

SOUTHERN OREGON MINER

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

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The Editor Speaking

If present exchange of notes continues, it appears that the war will be fought from the air—by carrier pigeon.

Jitterbug champions danced on a Medford theater stage last week and many folks were surprised to learn that the j-b's were human beings between spasms.

The 30-dollar-every-Thursday ham-and-egg plan has filtered into Oregon from California, proving that this state, too, needs a borderline bugs inspection station.

Thermometers, which had been throwing out their chests in hot arrogance all summer, crawled back into their bulbs in southern Oregon last week and emergency bedding smacked of mothballs.

If the present trend in social dependence continues, it won't be long before hitch-hikers organize and demand a share-your-car law.

Clark Wood, in his inebriate Weston Leader, infers we'd be fonder of Ashland if its famous springs spouted lager beer instead of lithia water, but we have it on good authority that Editor Wood greeted Weston's new water well with "And what'll we do with THAT stuff?"

It is said of war that to the victor belong the spoils, which probably is all that'll be left.

Squibs Clark Wood in his Weston Irrigator: "Frequent and excessive laughter may cause serious heart trouble, a physician asserts. Gosh! Mebbe we'd better quit putting out our column." Better yet, Clark, quit putting out the whole paper.

Wise indeed is the man who knows a good thing when he sees it on his own side of the fence.

When television finally becomes available to all of us then we'll be able to see, as well as smell, radio comedians laying an egg.

Lightning struck several places in Gold Hill last week and it took natives three days to coax Editor Wally Iverson out from under his drum cylinder. The shock to the News pilot was almost as great as the time Seth Coy paid up his subscription.

On the darker side, the persistent war scares in Europe are rapidly draining stocks of black news ink since American papers dug up their biggest boxcar types.

Labor day is just another holiday to most of us, but school students regard the event gloomily. To them it marks the end of holidays.

If the meek shall inherit the earth, it'll only be because the strong make 'em do it.

Steve Fowler to See Grid Action at U-O

Steve Fowler, former Ashland high athletic star, is expected to play an important role in the 1939 football schedule at University of Oregon according to word received here yesterday from Coach Tex Oliver.

If he continues the same pace he set during closing days of spring practice, the big Ashland youth may be certain to see action in the Webfoot fullback position.

Frank Emmons and Marshall Stenstrom, both experienced fullback veterans, will be ahead of Fowler, who played as a linesman during his freshman year.

A. C. Joy 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 GORILLA"
"THEY MADE ME A SPY"
(Sunday, Monday, Tuesday) "SUSANNAH OF THE MOUNTAINS"

(Wednesday, Thursday) "WOMEN OF THE WIND"
"THE SAINT IN LONDON"

Please Call at The Miner Office for Your Guest Tickets

Men at Work: America's Symbol



Workmen throughout the community, state and nation lay down their tools Monday as America pays tribute to the motive force which built it—Labor.

ADVERTISING COMMITTEE GIVES REPORT ON WORK OF CLAYCOMBE SHOWING VALUE RECEIVED HERE

Methodists to Observe 75th Anniversary Of Church in Ashland

Seventy-fifth anniversary of the Ashland Methodist church will be celebrated Friday, Sept. 29, and Sunday, Oct. 1, according to action of the official board. The church was established here during the summer of 1864 by the Rev. P. M. Starr.

In charge of the observance will be the following committees: Rev. Melville T. Wire, general chairman; historical data and publicity, Homer and Ralph Billings, Dr. Walter Redford, Mrs. G. G. Eubanks and Cora Mason; finance and entertainment, Dr. G. W. Gregg and Frank Davis; music, A. O. McGee, Mrs. Frank Davis and Mrs. E. O. Smith; anniversary banquet, Mrs. Fred Engle, Mrs. F. G. Swendenburg, Mrs. Will Dodge, Mrs. G. A. Briscoe, Mrs. Frank Van Dyke, Mrs. Florence Pratt and Mrs. Lew Hansen.

