

Southern Oregon Miner

Published Every Thurs.
at 167 East Main Street
ASHLAND, OREGON

FRED MILTENBERGER
O. G. CRAWFORD
Publishers

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

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

TELEPHONE 8561

"THE TRUTH WILL SET YOU FREE"

EDITORIAL

FROM ONE TO ONE THOUSAND

AFTER seeing the Civic Club house filled night after night since it became USO center for Ashland, it is hard to believe that just one soldier showed up on the opening day. That was a humble beginning for sponsors of the local center, but when that lone soldier got back among his buddies and spread the news about the new USO in Ashland, it soon looked like all trails led to the Civic Club house.

At the end of three weeks (the center opened Aug. 10) more than 1,000 soldiers have been served at the USO center while an additional 900 civilians had visited there. As yet the main body of Camp White personnel has not arrived and the local group is wondering what the score will be when the cantonment is full. It has been a big job to get organized for this essential work and volunteers are reorganizing their personal, home and social affairs in order to meet demands of the new obligation they have taken. Contributions of needed equipment are being made and by the time the center is made permanent everything will be in good working order.

Distance counts little to the soldiers. Some come by bus, others in private cars, some hitchhike—they get here and that's what counts. Letters are coming to the USO director from parents whose sons have written them of the wonderful times they are having in Ashland. There is one branch of soldier entertainment in which the townspeople have been a little slow to take up and that is the matter of week-end guests. This is considered one of the best morale builders and one it is hoped the people will immediately adopt. Nothing is more restful than the comforts of a good home. One night of family life, with the facilities of the home placed at his disposal will, as one soldier wrote his family, make him forget the hardships of camp life and training and make him eager to get at the Japs. Ashland people will not lag in this matter when it is brought home to them that it is a moral obligation the performance of which will bring them immeasurable pleasure.

★ ★ ★

CHAMBER OF COMMERCE PLAYING VITAL PART

THOSE who have not investigated may feel that the chamber of commerce is one civic enterprise which might well be dispensed with in times of stress such as we are experiencing at the present. From the individual's point of view there may be some justification, for certainly all of us are undergoing difficulties that never would face us under normal conditions and we may feel that some contributions made when times were less trying could well be turned directly into the war effort.

It appears that several business men have withdrawn their support of the chamber of commerce, giving no apparent reason for their action. If they feel justified in making the move there should be a good reason and they should not hesitate to state it. To stop payment without qualification leaves those in charge of the chamber of commerce out on a limb as it were. Limited funds already are doing heroic service in carrying on activities which to be done right require much more money. War conditions have hampered the work of the office, yet it has carried on in the face of mounting difficulties, rendering a service that otherwise would take too much time of committee-match.

The chamber of commerce serves as a clearing house for various activities of the community. Ever since last winter when cantonment workers began to arrive, the chamber office has served as an information bureau for house seekers. The work is continuing. More recently farmers sought assistance of the chamber in behalf of officers seeking homes for their families. Chamber of commerce in securing pear pickers and other help. Efforts of the office were such as to provide almost immediate relief to the farm labor problem.

Such things as these mentioned are invaluable to the community. They are outstanding among the activities performed by the office but there are countless other services performed from day to day that would be left undone or would work an imposition on individuals who might feel it their civic duty to carry on. That is what the chamber of commerce is for. That's why it is considered essential to employ a manager to

keep things moving and care for the civic activities that otherwise would take too much time of committees. It costs money, too, but years of experience have proved that it is money well spent. Many a town that has let its chamber of commerce die has been classed as an electric lighted cemetery. Does Ashland want that classification?

NOT OUR BABY

PLAZA business men are expressing displeasure over the type of improvement being made by the state highway commission through that section of the city. Their complaint is not without justification but we can't see what the council or anybody except the highway commission can do about it.

It seems the pertinent thing to say that the time to have stopped such improvements was before selling the property to the state. Having gone this far, it is not likely that the commission will turn back. A definite plan for improvement has been made and insofar as the state is able, that plan is being carried through. Perhaps when peace comes and the project as a whole is taken up, there will be a rearrangement of traffic regulations on the west side of the Plaza. Let us hope so, at least. In the meantime, it looks like the commission is following out traffic regulations established in other places and that if the changes made on the Plaza conform to that standard they more than likely will stay there.

The Plaza improvement is not the Miner's child. We could mention whose child we think it is but for the sake of editorial ethics will refrain. We have felt that alleged bottleneck and the several business houses in the razed block would not have been disrupted at a the war traffic would have been handled through the time when they had an opportunity to cash in on increased volume. But that is neither here nor there. The damage has been done and it looks like we will have to make the best of it.

