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# The Southern Oregon NEWS REVIEW

Formerly  
SOUTHERN OREGON  
MINER

3.00 PER YEAR

ASHLAND, JACKSON COUNTY, OREGON THURSDAY, JULY 4, 1946

VOLUME 13, NUMBER 19

## Ashland's July 4 Will Have Parade Game and Concert

Prizes to Be Presented During Ball Game At Walter Phillips Field

Bands, a parade, a ball game, many prizes beginning with a 1946 Ford and closing with several pairs of nylons, a band concert in Lithia park are included in the Fourth of July celebration planned for Ashland residents by the Chamber of Commerce.

The prizes will be given away at the ball game between the Ashland Elks and Grants Pass. Tickets which have been bought on the prizes are good for entry to the ball game.

The parade will take place at 10:30 a.m. according to Jack Francis, parade marshal. All entrants must be at the junior high school near Siskiyou boulevard at 10:00 a.m. Line of march will be from the assembly area down Siskiyou, East Main through the Plaza to North Main, and end at Helman street.

### YATES CORRECTION

William O. Yates of Yates Electric resides at 20 First Street South in Ashland not in Medford as indicated in his ad this week.

**VARSAITY**

**4th HOLIDAY SHOW**

Always Comfortably Cool

Continuous Shows July 4th

**JOE LOUIS**

VS

**Billy Conn**

OFFICIAL CHAMPIONSHIP FIGHT PICTURES

Also

**The DALTONS Ride Again**

NOAH ALAN BEERY, Jr. CURTIS

STARTS SUNDAY

NEW... DIFFERENT... EXTRAVAGANTLY BEAUTIFUL!

**Ziegfeld Polka**

STARRING  
Food ASTAIRE - Lucille BALL  
Lucille BREMER - Fanny BRICE  
Judy GARLAND  
Kathryn GRAYSON  
Lena HORNE - Gene KELLY  
James MELTON  
Victor MOORE  
Red SHELTON  
Esther WILLIAMS  
William POWELL

IN TECHNICOLOR!

### GOIN SELLS TO PARTNER HIS SHARE OF ASHLAND CAB

Mickey Goin who has been affiliated with Scotty Berge in the Ashland Cab company has relinquished his share of the organization to Berge. Goin stated that he had no definite plans for future business activities at the present time.

### Concessions Will Finance Activity

The Lions 1946-47 program will be financed by the concessions and stands which the Lions will have in the city and in Lithia park on July 4th. Herb Huston, newly elected president of the Lions announced this week.

"We plan to continue community projects," Huston said in speaking about next year's Lions club plans "and of course we will continue our Boy Scout program, our national work with the blind, and our Health projects."

### Van Vleets Attend Adams Final Rite

Mr. and Mrs. R. E. Van Vleet left Ashland Friday, June 28, for Decor, California, to attend the rites of Mrs. Van Vleet's stepmother, Mrs. M. J. Adams of Decor, California.

Mrs. Adams was burned to death last week in the bedroom of her burning ranch house. She had evidently gone into the bedroom to save something and had been trapped by the flames. Rescue was impossible because of the flames.

Mr. and Mrs. Adams had visited in Ashland in the home of the Van Vleets.

### Job's Daughters Honor Past Queen

Job's Daughters held their Queen's Ball at the Masonic hall Saturday night, June 29, in honor of the retiring queen, Miss Charlene Roberson.

Dorothy Elhart, incoming queen was present at the affair. The hall was appropriately decorated for the occasion and dainty refreshments were served from a beautiful table.

At intermission Miss Marbeth McKeever rendered two vocal numbers accompanied by Mrs. Cay Huffman at the piano. Miss Mary Waterbury also favored members and their guests with two piano selections. Miss Jacqueline Lowe was chairman of the decorations committee; Miss Shirley Weitzel, refreshments; and Nita Wimer, program. Mr. and Mrs. Marvin Miller, Mr. and Mrs. Jake Weitzel and Mrs. Pat Dunn, guardian, acted as patron and patronesses for the evening.

### Finchum Services Held Here Saturday

Funeral services were held Saturday, June 29, at the Litwiller Funeral Chapel for Walter James Finchum, 406 North Main street, who died at his home on June 27.

Mr. Finchum was a retired farmer and had been in ill health for the past 16 years. He was born in Owen county, Indiana, May 23 1873. He has been a resident of Ashland for the past three years.

He is survived by his wife, Mary Finchum of this city, one son Dayton Finchum, Klamath Falls; four daughters, Mrs. Lillian Thal of Coos Bay; Mrs. Thelma Roscoe, Albany, Oregon; Mrs. Mabel Smylie, Spokane, Washington; and Mrs. Jean Stinson, Arco, Idaho. He also has two sisters and one brother in Indiana.

The Reverend Earl F. Downing of the Church of Christ officiated at the funeral and interment was in the Mountain View cemetery.

