

SOUTHERN OREGON MINER

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

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The Editor Speaking

MAN'S impatience to kill is being demonstrated in Oregon as well as Europe. With hunting season 16 days off, already one person has been shot for a deer.

Apparently fighting experience means little to Uncle Sam's army. A recent order has forbade married men from enlisting, and a number of local swains, after reading of the butchery across the ocean, have about decided to nail their marriage licenses on the front door and hang diapers in the windows for curtains.

Which reminds us that flat feet may keep you out of the army, but not flat heads. Hear that bugle, Editor Clark Wood?

Although courts are supposed to dispense nothing but justice they still appear to consider the possession of wealth as an extenuating circumstance.

Hitler is becoming so haughty he'll direct his armies from the front, apparently believing he can't be touched with a pole.

Another frightful part of the war is the sudden outcropping of news commentators who shout in hare-lipped, buck-toothed excitement from every loud-speaker in town.

Wirephoto pictures may easily be identified because of their rapid distribution of great areas of indistinguishable smudge. News pictures are one feature that will might better be late or never.

Price of sugar has been skyrocketing locally this week indicating that, despite American neutrality, we're headed for a sweet mess.

Nearly any dentist can tell you that collecting an old bill is like pulling teeth, only harder.

The growth of individual dependence on public benevolence seems to have started about the time free paper matches took the place of the wooden kind people used to buy.

This country will be well advised to determine, before entering war, whether we have room for another veterans' organization and whether present veterans would be willing to pungle up for pensions for the new.

As war progresses everything goes up but the price of human life.

GRID COACHES TAKING BOWS

Just how the southern Oregon football conference will pan out will not be determined until conclusion of the season but, according to most coaches, each has state championship material ready and to date not one of them has experienced as much as a warm-up game.

Coach Snowy Gustafson of the Klamath Falls Pelicans thinks the loop is in the bag for his team and already has issued publicity to the effect that he will have his gang on the field when the state title is decided.

Medford, as usual, has all but donned the mythical state crown for the 1939 season. Bill Bowerman, Tiger mentor, has been drilling his squad at Lake o' the Woods for 10 days and has started scrimmage but so far has not announced a plan of attack.

Loren Tuttle of the Grants Pass Cavemen isn't saying much about his 1939 edition but it is generally conceded that they will be fairly strong and capable of coming through at crucial moments.

Coach Skeet O'Connell's Ashland high school Grizzlies probably will be the dark horses of the conference since there has been no advance dope. From the looks of things now, O'Connell will have about 27 men to choose from and only a few of them who know much about the game. The Grizzlies' first conference engagement comes with Grants Pass there Sept. 29.

RAIN FALLS HERE
A half-inch downpour struck Ashland Monday afternoon, soaking lawns and filling gutters to overflowing. Although no rain fell in Talent or Medford, it was general in the mountains adjacent to Ashland and at Lake o' the Woods.

FIGURES SHOW ATTENDANCE UP AT ALL SCHOOLS

ATTENDANCE figures released by School Supt. Theo J. Norby Thursday revealed that an all-time high has been reached at Ashland high school, with 302 students enrolled. Junior high attendance also was at record total with 296 students, while Lincoln grade school attracted 244 children and Washington grade school 215.

The attendance trend, said Norby, has been mounting in junior and senior high schools in line with the general trend over the nation while attendance at grade schools is gradually shrinking, due to the lower national birth rate. Upper grade schools can be expected to reach their peak in the next two or three years, following which a nationwide decrease will be the consequence of the declining birthrate.

Total attendance in all four public schools was set at 1057 yesterday, a record for the system. More registrations are expected as summertime jobs are concluded.

Many Teachers Study, Travel

Of the city's 43 faculty members, reported Norby, 24 spent at least part of their summer vacations studying at various colleges. Fifteen of those studying also traveled during their vacations, while an additional 12 enjoyed summer trips. Those attending school included Ruth Anderson, OSC; Hollis D. Beasley, U of W; C. Zelia Hulst, U of W; Forrest O'Connell, OSC, two-week coach's school; B. C. Forsythe, U of O; John Koehler, U of O; Al Simpson, U of O; Martha Addy, SCE, Greeley, Colo.; Wilma Nutter, SOCE.

