

Southern Oregon News Review

Ashland, Oregon 38 East Main Street

Entered as second-class mail matter in the post office at Ashland, Oregon, February 15, 1935, under the act of Congress of March 3, 1879

William C. Lawrence and Wallace G. Iverson, Publishers
Faith McCullough Local News, Phone 8561 or 2-1813

Subscription Rate — \$2.50 year

MEMBER
Oregon Newspaper Publishers' Association

TOURIST HOSTS ALL YEAR . . .

This is Tourist Host week in Oregon, so designated by a proclamation by Governor Douglas McKay. It is appropriate at the beginning of the summer vacation season for Oregonians to think about what it means to be good hosts to tourists.

More than 2,250,000 vacationists visited Oregon last year, according to the Oregon Advertising club, and an even greater number is expected this year. Last year the tourist business was Oregon's third largest industry. Into the pockets of Oregonians went approximately 110 million dollars of tourist money. This is equivalent to more than \$63 for every man, woman and child in the state!

Had each of last year's tourists spent just an extra half-day in Oregon, the people of the state would have been 8 million dollars richer.

Now that summer travel has reached an all-time high the competition for tourists and the income they bring has become keener. The importance of income from the vacationist is apparent and it's just good business for all of us to do our share in selling our attractions to these "Customers." People will stay longer when they are made to feel welcome, and where they find the scenic and recreational pleasures they seek.

Being a good tourist host is simple. It means treating our visitors exactly as we ourselves like to be treated. A hearty handshake, a bit of accurate information, a suggested side-trip to a local point of interest, will send a traveler on his way with a warm and grateful feeling. He will enjoy his stay with us and want to come again.

Ashland should receive a sizeable share of Oregon's tourist income this summer. We have much to offer the tourist. An unequalled climate, beautiful Lithia park and nearby scenic wonders are ideal attractions for the traveler. Outstanding recreational attractions are nearby and the annual Shakespearean Festival has become one of the finest events of its kind in the country.

Travelers to and from California must pass through the city, and because of this ideal location, we contact a great many visitors each year. Many of these folks can be encouraged to stay with us a while if we are only good tourist hosts.

A sincere welcome to these visitors means the satisfaction of helping a stranger enjoy his visit with us, and helps our city receive a significant portion of the income from the state's third largest industry. Everyone should be a member of the welcoming committee, because everyone benefits.

THANKS TO THE JAYCEES . . .

A hearty thanks from the people of Ashland goes to the Junior Chamber of Commerce for their project last week of providing free transportation to the polls.

Many days of planning went into the project, arranging for cars, parking facilities and telephone.

Thirty-two trips to the polls were made by the crew and 50 persons, who otherwise could not have voted, were able to cast their ballots.

While the number may not seem large, it is quite significant when the total vote is considered. A turnout of only 56% of the voters — though considered above normal for a primary election — is a showing of indifference that should sober everyone.

It is sincerely hoped the Junior Chamber will continue to sponsor this project each election day and in time, in this way help bring about a greater participation by the voters.

YOUR HELP IS NEEDED . . .

We are frankly a small town and community newspaper. We have no aspiration to national fame, nor do we aim to rehash for our readers the world's wild gyrations, all those services are carried on by the great dailies and the radio networks with their highly trained writers and commentators.

We feel that there is a very definite place in this community of intelligent, home-loving American citizens for a weekly local publication which can add to the civic pride by its coverage of noteworthy news. However, being a small paper with a limited staff, it is impossible to actually cover every event which is deserving of publication. For that reason we are appealing to others to supply us, not only with written copy, but "tips" as well.

To acquaint the community with day by day happenings is our aim; our success or failure will depend upon the cooperation of our readers. Next time you entertain, or take a trip or win a prize, tell us about it. One of the surest ways to make friends is by sharing your information with your neighbors by way of your local newspaper.

—F. M.

D.D.T. Simplifies Method Here of Controlling Codling Moth

By C. B. Cordy, County Agent, Horticulturist

(Editor's Note)

This feature is the first of a series of articles to be written for this paper by C. B. Cordy, county agent, horticulturist, dealing with local conditions and directed primarily to the home gardener. Articles will be timely and will apply only to problems encountered in this area. Readers' comments directed to this paper or Mr. Cordy's office are invited.