Mr. and Mrs. Tom Cannon and children of Los Angeles, California visited the past week at the homes of Mr. and Mrs. Herman Cannon and Mr. and Mrs. Joe Williamson.

**Avalanche FLEA AND LOUSE POWDER** CONTAINS DDT  
GOES RIGHT ON KILLING THEM!

### The Southern Oregon News Review

This week finds the name "Southern Oregon News Review" replacing the name of "Southern Oregon Miner" on the flag. The "Southern Oregon Miner" was the name taken by this newspaper January 25, 1935 when Leonard Hall moved the plant of the "Jacksonville Miner" from the mining community of Jacksonville to Ashland.

Hall had founded the "Jacksonville Miner" on January 1, 1932 as a four page, four column weekly paper serving Jacksonville. In side of four weeks he had expanded it to a five column, regulation size tabloid. And just a year later Hall went to the six column format which readers of the Miner have become so familiar with during the past 13 years. Hall also selected a pink newsprint paper on which to publish the paper and selected as a slogan "She's in the pink".

Editorials and political feature stories which Hall wrote will long be remembered in Jackson county news paper history as being plain spoken and well written.

When Hall left Jacksonville in 1935 to bring the Miner to Ashland he made a statement that fits the present reason for the change of name as well as anything which we might say: "If The Miner were not a young newspaper, filled with dreams and hopes and ambitions, it would find the ideal place to settle down to the fine art of enjoying life. But we are still on the road which all men must travel, and which must always reach up and out if we are to live fully and usefully. The Miner believes it has found a newer, better, and bigger niche in the world, and it is going to attempt to the best of its ability to fit that niche."

And so for reasons much the same as those which prompted Hall to move to Ashland we are prompted to change the name. The Southern Oregon Miner is now reaching a wider field than ever before. We feel that the name "News Review" better tells what this newspaper plans for service to its subscribers and advertisers happens to be.

We plan to present a weekly review of news events of importance to the citizens of Ashland, Bellview, Talent, Jacksonville, and the surrounding areas. Community affairs are important to the people who reside in these communities. A daily newspaper has another type of service to offer and thus overlooks the homely events and the local happenings that are of interest to the individual in a specific locality.

Our interests are with the happy days within the communities which we serve. We still happen to be a young newspaper and a change of name is indicative of the fact that we are still growing and still climbing, as we seek a bigger niche in the place of things.

The name of The Miner will not be discarded nor forgotten as it will be used to head the Jacksonville page where it rightly belongs.

### Top Hat's Grand Opening July 4th

Ashland's newest enterprise the Top Hat Drive In opened its doors Wednesday in preparation for a grand opening on the Fourth of July. It is located on Siskiyou Blvd across from the Southern Oregon college.

Operation of the Drive In will be in the hands of Verne Johnston and W. S. Johnston. W. D. and B. W. Jackson are owners of the building.

Perry Ayers was general contractor for the building which is constructed of pumice blocks, surmounted by a revolving Top Hat. Colored lights play continually on the hat. C. E. Taylor Rt. 1, Ashland did the painting. Wiring was by Yates Electric, 140 South Main. Ashland, Thos. H. Simpson Hardware handled the plumbing and sheet metal work.

The building is of modern construction throughout. Red leather stools surround a linoleum topped counter on the interior. There are booths for 12. Car hops will operate from a serving window adjacent to the visible kitchen. A new type hood on the stove draws all smoke and cooking odors from the entire building. A 60 foot cubic capacity Birkenwald refrigerator and 4 additional ice cream servers promise frozen foods cool meats.

Two apartments are the rear of the 30 X 30 building. Mr. and Mrs. Verne Johnston will live in one and W. S. Johnston in the other.

The Top Hat is part of the suburban addition of Dale and Grimes grocery, Acme roofing, the College Mart, The Maytag shop, and Jacobs Malcom and Burke's cherry depot.

Mrs. George Martin was in Medford on business yesterday

New assortment enamel ware including excellent canning kettles at Marshall Wells on the Plaza.

### Newcomers to This World...

Mr. and Mrs. Raymond C. Barker are the parents of a 6 pound 13 ounce girl, born June 29th and named Marilyn Susan.

July 1 a baby boy was born to Mr. and Mrs. D. L. Millett, weighing 4 pounds 8 ounces. He has been named Franklin Dale.

A girl was born to Mr. and Mrs. C. G. Ainsworth of Talent, July 1. Her name is Sharon Ruth. Mr. and Mrs. E. E. Davis of Phoenix are the parents of a 7 pound and 4 ounce boy named Guy Charles. He was born July 1.

### New Score Table to Softball League

Last Monday night, July 1, "Ardy" Warren, representing Harry Morris, sponsor of the Oak Street Tankers, presented a special built scorekeepers table to the Ashland Softball League.

This new table with its all steel construction and ply-wood top, makes the difficult job of scorekeeping a pleasure, according to the official league scorekeeper, Mrs. Florence Larson, who is also the first baseman for the Steak House Twisters.