The anniversary banquet will be held on the evening of Sept. 29 while the anniversary sermon will be delivered by the Rev. William Youngson of Portland Sunday morning, Oct. 1. Evening speaker for that day will be the Rev. S. W. Hall, Cascade district superintendent.

SIREN CODE SET FOR FIRE CALLS

Blasts from Ashland's fire siren will convey information as well as shock to residents from now on, according to Fire Chief Clint Baughman, who has announced code plotting for eight districts within the city limits. The signals will be given for the information of volunteer firemen, not the truck chasers, Baughman reminded. With new dial phones eliminating the information service centrals used to furnish volunteers answering the siren, the fire department was forced to install a new machine which emits a series of screeches which, decoded, will indicate general location of calls.

Main street will divide Ashland for purposes of the code, with upper side of town being indicated by two preliminary blasts to be followed by two blasts for the area from Laurel street to north city limits; two-pause-three for Laurel street to Ashland creek; two-pause-four from the creek to Morton street, and two-pause-five for the area from Morton street to south city limits. In the lower section of Ashland the signals will start with one blast instead of two and will be coded as follows: East Laurel to north city limits, one-pause-two; East Laurel to Oak street, one-pause-three; from Oak to Morton, one-pause-four, and from Morton to south city limits, one-pause-five.

Motorists are warned to observe rules of common sense and fire department efficiency by not dashing madly in endless parade to fire scenes, endangering lives on the way and handicapping work of the department by congesting the affected area.

MORE SEE CRATER LAKE
A 20 per cent increase over 1938 visitors has been registered at Crater Lake national park, according to figures released by Supt. E. P. Leavitt. More than 177,000 persons had visited the recreation area by Aug. 22.

P. R. HARDY, chairman of the Ashland Chamber of Commerce advertising committee, this week released a detailed report on the accomplishments of Gordon Claycombe, advertising counselor, which lists definite results gained directly through the city's contract with Claycombe, as well as a general summation of publicity value received. In commenting on the report, Hardy declared that it was the opinion of his committee that the city is receiving all that had been promised by Claycombe and expressed satisfaction with the publicity work of the San Franciscoan.

The report follows in full: "Although these features could not have been purchased as advertising, they attracted more interest and attention than purely advertising space, but even at commercial advertising rates the cost for this would have been as follows:

1. One-half hour NBC radio program, coast-to-coast hook-up.....\$11,600
 2. Associated Press feature release to 1300 newspapers (approximate).....\$3900
 3. Sunset magazine full page feature story, 245,000 circulation.....\$1125
 4. Sunday Portland Oregonian feature story, 145,000 circulation.....\$682
 5. Quarter-page matrix release to 11 western states.....\$565
 6. Feature story in Variety magazine (over 1,000,000 persons reached).....\$500
 7. National Broadcasting company's 50,000-watt station KFO, 15 minutes.....\$175
 9. Full page story in Play magazine.....\$100
- Total.....\$19,147

"Also Coast magazine has accepted two pages of pictures on Ashland and the Shakespearean festival for publication. Coast magazine covers 11 western states. Also the Associated Press feature service selected four pictures for distribution to 1300 major newspapers throughout the United States. The number of people who will be reached through the Associated Press release totals 50,000-600. Besides these special features, pictures and stories were printed regarding Ashland in two Shell magazine publications, two stories in Southern Pacific magazine publications reaching tourists throughout the United States. Then, too, two stories have appeared in the 11 western states.

"Signed feature stories regarding Ashland and the Shakespearean festival appeared in the San Francisco Chronicle, San Francisco Examiner and the San Francisco News. A special article appeared in Art Caylor's 'Behind the News' column of the San Francisco News. The amount that this publicity and advertising program for the city of Ashland has cost the city would not much more than cover the cost of printing a descriptive folder and mailing it out to the circulation of the Portland Oregonian alone. We emphasize this point to illustrate that publicity is the cheapest form of advertising available to any city with a restricted advertising budget.

"From now until the termination of his present contract Claycombe is working on mailing lists of retired persons and Ashland's business possibilities for orchardists and lumbermen."

● Constance Lemmon visited with friends in Yreka Monday.

