

# SOUTHERN OREGON MINER

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

ASHLAND, OREGON, FRIDAY, JULY 7, 1939

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## The Editor speaking

### CELEBRATION UNDERWRITERS TO GET REFUND

ASHLAND business men who underwrote this year's July 4 celebration will receive a refund of about 40 per cent or possibly more, partial compilation of figures by Chamber of Commerce Secretary Marchal Stansbury indicated last night. The three-day observance was estimated to have attracted about 18,000 people to this city despite an all-day rain which threatened the affair Monday, July 3.

The July 4 celebration a year ago grossed the committee in charge about \$1700, including underwriters' contributions, while this summer the total will approach \$2800. The added horse show and rodeo, pet of General Chairman H. L. Claycomb, was the greatest drawing card of many years, attracting 3000 people to the event and netting a substantial profit for the celebration. In view of its tremendous success, the rodeo probably will become an annual event with a greater variety of features and improvements gained from this year's experience.

### Parade Is Success

The celebration opened Sunday in Lathia park, where a songfest was scheduled, followed by a band concert. Monday's events had included an afternoon baseball game, which was rained out, although softball game and polo exhibition scheduled for the evening were run off despite a steady drizzle of rain. Tuesday the program got under way beneath cloudy but dry skies with an early morning tennis match, soap box derby won by Donald Smith of Medford, and the forenoon parade, an annual feature. The parade got off to a poor start when first units of the procession marched off before starting time. Despite Monday rains which prevented many float sponsors from working on or completing their entries, the parade again was judged an outstanding success, the horse division being the greatest surprise when animals filled East Main street from the plaza to the library.

The elaborate float of the Ashland Music club won first prize money, while the Lathia hotel-Varsity theater took first honors in the commercial division. Jordan's House of Color won second money and the Ashland Hotel Beauty shop third place in the same division. Humorous best was entered by Jack's Fixit shop, while the organization division winner was Cub Pack 12, with Bellview Grange second and the Lions club float third.

Don Warren and Charlotte Wood took first and second places in the decorated vehicle classes while best characterization prizes went to Mary Louise Hahn, Francis Beekman, Billie McDougall and Ila Bess Warren. Don and Pauline McDougall got the nod for most attractive children's entrants.

### Celebration Unmarred

Following the rodeo, Twin Plunges staged a bathing beauty contest which drew a capacity crowd to see Phyllis Cleaves take first honors, followed closely by Elaine Quackenbush, Betty Davis and Bobbie Colvig. Later an open-air dance at the Plunges drew a large crowd, as did the presentation of "The Taming of the Shrew" by Director Angus Bownyer's Shakespearean players in the Elizabethan theater. Fireworks display, visible here and for many miles around, concluded the celebration, which was marked by an absence of arrests, traffic mishaps or injuries.

### Oregon's Economic Picture Favorable

(Special to The Miner from Our Washington, D. C., Bureau)

Here is the economic picture of Oregon as quoted by one of the gigantic lending agencies of the government:

Basic and general factors affecting real estate are strikingly favorable in Oregon. Rent-paying capacity is expanding; rentals are moving upward; relief load is lighter; costs of building lower; residential activity increased; farm income greater; bank debits expanded compared with corresponding periods last spring. Only discordant note is the increase in number of foreclosures. Employment and payrolls trend is steadily upward.

### CLIMATEERS WIN TENNIS

Bill Lonngan and Don Tyvold, doubles team from Grants Pass, took the Independence day tennis championship on the Siskiyou boulevard courts Tuesday morning when they defeated Gordon Miller and Buzz Roberson, 6-3, 2-6, 6-1. The game originally was scheduled for the Lathia park courts but an early morning shower caused Chairman Bill Ausland to seek a dry playing surface.