Codling moth control is still a major problem both with orchardists and home owners who have a few trees. With the advent of DDT it is no longer necessary to get a poison into the blossom end of the fruit, so now the first spray is not required until the worms start hatching.

The timing of this first cover is dependent upon when the moths fly and lay eggs and also upon the warmth of the weather. The first moths started flying two weeks ago and it takes from 15 to 25 days for the eggs to hatch, depending on the temperature. We are suggesting that the first cover be completed on June first this year.

While it is still necessary to spray thoroughly, extremely careful coverage is not required. However, it is necessary that a sufficient deposit of DDT be built up to last long enough to kill the worms as they hatch from the eggs, which may run up to three weeks. On mature apple trees it will require three ounces of DDT per tree to maintain control. The amount of water used is not so important, and three gallons would be adequate if well distributed. At this rate, a pound of DDT would be sufficient to spray five apple trees or seven pear trees.

Some orchardists will want to add something for mite control to this first cover spray, but if no mites can be found in the orchard when the spray is applied, then it would not seem logical to add anything for their control. Mites are particular problems on violets, primroses, foxgloves and sometimes on roses and raspberries, and very often evergreen trees such as laurel and arbutus are damaged by them.

Most mite killers are a little dangerous to use, so control around the home garden is still a problem. There is a new material being put out in experimental quantities which is relatively non-poisonous to humans, which could be used with comparative safety. We have a few sample packages in the office and would be glad to give one to anyone calling for it.

One of the drawbacks to most mite killers is that they kill the mites but no other insects, making it necessary to add additional materials for the control of aphids, thrips, etc. The rose aphid, for instance, is now starting to work on the ends of the new shoots just below the rose buds which are forming. These should be killed off at once or they will weaken the opening buds. One tablespoon of leaf leaf 40 in two gallons of soapy water is the standard control for all forms of aphids. However, in the case of rose aphid you can obtain good control by spraying with DDT. In addition to killing the aphid you would obtain partial protection against the thrip which blasts the opening buds.

Auxiliary Plans Memorial Program

Final plans were made for Poppy Day sales and for Memorial day participation when the American Legion Auxiliary met May 15 with the president Mrs. Evelyn Kreisman presiding.

The customary covered-dish luncheon will be served by the group at the Pioneer building on Memorial Day for all patriotic organizations of Ashland.

Action was taken at the meeting on several issues, including approval of the proposed "children's bill."

Mrs. H. R. Jordan, who was in charge of the program, presented a group of musical numbers. Mrs. Shirley Berninghausen sang a delightful Swedish lullaby which has been handed down from mother to daughter for generations in her family. Mrs. Frank Laws, violinist, accompanied at the piano by Mrs. Roy Hartley, presented two beautiful selections.

At the close of the program the hostesses Mrs. Carrie O'Hara and Mrs. Anna Johnson served refreshments at a long table gay with yellow and white spring flowers.

and while you are spraying with DDT, if you have any peas, now would be a good time to spray them for the control of pea weevil. Most of our early planted peas are starting to bloom and that is the time to get on the first spray. This should be followed in about a week with a second spray, and, if carefully applied, that should give control of the pea weevil for the season.

Another disease which is very much in evidence now is peach leaf curl. Anyone who has trees affected with peach leaf curl will just have to become resigned to it, as there is no control for the disease at this stage. Control measures must be applied during the wintertime, preferably in December and January. Fixed copper sprays applied at that time will give control providing the spraying is done thoroughly.

Much quicker flowers can be obtained if plants are set out instead of planting seed. A few dozen annual flowering plants set out now will quickly come into bloom and produce a profusion of color for the rest of the summer. In setting out these plants they can be helped a lot if you will water them in with a little fertilizer solution. A tablespoon of ammonium sulfate or four tablespoons of complete fertilizer, such as Vigoro or More Crop, to a gallon of water, makes an excellent solution.

As each plant is set, a small amount of solution can be poured around the plant so that the roots are wet. This furnishes quickly available plant food directly to the roots and reduces the shock of transplanting. If bare-rooted plants are set, it is desirable to shade them from the direct rays of the sun for a few days until they renew their root systems.