Summer Vacation To End With Labor Day

Public School Faculty Of 45 Ready for Classes; To Offer New Music Studies

WITH "hair slicked back" in all four Ashland public schools in readiness for fall term opening at 9 a. m. Tuesday, Sept. 5, Supt. Theo J. Norby and school board members this afternoon will make a tour of inspection including senior and junior high schools and Washington and Lincoln grade buildings to view refinishing and repairs which have prepared them for the annual fall influx of students.

In addition to the customary repairs, the school system will inaugurate several improvements including free beginners instruction in string and wind instruments, art instruction and an effort to eliminate mid-year starting terms.

The free musical instruction for beginners will include students from fourth grade through first year of junior high, children to furnish their own instruments, although the schools will cooperate with beginners in obtaining instruments reasonably as possible. The additional instruction will be provided at no extra cost to the district, the regular faculty being drawn upon for the work. At Washington school Miss Eunice Hager will instruct beginning strings and orchestra, while Miss Maxine Conover will teach beginning string and a string ensemble in junior high. Ward V. Croft will instruct beginning wind instruments and orchestra. A bulletin outlining details of the beginners' opportunities later will be sent parents of interested students.

The study of art will be added to the junior and senior high school curriculum with John Koehler as instructor.

The effort to eliminate mid-year students will be undertaken in conformity with general custom in all public schools and because, pointed out Superintendent Norby, elimination of the mid-term starting will avoid an awkward break in study and graduation. The mid-term starters generally are formed into small groups and can not be given the undivided attention of regular classes. Parents of children affected have been contacted here and all have expressed the desire to have their children enrolled with

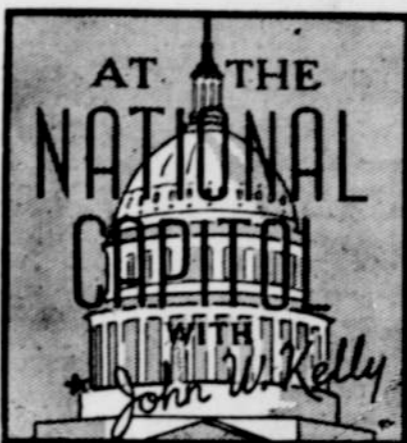
(Continued on page 6)

LIST CALENDAR FOR NEW TERMS

The 1939-40 school calendar for Ashland was released by Supt. Theo J. Norby this week and parents of students are asked to keep the dates below in mind when planning winter vacations or trips: Friday, Sept. 1, 2 p. m.—Principals' meeting. Monday, Sept. 4, 9 a. m.—Meeting of new teachers in the system; 10 a. m., general meeting of all teachers; 1 p. m., building meetings. Tuesday, Sept. 5, 8:45 a. m.—School starts. Thursday, Friday and Saturday, Oct. 19, 20 and 21—Teachers' institute, Southern Oregon College of Education. Thursday and Friday, Nov. 23 and 24—Thanksgiving holidays. Wednesday afternoon, Dec. 20—Christmas programs. Wednesday, Dec. 20, 3 p. m.—Christmas vacation begins. Tuesday, Jan. 2, 1940, 8:45 a. m.—School starts. Tuesday, Jan. 16—First semester final examinations start. Friday, Jan. 19—First semester ends.

Second Semester, 1940
Monday, Jan. 22—Second semester begins. Thursday and Friday, March 21 and 22—Easter vacation. Friday, May 10—Regular seniors finish. Monday, May 13—Senior finals. Wednesday, May 22, 8 p. m.—Senior commencement. Thursday, May 23, 10 a. m.—Junior high school commencement. Thursday, May 23—Alumni banquet. Friday, May 24—School closes.

NO PEAR PSYLLA HERE
WASHINGTON, D. C.—(Special)—Department of agriculture announces that there is no pear psylla in any of the pear producing regions of Oregon. Alarm was expressed by Oregon orchardists when it was learned the psylla had appeared in Spokane valley in July. This pear pest was introduced into the United States from Europe in 1832 but to date had not invaded the northwest except for the recent discovery in the Spokane country. Department scientists are watching the situation carefully.



