

SOUTHERN OREGON MINER

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

Volume VIII

ASHLAND, OREGON, FRIDAY, OCTOBER 6, 1939

Number 40

The Editor Speaking

WHILE the nazis have been trying what they want in Europe with the mailed fist, in the United States they seek continuance of the embargo against allies through the mailed letter to congressmen.

Now it is to be hoped that the steady replacement of men by machines in industry also will extend to war.

California, incubator for trick cure-all pension schemes, will undergo a \$30-every-Thursaday election soon, and should the measure pass the state will feel like two cents—and be worth less.

The week's greatest boomerang argument is the one that to revise the neutrality law now would be an unneutral act, such revision aiding the allies. Which proves, if true, the present law is unneutral helping Germany.

The axiom that no news is good news does not hold when war censors have had a hand in it.

The modern thing who is aghast at last year's hat deliriums in the popular radio quizzes which are nothing more than old-fashioned spelling bees with a sponsor.

A few models ago automobile steering wheels possessed four spokes each, then three-spoke designs outmoded them. This season two-spoke wheels are the thing and it now leaves enterprising engineers nothing left but to invent 'em without spokes.

Recipe for modern warfare in Europe appears to be a compound of shellfire, a muzzle load of leaflets followed by a dash of ultimatum, stirred well and then repeated until desired results are obtained.

Those who have been working on behalf of peace for years, to no avail, now come forward with "fool-proof" policies that will keep us out of the war they couldn't prevent.

Folks who never have room to talk always seem to find space to flap their jaws.

Americanism: Professing neutrality and a deaf ear to propaganda and then referring to Hitler as a mad beast.

This week, just as the dark glasses season ended, Medford daks again took up the problem of Doing Something about their eyesore at the East Main street crossing of Bear creek.

Won't these alarmists ever shut up? Few doubted the ability of France and England to win their war with Germany until Herbert Hoover predicted that the allies can't lose.

Bellview District To Hold School Budget Meet Monday Eve

The annual budget meeting of district No. 73 will meet in the Bellview school house at 8 p. m. Monday, Oct. 9, according to Mrs. Charles J. Anderson, secretary. The session will estimate and set figures for the coming year in the Bellview school district.

Members of the board, in addition to Mrs. Anderson, include W. M. Briggs, chairman, Walter Longstreth and L. D. W. Meserve.

Slade Songer 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)
"CAPTAIN FURY"
"RENEGADE TRAIL"
(Sunday and Monday)
"WUTHERING HEIGHTS"
(Tuesday and Wednesday)
"THE GRACIE ALLEN MURDER CASE"
"UNDERCOVER DOCTOR"
Please Call at The Miner Office for Your Guest Tickets

SLOGANS POUR IN FOR LIONS CLUB CONTEST

IF WORDS will do it, Ashland soon should become the most famous city in the west. Since Oct. 1, when the local Lions club opened its Ashland slogan contest, dozens of phrases have been showered on Lions Secretary Ned Mars, who has been busy filing entries in the order of their receipt for judging in the contest which closes Oct. 31.

A mixture of civic consciousness and willingness to accept the \$15 cash prize offered by the club have resulted in an unexpected avalanche of slogans, many of which are showing unusual originality and pungence. Purpose of the competition, as announced by Lions Club President R. I. Flaharty, is to provide an appropriate phrase by which this city may become known.

Rules of the contest in detail are as follows:

1. Period for contest will be from Oct. 1 to Nov. 1.

2. One prize of \$15 for winning slogan.

3. Contest open to all persons who regularly receive their mail through the Ashland post office, with the exception of Lions and U. S. R families.

4. Slogan may touch upon any phase of Ashland's activities, geographical advantages, or beauty.

5. Slogan must not be more than five words in length.

6. Judges reserve the right to reject any or all slogans submitted.

7. Slogans will be numbered in order of their receipt and in case of a tie the first one submitted will receive the prize.

8. More than one slogan can be submitted by the participant.

9. Slogans will be submitted to judges with corresponding numbers as prefixed to the entries name only and the names of the contestants and their prefixed numbers will be kept by the secretary of the Lions club.