Timely Topics

Spring weather has brought on a rash of school "ditch days," official or otherwise, making Lithia park a focal point for bus loads of picnicking boys and girls. Fresh sunburn advertises the swimming pools, and aching backs and blistered hands bear witness to sprouting lawns and gardens. Everywhere the sound of the lawn-mower and the sprinkler mingles with the call of birds. At long last it's springtime in Oregon.

Electioneering continued with unabated fervor up until Wednesday noon on the S.O.C. campus, where last week four aspirants for student offices failed to poll the required majority of votes. Two of the candidates for the presidency, Ardie Warren of Ashland and Joe Scallon of Roseburg were re-matched in the run-off, while a tie vote of 234 each caused Ralph Foster of Klamath Falls and Jack Bolton of Lakeview to continue the campaign for vice-presidency. Marvel Gage of Coos Bay and Diane Morey of Kirby face another election for secretary and Harlan Weaver of Coos Bay and Clifford Wolff of Medford try again for the office of treasurer.

Successful in their first contest for the 1950-51 terms were Jerry Bruce of Ashland, who was elected 2nd vice-president, Mary Farr of Coos Bay, Yell Queen, and representatives at large, Wendell Austin of Coos Bay, Rosemary Backus of Drain, Wes Lewis of Raymondville, Texas and Stan Smith of Ashland.

Music is literally in the air every evening with rehearsals in full swing preparatory to the summer season of parades and band concerts. Kilt pleats are being pressed and knees sandpapered by the local Scots, while Dr. Marcus Woods has issued his first call for city band rehearsal at the city hall on Thursday evening at 7:30.

A garden party long awaited by the Women's association of the Presbyterian church is scheduled for Thursday afternoon, May 25 from 2:30 to 5 o'clock in the gardens of Mrs. W. D. Jackson's home on Iowa street. This is the first in a series of silver teas which are being planned for the summer months by the Presbyterian group and a welcome is extended to all women of the community.

Among the first summer tourists taking the coastwise trip to Alaska are Mr. and Mrs. P. R. Hardy, Mr. and Mrs. Chase Gardner, Dr. and Mrs. Harvey Woods and Mr. and Mrs. Dom Provost all of Ashland who sailed last week from Seattle.

Briscoe Landscaping Bid Called Again

At a special meeting of the school board Monday at 5 p.m. it was decided to issue a new call for bids on the front area of the Briscoe grounds.

All bids had been rejected on the former call. Present plans call for the installation along the front of the school with the wings to be taken care of at a later date.

WITH THE Organizations

American Association of University Women. 2nd Wednesday, 7:30 p.m.

American Legion. 2nd and 4th Tuesdays, 7:30 p.m. Pioneer Building.

American Legion Auxiliary. 1st and 3rd Mondays, 7:30 p.m. Pioneer Building.

Ashland Lodge No. 23. A.F. and A.M. 4th Thursdays, 7:30 p.m. Masonic Temple.

Ashland Study Club. Alternate Mondays, 2 p.m.

B.P.O.E. No. 944. Wednesdays 8 p.m. Elks Hall.

B.P.O.E. Ladies. 2nd and 4th Thursdays, 2 p.m. Elks Hall.

Boy Scouts of America. Mondays, 7:30 p.m. Y.M.C.A.

Campfire Girls. Tuesdays, 4 p.m. Junior High and Lincoln Schools.

Chamber of Commerce. Tuesday noon luncheon. Elks Dining Room.

Daughters of the American Revolution. 3rd Friday, 1:30 p.m.

Daughters of Union Veterans. 4th Wednesday, 2 p.m. Parish House.

Fortnightly Study Club. Alternate Mondays, 7:30 p.m.

Home Extension Unit. 2nd Tuesday, 10:30 a.m. Civic Club House.

Hilltop Temple. A.A.O.N.M.S. 1st Friday, 8 p.m. Masonic Temple.

Independent Order of Odd Fellows. Thursdays, 7:30 p.m. I.O.O.F. Hall.

