

SOUTHERN OREGON MINER

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

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PERHAPS the reason Herr Hitler always is so much in evidence is because a good man is hard to find.

Because good things seldom are appreciated while they're with us, we hasten to point out before the style changes that women's skirts are showing their knee caps.

That the Lakeview round-up this year must have been an outstanding success, both for visitors and home folks, is attested to by the shrinking of newspapers there to a hurried four pages each the following Friday. That, to a fellow printer, is most eloquent testimonial.

German efforts to dishearten and defeat the Poles now include the use of phoney radio broadcasts and should they decide to gas their victims, we could suggest the names of several local announcers.

Editor Clark Wood of the Weston Leader may have a clean mind but if so it never got that way by being washed with brain waves.

Should a bread shortage occur in Germany his countrymen could be able to subsist for some time on Hitler's crust.

Radio programs have reached the point where the defenseless listener finds it hard to distinguish tobacco auctioneers from excited commentators.

To date the present conflict in Europe is being referred to as World war junior, but we may be calling it senior if it continues to grow.

A scribbling doc says a good tooth is worth one thousand dollars, but we'll bet he wouldn't pay that for one of ours.—Weston Leader. Oh, so you're an Elk, eh Clark?

How ridiculous legislation can be is amply illustrated in the present so-called neutrality act. As written, it aids Germany; if revised to permit cash-and-carry sale of war materials, it would help England and France. The law is not impartial and those who defend it aid the cause of European aggression.

One thing that complicates solving the unemployment problem is the persistent coincidence that every time a shortage of men to harvest crops is reported in one direction, the tide of hitchhikers and panhandlers moves the opposite way.

Modern war strategy, as developed by Germany against Poland, seems to be first to cut the enemy's wires to facilitate winning the news skirmishes.

NORBY TALK IS FORUM FEATURE

An informative and interesting outline of the purposes of education in Ashland public schools given by Supt. Theo J. Norby was the feature of the Chamber of Commerce's first fall monthly forum meeting in the Lithia hotel dining room Tuesday noon.

Norby declared that public schools are the foundation of workable democracy and that the local classrooms will be governed with that principle as their guiding theme. He explained that interest is being focused more on the "how" than the "what" of subjects being taught. Development of thinking ability on the part of students is of greater importance than subject matter used in this process, he said.

Superintendent Norby also told of greater emphasis being placed on music instruction this year, with classes for beginners having been provided. He also described athletics as a valuable emotional outlet for students as well as the players which equals entertainment value of sports in public schools.

New members of Ashland's business life were present and were introduced to the meeting, at which Pres. C. M. Litwiller presided. They included Henry Metz, Floyd Richards, Hiram Ostermoor, A. F. Barraclough, R. E. Van Vleet and V. Lassen.

The chamber group assured cooperation with the Ashland Lions club for its proposed slogan contest as outlined by Dr. R. E. Poston, which would post a \$15 cash award for the best slogan submitted for community advertising.

SOCE WILL GET FEDERAL CAA FLYING SCHOOL

WORD was received in Ashland yesterday that the Civil Aeronautics authority has approved, among others, the application of the Southern Oregon College of Education to participate in the federal civilian pilot training program. Groundwork courses will be taught at the local institution to regular accredited students and actual field instruction will be given at the Medford airport.

According to Registrar Marshall Woodell, the civilian pilot training program must be under way early in October and in full swing by November. Minimum and maximum limits for enrollment have been set at from 20 to 50 students at each school participating in the program. The course is part of the government's plan to train 10,000 young men to provide a backlog of pilots in the country's aerial defense plans.

Dr. Winifred Bradway, physics instructor at SOCE, will teach part of the groundwork in the course and Thomas Culbertson, Medford airport manager and licensed instructor, will have charge of flight instruction. Mechanics certified by the Civil Aeronautics authority will be in charge of ground work mechanics. The fundamental course will consist of 72 hours of ground work and at least eight hours of dual flying, as well as other requirements. Interest in the new course has been manifested by many inquiries at the local college, said Woodell in announcing the grant.

Other Oregon schools to participate in the CAA program include University of Oregon, Oregon State college and Oregon Institute of Technology (Multnomah college).

125 Southern Oregon Pioneers Gather To Dine, Elect Officers

Meeting in the Civic club house Thursday for their annual get-together and election of officers, 125 members of the Southern Oregon Pioneer society dined on chicken and heard an interesting and inspiring program of music, essay and speech.