10. All slogans must be mailed before midnight, Nov. 1, 1939, to Ned Mars, secretary Lions club, Ashland.

Judges will be selected from the Ashland Chamber of Commerce, city council and Lions club and will be announced later. Judging of slogans will be done with numbers replacing names of contributors to assure impartial decisions.

New Fords On Display At Claycomb Motor's Showroom Take Eye

The new "Ford for '40" will go on display in showroom of the Claycomb Motor company in Ashland today and, according to company heads, will embody the greatest car ever built by Ford.

Featuring 22 new engineering advancements, the cars will offer steering wheel gearshift lever, new longer springs, revolutionary roller stabilizer, longer bodies, more interior room and many other improvements. Both deluxe and standard coach models will be on the floor for inspection and demonstration, it was announced yesterday.

The showrooms will be open until 9 p. m. daily, including Sunday, and visitors are welcomed to inspect the "Ford for '40" at any time.

New Siskiyou Bakery Will Open Saturday

Ashland's new Siskiyou bakery at 149 East Main street will be opened for business Saturday, Oct. 7, according to Mr. and Mrs. Lonnie Scroggins, owners, who are well known in this city. The new concern will feature all kinds of fine quality bakery products.

The bakery, located adjacent to Stevens' market, has been fully equipped with modern machinery and the storeroom has been completely redecorated and rearranged. Visitors will be welcomed to inspect the entire plant, Scroggins said.

GETS SMALL FINE

Chester Breeland, truck driver for the Houk Construction company, was fined \$5 and costs by Justice of the Peace M. T. Burns Thursday for driving an unlicensed truck. The vehicle ordinarily is used off the road in construction work, Breeland told the judge.

TRANSIENT SCRAMMED

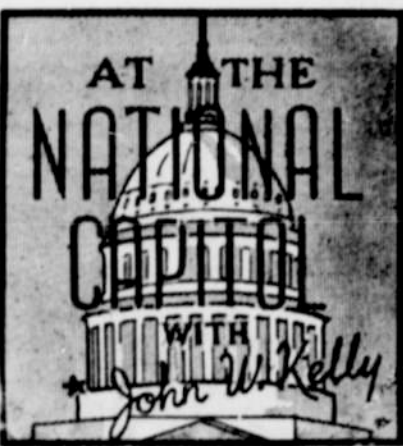
Henry Crawley, transient cook, was headed out of town by city police Monday after having been arrested late Saturday on a drunk and disorderly charge. Both \$5 fine and five-day jail sentence were suspended on condition that Crawley keep traveling.

An examiner of operators and chauffeurs will be in the Ashland city hall from 11 a. m. to 5 p. m. Friday, Oct. 13, to issue permits and licenses to drive cars.

Yanks Start March to Another Title!



SEEKING another world championship to tack on their already long record—and already half way there with two straight wins, 2-1 and 4-0—the New York Yankees opened their world series campaign Wednesday, Oct. 4, in New York. Upper view shows Yankee stadium, site of the first games. Yankee stalwarts, left to right, are Charles (Red) Ruffing, pitcher; Joe Gordon, infielder; Bill Dickey, first string catcher; Joe DiMaggio, hard-hitting outfielder, and Vernon (Lefty) Gomez, pitcher.



WASHINGTON, D. C., Oct. 5.—

What all the shouting is about in congress is that everyone is so anxious for peace that they are fighting one another over the course to pursue which will insure peace. One group wants the present neutrality act retained as it prohibits sale of arms, munitions and implements of war; the other group favors selling belligerents anything they want provided they pay cash and take the goods away in other than American ships. The administration favors the latter, for convenience called "cash and carry." There isn't a soul on earth who can guarantee that either plan can keep America out of war; good arguments can be presented in support of either policy.

An attempt is being made to discredit advocates of continuing the embargo by charging that those against repeal are inspired by propaganda from Hitler sources. There has been some propaganda from the German side just as there is propaganda from the British, but individuals and groups who have been working in the cause of peace for years are against repeal. Just to keep the record straight, it can be said that old-fashioned anti-war groups are all demanding that the embargo on war materials be retained, but they may be wrong in believing the embargo will keep us in peace, and those who want to sell war supplies may be wrong.

One side or the other will win (most probably the administration) but only the future can tell whether the wiser course has been adopted. It is a gamble either way.