Those attending school and also traveling included Elliott MacCracken, Columbia university, San Francisco and New York fairs; Margaret Macy, U of C, Golden Gate exposition; Earl Rogers, U of O, Golden Gate exposition; Mildred Million, SOCE, Golden Gate exposition; Maxine Conover, U of O, Golden Gate exposition; Eleanor Coombe, U of W, Golden Gate exposition and Victoria, B. C.; Harriet Hill, U of O, Golden Gate exposition; C. Edna Kennedy, SOCE, Golden Gate exposition, Los Angeles and Santa Barbara; Bertha Stephens, U of O, Golden Gate exposition; Alice French Willits, SOCE, motor trip to Grand Rapids, Mich., via San Francisco and Yellowstone; Doris Hitchcock, U of W, Golden Gate exposition; Edna Goheen, U of W, Golden Gate exposition, New York world's fair, tour of 31 states and Canadian provinces; Eunice Hager, U of O, Golden Gate exposition; Edith Bork, taught at SOCE, Golden Gate exposition.

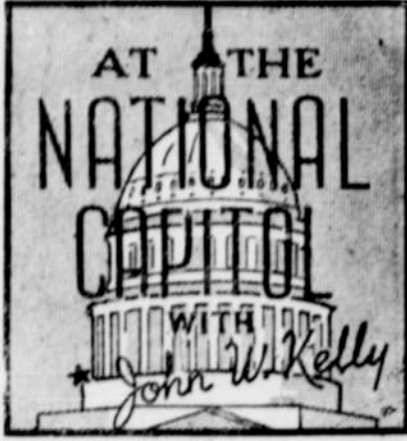
Faculty members who traveled during the summer included Margaret Page, Golden Gate exposition; Frances White, Golden Gate exposition, two weeks travel in Oregon; Dorothy Witcher, Oregon home economics conference at Rhododendron inn, traveled in Yellowstone park; Sue Edwards, San Francisco and New York fairs; Ethel Reid, NEA convention in San Francisco, Canadian Rockies, New York City, Washington, D. C., Virginia and Los Angeles; Ruth Woods, Golden Gate exposition, New York fair, Canada, Curacao, Venezuela, Colombia, Panama and Mexico; Lillian Nicholson, Oregon beaches and Payette lakes, Ida.; LaVada Reed, Golden Gate exposition and California and Oregon; Ethel Stockard, trip to Texas and Carlsbad Caverns; Clara Verhasell, dramatic counselor at summer camp, Nevada, Arizona, Utah, California; Eugenia Carson, attended NEA convention and fair in San Francisco; Bertha L. Denton, Golden Gate exposition, Eugene.

Other members of the school system spent their summers in the following cities: Vera Amy Norton, Portland; Harris Rude, Ashland; Charles Weaver, Ashland; Lois Hogan, Reedsport; Frances Becker, Spencer, Ia.; E. S. Corthell, Ashland, and Ward V. Croft, Ashland.

E. H. McGee 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)
"EUROPE UNDER THE SWORD"
"CALLING DR. KILDARE"
"COME ON RANGERS"
"THE LONE RANGER"
(Sunday, Monday, Tuesday)
"HARDY'S RIDE HIGH"
(Wednesday, Thursday)
"CAREER"
"TORCHY RUNS FOR MAYOR"

Please Call at The Miner Office for Your Guest Tickets



WASHINGTON, D. C., Sept. 7.—

When and if the United States is involved in war (and it can happen despite administration efforts) an order is all prepared, awaiting the President's signature, which will give the government complete control over labor. Such new-won legislation as wages and hours, collective bargaining, authority of the National Labor Relations board will be tossed out the window by the war labor administration if these statutes and regulations interfere with effectiveness (not necessarily efficiency). Labor will be regimented as thoroughly as it is in totalitarian states headed by Hitler and Stalin. Big shots in the labor movement and business agents will have nothing to say.

Employment of women and children under 16 will be compelled by the labor administration if the contest is of long duration and manpower is required for the field, and the protective laws now on the statute books will be ignored. Labor serving at home will be under as rigid discipline as labor in the front lines.

There are other measures ready for the signature of the President. An agency for price control, for selective service, for war trade, control of finance and, of course, an administration for food production and control. If the United States is dragged into a major war again, as it was in 1917, things will be different. This all is part of the industrial mobilization plan which can swing into action when the President pushes a button.

