

First Baptist Church
Charles E. Dunham, Pastor

Church school, 9:45. C. N. Gilmore, superintendent.
Morning worship, 11 o'clock. The pastor will preach the sermon.
Young People's union will meet at 7 p. m. There will be a pantomime of one of the Bible stories at this service.
Evening service, 8 o'clock. The pastor will preach his departing sermon, "Remember Jesus Christ." Prayer and conference meeting, 7:30 p. m. Wednesday.

JASPER WOODWARD ENLISTS
Jasper M. Woodward, son of Mr. and Mrs. Jasper N. Woodward, route 1, Ashland, has passed his final examinations and taken the oath of enlistment in the army, according to a press release received Thursday from Major H. D. Bagnall, Portland recruiting officer. Woodward, who was forwarded to Portland by Staff Sergeant Willis S. Estep, Medford recruiter, will serve in the 76th Field Artillery, Presidio of Monterey, Calif.

VARSAITY
WALTER H. LEVERETTE ENTERPRISE

FRIDAY AND SATURDAY
25c
MATINEES & EVENINGS
Kiddies 10c

THE RITZ BROTHERS
A HAIR-RAISING WOVISICAL...
Jammed with creeps & shrieks!

the GORILLA

with Anita LOUISE Perry KELLY Lionel ATWILL

SALLY EILERS
They Made Her a Spy!
with LAN LANE

SUN • MON • TUE

SHIRLEY TEMPLE

in
"SUSANNAH OF THE MOUNTIES"

WED & THUR

Kay Francis

in
"WOMEN OF THE WIND"

—and—
"THE SAINT IN LONDON"

SCHOOL OPENING READY TUESDAY

(Continued from page 1)
regular fall classes and beginners who will be six years of age by Jan. 1, 1940, will be accepted in September classes, Norby said.
School officials are particularly anxious to have complete attendance on opening day so that the fall schedule of study may get under way promptly and with all students starting together to eliminate confusion and inefficiency caused by late comers who penalize themselves as well as their classes.
Included among improvements, made largely by regular janitor staffs during summer months, were new coating of paint for the high school roof, new piping in chemistry laboratory, new paint on roof of junior high school building and gymnasium, Lincoln school and playshed roof coatings and Washington school playshed roof painting. All school floors have been refinished and placed in good order and much varnished and painting has been done and minor repairs made throughout the school system.

Faculties Listed
Faculty members for the school year have been listed by the superintendent's office and include the following (*new to the Ashland school system; †indicates engaged both in high and junior high school work):

High School
B. C. Forsythe, principal; *Ruth Anderson, typing; Hollis Beasley, social science and public speaking; †Eleanor Coombe, girls health; †Ward V. Croft, high school orchestra, junior high band, beginners wind instruction at Washington school; Cornelia Hulst, English and journalism; Elliott MacCracken, mathematics, physics and chemistry; *Margaret Macy, dean of girls, English, social science; Very Amy Norton, biology; Forrest O'Connell, health, mechanical drawing, coach; Margaret Page, librarian; Frances White, shorthand; Dorothy Witcher, home economics; †Ruth Woods, Spanish and Latin.

Junior High School
Earl Rogers, principal; Maxine Conover, secretary, librarian, string ensemble; Sue Edwards, home economics; *†Harriet Hill, music; *Lois Hogan, English, journalism; Edna Kennedy, mathematics; *†John Koehler, art, English; Lizzie Merritt, opportunity; Mildred Million, English; Ethel Reid, mathematics, geography; Harris Rude, shop; *Al Simpson, health, science, coaching; Charles Weaver, social science.

Lincoln Grade School
Edith Bork, principal and sixth grade; Marthy Addy, 5a, 6b; Frances Becker, 2a, 3b; *Lillian Nicholson, 1b; *LaVada Reed, 3b, 3a; Bertha Stephens, 4b; Ethel Stockard, 1a, 2b; *Clara Verhaesselt, 4a, 5b.

Washington Grade School
Elden Cortell, principal, sixth grade; Eugenia Carson, 1b; Edna Goheen, 5b, 5a; *Eunice Hager, 2a, 3b, orchestra; Doris Hitchcock, 4b, 4a; Wilma Nutter, 3a, 4b; Alice Willhitt, 1a, 2b.

General Staff
*Theo J. Norby superintendent; Mary Petersen, secretary; Bertha L. Denton, health nurse; Custodians: C. F. Bishop, Washington; C. E. McCormick, junior high; R. D. Nance, senior high; V. E. Rush, Lincoln.