Mrs. Mabel Russell-Lowther of Ashland, president, opened the morning session and introduced the Rev. J. H. Edgar who read invocation. The Ashland high school boys quartet sang two numbers and Attorney Dan Newbury of Medford followed with the main address, a stirring plea for increased national defense and true neutrality.

Irving E. Vining then introduced Leslie Segaworth, winner of a \$50 Beckman award for the best essay on the city of Jacksonville, and presented the Ashland student with a check at the conclusion of his winning talk.

Seven pioneers who had died during the last year were memorialized by the gathering. The honored ones included Oliver Cromwell Applegate, John B. Griffin, Laura J. Howard, Mrs. Mattie Ann Coleman, Mary Devlin Cantrell, Mrs. Laura Bradley and Newton O. Haskins.

Officers named for the ensuing year were W. R. Coleman, Medford, president; Mrs. Hattie Reames-White, Medford, vice president; Miss Claire Hanley, Jacksonville, secretary; Mrs. Ella Garrett, Ashland, and Miss Mollie Britt, Jacksonville, treasurers.

The dinner was served by ladies of the Belview grange.

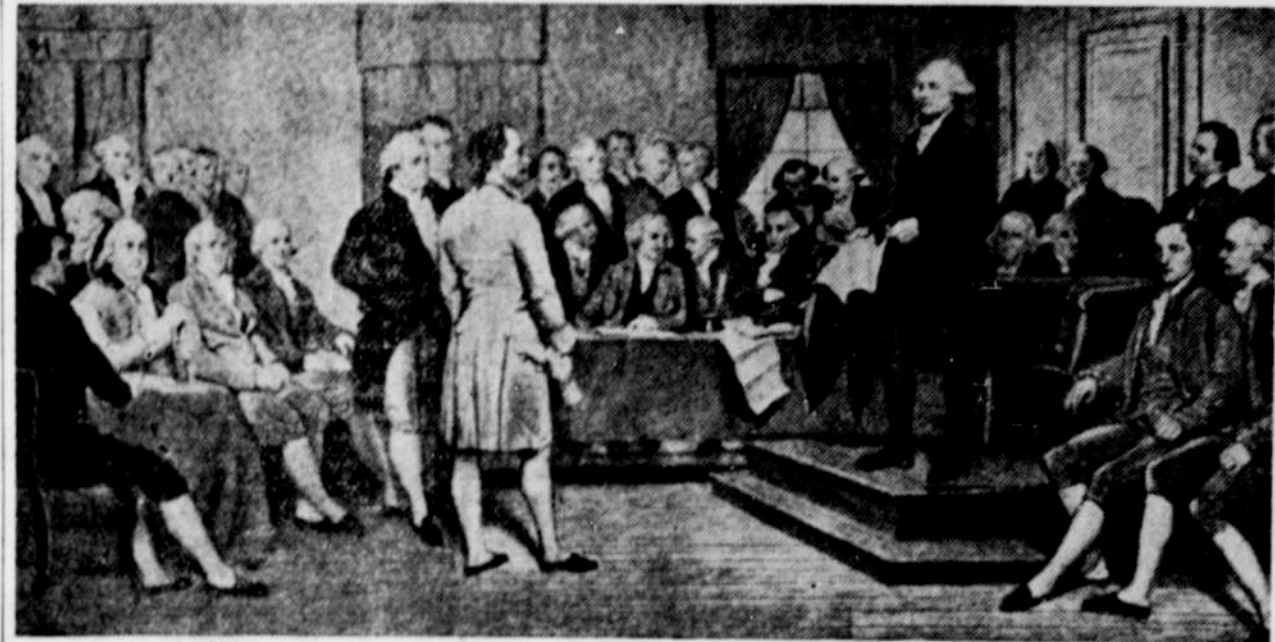
GETS 60-DAY SENTENCE
Burnett Saunders, transient, was sentenced to serve 60 days in the county jail Monday by Justice of the Peace M. T. Burns as the result of petty larceny charges on complaint of a Medford man who said Saunders had stolen clothing and cash from him after he had befriended the itinerant. He was arrested here by state police Sunday.

J. K. Kincaid 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)
"HERITAGE OF THE DESERT"
"KING OF TURF"
(Sunday, Monday, Tuesday)
"JUAREZ"
(Wednesday, Thursday)
"IT'S A WONDERFUL WORLD"
Please Call at The Miner Office for Your Guest Tickets

HIGH SCHOOL FOOTBALL SEASON OPENS TONIGHT

'In Order to Form a More Perfect Union'

LAKEVIEW WILL FACE AHS TEAM ON LOCAL FIELD



On September 17, 1787, George Washington was the first man to sign his name to the Constitution of the United States. During the past 151 years that document has stood firm in a world sorely tried by warfare, disunion and strife. On September 17, 1939, every-day patriots here and throughout the nation, pause to honor those men who signed the immortal document of "We the people of the United States."