### Grudge Game, Visit Of G-P Nine Set For Softball Play Tonight

THE grudge tussle of the year has been billed for the Ashland high school field tonight, July 7, when the fighting will start promptly at 8 o'clock between Parker Hess' Dodgers and Johnny Daugherty's Rogues. Weapons for the slaughter were softballs, bats and off-color bits of the king's English.

The teams twice before have met on the field of battle and both times the alleged games ended in argument and finger-shaking. Tonight's off-the-record meeting was arranged as a pop-off for pent-up debate. Even H. S. (Bob) Ingle, one of the Dodger sponsors, will be in uniform and Manager Daugherty has been combing the hot stove league himself for extra power. No holds will be barred, the rivals claim, and Groundskeeper Skeet O'Connell has made the managers promise to replace all divots.

Starting at 9 o'clock—if the blood and gore can be cleared away by then—the Miner Press will be host to the Murphy softballers from the Grants Pass loop, where they copped the championship last year. The Murphys are running third in the Climate city race to date.

### MAN SLASHES WRISTS, NECK BUT RECOVERS

FRED SHELDON, 37-year-old lead carpenter for the Southern Pacific company working out of Hill, Monday evening hitchhiked his way to the Community hospital here after having slashed both wrists and cut deep gashes in his throat, according to information reported to local authorities.

Sheldon, until a year and a half ago, was working out of the Ashland yards, at which time he transferred to the northern California job. He is reported to have said that he left his car on the Colestin road near the summit of the Siskiyou, and to have slashed himself in a fit of despondency. Following his attempt at suicide he changed his mind and hitchhiked a ride to the hospital here, where he bared his wounds to attendants.

Police investigating the case Tuesday found Sheldon's car where he indicated, locked and without blood stains. The bleeding man was unable to talk for several days, so serious were his cuts, but attending physician indicated that he will recover. Sheldon is believed to have parents living in the vicinity of Grants Pass.

MARY E. HOLLIFFE  
Funeral services for Mrs. Mary E. Holliffe who died July 3 at her home in Talent were held July 6 at the J. P. Dodge and Sons chapel.

### TRUTH about ADVERTISING

By CHARLES B. ROTH

#### 'PLEASE PASS THE CUSTOMERS'

THERE'S one muscle in the human anatomy which was named by a humorist with boarding-house experience. It is called the "boarding-house muscle" because it is the muscle which enables you to extend your arm—and reach.

It took its name, of course, from the dining-tables of boarding-houses, where to reach far was to get more to eat at a table where everybody was so engrossed in his plate he didn't have the time or the inclination to pass anything to anyone else. Reach won.

In business it is reach also that wins. One of the chief values of advertising to the advertiser is that it gives him a reach for customers. Every business must both reach customers and reach for them if it is to exist.



Charles Roth

The business man whose reach is longest or most skilled is the man who brings the most customers into his store. And those who reach the best have the best stores and can give the best values.

The chief concern of every business is its customers. Who are they? Where do they live? Why should they trade with me? How can

### After Miners Monday!



THE PINE BOX softball team of R. I. Flaharty Monday evening will attempt to repeat their victory over the Miner Press nine at the high school field when league play will be resumed. The Shookmen hold a .500 per cent standing in the league while the Miners are in second place. The Printers have intimated they will try to avenge their first meeting with a decisive victory which, if it comes, will place the Miner Press in position to battle Parker Hess' Dodgers for the first half championship next Friday night in the split season's final encounter. Boxmen shown above are, left to right, back row: Bob Gregory, Bill Herman, Ralph Brickey, Harold Reedy, Bill Jacoby and Bill Westfall. Front row, left to right: Art Simmons, Dave Bergstrom, Bud Woodward, Jack Robinson and Bill Colvin. Front and center is Don Flaharty, custodian of the clubs. (Cut courtesy of Wooden Box News, Klamath Falls.)

### Softball Loop Will Resume schedule In Monday Pairings

After a week's layoff the Miner Press will face the Pine Boxers in the opening game at the high school field Monday night. The Boxers gave the Pressmen their first defeat of the season in the first round of play, but have shown signs of slipping since then.

