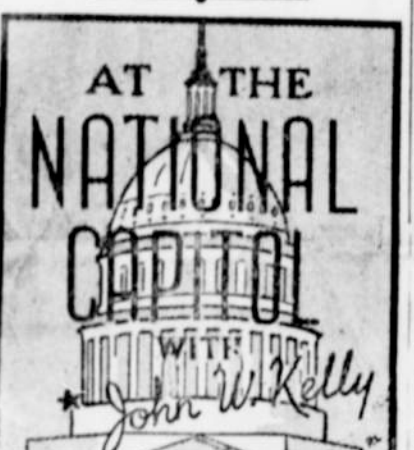
SUNDAY, July 9, has been set aside by the Golden Gate International exposition as Ashland day on Treasure Island, and Mayor T. S. Wiley, Angus Bowmer and his troupe of Shakespearean actors will join with others in impressive ceremonies and entertainments.

Director Bowmer of the Oregon Shakespearean Festival association, together with Mayor Wiley, will head an auto caravan to the fair Friday morning July 7, registrations for which are being asked to assure a representative showing from this city.

The Shakespearean players, with Queen Elizabeth (Lillian Davis of Klamath Falls) will feature programs, and high spot of their visit to Treasure Island will be the 5:30 o'clock NBC broadcast of "The Taming of the Shrew" Saturday afternoon, July 8. The play, as read by the Ashland actors, will be broadcast over a national network.

Bowmer also will present short scenes from their Shakespearean repertoire Saturday afternoon in the hall of western states, and Queen Elizabeth will hold court and participate in a reception for Governor Charles A. Sprague of Oregon. Saturday evening a complete performance of "The Shrew" will be presented in the hall of western states. Sunday, Ashland day, the queen will hold reception for Mayor Wiley, Governor Sprague and Governor Culbert Olson of California.

Sunday the players also will be given the unusual privilege of presenting "The Shrew" in the federal theater.



WASHINGTON, D. C., June 29—

Kept a secret for the present is a plan to have Bonneville dam, Grand Coulee and other government power projects finance themselves without appropriations from congress. The central idea is to permit the management of these projects to issue bonds and put them on the market when they require funds for expansion, such as transmission lines, additional generators and the like. A start is being made in this experiment by authorizing TVA to issue bonds to pay for private utility plants and systems instead of asking for an appropriation to absorb these competitors.

These projects, Bonneville, Grand Coulee and TVA, are supposed to be self-liquidating. In theory they are to sell enough power to reimburse the government for the outlay made and the repayment is to be made by the consumers of the power. By issuing bonds for any future capital requirements the consumers and not the general taxpayers of the United States must carry the burden, as is the case when congress makes an appropriation.

Resort to bonds to further finance Bonneville is being studied because of the increasing opposition to government ownership of power by congressmen from eastern districts. While the idea has not developed sufficiently for the President to propose it to congress it now is in the laboratory stage and may be brought out next year. The securities would be in the nature of "revenue" bonds with the moral backing of the federal government.

Inside story of how the house changed its position on parity payments in the agricultural bill and finally adopted the senate amendment is just a case of swapping. Defeated first, the farm lobby button-holed members from city districts and offered to help increase relief funds in exchange for votes to reconsider and pass the parity item. City congressmen have no farmers among constituents, but have an army of relievers. The trade was consummated on that basis, but the parity payments carried by an eyelash majority, exactly five votes. Pierce of Oregon voted for the proposal, his colleagues Mott and Angell, Republicans, against. The Washington delegation split 50-50.

(Continued on page 6)

RECORD HOLIDAY CROWD EXPECTED FOR CELEBRATION

RODEO, HORSE SHOW ADDED TO PROGRAM HERE

ASHLAND'S greatest Independence day celebration in many years will be launched Sunday and continue for three days through Tuesday, July 4, declared H. L. Claycomb, in charge of the annual event. With the three-day break this year, celebration committee members have added a number of attractions, including a rodeo and horse show, polo and an inter-city softball game.