Regardless of the policy adopted, the lives, living conditions and pocketbooks of the 130,000,000 American people will be affected. Among other things touching the American people because of the war in Europe may be enumerated: More and higher taxes, increased cost of food, clothing and (Continued on page 5)

FOOTBALL!

Scores Last Week:
At Grants Pass 12, Ashland 0.
At Ashland Junior High 0, Medford Junior High 32.
At Medford 31, Corvallis 14.
At The Dalles 7, Klamath Falls 7.

At Ashland 0, Central Point 0 (Ashland second team).
Games Tonight:
Medford at Grants Pass.
At Klamath Falls, Ashland
At Grants Pass Frosh, Ashland Junior high (Saturday afternoon).

SIX-MAN COUNTY LEAGUE

Scores Last Week:
At Talent 12, Gold Hill 6.
At Phoenix 8, Jacksonville 35.
Games Today:
Talent at Phoenix.
Gold Hill at Clifton, clothing

CENTRAL POINT, ASHLAND TIE 0-0

ASHLAND High school's Grizzly Cubs—second string outfit—Thursday night slogged their way to a 0-0 tie with Central Point High Pointers on a muddy Ashland field in a game brimming with blocked kicks, penalties, fumbles and unusually hard tackles by both teams. Although getting the edge on breaks of the game—except from the officials—the Cubs of Ben Forsythe were unable to develop a scoring punch, although the half-time gun was welcomed by Central Point after an Ashland drive had placed the ball within scoring distance.

Three times embryonic Grizzlies blocked Pointer kicks and took possession of the ball, themselves fumbling but one boot which was recovered by Weaver, who did an outstanding job of kicking out of trouble throughout the game. The kickoff returns of Don Gettling also were outstanding.

The first game of the season for the Cubs, the heavy outfit showed their opponents an almost impenetrable line, most Pointer gains coming on flanking plays. The Grizzly underlings will journey to Central Point for a return game soon, it was indicated last night.

Starting lineup for Ashland included the following players: C. Fowler, left end; Setchell, left tackle; R. Fowler, left guard; Hawk, center; Beebe, right guard; Martin, right tackle; Jacoby, right end; Weaver, quarter; Johnson, fullback; E. Warren, left halfback, and Gettling, right half. Ashland's one substitution came in the second quarter when M. Brantley replaced R. Fowler.

Grants Pass Lions Are Guests And Entertainers Here

Members of the Grants Pass Lions club Tuesday night were both guests and entertainers of Ashland Lions as the local club observed its first anniversary in the Lithia hotel banquet room. Pres. R. I. Flaharty of Ashland and Pres. O. M. Shepherd of Grants Pass presided at the session, which included initiation of three Ashland members, an elaborate entertainment program and special features by Climate city guests.

New members received into the club and initiated by R. E. Blankenburg included Harry Travis, Karl Nims and Taylor Williams. Guests of the local Lions included Al Simpson, junior high school athletic coach, School Supt. Theo J. Norby, Major H. R. Jordan and Dr. Arthur A. Taylor of SOCE.

Entertainment opened with a violin solo by Miss Maxine Conover, music instructor at the high school, accompanied by Jack Merritt at the piano. She was followed by Harold Grow in a piano solo and William Mason, vocal solo.

Highlight of the evening was the special funfest planned by members of the Grants Pass club, whose cowhand repartee included humor, songs and tricks. Those making the trip from the neighboring club, besides President Shepherd, included Glen Hensley, A. G. Jackson, Harry Metcalf, V. W. Younce, George Manchell, R. E. Blankenburg, Dale Proe, Ross Wright, John McGregor, G. A. Nunn and S. G. Bessey.

Charles Howard was a visitor Wednesday from his home on the Green Springs.

BUDGET GROUP SETS FIGURES FOR SCHOOLS

MEETING with the Ashland school board Tuesday night, members of the citizens' budget committee approved budget figures for the coming year and set the total at \$89,883, approximately the same as for the current 12 month period in district No. 5.

Although the millage rate was set at a slightly lower amount—21 mills as compared to 21.4 last year—higher property valuations set at \$2,931,924 will maintain the gross revenue.

Of the \$89,883 total, estimated receipts from other than district taxes are \$28,350, leaving the remaining \$61,533 to be raised by taxation, explained School Supt. Theo J. Norby in announcing results of the session.

