

# Southern Oregon Miner

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## Cart Before The Horse!

Rising prices are definitely not the fault of retail merchandising, despite mistaken rumors to that effect, which have recently gone into circulation. The truth is that retail merchandising has done a remarkable job in holding price increases to the minimum.

The figures tell the story. Today factory payrolls are 50 percent greater than a year ago, and the average worker's earnings are 22 percent greater. Yet retail food prices have advanced only seven percent since June 1940. In the same period, wholesale food prices advanced 22 percent—an increase three times as great as that which took place in retail food prices.

Compared with 1929, factory workers have about a 42 percent greater food purchasing power. Other workers' food purchasing power is up 28 percent. Retail food prices are some 20 percent under 1929 levels.

What is true of food, is true to a very large extent of other commodities. The fact that price rises have so far been moderate, in the light of the inflationary tendencies produced by the arms drive with its unprecedented spending, is very largely the work of merchandisers.

Prices will inevitably rise in the future. Higher costs of doing business, combined with increased purchasing power and dwindling supplies, make that inevitable. But to blame this on retail merchandising, is to put the cart before the horse. Generally speaking, retail prices are being advanced when, and only when, wholesale prices and operating overhead make it absolutely unavoidable. That is the progressive retail policy today. And it will be the retail policy in the future.

### GEMS OF THOUGHT

No more important duty can be urged upon those who are entering the great theatre of life than simple loyalty to their best convictions.—Chapin.

He that respects himself is safe from others;

He wears a coat of mail that none can pierce.—Longfellow.

It is not what he has, nor even what he does, which directly expresses the worth of a man, but what he is.—Amiel.

### New Books in Library

The following list of new books has recently been added to the public library:

- Abercrombie—How to Buy or Build Your Home Wisely; Anderson—Dog-team Doctor; Appelfloff—You Can Be Happily Married; Arnim—Mr. Skeffington.
- Capek—I Had a Dog and a Cat; Cardwell—Mountain Medicine; Cleaveland—No Life for a Lady; Clendening—The Human Body; Cobb—Exit Laughing; Coatsworth—The Trunk; Cronin—The Keys to the City.
- Derleth—Still Small Voice; Dodd—Ambassador Dodd's Diary; Ethridge—I'll Sing One Song; Fear No More. A book of poems by English poets.
- Fisher—Tollers of the Hills; Fletcher—South Star.
- Grey—Twin Sombrero; Grissom—Under Desert Skies.
- Handy—Father of the Blues; Harding—Amazon Throne; Haycox—Trail Town; Hedin—A Conquest

of Tibet; Heiser—Toughen Up, America!; Holmes—Salt of the Earth.

Longworth—Desk Drawer Anthology.

McNeill—Wyeast the Mountain; Marquand—H. M. Pulham, Esq.; Melbo—Our Country's National Parks; Morton—Angle of Earth and Sky.

O'Brien—Best Stories of 1941; Shirer—Berlin Diary; Silverman—Magic in a Bottle; Streeter—The Kaw (Rivers of America series).

Young—Behind the Rising Sun. Williams—Crater Lake.

### BIRTHDAY SURPRISE PARTY

Mrs. Afton Hannah was guest of honor at a surprise birthday party held at the Madden home last week. Guests included Mesdames Helen Reigel, Fern Berry, Mabel Roberts, Will Darby, Rowena Myers, Will Stennett, A. A. Madden, Afton Hannah and the Misses Voda Brower, Velma Brower and Leona Ormand.

### TALENT NEWS

● Mr. and Mrs. O. Carver have opened the Talent cafe, recently operated by Mr. and Mrs. DeBord. The Carvers are former residents of Talent and ran the cafe a couple of years ago.

● Frank Maxon, a resident of Talent for many years, passed away last Friday evening at a local hospital. Funeral services were held Monday morning at the Litwiller Funeral home. Interment was made in the Mountain View cemetery at Ashland.

● Mr. and Mrs. Nobel Green of Phoenix were callers in Talent Monday afternoon.

● Rev. W. S. Wilber of Grants Pass is conducting a series of meetings at the Baptist church evenings of this week.

● Mrs. Dick Morrow and daughters Benny and Betty Lou of Wagner creek were shopping and visiting friends here Monday.

● Mr. and Mrs. Alva Smith moved to Medford this week. Mr. Smith is employed at Groceteria No. 2.

● Mr. and Mrs. Wiley Hotchkiss of Denver, Colo. are visiting Mr. Hotchkiss' brother and sister-in-law, Mr. and Mrs. Will Hotchkiss. They are looking for a location and plan on locating in the valley.

● Mr. and Mrs. Fred Cook of Yamsey logging camp in Klamath county were week-end guests of Mrs. Cook's parents, Mr. and Mrs. Walter Holmes in Valleyview and Mr. and Mrs. Elmer Cook in Talent. Mr. Cook's father accompanied them home for a visit.

● Mr. and Mrs. Allen Clark moved from the Brag orchard west of Phoenix into the home of his father, Ben Clark.

● The Community club held its first meeting of the season at the city hall Wednesday afternoon. Mrs. C. W. Long is president of the club.

● Talent school began Monday with an increase of attendance. A number of high school students are working in the pear harvest and will start later.

● Mr. and Mrs. Will Lamb of Reese creek and their daughter and family of California were guests of Tom Lamb and Mr. and Mrs. Roy Estes last Thursday.

