

# Southern Oregon Miner

Published Every Friday  
at 167 East Main Street  
ASHLAND, OREGON



CHAS. M. GIFFEN  
WILLIAM SAVIN  
Publishers

SUBSCRIPTION  
RATES  
(In Advance)  
ONE YEAR .....\$1.50  
SIX MONTHS .....80c  
(Mailed Anywhere in the  
United States)

Entered as second-class  
matter February 15,  
1935, at the postoffice at  
Ashland, Oregon, under  
the act of March 3, 1879.

TELEPHONE 8561

"THE TRUTH WILL SET YOU FREE"

## Threat To The Press!

The greatest threat to our vaunted freedom of the press is not the possibility of censorship. Rather it is the imposition of unnecessary economic controls masquerading as steps in the national defense interest.

So far the threat has been directed at the advertising department. The Attorney General sent a questionnaire to many advertisers to find out how much and in what ways they spend money, and for what purpose. It has been proposed in Washington that brand names be eliminated, and that articles be sold as soap, candy, or what have you. This, of course, would virtually kill advertising. And without advertising support, the cost of a newspaper would be out of reach to most buyers.

There is a very general impression that advertising adds considerably to the retail price of goods. The fact is that when it has been intelligently used to increase the sale of articles in common use, it has resulted in improving the quality and lowering the price. Some interesting testimony on that phase of advertising was given before the house judiciary committee by W. S. Farish, president of Standard Oil Company (N. J.), which spends millions each year in advertising. He told the committee:

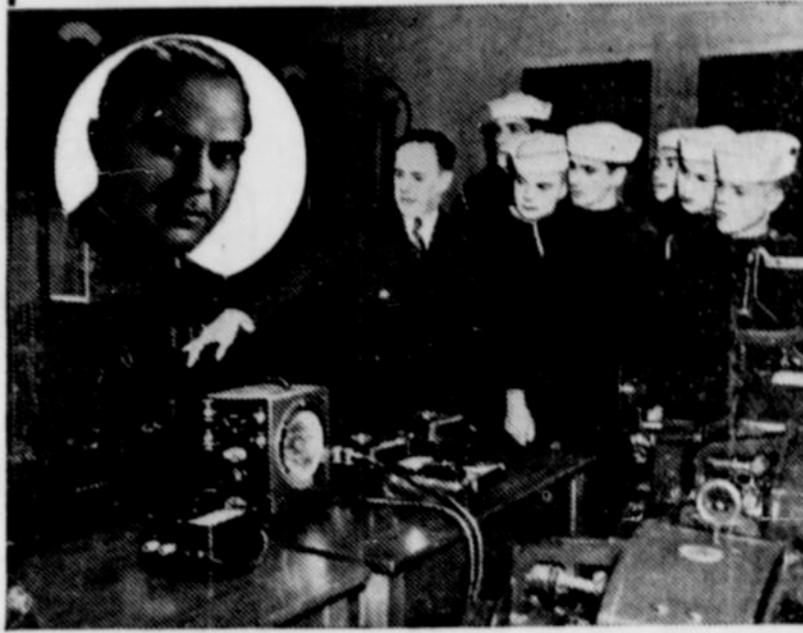
"Although the sums expended for advertising by some companies are large, it is easy to exaggerate the part of the customer's gasoline dollar which is spent for advertising. If all the advertising expenditures of the industry were charged to gasoline alone, it is probable that they would represent less than a quarter of a cent per gallon."

As a matter of fact, a large proportion of the advertising money has been applied to other products and services. Even if it were all covered in the price of gasoline, it would not mean much to a motorist who learned that on a purchase of ten gallons, he had contributed two and one-half cents for advertising and 60 cents for state and federal sales taxes.

● Among those attending a Fellowship meeting Armistice day in Trail were Mr. and Mrs. George Icenhower, Mrs. Bertha Howell, Mrs. Ruby DeLisle, Mrs. Prader, Mrs. Jim Gracey, Mrs. Hooden-pyle, Mrs. Robert Hatch, Mrs. Paul Heldt and Rev. and Mrs. L. P. Furman.