WASHINGTON, D. C., Aug. 31.

Like a mirror, the countenance of President Roosevelt reflects his feelings. No poker face is his and the gravity with which he regarded the European situation was expressed by the absence of his customary smile. In this national capitol the top-bracket officials have been under severe tension, not knowing what the next hour would bring forth; but perfecting plans to meet any emergency in a given 24 hours. Mr. Roosevelt has displayed less concern over the handling of some of his pet legislation at the hands of congress than the whirling events abroad. He has not sought relaxation with his stamp collection as is his custom.

After the Munich scare the administration decided to blueprint a program in the event a climax was reached. For practically a year the problem was studied theoretically from every angle; how to bring home Americans caught in the war zone; what to do with the stock exchange and stabilize the market; the steps necessary to prevent sabotage to industrial plants; counter-espionage; the matter of surplus food supplies; revision of the agricultural policy. The purpose of this planning was not for war with the United States as a belligerent, but to deal with conditions naturally resulting in this country when there is a conflict in Europe.

In its position as a neutral the United States must be alert. Chief danger is from foreign agents attempting to sabotage industrial plants where war supplies (which includes almost everything) are being manufactured, in particular establishments making airplanes and airplane engines. Long before the United States entered the World war saboteurs were busy; they blew up a barge of explosives in Puget Sound; destroyed "Black Tom" terminals in New Jersey; handcapped wherever possible sources of supply and means of transportation.

At strategic points in the United States and its distant possessions, FBI and its associated agencies are conducting counter-espionage; they are on the watch for saboteurs and not for spies, for the damage is done not by purloining "the papers" for a new armory. (Continued on page 5)

WAGE, HOUR EXEMPTION
WASHINGTON, D. C.—(Special)—An interpretive bulletin issued by the wage-hours administration announces that the classification as "agriculture" has been given poultry raising, bee raising, fur farming, livestock raising and dairying. Under the law agriculture is exempt from the provisions of the wage-hours act, therefore individuals engaged in the activities enumerated do not have to comply with the minimum wage and maximum hour requirements.

● Floy Young returned Tuesday from Evanston, Ill., where she has been attending Northwestern university.

Superintendent!



THEO J. NORBY, above, will be official host to Ashland's public school students Tuesday, Sept. 5, when the four institutions open doors for fall terms. As superintendent here, Norby will represent school board members and the public interest in directing educational work. He took over his duties June 1, succeeding George A. Briscoe, retired, and came here from Vancouver, Wash., where he was principal of Harney school for two years and city director of curriculum and guidance. He has been in educational work for 11 years and is a graduate of Western Washington College of Education at Bellingham and holds bachelor of science and master's degrees from University of Washington.

SOCE Will Try For Aviation Course Of Study Says Redford

With three of Oregon's five state institutions of higher education to be granted government-sponsored civil pilots training courses as curriculum additions, Pres. Walter Redford has notified Registrar Marshall Woodell to make preliminary application for use of Medford airport for instruction of Southern Oregon College of Education students.

The course, should it be oked for the Ashland college, would provide for up to 50 new students here and would be a unit of the federal plan to train pilots for commercial and military reserve. On his return from the east Sept. 3 Dr. Redford will pursue efforts to obtain the aviation course.

SEEN IN A DAZE



FLOYD RUSH showing Roosevelt how to move dates up by putting his Yule toy display in his window.

MRS. STEVE ZARKA surprised at the ability of Portland parking meters to reach into southern Oregon to collect fares. A. B. SIMPSON, up from Eureka, proving Californians can do a good turn by lathing his own redwood gifts.

THEO J. NORBY confessing his first name isn't Theodore. W. D. GILL discovering with surprise that forest rangers are human.

SADIE MILLER excitedly paying 60 cents to receive a collect telegram saying "We are in San Francisco, now what will we do?" from ROY DOTSON and CHARLIE WALTERS.

HARRY HURST working on an invention to keep the points of a shirt collar straight.

BILL HOXIE lighting up an acquaintance with forest regulations.