

The Editor Speaking

CALIFORNIANS bemoaning the invasion of gasoline tramps from the dust bowl country should understand the sad situation toward the

The government, in deportation hearings, has been crossing its bridges and the wonder is they didn't get to it sooner.

With hot August days being spiced with cool, pleasant evenings, editors of southern Oregon can go back into their sweltering routines.

Nudists have been conventioning in California and a number of people who never took a sunbath in their lives would like to have attended. Just to see what's all about, of course.

The row between Medford and Grants Pass folks over fish ladders at Savage Rapids has developed into water over the dam.

While Americans were worrying about war in Europe over the week-end death struck hundreds by air, rail and highway here at home and no referendum was proposed requiring a majority vote before we sacrifice our sons on the transportation battlefields.

The Sexton mountain unit of the Pacific highway is undergoing relocation surveys and it is hoped by curve-weary motorists that engineers will plan the road with straightedges instead of a compass this time.

According to a dispatch from our Sandpoint, Ida., operative, Clark Wood's boasted intimacy with Oregon turkeys is exceeded only by his knowledge of Oregon turnkeys. (Thanks, Mac.)

In 3251 years of the world's recorded history only 268 years have been without war which proves that human beings can't even do the wrong thing all the time.

A University of Oregon graduate, pretty enough to get a Hollywood movie offer, turned it down to teach school which should be a boost for the apple industry.

A Virginia weekly editor helped thwart a mob of lynchers recently which is good training for all of us. In this business, one never knows when he might be able to save a great writer from hanging.

A nominal sum is a figure just under what you'd like to charge.

Sellers of Mortgaged Chattel Must Get FSA Releases, Is Warning

Persons selling, trading or receiving chattels mortgaged to the Farm Security administration as security for rehabilitation loans are liable to court action by the government if legal releases have not been secured, according to a notice received from the regional attorney, reports Eugene Hampton, county FSA supervisor, Medford.

Restrictions are placed on sale or transfer of chattels mortgaged to FSA not only to provide partial security for rehabilitation loans but to insure maintenance of sufficient operating goods to keep the farm on a productive basis and carry out farm plans, says the notice.

Where sale or trade of mortgaged chattels is necessary because of changes in farm operation, authorization for transfer of such property should be secured through the county supervisor's office, Hampton pointed out.

Crescent City Will Play at Medford In First of Flag Series

A pair of two-out-of-three series with the winners playing for the southern Oregon baseball pennant was the result of four managers meeting to decide flag playoffs.

Next Sunday Grants Pass will travel to Dorris and the following Sunday they will meet in Grants Pass. On the same dates Crescent City will travel to Medford and the Craters will return the call. If the third game is necessary in either case the playing field and the date will be announced later, as will the championship game.

Mr. and Mrs. R. C. Thompson left Tuesday for their home in Salt Lake City following a visit here at the home of Mr. and Mrs. H. E. Wiltse.

NEW STORE WILL OPEN DOOR HERE ON WEDNESDAY

WITH last-minute preparations nearing completion, Henry Metz and Floyd Richards today set 9 a. m. Wednesday, Aug. 23, as opening date for their new Metz-Richards department store. The large establishment, occupying the entire lower floor of the Bergner building at 70 East Main street, has been completely remodeled, including installation of indirect lighting, new fixtures and counters.

More than 24 separate and complete departments are being stocked with new merchandise and a regular personnel of about six persons will be employed. Departments will include confectionery, notions, jewelry, toilet articles, stationery for school and office, ribbon, art goods, dresses for children and ladies, footwear, hosiery, ladies' and childrens' ready-to-wear, complete infants' wear, towel and table cover department, toys, novelties, hardware, electric, household goods, tinware and enamelware, glassware, crockery, handkerchiefs, men's and boys' department, and luggage. A fitting room has been provided in the ladies' dress department and an employees' lounge has been arranged.

Although stocks will be near complete for the opening, Metz and Richards indicated that additional merchandise would continue arriving daily. As an opening day feature all children accompanied by parents will be given free balloons and candy suckers.

