

SOUTHERN OREGON NEWS REVIEW

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WENDELL LAWRENCE, Editor

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THE WAR IS OVER

In the past two months a tremendous change has come over the mercantile establishments of the various communities in Southern Oregon.

Clerks and proprietors are beginning to be nice to the customers!

There may be no necessity for a customer's revolution. If the present trend toward courtesy and helpful assistance on the part of the merchandise purveyors continues the customer's who have been storing arms and ammunition and sharpening up the pitchforks can sell their implements of war to some South American country for there'll be no need for an uprising here.

The change in attitude on the part of the store owners and the ribbon clerks began the latter part of May and has continued on into June. Previous to that time a customer in a store looking for something to buy was looked down upon by all employees from the delivery boy to the executive vice president in charge of sales. A customer was evidently considered as something on the order of a worm which had somehow strayed across the boundary line and should be squashed, yet because of the laws of the land had to be tolerated.

From the period, December 7, 1941 until June 1947 customers who ventured into merchandise establishments usually felt as if they were members of the recently vanquished enemy forces. Snobbery was rampant among the clerks. "Don't you know there is a war on?" was the stock sneering question which met a customer who dared ask for any item which could not be reached from the clerks standing position.

The war ended two years ago but the attitude among the retailers toward the customers persisted.

The customer who dared enter a store during the post war period had to whistle for service. During the past two years the clerks have been so busy rehashing the good times during the war that the customer would have to stand and wait until the gossip session ceased before he could get a bit of service.

Finally, however, the blow fell, goods became more available, sales dropped off, and merchandisers, to their surprise and sorrow, discovered that the much maligned customer, rather than a pain in the neck, was in reality the force that made the wheel go round.

It must have come as a shock to many ribbon clerks, little dictators of their departments, to learn that it was the customer who paid their wages.

We must admit that the retail forces have awakened magnificently. In the past two months, since the discovery of the customer's importance, retailers have made several progressive strides.

Smiles have replaced sneers on the faces of floorwalkers, head clerks, and janitors. The old horse-laugh which used to greet the individual who wanted a pair of shoes that fit has been replaced by a "Sorry, we can't quite fit you today, but we'd be glad to take your name and address and we'll call you as soon as a pair comes in."

Today when a customer enters an emporium he is met at the door by a handshaking proprietor and three underlings who roll out the red carpet.

The customer who buys a tie today gets a personal introduction to the president of the store, and a gilt edged invitation to return some time to shop again. A far cry indeed, from the days of having to seek clerks behind pillars who, when they were found, merely pointed out the exit.

Times are better, the war is at long last over. The poor customer is coming into his own again.

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WINDOW SHOPPING

Local residents are presently indulging in a pastime which for several years has been denied them. Until the opening of the several new stores in the city window shopping was sporadic and not very edifying.

Now, however, on balmy nights, one can walk from one end of the business district to the other and find enough lighted store windows to make the window shopping worthwhile.

Window shopping is an American custom and we're glad to see that the business district is beginning to light up and that now there are enough stores in the city which have electricity to burn in order that we can indulge in that custom.

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FOURTH OF JULY

Ashland's traditional Fourth of July celebration this year promises to outdo anything that has ever taken place during previous celebrations.

If every man, woman, child, cowboy, and brown spotted dog in Southern Oregon doesn't show up for this celebration it's their own fault for not being able to see a good thing when it's right in front of them.

What with a parade, a rodeo, a queen contest, a Miss

Ashland contest, two baseball games, the annual meeting of the Southern Oregon development association, a gift of a Plymouth auto to some lucky character, plus hot dogs, balloons, barbecue, and fireworks, we're sure that anybody who would go fishing could be considered "tetched in the haid."

ASHLAND COMMUNITY HOSPITAL INCORPORATED JUNE 18, 1947

Ashland's Community hospital was incorporated June 18, 1947. According to Robert Luger, manager, A request will be made that the lease assigned to Charles A. Haines and Ralph E. Poston be assigned to the corporation as soon as the incorporation is completed.

E. G. Everett, M. D. is president of the new incorporation; Harvey A. Woods, M. D., is vice president; and Luger, secretary-treasurer.

Luger, manager of the hospital, made the following report to Chamber of Commerce and City Council members, last week, on the progress that has been made at the Community hospital since he assumed management, February 10, 1947.

The following rooms have been redecorated, the furniture refinished and new drapes hung: Semi private room, 2, private rooms 4, 8, 9, 10, 15. Room 6 has been remodeled and made into an emergency room with built in cupboards for equipment. The obstetrical delivery room has been redecorated.

The nursery has been moved from room 16 to the old bathroom on the second floor. This move was necessary to comply with the state regulations requiring 200 cubic feet of air space per crib. The nursery now meets all state requirements and has an incubator of the latest type being furnished by Ashland Lodge 944 of

B.P.O.E. and remain the property of same.