NEW PENALTY RULES SET FOR FOOTBALL THIS FALL

If the referee penalizes your favorite football team 15 yards and the loss of a down just because a forward pass strikes an ineligible player or if he gives them a 15-yard setback plus the loss of the down because a lineman other than an end crossed the line of scrimmage on a pass play before the pass was thrown, don't boo him too loud.
He merely will be doing his duty as far as the football rules committee is concerned as that body has seen fit to make those changes in the 1939 commandments.

- Mr. and Mrs. Floyd Clark of Harbor, Ore., visited here this week at the home of Lottie Beswick in Bellview.
- Mrs. Lloyd Selby and son are visiting relatives in Caldwell, Ida.

TRUTH about ADVERTISING
By CHARLES B. ROTH

MONTAIGNE'S 'GREAT REGISTER'
You save time and money because you compare what one seller offers with what another offers. You judge which is the better value.
Norman Angell, the English writer, wished that someone had advertised more in England when he set out to buy a horse scraper for some farming operations he had on hand. He scanned the advertisements. No scrapers. He wrote a few manufacturers he knew. No scrapers. Later he came to America and in Chicago discovered, through an advertisement, of a horse scraper for sale. He looked into the matter—and found it was made within 20 miles of his English farm.
That you have a "great register" coming to you regularly, with the day's best opportunities to buy the things you need, is one of the beatitudes of living in America and in these modern times.
You do not, like Mr. Angell, have to fret and worry and search for what you need. You merely open the pages of the newspaper, and, lo, there right in front of you, you find a world of useful things from all over the world.
The more you rely upon the "great register" of modern life to help you in your buying, the more you get from every penny you spend. The best values, the best merchandise, the best prices—they comprise the contents of that useful, indispensable modern version of Montaigne's sound idea.
© Charles B. Roth



Charles Roth

GRANTS PASS TO ASK GLENDALE PLAY, FORFEIT

Fred Roper, business manager of the Grants Pass Merchants, Southern Oregon Baseball league championship contenders, visited Austin Frazier, league secretary, in Medford this week and declared that Grants Pass will demand either a play-off of their disputed game with the Glendale Loggers or a forfeiture. The game was protested by Glendale, the complaint being upheld by league officials which made the Grants Pass-won battle a no-contest.

At time of the protest the game was ordered replayed only if Glendale could become a contender for the Shaughnessy playoffs. Glendale ended up out of the running. At that time a meeting in Ashland prior to the league start had been forgotten, the session having ruled that the team finishing in top place at the conclusion of the regular schedule would be champion, and the playoffs would merely serve to extend the season. Now with news that the winner of the pennant will be the team with highest regular standing, Grants Pass players are up in arms and are anxious to replay the Glendale game because a win would place them into a tie with Crescent City for the title.

With the Shaughnessy games taking up available time difficulty is being experienced in scheduling a game with Glendale, which has disbanded for the year. Should the game be forfeited by Glendale to Grants Pass, then the Climaxers and Crescent City would meet for the championship. Should both teams be eliminated from the playoffs next Sunday, they probably would meet for the title the following week-end.

- Red Tolbert, Dorris manager, asked Fred Roper if the California nine could add another player to their roster to replace Brooks, regular second baseman now in the hospital for Sunday's game. Roper eyed the rules and refused.
- Mr. and Mrs. Headrick Baughman returned Wednesday from Lake of the Woods.
- Mrs. James McNair left Wednesday for her home in Beverley Hills following an extended visit here at the home of her mother, Mrs. E. D. Briggs.
- Vic Peiffer left recently for Yreka where he has been employed.

Snell Urges Motorists To Use Care Making Labor Day Journeys

Urging Oregonians to "be back at work after Labor day," Earl Snell, secretary of state, launched a campaign to hold down traffic accidents during the Labor day week-end, Sept. 2, 3 and 4.

Fourteen persons have lost their lives in Labor day week-end accidents during the last three years, accident reports on file at the secretary of state's office show. Six were killed in 1936, four died in 1937 and four in 1938.

With highways to beach and mountain resorts crowded to more than treble their normal load during the holiday period, the possibilities of serious accidents are greater than under normal conditions, Snell warned.

"No sane person would think of shooting a gun without first making sure there was no one in the line of fire," Snell declared, "and it is just as important to make sure that no car is in the line of approaching traffic when you start to pass another car."

"During holiday periods, drivers frequently find themselves in long lines of traffic, the cars being held up by some slow-moving vehicle. This situation leads the more impatient driver to take chances in an attempt to get ahead of the line. If you find yourself in this position during the coming holidays, remember that it is doubly dangerous to pass while rounding a curve, approaching the brow of a hill or at other times when your vision is restricted.
"Let's loaf a little on Labor day so we will all be back at work after the holiday."