The Rogues will try to get out of their slump when they cross bats with the fourth place Elks in the 9 o'clock half of the doubleheader. The Rogues took the win in their first meeting, but have weakened since while the Lodge-men have patched up several holes and have become a threat to all league teams.

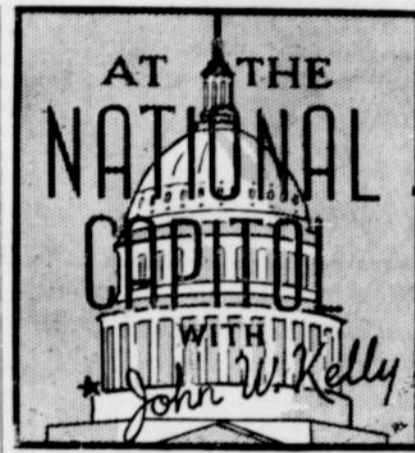
### Berkelean Buys Lane Store on Boulevard

Harold A. Merrill of Berkeley, Calif., and former Ashland high school graduate, class of 1914, has purchased the confectionery store of Clarence Lane on Siskiyou boulevard. The business will be known as Merrill's confectionery.

Merrill is a brother of Mrs. Guy Good and son of Mrs. Frank Merrill, who resides next door to the store. The confectionery will continue its fountain and luncheon service, as well as groceries, news and tobaccos.

### FIRES FAIL TO DAMAGE

The Ashland fire department extinguished two minor blazes over the week-end, the first a sawdust blaze at Coggins mill Saturday evening and a grass fire near the Klamath highway overhead crossing Sunday. Neither fire caused damage.



WASHINGTON, D. C.—President Roosevelt is irate at congress and with reason. Just before going away for the holidays congress administered several blows. He was forced to sign the relief bill despite his objection to many of its provisions; he was, apparently, deprived of his control over the dollar; the neutrality bill he wants was so amended in the house that it contains the mandatory embargo feature—the one thing he didn't want. Three strikes would make any president mad.

Mr. Roosevelt did not spend the Glorious Fourth reading the Declaration of Independence to his firecrackers or popping strings of telephone bills consulting with his lieutenants and planning a campaign to make congress gig-back on neutrality and the monetary matter. Mr. Roosevelt refuses to "take it." He refuses to admit that he is licked and is preparing to go to the mat immediately with the legislative branch of the government. When Mr. Roosevelt believes he is right he keeps right on fighting. He has what the sports writers call "a fighting heart."

Reason the President regards continuation of his control over the dollar and the sort of neutrality bill he favors as vital is based on confidential reports that in late August or early September the long-expected war will materialize. (Continued on Page 2)

Softball Czar Adds New Staff Member

Ashland's softball authority and president of the local pumpkin-pellet league, Howard Wiley, expanded his personnel early Friday, June 30, with the addition of Miss Anna Margaret Petersen of Cottage Grove who became Mrs. Wiley before the Rev. Malone, Methodist minister in Yreka. The Wileys are touring the coast this week with Cottage Grove as one of their objectives.

Mrs. Wiley is the daughter of Mr. and Mrs. W. M. Petersen of Cottage Grove and Howard is the son of Mr. and Mrs. T. S. Wiley of Ashland. The bride is a graduate of Southern Oregon College of Education and attended Oregon State college, while the groom attended Northwest Business college in Portland and Northwest Nazarene college in Nampa, Ida.

The Wileys were expected to return in time for softball activities next week.

### VETERANS HERE SUNDAY

United Spanish War veterans and auxiliary members will hold their annual picnic in Lathia park Sunday, July 9, under the sponsorship of Colonel Sargent camp and auxiliary of Medford. More than 200 picnickers from local and surrounding communities are expected to participate in the covered dish affair, coffee and ice cream for which will be furnished.