Negro Ghosts Panic Fans in Cloning Spree with Miners

The Negro Ghosts, traveling softball team from Sioux City, Ia., staged one of the most comical softball exhibitions ever seen in Ashland when they won over the Miner Press by a score of 8 to 6 at the high school field Wednesday night. The largest crowd—estimated at more than 500 paid admissions—to witness a game under the lights here this year was present to laugh and cheer the antics.

Darby O'Toole started in the box for the Miners but was obviously indulging in hysterics—along with his teammates—and walked several men. One of the clowning Ghosts even came to bat without a willow and O'Toole was still powerless, issuing a walk with one hand while holding his side with the other. Later Barikdale went to the mound but was convulsed into an ineffective pitcher by the dusky booby. Late in the game three Ghost pitchers wound up at a time against Parker Heas.

Negro clowning included an exchange between Umpire Johnny Daugherty and the second baseman to add further hilarity to the game.

Greatest fun-fest of the night's show came when, after the seven-inning game, the Ghosts staged their famous shadowball exhibition. While fans cackled their throats hoarse the colored boys went through all the motions of play without a ball, furnishing high comedy that far surpassed anything yet seen here. They concluded their exhibition in slow motion.

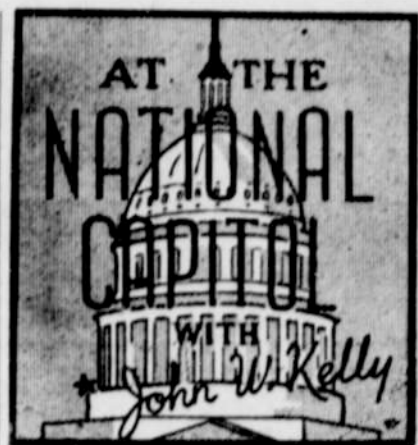
PAYS \$10 FINE HERE
Matthew R. Porter, young transient, was banished from Ashland Tuesday after paying \$10 fine and costs on disorderly conduct charges. He escaped heavier punishment by returning \$17.50 mulcted from a local pool hall operator.

BOYS GET WATERMELON
Members of the city junior softball league and their sponsors Thursday evening were treated to a watermelon feed under the direction of Skeet O'Connell. Proceeds from the exhibition game the night before were used for the treat.

GETS STORE PROMOTION
Foster Thompson, for several years assistant manager of the Ashland J. C. Penney company store, this week left for Corvallis where he will join the staff of a larger Penney store. Thompson came here, with Manager Paul Finnell, from Pendleton.

SOCE ENROLLMENT UP
Registrar Marshall Woodell of Southern Oregon College of Education said this week that indications point to an unusually large enrollment at SOCE this fall. Summer enrollment for the term ending today showed a 12 per cent increase over last year.

EXAMINER HERE TODAY
An examiner of operators and chauffeurs will be in the Ashland city hall from 11 a. m. to 5 p. m. today, Aug. 18, to issue permits and licenses to drive cars.



WASHINGTON, D. C., Aug. 17. All hands and the cook are holding their breath anxiously to learn whether the upward trend in business will continue or suffer a relapse, as has been the case repeatedly during the depression. Government statistics compiled by department of commerce (Secretary Harry Hopkins) and the reports of many large concerns reveal that there has been a substantial and, in some instances, remarkable recovery in the first six months of this year. Mr. Roosevelt, however, charges that when congress refused to enact the 3.6 billion dollar lending-spending bill it prevented recovery.

Largest mail-order house in the country made a net profit of nine million dollars more for the half-year ending June 30 than for the corresponding period last year. Rail loadings were 13 per cent better; American Telephone had a terrific increase and net loss for Western Union was only \$223,388 compared with a loss of \$1,528,000 for the period a year ago. National Dairy corporation had 6.6 net profit; same period last year a profit of 4.84 million dollars. On Aug. 1 increase was shown in 51 areas; 26 held their own, slight declines in 70.

Another thing: Business has been saying it was afraid of what the new deal may do, this fear resulting in holding back employment, expansion, placing orders for depleted stocks. Well, congress has adjourned until January, will do nothing in an election year to alarm business, so at the very least business has nothing to worry about before January, 1941—18 months in which to be as active as it desires.

Reasonable prediction: The upturn shown in the first six months will be continued and there are streaks of daylight ahead.