THE FIRST football battle of the 1939 season here will be waged at 8 o'clock tonight, Sept. 15, on the high school field when the strong Lakeview Honkers and the Ashland high Grizzlies clash in the initial game for both squads.

Tough workouts have been under way at both schools for several days but neither coach has cared to do much predicting.

The eastern Oregonians are blessed with the return of 15 lettermen out of the 16 men who will make the trip over the hill, while the Grizzlies have but six award winners. Lakeview's team will average 172 pounds for the locals while the visitors' backfield tips the scales at an average of 175 pounds as compared to 145 for Ashland.

During the half-time intermission the fans will be entertained by the newly-formed drill team under the direction of Miss Eleanor Coombe, physical education director. The leaders, Carol McCollum, Jeanette Burton and Charlotte Short will be dressed in new uniforms of white satin. New costumes also have been purchased for the marchers this year. These consist of red slacks and white satin shirts, in keeping with school colors. Ward Croft, musical director, will present his new pep band along with the drill team.

Following is the probable starting lineup as released by both coaches (Ashland, F. L. O'Connell, OSC; Lakeview, Earl E. Vossen, U of O):

Ashland	Pos.	Lakeview
T. Getting	LE	Arzner
Schilling	LT	N. Barry
Nosier	LG	McKellar
Smith	C	Peters
Hanel	RG	Hodges
Westerburg	RT	Shultz
Silver	RE	Hickman
Weaver	Q	J. Barry
A. Warren	LH	Dollarhide
Rush	RH	Hartig
Herrin	FB	Coon

Game captains: Ashland, to be appointed; Lakeview, Dollarhide.

Ashland Police Arrest Youthful Looter After Series of Burglaries

Following a series of residential burglaries here Saturday night, Ashland police Sunday arrested Mervin (Bud) Burnett, 18, the Medford youth admitting in a written statement to having entered the Quackenbush house north of Ashland, the Everett Acklin residence at 108 Nursery street and the home of Loris Taylor, 364 Helman street. He denied having burglarized the J. C. Hamaker residence at 140 South Pioneer and Wallace Reeder home at 886 Oak.

The youth was apprehended near the home of relatives in Talent by Chief of Police C. P. Talent. Loot obtained included small amounts of cash and jewelry. At the time Burnett was committing the robberies in Ashland, Medford city police and county officers were searching for the lad in connection with a series of Medford burglaries which followed his release from the county jail last week for similar offenses.

Burnett Monday was bound over to await action of the grand jury by Justice of the Peace M. T. Burns and was taken to the county jail in Medford.

ASHLAND LIONS POST \$15 PRIZE

Dr. R. E. Poston, Lion civic improvement chairman, last Tuesday night reported formation of a contest plan which will post \$15 prize for the best slogan for the city of Ashland. The contest, which will be open to all residents of Ashland and the immediate trading area, probably will start about Oct. 1. Cooperation of the Chamber of Commerce was pledged at a noonday forum luncheon Tuesday, and Dr. Poston indicated judging for the slogan would be by one member each of the commerce group, the city council and the Lions club.

Lion Poston also reported on proposed budget figures, included among which was an allotment of \$50 for sight conservation and blind work in the city for the coming year.

ACTIVIAN'S RESUME MEETS
Wednesday evening Ashland Active club members resumed regular weekly dinner meetings in the Lithia hotel with Pres. Robert Dodge presiding. Meetings had been held intermittently during summer months.

TRUTH about ADVERTISING

By CHARLES B. ROTH

TRADE MARKS AND DOLLAR MARKS

WITHOUT giving the matter much thought you might define a trade mark on a package or an advertisement as a mark of identification which protects the interest of the seller against imitators; a selfish symbol, you know, which exists to help some one man or firm to get rich.

Actually a trade mark is as much to your interest as it is to the man's who owns it and has it registered in his name.

For it is a buying guide for you which you can absolutely trust. You can buy anything under a trade mark and know that the quality, the quantity and the price will be right. You do not even have to examine the package before you buy. If the trade mark is there, so also will the quality be there.

The merchant knows that. He prefers to sell trade-marked, that is, advertised, goods, because they have the confidence of the public and can be sold easily, quickly and in quantity.