The traditional gigantic fireworks display will conclude the observance at 10 o'clock Tuesday night in Lithia park, while greatest point of interest during the holiday will be the street parade, which will form at 10:30 a. m. and proceed through the city center, from North Main and Helman streets to the city library.

With \$1500 in prizes being offered this year, a greater attendance is expected than has crowded the city for many years. The observance will get under way with a band concert in cool, spacious Lithia park at 1:30 p. m. Sunday, July 2, followed by a patriotic and religious songfest at 3 o'clock.

Monday Attractions

Monday the entertainment will get under way with the annual baseball game between Ashland-Talent and Hilt, Calif., at the high school field, while at 7:30 p. m. an inter-city softball game will be played between the Ashland all-stars and Medford Teamsters. The softball meeting will be followed immediately—at about 8:30 o'clock—with Ashland's first polo game, when four chukkers will be played between teams from Medford and Yreka on the high school field. One ticket will admit fans to both contests. Following the polo exhibition a public dance will be held at Twin Plunges outdoor floor, at which time Queen Elizabeth and her Shakespearean court will preside in full costume. First music for the dance will be heard at 9:30 p. m.

Tuesday Big Day

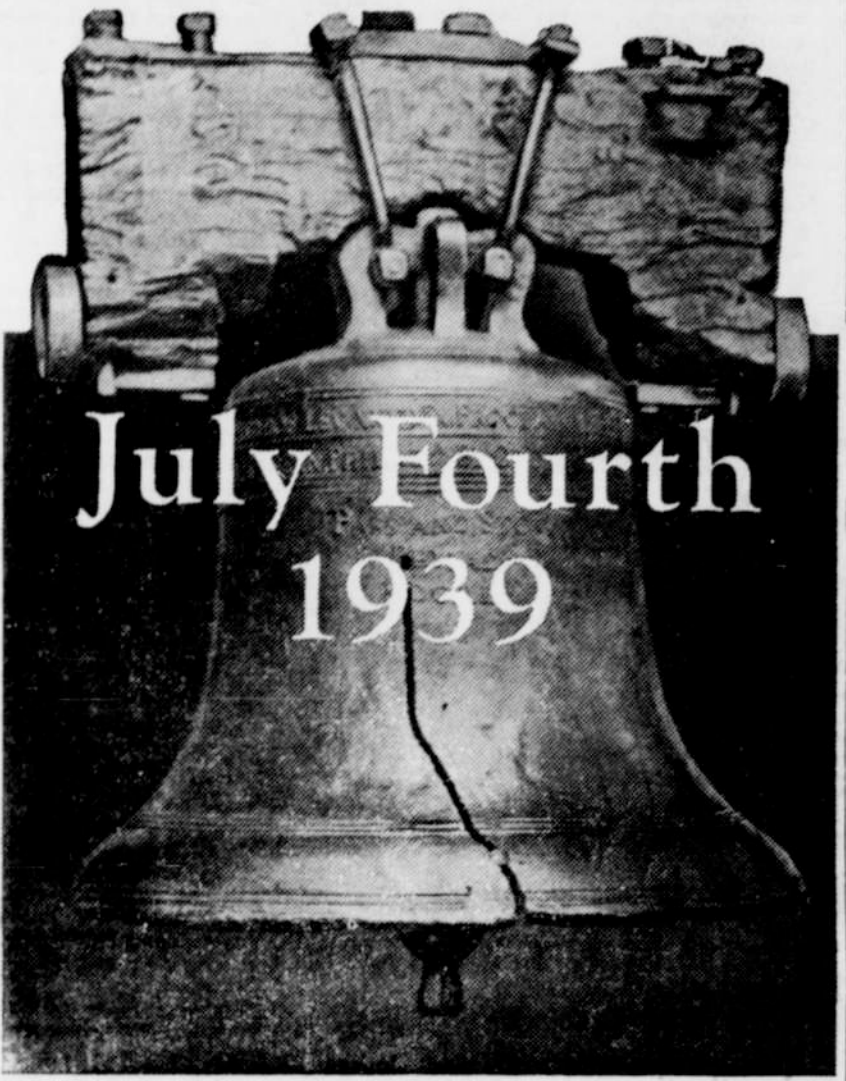
Festivities will get under way almost at sunup Tuesday, July 4, when inter-city tennis matches in Lithia park will open at 8:30 a. m., to be followed by the second annual soap-box derby at 9:30 o'clock. The crate race will be run from upper Pioneer street across East Main to B street, where judges will time winners. Trophies and prizes will be given.