• Clara Pederson returned Tuesday from Bly where she has been visiting for the last 10 days.

IS YOUR PRESENT LIFE INSURANCE ADEQUATE?

See
STEVEN R. SCHUERMAN
PHONE 4721

METROPOLITAN LIFE INSURANCE CO.

ROY FRAZIER TO OPEN SATURDAY

Roy Frazier will open his new modernistic Signal oil station at the corner of East Main and Second streets Saturday morning, Sept. 2, following several weeks of construction work which has added a new \$7000 improvement to the Ashland business district. As manager of the station, Frazier will be assisted by Art Cooper, another well known man.

The station, of modern design and embodying many new features including fluorescent tube lighting, is of prefabricated metal and concrete and has been attractively trimmed in traditional Signal Oil company colors of cream, orange and black. A streamlined tower crests the building with neon lettering while three computing pumps have been installed in the two-lane island. Hydraulic hoist, latest lubricating equipment, rest room accommodations and other super-service station features have been included.

The Signal corner rests on property belonging to Henry Enders who, with the Signal Oil company, erected the new building. The station is under lease to Frazier, who has engaged in the service station business here for more than 14 years, and is well known by motorists throughout this territory.
All sub-contracts for the work were placed locally with all but specialized fixtures being purchased locally.

What Other Editors Are Saying!

NEWSPAPERS MOST EFFECTIVE

What kind of advertising pays? Yeager and White, certified public accountants, recently completed a survey in Louisville, Ky., on advertising, going directly to the consumers to secure their reactions to the various forms of advertising.

Two questions were asked: (1) "What kind of advertising influences you in your buying?" (2) "Which of the various types of advertising do you find objectionable?"

- The answers were:
1. Theater screen advertising is the poorest kind of all.
 - 2. Billboards and circulars are next poorest in rank.
 - 3. Radio and direct-mail are next in line.
 - 4. Newspaper advertising was declared to be the most effective to the general public.
 - 5. The survey found no direct sales resistance to newspaper advertising; newspaper advertising was more effective than all other mediums combined.
 - 6. Newspapers sell 56 per cent of all goods sold by advertising; all other mediums sell 44 per cent.
 - 7. Sixty-five out of every 100 women buy from newspaper advertising; 51 out of every 100 men are influenced the same way.
 - 8. Two out of every 100 women buy from circulars while 10 out of every 100 object to circulars. One out of every 100 men buy from circulars and 10 object.
 - 9. Thirty of every 100 women object to billboards and 42 out of every 100 object to theater screen advertising.
- It should be borne in mind this survey was not made by a newspaper but an impartial statistical agency.—Slasky News (Yreka).

WANT ADS
1c per Word per Insertion

OPEN FOR BUSINESS — J. P. Johnston, jeweler and graduate watchmaker of 44 years experience, also an official watch inspector at Portland for the SP. We make watches keep time! 70 North Main street, Ashland. (36c125)

FOR SALE—Trailer house, 7x12 feet, 2 wheels, sealed inside and out, reasonable. See E. D. Campbell, Ashland, at Joy's Gardens. (33p)

FOR SALE—New and used desks, filing cabinets, swivel chairs and safes. Medford Office Equipment Co., 32 North Grape street, Medford. (481f)

• Subscribe for The Miner today.

LITHIA
A HOME-OWNED THEATRE

Friday, Saturday

Should Husbands Work?
with
The Gleason Family and Tommy Ryan

—plus—

"Honor of the Range"
with
Ken Maynard

—plus—

News of the Day

Sunday, Monday and Tuesday

"THE WOLF CALL"
with
Movita
John Carroll

—plus—

News—Cartoon
Mentone—Travel

A-1 BEER

"Class in a Glass"

ON DRAUGHT AND IN BOTTLES

A-ONE BREWING COMPANY
MEDFORD, OREGON

ARE YOUR BRAKES READY FOR SCHOOL ZONES?

SCHOOL OPENING Tuesday will revive hazards in various parts of the city... and demands on your car's brakes may come with split-second suddenness. Be sure that your brakes are ready for smooth, safe stops at all times. We are equipped for accurate, dependable brake servicing and relining—and all automotive work. See us.

WE MAKE STORAGE TANKS for ALL USES!

OAK STREET GARAGE AND MACHINE SHOP
97 OAK STREET, ASHLAND PHONE 4586

ASHLAND'S NEW RENDEZVOUS!

- OUR ADJOINING ROOM WITH BOOTHS AND TABLES FOR LADIES

FEATURING
A-ONE DRAFT BEER
5c per glass

Finest Quality Brew in Generous 6-Oz. Glass!

BOHEMIAN CLUB

AL BROWER, Proprietor