● Claude Ward and family of Wagner creek are anxiously awaiting a visit from their daughter, Mrs. Margaret Davis and infant daughter whom they have never seen. Mr. and Mrs. Davis left here a couple of years ago for South America and after spending some time in Colombia, moved to Panama where Davis is employed in the Canal Zone. Mrs. Davis is coming by air transport to Los Angeles where she will spend a few days visiting friends before continuing the journey here.

### HILT NEWS

● The "Country Fair" given by the Women's Society of Christian Service at the hall Friday evening was a great success. Attendance far exceeded the hopes and plans of the ladies who worked on the project. Music was furnished by Louis Alphonse with recordings played over his loud speaker system, and Bill Tallis very ably presided as master of ceremonies.

Bethel Bernheisel, accompanied by Rita Sultana and Gladys Quamme, and a court of fairies, clowns, Girl Scouts, and Boy Scouts, was crowned queen of the fair by Frank Ward.

Exhibits were put on by the Boy Scout troop, Girl Scout troop, Yreka Camera club, Mr. DeWitt and Howard Trivepiece, besides booths of flowers, vegetables, pets, art (which included the school work and fancy work), fortune telling, and tea towels. The tea towels, made by the ladies, were all sold out early in the evening. Mrs. Lucy Mendes presided over the fortune telling booth. Prize ribbons were awarded for the best exhibits. Judges were Mrs. King, Miss Gansburg, Frank Ohlund and Frank Ward.

During the latter part of the evening cake, coffee and ice cream were sold by the ladies.

● The first meeting of the term

### NOTED QUARTET



The Mississippi Gospel Four quartet, one of the outstanding negro quartets of America, will appear at the Ashland Church of the Nazarene, 3 p. m. Sunday. This quartet, noted for its rendition of negro spirituals, has traveled as a quartet for more than 11 years and has sung over station WDGX, Minneapolis, for two years. The quartet is now working under the sponsorship of the Northwest Nazarene College of Nampa, Ida., and will present negro spirituals as well as gospel songs in their Sunday appearance.

of the Parent-Teachers association was held at the school house Friday afternoon. Mrs. Kenneth Brown, president, conducted the meeting. Mrs. Jo Goldpenny was appointed secretary by Mrs. Brown and installed by Miss Gansburg to fill the vacancy left by Mrs. Kenneth Nelson. Plans were discussed for work on a play ground for the coming year. The P-TA creed was read by Mrs. T. Quamme; a poem entitled "When Ma's Away," by Jean Henderson; a poem, "And We Do Mean You," by Mrs. M. Bradfield, and a poem, "Secretaries," by Mrs. Jo Goldpenny. Music was played by Mrs. John DeWitt at the piano. Hostesses were Mrs. Franklin and Mrs. Art Blanchard. Refreshments were served.

● A Girl Scout committee meeting was held Tuesday evening at the Club hotel with Mrs. T. Quamme, Mrs. Sam Dunaway, Miss Lucille Gansburg, Mrs. White and Mrs. Enzie Wright attending. Mrs. John De Witt and Mrs. Fred Bayliss were unable to attend.

● Louis Alphonse, Barbara and Phyllis and Mrs. Enzie Wright and Mrs. Julio Rossatti were in Medford and Ashland Saturday.

● Gordon Alphonse and Kenneth Rogers of Stockton are hunting during their vacation and plan to return to College of the Pacific at Stockton next Sunday.

● Mr. and Mrs. Richard Williams and sons Roy and Russell and Edward Ekwall were Medford visitors Saturday.

● Mr. and Mrs. Clinton Cobb returned Sunday from their vacation trip.

● Bob Purvis and his small son Mike, guests of Mr. and Mrs. Jim Purvis, spent last week at Pendleton, Ore., with Clyde Purvis and Mrs. Inez Sowell of Klamath Falls attending the Pendleton Round-Up. They returned Sunday.

● Mr. and Mrs. Orman Lee spent Sunday at Crater Lake.

● Mr. and Mrs. Don Ward and daughter Diane and Mr. and Mrs. W. Gran and son Bill spent Sunday picnicking and fishing on Beaver creek.

● Mr. and Mrs. Frank Gracey of Klamath Falls were visiting her parents, Mr. and Mrs. H. Clevenger, early this week. Walter Clevenger left for Klamath Falls with them, planning to obtain work there.

### METHODIST FELLOWSHIP MET SUNDAY AFTERNOON

At 4 o'clock Sunday afternoon the Methodist Fellowship group of young folks met at the home of Dr. and Mrs. G. W. Bruce and laid plans for their fall and winter work. Following the business session attended only by the officers, 27 young folks drove up Wagner creek for a picnic dinner and worship service. Miss Wilma Froman, president, led the worship program which consisted of hymns, prayer and a discussion.

At this meeting it was announced that Mr. and Mrs. Kenneth A. Wood had accepted the sponsorship of the Methodist Fellowship group in Ashland.

### GUILD HOLDS SESSION

The Martha Gillette Guild of the Presbyterian church met Friday evening with Mrs. F. F. Whitte and Mrs. F. J. Ahlstrom as hostesses. Miss Alta Norcross led the devotions and Miss Juanita Demmer presided over the business meeting. Instead of a regular lesson study, members told interesting accounts of their summer vacations.

### LODGE MET MONDAY

The Neighbors of Woodcraft met at the IOOF hall Monday evening with Guardian Neighbor Harry Moore presiding. Mr. and Mrs. J. H. Philpot served refreshments during the social hour.

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