Starting at 10:30 will be the outstanding attraction of the day, the popular and impressive street parade, with more than 100 entries pledged. In Lithia park starting at 12:15 p. m., contests and races for the children, with many prizes, will be run and at 1:15 a band concert will be given in the park. An innovation this year, the horse show and rodeo, will get under way at the high school field promptly at 2 o'clock.

Evening attractions will open at 7 o'clock with a bathing beauty contest and diving exhibition at Twin Plunges and at 8 o'clock Ashland's Shakespearean actors will present "The Taming of the Shrew" in the Elizabethan theater in Lithia park. Twin Plunges will hold another dance at 9:30 p. m., and at 10 o'clock the annual pyrotechnic display will be fired from Scenic drive, visible from Lithia park and most parts of the city. A large variety of aerial bombs, rockets and sprays will ring down the curtain on the 1939 show, which has kept many committees, organizations, business firms and townspeople busy with arrangements and preparations for more than three months.

As usual, Ashland's famous Lithia park is expected to be the focal point for most visitors, who annually enjoy its shade, lawns, cooling streams and picnic facilities, which include stoves, tables, benches, running water and other conveniences.

Both theaters here have arranged special holiday programs, and a carnival has been set up near the entrance to Lithia park.



Drivers Must Have New Slips July 1st

Oregon motorists must have their new drivers' licenses or receipts thereof by Saturday, July 1, according to word from Secretary of State Earl Snell.

Application blanks may be obtained at the Chamber of Commerce office, the city police station or The Miner office. The slips must be properly filled in and mailed to the secretary of state together with remittance of \$1 for each license renewal. Those not now possessing Oregon permits must appear before an examiner, one of which is stationed in the city hall during this week-end.

Parade Entries To Be Spotted at 10 Monday

According to C. M. Litwiler, Ashland Chamber of Commerce president and chairman of the parade committee, entries must be at the corner of Helman and Van Ness streets not later than 10 a. m. Tuesday, July 4.

"The parade will get under way precisely at 10:30 o'clock, ready or not, and participants desiring to be entered must be ready before that deadline," declared Litwiler, whose parade work last year was the surprise and pride of the entire celebration.

About 100 entries are expected for this year's parade.

TRUTH about ADVERTISING

By CHARLES B. ROTH

TODAY ONLY: \$5 BILLS FOR \$1.98

MANY times, on a wager, men have tried to sell \$5 bills to strangers for as little as \$1.98—legitimate \$5 bills worth \$5 anywhere. They have usually failed.

The reason is simple to see: Lack of confidence.

Their proposition sounded too good to be true, failed to arouse the confidence of the prospects, who were afraid to buy.

No one trusted the seller because no one knew him. He might be a counterfeiter. Who knows? He might have some trick up his sleeve. Who knows? Better have nothing at all to do with him.

Confidence is the mainspring of business. Without it no business can succeed and no product can be sold, because before any one of us is willing to part with a penny, we must have confidence that that which we are going to buy will give us value received.

Confidence is not a matter which can be bought. It must be earned. It is a process of growth. The idea of confidence grows from one customer to the next one. It gives vitality to everything about a business.

When confidence enters into a

business transaction, everything about it becomes pleasant. But whenever confidence is absent, no amount of any other qualities can take its place.