The citizens' budget committee which conferred with school board directors, of which Mrs. H. M. Schilling is president, included Fred Wagner, C. M. Litwiller, Homer Billings, Dr. R. E. Poston and Mrs. C. H. Putney.

COUNCIL EYES BUDGET TOTAL

Ashland's city councilmen met Tuesday night in regular session Tuesday night, and again Thursday evening to consider budget figures for the coming year, which is estimated will be slightly under last year's totals.

Tuesday night councilmen heard Member Charles Deisman as head of the fire committee report purchase of 300 feet of new fire hose, and Mayor Wiley appointed Ralph Koozer as chairman and O. F. Carson and Guy Applewhite as committeemen to investigate reported overinsurance of city library property with a view to reducing premium costs.

On completion of final budget figures the city will publish the estimates in the near future, which publication will be followed by an open hearing and then formal adoption.

Car Smashup Results In Critical Hurts For Jean Moore Near City

Injuries which still are critical were suffered early Monday by Jean Moore, well known Ashland girl and Varsity theater cashier, when the car in which she was riding plunged over an embankment on the Pacific highway five miles south of this city. She suffered concussion, bruises and a badly fractured jaw which necessitated extensive dental surgery.

Miss Moore's companion, Roy Anderson of Medford, also received bruises and concussion, but was less seriously hurt. The car, which was badly damaged, belonged to Beryl Price, Ashland paper carrier. Cause of the mishap was not explained.

It was believed by attending physicians last night that Miss Moore was gradually recovering from her near-fatal injuries, where she and her companion were taken for treatment by city ambulance.

TRUTH about ADVERTISING

By CHARLES B. ROTH

COST: 3 CENTS

SOME of the critics of advertising—and in this world there are those who criticize every good thing—level their lances at what they think is a weak spot: its cost.

They read of the million-dollar advertising appropriations, they brood on the cost of a full page of advertising in a metropolitan newspaper or a national magazine—and then they lose their sharpest barbs against the waste which they say is involved in this costly process.

Their only trouble is that they judge without having all the facts. For the truth is that advertising is the least expensive cost of doing business. Everything else costs a good deal more in proportion than the advertising.

The wise and capable business man bases the amount of money he spends for advertising upon the volume of business he either is doing or expects to do. This money set aside to advertise is called the appropriation.

It seldom runs, take the country over, more than 3 per cent, which means that for every dollar of sales made the advertising cost will

be just three pennies. That is all—three pennies.

The large advertising appropriations come when a business, through the help of intelligent advertising, becomes so great that its annual volume runs into many millions of dollars a year. But whether an advertiser spends \$10,000 a year or \$10,000,000, his percentage remains the same—an average of 3 per cent.

The amount of money spent in advertising well-known products is so small as to be ridiculous, when you really know the facts.

Take oranges. How much do you suppose the growers spend to advertise their product? A third of a cent per dozen is all.

A national cracker baker reveals that he sets aside only one-tenth of a cent to advertise a package of crackers, while the manufacturer of a soft drink spends 1,576/100,000 of a cent in advertising a five-cent glass of his product.

The manufacturer of a medium-priced automobile spends less than 3 per cent for advertising—he spends only \$12 in making a \$1,000 sale.

And even this small amount, this three cents on the dollar, isn't an expense, an added premium on the business. By spending three cents out of every dollar for advertising, the manufacturer or merchant can sell for less and give you more for your money.

© Charles B. Roth.

SEEN IN A DAZE



STEVE ZARKA substituting a compass for his sense of direction after a 15-mile walk in the woods.

The LITTLE MERCHANTS having no difficulty in getting daily publicity.

SKEET O'CONNELL receiving a gift from Grants Pass LIONS, Skeet later wanting to meet the horse.

PARKER HESS, looking for horns, finding nothing but a railroad bum with cow-licks.

JOE KING trying to chase a bat out of his belfry.

GERRY WENNER giving lengthy attention to posters in the vicinity of the Union Oil station.

JIM KRINOCK barely escaping a coal shoveling job in the hot place.

VIRGIL JACKSON, because of his incessant habit of eating, being suspected of harboring a tapeworm with a tapeworm.

MARTIN HERRIN being described as big enough to hunt Hitler with an arm load of leaflets.