The old surgical scrub room was enclosed and cupboards built in to facilitate the use of the room for scrubbing and packing surgical packs. An exhaust fan has been installed in the sterilizer room. The old nursery is now the Surgeons dressing and consultation room. The necessary toilet facilities being installed there.

All walls have been scrubbed and will be repainted on the lower half as soon as possible. New shelves and cupboards have been provided in the utility rooms for the storage of floor supplies.

New Equipment: Dishwasher Oxygen Insulator, Dressing Cart and Cans, Wheel chair, Rugs and lamps, checkwriter, office furniture, all chairs have been refinished and reupholstered. Additional phone extension installed in the first floor nurses station. Two additional beds have been provided on the second floor porch for tonsil patients.

X-ray files have been rearranged for the proper filing procedure. The X-ray machine a General Electric 100 Milliamper machine will be installed some time in August.

The admitting system has been changed and modernized to present day methods, and the payment fees of \$25.00 for medical cases, \$35.00 for obstetrical cases, and \$75.00 for surgical

cases, being asked on admittance. Blue Cross contract with the Northwest Hospital Service was signed and in effect May 1, 1947.

Malpractice and Liability Insurance increased from \$5,000 and \$15,000 to \$10,000 and \$30,000.

Ashland Community Hospital is an Institutional Active Member of the American Hospital Association and an Active member of the Association of Western Hospitals and also registered and approved by the American Medical Association.

The Clinical Laboratory is operating and is as complete as is necessary for this hospital. A full time Laboratory Technician is employed.

Nurses and Aides were placed on a 40 hour week 8 hour shifts during February. This was very satisfactory until the last two weeks when, because of the shortage of nurses we returned to the twelve hour shifts three days on and three days off.

Staff consists of: 5 registered nurses, 2 graduate nurses, 6 aides, 1 laboratory technician, 1 orderly, 2 maids, 2 cooks, 1 seamstress, 1 secretary, 1 anaesthetist paid by the case.

Front porch swing rebuilt andboard.

Articles of Non-profit Corporation have been filed. All Medical Doctors of Ashland are the incorporators. The following are the officers: E. G. Everett, M. D., president; H. A. Woods, M. D., vice president; R. O. Luger, secretary-treasurer.

When the incorporation is completed it will request that the lease assigned to Chas. A. Haines and Ralph E. Poston be assigned to the corporation.

Once each month the books and all accounts are audited by the Ashland Accounting and Tax service and a report made to the

VAN DYKE & LOMBARD

Lawyers

announce the removal of their office to Suite No. 3, Knox Building, effective June 30th.

Jim Busch

Suggests

Why Be a Pedestrian?

Unless your car is properly serviced you may change from a motorist to a pedestrian overnight. Lengthen the life span of your car with our skilled, accurate repair service. It will prove a sound investment, because it assures you more mileage, better trade-in-values, and safer, smoother driving. Drive in today.

BUSCH MOTOR CO.

On the Plaza

Ashland

Dance

at

TWIN PLUNGES

JULY 4 9:00 p. m

No additional charge for dancing. Admission to swimming pools after 9:00 p.m. also admits to dance pavilion.

Special Features

July 4, 1:00 p.m.

Fancy Diving Exhibitions

by Dick Heiks

Trampoline Exhibition

By Hollis Hill

Swim Both 4th and 5th

at

TWIN PLUNGES

Opens 10:00 a.m. July 4th, Friday

Opens 1:00 p.m. July 5th, Saturday

Opens 10:00 a.m. July 6th, Sunday



From where I sit... by Joe Marsh

The Picnic Was a "Hug" Success!

Our local Wild Life League went on a picnic Saturday, and I went along to cover it for the Clarion. Monday, folks kept stopping me, and saying: "Must have gotten out of hand, that picnic!"

"Nonsense," I says. "It was mighty pleasant and congenial. Just beer and hot dogs, cheese and cider." And then they show me the headline reading: "WILD WIFE PICNIC HUG SUCCESS."

Of course it was Elmer, my type-setter, who had made the misprints: But is my face red! It's only be-

cause folks are so temperate and well-behaved in our town, that they could afford to take the whole thing as a joke.

From where I sit, even a newspaper editor's entitled to a few mistakes. And since I reported that they served a moderate beverage like beer, I'm sure nobody thinks the picnic was the least bit wild, or anything but a huge success—and I mean huge!

Joe Marsh

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For The Most Fastidious

Costume Jewelry to please—chatelaine pins, earrings, bracelets, necklaces, brightly set pins, all new, all modern, and all designed to add beauty to your costume.



For Father's Rodeo Days, Western Tie Clasps

Watch Repair - Engraving

KEN'S JEWELRY

283 East Main Ashland, Oregon