She stated that the table was very much appreciated by the league, and has been a necessity for some time.

Wm. Selby, son of Mr. and Mrs. Lloyd Selby was thrown from a horse Tuesday and is at present in the Ashland community hospital.

Bob Lee, Jacksonville, was in Ashland Tuesday on his way to Klamath Falls.

## Radio Station KWIN to Start Operation Soon

### EDWIN BARRON RECEIVES DISCHARGE FROM U S NAVY

Edwin H. Barron, Apprentice Seaman, U. S. Navy, is expected to arrive home in the next few days according to his father, Hugh Barron, Rt. 1, who completed high school here was discharged from the Navy at the United States Naval Base, Bremerton, Washington, on the 26 of June.

### Clayton Motor Co. Has Rototillers

The Clayton Motor company, Ashland's distributors of Kaiser Frazier automobiles, announced this week that they were dealers for Rototiller, the rugged farm machine that tills cultivates, hills furrows, mows, plows snow and hauls.

Clayton E. Cullen, manager of the concern which is located at the corner of North Main at Church stated that the Rototillers were on display in the newly redecorated showrooms. The company occupies the premises recently vacated by the Reed mattress company.

### Atomic Power Theme Toastmaster's Meet

Meeting at the Lithia hotel in regular session on Monday night the Ashland Toastmaster's club discussed atomic and it's bearing on the future course of civilization under the direction of Bob Hardy, topic master for the evening.

Jack Collins was toastmaster for the session, Bob Dodge spoke on Bibliomania and illustrated his speech showing some rare and fine examples of mediaeval printing. J. H. von Kuhlman spoke on the aircraft industry. Wendell Lawrence acted as general critic.

Next Monday's program was announced by Dave Whittle, president of the organization. Don Hinthorne will be Toastmaster, Doyle Seely, topic master. Whittle will act as critic; speeches will be made by Roger Rath, Clarence Williams, and Jack Collins.

### Dan Pederson Has Tragic Accident

Dan Pederson was found dead June 28, 1946 on the porch of his place which he had homesteaded in 1906, near Deadwood on the Pederson road.

According to J. R. Clary, Pederson left for his ranch about a month ago after spending the winter in Ashland in a cabin jack of the Clary home.

Authorities think that Pederson climbed the snowy roof of this cabin to remove a bucket over the stovepipe and slipped and fell off injuring himself. He managed to get on the porch but was unable to get any further. The shock of the fall together with the cold caused his death.

The homestead is in lamath county so the body was taken there for the coroner's inquest. Funeral services were held in Ashland, Wednesday at 1:30 with interment in Mountain View cemetery.

Mrs. Ella McMahan of Talent will leave Saturday morning for a visit of three or four weeks with her daughter, Mrs. John Murphy in Eugene, Oregon.

### Up and Down The Street

Secretary DOTTY MORRIS "finagging" a plane reservation for DAD HARRY. . . . PHIL STANSBURY offering nice dry shavings at greatly reduced rates. . . . NED MARS temporarily enjoying a life of leisure. . . . CITY SUPT BIEGEL among many duties answering anxious questions about the road oiling for this summer. . . . DR HARVEY WOODS carefully instructed to be present at the Rotary Lions baseball fracas.

Will Operate at Normal Frequency at 1400 Kilocycles - 250 Watts

Ashland's own radio station WIN will be opening for operation shortly according to Roy Peck, mgr of the station which is owned and operated by the Rogue Valley Broadcasting Co. Inc.

The station will be a 250 watt unit and will broadcast at 1400 kilocycles. According to station engineers the station will cover the areas surrounding the communities of Ashland, Central Point, Jacksonville Medford, Phenix, Seven Oaks, and Talent; Associated Press News facilities will be used.

Located at 1160 Helman road the plant will be when completed of white stucco in a modernistic design. It is being constructed by John Simpson local contractor of cement blocks. Floyd Rush, Portland, will be the program director according to eck. Rush has been one of the outstanding program directors in the Pacific Northwest for their past 20 years. He has specialized in creating shows for new stations.

Logan Ninninger, who is the commercial manager, has been in radio since his graduation from Ashland High school. He majored in radio at Oregon state, was an announcer at KMED, also announced for one year at Bend. And before entering the Navy during World War II was commercial manager of the station at Eureka, Calif.

## LITHIA NOW SHOWING!

**JULY 4th Celebration**  
KEEP COOL

Continuous Shows July 4th Doors Open 1:45

SIZZLING WITH LAFFS!

**BOWERY Bombshell**

LEO HUNTZ BOBBY BILLY GORCEY HALL JORDAN BENEDICT

Plus Eddie Dean - in - ROMANCE of the WEST

SUNDAY IT'S A HOWL HIT!

PEOPLE ARE FUNNY

JACK HALEY HELEN WALKER RUDY VALLEE OZZIE NELSON

Plus TERROR ON THE SEAS! PRISON Ship

NINA HUGH ROBERT LOWERY