Back of the trade mark is advertising. It stands for the trade mark, for the trade mark itself is merely a design etched on paper, until advertising gives it life in the minds

of consumers like yourself.

The trade mark which saves you money and time need not be a formal design of a national manufacturer or advertiser. It may be merely the familiar name of your grocer or haberdasher, appearing at the foot of his advertisements in the newspaper.

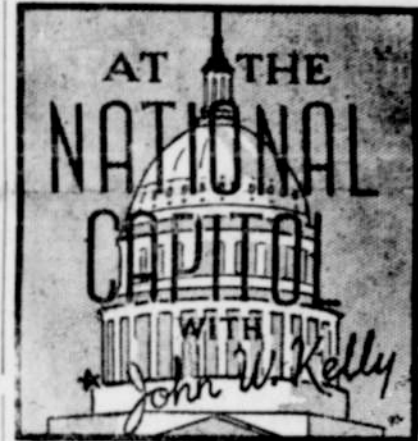
Wherever you see those familiar words or names or marks you know that you are in the presence of a man who is doing his level best to be worthy of your trade and who wants to keep you coming back.

He is advertising for that purpose, notifying you that he is in business to stay and that you can buy from him and he will stand back of his goods. For you the trade mark, like the dollar mark which we all respect, stands for full value wherever it happens to be found.

But unidentified goods are as uncertain as counterfeit money, and the wise man or woman avoids both. And how close these trade marks are to our lives and how comforting they are to us when we buy! You go into a store. On the shelves are familiar marks you have seen all your life.

You recognize them as you do familiar faces in a strange crowd—and they give you the same comforting feeling of familiarity and respect.

Trade marks exist to help you buy more serenely and profitably. © Charles B. Roth.



WASHINGTON, D. C., Sept. 14—

There is no immediate prospect of United States sending food to Great Britain and France, although the first reaction to the war's start was a sharp increase in retail prices to American consumers in the face of surpluses of everything. Later, and soon, the farmers and stockmen will receive better prices—now going to processors, wholesalers and retailers entirely.

Conditions at the opening of the second World war are quite different from the first "war to make the world safe for democracy" and "a war to end all wars." Wheat acreage, for example, is far greater today; there is a larger supply of livestock. Great Britain already has made contracts with Argentina for beef (same canned meat over which there was a controversy a few weeks ago when President Roosevelt said it was a better product than the American article). Canada and Australia have large wheat crops; sugar is being produced in British colonies; Ireland (neutral) is in the sugar beet industry in an important way. Wheat carryover in all wheat growing countries is enormous. Australia has a heavy store of wool. However, there will be a demand by the allies for fats.

To what extent food supplies reach Great Britain and France will depend on the scope of the submarine warfare against British flag ships carrying food cargoes.

Blame for upping prices is charged to the American housewife who has wanted to "stock up." The day that President Roosevelt gave assurances that there is no occasion to purchase more than the normal food supply for a week, the procurement division of the treasury ignored Mr. Roosevelt's advice to consumers. Procurement telephoned to all government agencies to prepare their

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MRS. MEIKLE VISITS
Mrs. James Frazier Meikle, San Franciscan and property owner in Ashland, is visiting here this week. Mrs. Meikle recently was cheered by a cable from her daughter, Judge Theresa Meikle, which told of her safe arrival in Naples, Italy, after traveling on an Italian boat through the war zone. Miss Theresa Meikle is a well known municipal judge in San Francisco.

SEEN IN A DAZE



A. C. NININGER, heavily laden with packages, somewhat surprised to find himself riding on the bumper of a car following a joust with downtown traffic.

MARJORIE McNAIR wondering why the Germans dug mines out in the ocean.

PEARL EASTERLING shivering through the gloom of a rainy Monday.

FRED (Comrade) CUSHING reaching the conclusion that war is not so good.

J. S. BOND objecting to a California geographical grab of Ashland.

LIMEY WILLIAMSON punning to MARGIE LEE "If you haven't any mashed potatoes, get me a boiled one and step on it."

WILBUR BUSHNELL'S new daughter arriving in the midst of remodeling activities, the combination proving almost too much for the happy father.

GEORGE SHAFFER curiously taking apart a new rifle and having half the pieces left over after a reassembling project.

JOHNNY SHORTRIDGE claiming such huckleberry picking ability that Indians come from far and wide to buy them from him.

GEORGE INLOW taxing credulity of fellow campers with his tall tales of wild game.

ELLIOTT MacCRACKEN pronouncing names of Polish towns during an attack of gastritis.