Social Security board already has notified the higher-ups that there now are 30 million people working in industries which will be needed in war, and each individual of the 30 millions is represented by a card giving his or her life history. These SSB cards are supposed to be confidential, and are—not even G-men have been permitted to examine them—but war is different.

Farm Security administration has \$40,000,000 to lend out this year (ending June 30, 1940), to tenants, farm laborers and share-croppers to enable them to buy farms of their own. It is expected about 7000 loans will be made—(Continued on Page 2)

DRAWS FISHING FINE
George L. Metz, Klamath Falls, paid \$25 fine and \$4.50 costs in Justice of the Peace M. T. Burns' court Wednesday as the result of an angling expedition to Fish lake after the season there was closed.

TRUTH about ADVERTISING

By CHARLES B. ROTH

WHEN SHOULD A MAN ADVERTISE?

BUSINESS men often talk about the problem of when they should advertise most. Should it be when business is good and sales come easily or when business is slow and sales are hard?

Those who believe in advertising most intensively when everybody has money, argue logically enough that it is wise, as Shakespeare himself pointed out several centuries ago, "to take the tide when it serves." Advertising then will prove of most value, some men believe.

Those, on the other hand, who believe a business should spend money for telling its story most aggressively when times are slow, say that advertising is a business-building force and that it is, therefore, needed most when business needs building.

Whenever we have a temporary lull in business we see the spectacle of many advertisers "drawing in their horns" and refusing to spend money for advertising until times are easy once more.

The late P. D. Armour, great packing magnate, had the sanest view on the subject.

He always told his associates: "Advertise when times are good, because then your dollars show greatest returns. Advertise when times

are poor, because if you don't advertise then your public won't know what you have to sell."

The public responds immediately to the man with courage enough to invest his money in advertising even when the condition of the market is not so good as he would like to see it. The public responds always to courage.

In 1921, when America had a short business depression, A. W. Erickson, now dead, made the directors of a company in which he was interested, agree to spend \$150,000 a month for advertising during the next 12 months.

Business fell off. The directors wanted to renege. Mr. Erickson wouldn't let them. He made them spend their monthly advertising allowance. He had faith.

When prosperity returned, as it always does, that company, because of courageous leadership, skyrocketed to the top, a position it still holds.

What had happened was that its public, you consumers, read those advertisements and subconsciously became friendly to a business which would continue to tell you its story, in bad times as well as in good. The public reciprocated by giving it its trade.

Whenever a business man advertises it shows he has faith in himself, in his community, in his goods and in his customers.

He is a good business man with whom to trade.
© Charles B. Roth.

Folies Stars Christen Princess at S. F. Fair



Joann Gilby (left) holds a juicy bottle of christening milk while Treasure Island Princess takes her first swig for the camera, and Pamela de Vorne (left) ties on a rattle and offers the calf a pair of booties. The girls are stars of the New Folies Bergere at the Golden Gate International Exposition, and the calf, a blooded Jersey, was born to one of the star cows on exhibit in the California Dairyland building. The girls, on Treasure Island direct from Paris, had never seen a calf before — and were thus thrilled!

Ashland Golfers Bow In Southern Oregon Championship Play

Eddie Simmons of Medford successfully defended his southern Oregon-northern California golf championship Monday when he defeated Leland Clark, also of Medford, in a match ending on the 40th hole at the Rogue River Golf course in Medford.

Simmons was five-up at lunch time but Clark evened it at the 36th hole. They halved the next three holes and Simmons won the 40th.

Hubert Bentley of Ashland took the first flight when he defeated Dick Sleeter, Medford, 4 and 3. Bentley's defeat in the championship flight came as a surprise when Denny Hull of Marshfield downed him. Earl Leever, also of Ashland, won over C. Schroeder, Medford, one up to take the sixth flight.

Among the Ashlanders who were eliminated in the tournament were Jean Eberhart, Frank Van Dyke, I. C. Erwin, Dom Provost and Bill Allen.

NO DRIVING PERMIT

Edward C. Blackwell, 20-year-old Ashland youth, this week paid a fine of \$2.50 and \$4.50 costs in Justice of the Peace M. T. Burns' court for operating a motor vehicle without a driver's permit.