### ASHLAND WILL TAKE BOWS AT ISLAND SHOW

CHARACTERS, customs and costumes of "merrie old England" of 300 years ago will be revived at the Golden Gate International exposition Saturday and Sunday, July 8 and 9, when "Queen Elizabeth" in the person of Miss Lillian Davis, theme girl of the Oregon Shakespearean Festival association, and her retinue of more than 30 persons hold court at the Shasta-Cascade building on Treasure Island. This event is in joint celebration of Oregon Day July 8 and Ashland day July 9. Mayor Thornton Wiley and citizens of Ashland, home of the association, will escort Queen Elizabeth and her costumed retinue leaving Ashland by auto caravan this morning, July 7. They will stop at all principal cities of the Shasta-Cascade Wonderland scenic region of southern Oregon and northern California to proclaim the forthcoming great annual Shakespearean festival here Aug. 4 to 9.

A two-day program of radio and stage presentations has been arranged for the Treasure Island celebration of Oregon and Ashland days as follows:

Saturday, July 8 (Oregon day): 10:30 a. m., interview of Prof. Angus Bownyer, director of festival association, by Ira Blue over radio station KPO.

Two to 4 p. m., series of short Shakespearean sketches in Wonderland court of the Shasta-Cascade building.

Six to 6:30 p. m., half-hour radio performance of "Taming of the Shrew" broadcast from Hall of Western States over blue network of NBC.

Eight p. m., (free) full performance in Western States auditorium.

Sunday, July 9 (Ashland day): 1 to 3 p. m., Queen's court reception in rotunda of the Shasta-Cascade building. Shakespearean excerpts, period fencing and Oregon state flag raising ceremony, in salute to Jackson, Klamath and Lake counties.

Eight p. m., free full performance of "Taming of the Shrew" in the federal theater.

### ASHLAND TO GET NEW 5 & 10 STORE

Following completion of present remodeling work in the Bergner building at 70 East Main street, E. H. Richards and H. Metz, former California merchants, will open a new five, 10 and 25-cent store including infants' and ladies' ready-to-wear departments. The new venture will occupy the 50 by 100-foot lower floor with large mezzanine.

Remodeling work includes about \$500 improvement to front and interior, followed by installation of a large stock of merchandise. Richards and Metz declared they selected Ashland for their store following a wide study of cities. Opening date will be announced later.

Mrs. Margie Addis, former resident of Ashland, has been visiting here for the last several days.

### SEEN IN A DAZE



Betty Ryan, stepping on DOC WALKER'S hound while looking for it in the theater, exclaiming "My gosh! If it'd been a dog it would've bit me!"

Floors of celebration committeemen's offices being covered with handfuls of hair like a barber shop Monday.

BEN BOWERS being the innocent victim of a you-buy-the-drinks conspiracy.

VIRGINIA SCHOFF shooting Dan McGrew with gestures.

JESS BARTON making a pedestrian out of his jalopy.

DUTCH SCHEIDEREITER being solicitous about his acquaintances' pleasure.

GLENN SIMPSON giving information until it hurt.

HANK (Pa-Pa) HUGHS explaining it wasn't palsey, it was fatherhood.

CLIFF CULMER developing a latent talent for the harmonica.

PORTIA and BEN ANDERSON working at fever pitch on a float for the holiday parade.

Frank A. Reed and Companion invited to Be Guests of the Southern Oregon Miner To See Their Choice of the Following Varsity Theater Programs:

(Friday and Saturday) JANE WITHERS in "BOY FRIEND" plus "JONES FAMILY IN HOLLYWOOD"

(Sunday, Monday, Tuesday) "YOUNG MR. LINCOLN"

Please Call at The Miner Office for Your Guest Tickets

GOLFERS WILL PICNIC  
Members of the Ashland Golf and guests will enjoy tournament play and a picnic dinner at the local course Sunday afternoon. Play will start at 4 o'clock and a covered dish dinner at 6 o'clock.