★ ★ ★

THE MOVIES WAR JOB

WHEN the first bombs fell on England, the authorities decided immediately to close all places where people congregated in large groups. One of the first actions was to close all moving picture theaters.

But that didn't last long. There was so much public anger, including rioting in front of theaters, that within 72 hours after the movies were ordered closed they were all told to open up again. Ever since then every moving picture theater has continued to be open.

Motion pictures have proved to be one of the best nerve sedatives in England. Because production of pictures in England has fallen way off, there is an increasing demand for American movies. If you want to see the latest hit, the chances are these days that you might see it in London before you could see it in New York.

The movies in this country are already offering relief from the news of the war. Let us hope that, for the sake of both the British and ourselves, the movie industry will this year plan the best picture fare they have ever offered—pictures which will act as a strong buffer against war nerves.

★ ★ ★

Bob Burns says the Japs may be able to resist rheumatism from constant exposure and wading in the swamps but certain it is that thousands of them are suffering from MacArthritis.

Of the approximately 100 caves located in the state of Pennsylvania, fourteen of the caves are open for public inspection.

Room—Hey there! Don't spit on the floor.
Mate—Why not? Floor leak?



BUS DRIVERS WANTED

Good Pay, Pleasant Work
Valuable Training Given

Opportunity for experienced and inexperienced men to get into work essential now and after the war. Good future—training fits you to handle heavy motorized equipment. Work now available in San Francisco Bay area. Get further details by contacting . . .

W. H. Eggers
GREYHOUND LINES
2521 S.W. Water Street
PORTLAND, OREGON

or write
A. V. Allen
Greyhound Lines
1919 Market Street
OAKLAND, CALIF.

DALE CARNEGIE

Author of "How to Win Friends and Influence People"

THEY WOULDN'T MAKE 30 CALLS

Recently I talked to one of the largest employers of salesmen in the world. This man tried his hand at door-to-door selling; and succeeded so well that he later trained other men to sell the product he manufactured. He is now worth millions. He hires thousands of salesmen every year—and about half of them fail to make the grade. I asked him why. He said the chief reason was; they wouldn't make 30 calls a day. Naturally that was not the only reason; but he declared it was the chief reason. They loafed; they hung around the office; they wrote letters; they made all kinds of excuses; they refused to force themselves to pound the pavement until they had interviewed thirty prospective customers a day.

I realize that a man might make fifty calls a day and still fail if he didn't have the right article, the right price and the ability to meet and deal with people. But let me repeat, this man who hires ten thousand salesmen a year said his biggest problem was to get a man who would work hard at interviewing people week after week, month after month and year after year.

If you are a salesman, remember these two things. First, the only time you ever have a chance to make any money is when you are actually talking to someone who can buy your product. Second, remember that the best way and the easiest way to make more calls is to set a goal for yourself and force yourself to live up to that goal.

Goodwin Watson says, in his public affairs pamphlet, entitled, "How Good Are Our Colleges"—"The knowledge that counts, for any individual, is what he has really mastered, and has worked into his thinking as a ready aid in understanding."

How much of the knowledge that you acquired in school have you worked into your thinking as a ready aid in understanding? My guess as to the average person would be: precious little.

THINK YOU'RE SMART?

WILD LIFE LINES

by ED ANTHONY



GORILLA

Of all the apes by far the toughest is the gorilla—and the roughest. That's why, although by zoos he's sought,

Only a few have e'er been brought From Africa to U. S. A., Where zoos and circuses would pay Large sums for a gorilla dour To glare at folks with visage sour.

WORD SQUARE

by PHIL HUMMERSTONE



Here is the world's smallest crossword puzzle. Fill in words according to definitions. The square will then read the same down as across. After you have solved it, see if you can make up any good 5-letter word squares.

1. Frank or antic.
2. To one side.
3. Religious.
4. To evolve.
5. To set again.

● Subscribe for The Miner today. ● The Miner for Quality Printing.

Efficiency -- Quiet, unobtrusive, friendly, complete.



C. M. Litwiller

DIAL 4541

DEPUTY COUNTY CORONER
Litwiller Funeral Home

We Never Close—Phone 4541

Conservation Is a War Time Watchword

On every hand, in every line, the watchword is save. It is a warning that materials of all kinds that have been available in abundance during peace time are growing scarcer by the hour in war time.

This doesn't mean that ELECTRICITY is growing scarcer. It does mean that electrical equipment—the kind you use in home, shop and factory—already has reached the point where replacements are difficult if not impossible. This leads to the oft-repeated warning—take the best of care of your equipment. It will mean a saving to you in the long run, for worn out or partially disabled machinery "eats" more "juice."

Ashland Light Department

"Your SERVICE Department"