BAND MEMBERS ASK NEW GARB FROM COUNCIL

AS SPOKESMAN for city band members, Henry Enders Tuesday night described a tattered tribe of tooters badly in need of funds for new uniforms and elicited expressions of sympathy from Ashland council members during their regular semi-monthly session. Result of the clothing conversation was that City Attorney Frank Van Dyke received instructions to study some method of providing funds for bandsmen's backs and the meeting left promise that the popular musical organization may appear next season in uniforms of distinguishable pattern.

In the long session councilmen also heard a detailed explanation of the city audit by Alfred W. Mundt of Grants Pass, who made a number of suggestions for greater efficiency and economy of effort on the part of city department heads and employees.

Included among his proposals was a suggestion that W. E. Barlett be broken-in at the city recorder's office for relief duty in case of sickness, absence or vacation. Mundt also suggested that the gasoline tank in the city fire hall be removed to the city warehouse.

Monthly finance reports will be handled by the city recorder's office, according to the outline, and operations reports for the city street, water and light departments in greater detail would be made available to the council.

The city also instructed Supt. Elmer Biegel to prepare bid requests for water line replacements to enable purchase of pipe before war in Europe affects prices here.

Ashland Jobless Get \$638 During August

Ashland claimants received \$638 of the \$237,944 distributed to eligible jobless workers by the state unemployment compensation commission during August.

The August total was six per cent under that for July but boosted the cumulative total since administration of the act began to \$9,141,778.

The Medford office covering Jackson and Josephine counties accounted for \$4559 of the state total.

Colored Movies To Feature Talent Meet

Motion pictures in color will be shown during the next meeting of the Glad-to-Meet-You club Sept. 14 in the Talent city hall when Mr. and Mrs. S. H. Short of Ashland will show their collection, taken of many interesting spots in the west over a period of years. Members and friends are cordially invited to attend.

TO SPEAK HERE SUNDAY

Roland C. Casad of Covina, Calif., who is visiting here at the home of Roy Hartley, will give an address at 2 p. m. Sunday, Sept. 10, in Lithia park on the subject of national economic recovery.

Junior High Grid Hopefuls Turn Out For 'Green' Outfit

Coach Al Simpson discerned an unbright outlook for his 1939 junior high football team after first few practice sessions this week.

Simpson will have no lettermen with which to build a team and has but few boys who have had grid experience. Several heavy lads are turning out and he expects his squad to average between 125 and 130 pounds, Simpson said. So far no schedule has been arranged for the green and inexperienced eleven.

Those who have reported for practice sessions are Adams, Decker, Haines, King, McElfresh, Griffith, P. Wordsworth, Childers, Caton, Surber, Barker, Petersen, Ross, Ferguson, Athenas, Clawson, Whitte, Morris, Moseley, Smith, Bartel, Landing, E. Wordsworth, Samuelson, DeMers, Delsman, Newton, Arant, Croft, Doris, Brownlee, Hoffman, Elam and Brady.

Simpson, in his first year as junior high coach, is a graduate of Eureka, Calif., high school where he played on various athletic teams. He attended SOCE where he was an outstanding football player and was a mainstay on the Ashland baseball team. He received his physical training degree at the University of Oregon. He also was widely known as an amateur boxer.

ELKS RESUME MEETINGS

Ashland Elks reopened weekly Wednesday night meetings this week following completion of a summer schedule limiting sessions to one a month.

SEEN IN A DAZE



By Our KEYHOLE REPORTER

ORA DUFFIELD plum perturbed when a sack of fruit exploded over the highway, while DAVE and VI WHITTLE giggled from a discreet distance.

DR. G. B. HULL about a new car would just about fill a cavity in his transportation.

AL JORDAN being unable to produce any lamb chops for an absent-minded customer.

MARIAN VAN NATTA deciding he won't enlist but will stay at home to care for the widows and orphans.

LEONARD PATTERSON admiring a new partial plate in his rear-view mirror and nearly necessitating new bridgework for his passengers.

MARGARET McLEAN, a recent bride, traveling from Klamath Falls to Ashland to ask her mother how to can peaches.

HENRY ENDERS admiring the lighting effects on ROY FRAZIER'S new station.