You have often bought something from someone you did not know, say a solicitor who succeeded in taking away your money at the door. Will you ever see him again? Will you get the goods you have paid for? Was it a miniature swindle? You wonder and worry.

You spend hours in painful doubt. Perhaps everything turned out all right. Even so, the profit went out of the transaction when you had to worry about getting your money's worth. Buy goods that are advertised from merchants who advertise. There lies confidence.

One of the chief services of newspaper advertising to consumers is that it denotes which merchants or products are worthy of confidence.

Because newspaper publishers are so jealous of their advertising columns and are quick to reject anything which does not live up to their standards, readers know that if a thing is regularly advertised in the newspaper it is worthy of their confidence.

As a matter of fact, the appearance of an advertisement in a newspaper is recommendation of the character and quality of the goods being advertised.

SPORTS FANS TO ENJOY VARIETY OF ATHLETICS

THE July 4 committee has outlined a complete sports program for both young and old for the Independence day celebration to be staged here July 2, 3 and 4. On the high school diamond Monday afternoon, July 3, the Ashland-Talent baseball club will cross bats with Hilt in a return game.

At 7:30 p. m. Monday the representative team of the Ashland Softball league, chosen by the officials, will take on the Medford Teamsters under the lights at the high school field which will be followed by four chukkers of polo between teams from Medford and Yreka. It will be the first polo game ever seen here and one ticket will be good for both the softball contest and polo match.

At 8:30 o'clock Tuesday morning Bill Ausland has arranged tennis matches for the Lithia park courts. Probably a team from Grants Pass will oppose the best players from Ashland. Challenges still are open to players who wish to play Gordon Miller and Marc Smith, city champions, for the right to represent Ashland.

The annual soapbox derby again will be run on Pioneer street and three fine trophies have been ordered for top places. Special racing hats will go to all entrants and Chairman Dom Provost urges that registrations for new entries be made immediately.

Jean Eberhart, in charge of the juvenile sports program, has selected Lithia park, above the tennis courts, for his show and has divided the age groups from 6 to 9 years, 10 to 12, and 13 to 15. Several types of races will be conducted with \$50 in merchandise awards for first, second and third places in all events.

'BEEF CHAWING' BREAKS UP TILT

All the efforts the Dodgers and Rogues put forth in the first three and one-half innings at the high school field Wednesday night went for no good when an argument broke out and the Rogues were obliged to forfeit the game.

The score was tied at 5 to 5 and two were out when Fromm, Rogue third baseman, walked. He was alleged to have left the bag too soon on an attempted steal and was called out. When Manager Daugherty protested the decision he was ordered off the playing field by Umpire Jim Krinock, who declared the game a forfeit. With but eight men left to play, the Rogues had no choice.

The Miner Press got back into form and walloped the Elks 8 to 3 in the second game of the double feature. It was an even and fast game until the last of the sixth when the Pressmen sent four tallies across.

SEEN IN A DAZE



BOB WEAVER claiming "a little BURDICK told me."

HARRY CHIPMAN filling the air with his own static in Duns-muir when, all set to listen to the Galento-Louis fight, the power failed.

BERT SIMMONS rushing back to Talent to ring the fire bell, blow his police whistle, pound the mayor's gavel and announce the good news.

W. H. WORTHINGTON showing a fistful of chubby cherries but retaining a firm grip.

HELEN GRENBERGER viewing the gruesome results of a trip to a take-your-own-photo booth.

CLARA PEDERSON declining all invitations so as to be in fine fettle for the holidays.

J. C. HAMAKER developing a bad case of stage fright for a BPOE ritualistic contest and promising to be a target for fellow members in case of a word fumble.

MARGARET SHORT convincing WALT LOVE that macaroni grows in a garden.

ELDON CORTHHELL engaged in a premature celebration of the July 4 holiday when his alleged friends planted a trick bomb in his car.

WAYNE BROWN drinking salted coffee planted for S. H. SHORT.