● Those attending the Rogue River College Women's club in Medford Saturday from Ashland included Mesdames Alice Willits, F. D. Wagner, Alice A. Peil, Arthur Peters, Walter Herndon, Ralph Billings, W. J. Crandall and Miss Edna Goheen.

## "NAVY TRADE TRAINING GAVE ME MY START" SAYS PRESIDENT, SPERRY CORPORATION



THOMAS A. MORGAN (pictured in insert), president of the Sperry Corporation, world's largest manufacturers of aeronautical and marine instruments, received his early technical training in the U. S. Navy, in which he enlisted as a young man. "This has proved of great value to me in later years," said ex-sailor Morgan. Pictured above are new Navy recruits receiving electrical training at one

of the modernly equipped Navy Trade Schools. The Navy offers training to young men in nearly 50 different trades and vocations.

Opportunities for advancement, to learn skilled trades, for travel and adventure are identical whether a man enlists in the regular Navy or the Naval Reserve—and his pay, food, clothing, medical and dental care are the same.

## About People You Know

● Week-end guests of Mr. and Mrs. G. W. Morris were their son and wife, Mr. and Mrs. Kenneth Morris of Klamath Falls.

● Mr. and Mrs. William Sander and daughter of Yreka visited with Mr. and Mrs. W. G. Sander Sunday.

● Born to Mr. and Mrs. Kenneth Hartwell Nov. 7, a son.

● Miss Shirley Willard, who teaches at Bridge, spent the week-end with her parents.

● Mrs. George Ward is visiting in Amarillo, Tex.

● Larry Hunter of the Tidings is on vacation this week.

● Dr. and Mrs. George W. Gregg have returned from an extended visit in London, O.

● Mrs. Ada Huxley is visiting with her niece in Myrtle Point.

● Mr. and Mrs. Stewart Patty and Mr. and Mrs. Butler from Klamath Falls were Sunday guests of Miss Edna Goheen.

● Mr. and Mrs. Bob Van Vleet and daughter went to Lake o' the Woods Sunday.

● Mrs. J. Morgan Cook and son of Vancouver, Wash. are visiting Mrs. Cook's parents, Mr. and Mrs. J. H. Hardy.

● Mrs. J. B. Platt has returned from Palm Springs, Calif. and reports that Mr. Platt is gaining in health.

● Mrs. Bertha McKinney and Mrs. C. E. Converse of Lincoln visited Mr. and Mrs. A. H. Peachey on Armistice day.

● Miss Margaret Page spent the week-end in San Francisco.

● Miss Betty Jo Burns entertained Miss Eunice Putman of Medford Sunday.

● Mrs. Ray Jett of Bakersfield, Calif., Mr. and Mrs. P. A. Hodgen of Safford, Ariz. and Mr. and Mrs. A. J. Hodgen went to Crater Lake Sunday.

● Mr. and Mrs. George Martin and son and Mrs. Thora Cooper visited with relatives in Medford Armistice day.

● Mr. and Mrs. Harry Carlton visited in Eagle Point Armistice day.

● Mr. and Mrs. C. J. Baughman have returned from a visit in the northern part of the state.

● Mrs. Emma Anderson of Eilersburg, Wash. is visiting her daughter, Mrs. W. J. Crandall.

● Mr. and Mrs. Albert Pedersen and daughters went to Klamath Falls Sunday to visit Mr. and Mrs. John Hoerth.

● Mr. and Mrs. O. F. Carson visited in Corvallis Armistice day.

● Born to Mr. and Mrs. Phil Dietz of Weyerhaeuser Camp on Nov. 10, a son.

● Mr. and Mrs. Albert Carver of Myrtle Point were week-end guests of their daughter, Miss Ellen Carver.

### WIN ONE CIRCLE MEETS

Mrs. J. A. Young entertained the Win One Circle Thursday afternoon of last week. Mrs. Ira Tilley had charge of the business meeting. The hostess assisted by Mrs. Tilley and Mrs. M. T. Burns served refreshments at the close of the afternoon.