About a month hence (if plans quietly laid by department of justice materialize) there will be a rash of indictments in two dozen key regions of the country. Uncle Sam believes that monopolistic practices in the building industry have held back the repeated efforts of the administration to inspire a building boom for the last six years. From the beginning of the depression, in 1929, it has been generally recognized that there is a shortage of housing and if private individuals would build there would be work for practically all the crafts. But this program could never get under way.

Agents of the department of justice have scoured the country seeking the cause and their reports (thus far confidential) indicate there is a nation-wide monopoly in the building industry and these practices are at the bottom of the failure of a building boom to clock. Now, through scores of indictments everywhere the federal government hopes to break the log-jam and give the necessary impulse to construction which will put money in circulation and provide employment for a few million people. It means much to the lumber industry of the north-west.

Pension for life as long as you live after 65 years, with benefits to your widow, orphans or dependent parents is, perhaps, the greatest piece of legislation of the recent congress. This amendment to the social security act affects more than 40 million wage earners directly and indirectly at least another 40 million. Benefits start next January for those eligible. (Continued on page 5)

John W. Morris 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)
"FAST AND LOOSE"
"WESTERN JAMBOREE"
(Sunday, Monday, Tuesday)
"SECOND FIDDLE"
(Wednesday and Thursday)
"PYGMALION"
"BEAUTY FOR THE ASKING"
Please Call at The Miner Office for Your Guest Tickets

"Thar's Gold Here"



There's gold on Treasure Island. Plenty of it. But Seth Wood, this grizzled miner with the wild look in his eyes shown above panning for gold in the Wonderland Court of the Shasta-Cascade building is looking in the wrong place.

SNIDER GAINS LION ZONE JOB

Bill Snider, prominent member of the Ashland Lions club, has been appointed zone chairman for the Grants Pass, Medford, Ashland and Klamath Falls district and was the subject of congratulation by District Governor E. A. Schroeder of Myrtle Point Tuesday evening when the local club was host to about 30 guests.

Other prominent guests were Assistant District Governor Leland Knox of Medford, E. A. Chinlund of Los Angeles, T. T. Holmes of Yakima, F. E. Stemmler and E. E. Laird of Myrtle Point. Knox spoke on friendly relations existing between the Ashland and Medford clubs, and Ashland Lion President R. I. Flaharty, Dr. R. E. Poston and Bill Snider also spoke briefly.

GETS NEW MARQUEE
The Kaegi building on East Main street this week received a new sheet metal marquee fronting the White House grocery, East Side market and Kaegi apartment entrance.

SMOKER FIRES TIMBER HERE

A forest fire thought to have been started by careless smokers was brought under control Monday after having burned over about 350 acres of pasture land, brush and timber on Dead Indian mountain about 12 miles from Ashland.

The fire started Sunday afternoon from Cove road and blazed up a gully between the Applegate and Arnold ranches. A force of about 100 men placed the fire under control despite handicap of strong winds.

Logging equipment of Charles Skeeters was threatened by the fire but was removed from danger and used to help combat the blaze.

VENISON DRAWS FINE
Albert W. VanHardenburg Monday was fined \$40 and \$4.50 costs in Justice of the Peace M. T. Burns court for unlawful possession of venison. VanHardenburg was seen dumping deer remains in Bear creek and admitted having shot the animal himself on Greensprings about three weeks ago.

Mrs. Cleo Rose visited with relatives on the Sisidyous Sunday.

TRUTH about ADVERTISING

By CHARLES B. ROTH

CAN YOU READ LATIN?

THE law used to recognize the doctrine of *Caveat emptor*. That is Latin. It means "let the buyer beware." The doctrine for which it stood was simply this: Whenever you bought from another it was your responsibility to see that you got your money's worth, not his.



Charles Roth

That doctrine, as unsound doctrines always must, has given way to a better one. The modern business man, if he expects to remain in business and warrant your patronage year after year, doesn't expect you to protect yourself.

He assumes the obligation of protecting you. He makes sure that his quality is high. He religiously subjects his product to tests. He introduces improvements. And he establishes a price which is the minimum on which he can remain in business.

For this change, which is one of the most important improvements in business, advertising has been largely responsible. Advertising has given a permanent quality to busi-

ness. A man who advertises must be scrupulous in his integrity. He cannot write lies. He has to live up to all claims. This means that you, as a customer, can buy from such a man with absolute confidence.

Not long ago Owen D. Young, one of America's clearest thinkers and a great business executive, declared that:

"Dishonesty in various forms is becoming rarer in business. Whenever it occurs it is exploited in newspapers, because it is the unusual, not the common, thing. A store keeper may short-measure or short-weight his customer and make a little. He may even induce a clerk to short-measure or short-weight. But he cannot build a big business on that basis. Honesty and uprightness must exist in great business organizations."

And it must also exist in smaller business organizations, which expect to grow large.

Whenever a business man advertises, it is a sign that he wants to operate an honest business, one from which you can buy with confidence and trust.

Advertising is thus the guiding-light which you can follow in getting more for your money.

Daily it leads millions of American customers to better values, to greater satisfaction, to the serenity which comes from dealing with men and organizations they know they can trust.

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RESERVOIR DIPS AS OFFICIALS EYE PROSPECTS

A STEADILY receding shoreline at Reeder reservoir in upper Ashland canyon has been the concern and attention of City Water Supt. Earl Hosier and storage has shrunk to little more than 300 acre feet, he told councilmen Tuesday night as they gathered to discuss routine city affairs.

Should the reserve drop to the low point of 1931, when storage was less than 100 acre feet, the shortage would seriously impair operation of the municipal power plant which depends on the reservoir for energy. However, there is little danger of water shortage for domestic use or fire protection, and residents calmly acknowledged last week's water restrictions which limited days and hours for irrigation.

Early rains, said Hosier, would greatly relieve minds of those in the water department and might avert an inconvenience later in the season.

Councilmen approved two building permits, one for \$150 remodeling operations to a garage at 462 Allison street belonging to Mrs. J. A. Yeo, and another for the new Signal oil station under construction at the corner of East Main and Second streets. Also heard were a number of budget suggestions and indications that preparation of budget figures is well under way.

City Attorney Frank Van Dyke told councilmen that Circuit Judge H. D. Norton, in discussing a recent injunction against William Ross and sons, Ashland garbage franchise holders, had said that an incinerator of suitable type should be installed by Ross to prevent spread of trash fires. It was indicated that such action would be required of the franchise holder to bring his operation within standard regulations.

Southern Oregon Hop Harvest Is Under Way

Picking of Rogue river valley hops in the Grants Pass vicinity and on the Applegate got under way this week with all the yards to be in full swing by Aug. 25.

With more than 1000 to be plucking blossoms from the vines today, the yards may require from 2500 to 3000 pickers when the season is under way. This is more than in recent years. Registration for pickers still was open in several yards.

Southern Oregon hops, regarded as a premium quality by brewers, are above average this year, growers said.

FESTIVAL PLAYERS GO

Following completion Saturday night of one of the most successful Shakespearean festivals in the five years of their existence, players disbanded over the week-end to return to their homes scattered from one coast to the other. Long hair and heavy beards, grown especially for the eight-day series, were lying on barber shop floors Monday morning.

SEEN IN A DAZE



JEAN EBERHART advising RILLING SCHUERMAN to get a sheep dog to keep SALLY and SUE corralled in the park.

HENRY DE CLERCK telling the Klamath Falls bushers how lucky they were.

FIRE CHIEF CLINT BAUGHMAN unsuccessfully trying to pilfer a can of gas from BILL LEONARD.

BILL TALLIS nearly breaking a leg to buy a new car from EARL LEEVER.

FLOYD RICHARDS asking "Printer, can you spare another L?"

CONSTABLE JOHN PIT-TENGER calling in PAT DUNN to bait a customer into receiving service on legal papers.

OFFICER DROOPY HESS overlooking two handful of palmed coin and an abdomen bottle of liniment in a sleepy shakedown.

GUY APPLEWHITE getting next to SALLY RAND by renting the adjoining hotel room.

WALT LOVE expectantly waiting for someone to ask WAYNE BROWN for a haircut just to even things up.