### DAUGHTERS OF NILE MEET SATURDAY

Zuleima Temble No. 13, Daughters of the Nile, met at Masonic temple in Ashland Saturday for their regular meeting. Following a business session, a program, tea, and cards and were enjoyed. At cards, Mrs. R. B. Herman of Grants Pass won first prize; Mrs. Don Travis of Ashland, second, and Mrs. R. E. Detrick of Ashland, third.

Mrs. Melvin Kaegi, Mrs. M. P. Dunn and Mrs. Hal McNair comprised the committee in charge of the meeting.

### SOCE ALUMNI ORGANIZE ASSOCIATION AT ROSEBURG

On Tuesday, Nov. 4, a Douglas county unit of the Southern Oregon College of Education alumni association was formed at Roseburg. Dr. Redford, president of the

matized reading. Due to delays in getting the play in shape to present at this time, the Hornbrook P-TA is presenting their minstrel show under the auspices of the local association at the club house Wednesday night.

college and Albie Beck, superintendent of the Jacksonville public schools, were present.

The following officers were elected for the coming year: President, Mrs. Alvia S. Wetherell, third grade teacher at Benson school in Roseburg; vice president, Alice Becker, grade teacher at Elkton, and secretary-treasurer, Alberta Yocom, upper grade teacher at Sutherlin.

The third grade enjoyed two picture shows Wednesday morning. They were about wheat farming and lumbering.



## WHEN RESPONSIBILITY WEIGHS HEAVILY . . .

. . . consideration means everything. Our convenient monthly payment plan was inaugurated to spare no effort in the fulfillment of our ideals of service and convenience to our patrons. Moderate pricing insures against "over spending." Furthermore, if, by dividing the payments, the burden is made lighter, we will have been amply rewarded.

## J. P. DODGE & SONS FUNERAL DIRECTORS

## TWO HOLIDAYS THIS MONTH SWINGS US INTO THE REAL DECEMBER HOLIDAY SEASON

And that makes us think about Christmas. Most people forget that the Building Material Dealer has some of the finest gifts for the entire family. Wouldn't it be a grand thing to give your family that new hardwood floor in the living room? Or a circulating fire place? These are really gifts for all the family. And you can give them NOW and arrange for payment later.

At least consider something of the sort for this holiday time. You will be surprised to find how little these things cost when you consider the lasting joy they will bring thru-out the year.

See Us for Free Estimates

## ASHLAND LUMBER COMPANY

Phone 3291 Oak Street at Railroad  
KEN WEIL, Manager

## Southern Oregon Credit Bureau

Reporting Office Ashland Phone 3751  
General Office Medford Medford Center Building Phone 2261  
240 East Main, Ashland

YOUR CREDIT RECORD  
—You make it, We Record it!

## Expert CLEANING WITH MODERN EQUIPMENT

Permanent PRICES!  
Suits PLAIN DRESSES PLAIN COATS **50c**

OR ANY THREE FOR **\$1.25**

FREE PICKUP AND DELIVERY

## COLLEGE CLEANERS

823 Siskiyou Blvd Phone 6336

### REMEMBER WHEN

—the kerosene lamp flickered a light for you to climb the stairs to bed? The shadows danced around seeking a place to hide, and in the winter one could warm his hands over the chimney. 'Twas "friendly," that oil lamp. Remember?



Here "Friendly Service" is measured not by gold, but by the "Golden Rule."

DEPUTY COUNTY CORONER  
Litwiller Funeral Home

We Never Close—Phone 4541



## KEEP YOUR FARM MACHINERY FIT

We can quickly handle any repair problem you may have with your farm equipment and are particularly well equipped to do the kind of welding that puts your machinery back in shape—as strong as ever. The probable shortage in steel adds importance to the proper repair of your present equipment.

## OAK STREET GARAGE and MACHINE SHOP

97 OAK STREET, ASHLAND "We build Storage Tanks" PHONE 4586