Jobs Daughters. 2nd and 4th Malta Commandery No. 4. Knights Templar, 1st and 3rd Wednesdays, 8 p.m. Masonic Temple.

Lions Club. Tuesdays, 6:30 p.m. Elks Dining Room.

Ministerial Association. Monday 1 p.m.

Neighbors of Woodcraft. 1st and 3rd Monday, 7:30 p.m. I.O.O.F. Hall.

Order of Eastern Star. (Alpha Chapter) 1st and 3rd Tuesday, 8 p.m. Masonic Temple.

P.E.O. (AC) 2nd and 4th Tuesdays, 7:30 p.m.

Order of Eastern Star. (Alpha Chapter) 2nd and 4th Tuesday, 2 p.m. Masonic Temple.

Parent Teacher Association. 4th Thursday, 8 p.m. Junior High School.

P.E.O. (BN) 1st and 3rd Thursdays, 7:30 p.m.

Rebekah. 2nd and 4th Tuesdays 7:30 p.m. I.O.O.F. Hall.

Royal Neighbors of America. 1st and 3rd Wednesdays, 8 p.m.

Kiwanis Club. Monday luncheon 12 noon. Elks Dining Room.

Independent Order of Odd Fellows. Thursdays, 7:30 p.m. I.O.O.F. Hall.

Jobs Daughters. 2nd and 4th Malta Commandery No. 4. Knights Templar, 1st and 3rd Wednesdays, 8 p.m. Masonic Temple.

Lions Club. Tuesdays, 6:30 p.m. Elks Dining Room.

Ministerial Association. Monday 1 p.m.

Neighbors of Woodcraft. 1st and 3rd Monday, 7:30 p.m. I.O.O.F. Hall.

Order of Eastern Star. (Alpha Chapter) 1st and 3rd Tuesday, 8 p.m. Masonic Temple.

P.E.O. (AC) 2nd and 4th Tuesdays, 7:30 p.m.

Order of Eastern Star. (Alpha Chapter) 2nd and 4th Tuesday, 2 p.m. Masonic Temple.

Parent Teacher Association. 4th Thursday, 8 p.m. Junior High School.

P.E.O. (BN) 1st and 3rd Thursdays, 7:30 p.m.

Rebekah. 2nd and 4th Tuesdays 7:30 p.m. I.O.O.F. Hall.

Royal Neighbors of America. 1st and 3rd Wednesdays, 8 p.m.

Kiwanis Club. Monday luncheon 12 noon. Elks Dining Room.

I.O.O.F. Hall.

Royal Arch Masons (Siskiyou Chapter) 1st and 3rd Wednesdays 8 p.m. Masonic Temple.

Soroptimists Club. Friday noon luncheon. Elks Dining Room.

Rotary Club. Thursday noon luncheon.

Republican Women Club. 3rd Sat. 2:30 p.m., Lithia Hotel.

Toastmasters Club. Monday 6:15 p.m. Lithia Hotel.

Toastmistresses. Tuesday, 7:30 p.m. Plaza Cafe.

Womens Benefit Association. 2nd Thursday, 2 p.m.

Womens Civic Club (Juniors) 3rd Wednesday, 8 p.m. Civic Club House.

Womens Civic Club. 1st Wednesday 12:30 luncheon. Civic Club House.

W.C.T.U. 4th Thursday, 2 p.m.

V.F.W. Ladies Auxiliary. 2nd and 4th Mondays. 8 p.m. Civic Club House.

Y.M.C.A. 3rd Monday. Y.M.C.A. Building.

Veterans of Foreign Wars. Post 3423. 2nd and 4th Mondays, 8 p.m. Civic Club House.

Womens Relief Corps. 1st and 3rd Saturdays, 12 lunch.

when you drive
your car on the highways

Be SURE . . .

and drive it to our place for a complete check-up and let us make those minor repairs so that you will

Be SAFE . . .

all during your trip and avoid having a roadside breakdown. You will happy and

Be SATISFIED . . .

with the performance of your car even though you may drive it many miles.

CLYDE N. CATON
GARAGE

(Siskiyou Boulevard and Indiana Street)
AT THE KLAMATH JUNCTION

Business Directory

Walter Redford, Realtor

Ranches — Farms — Homes
Business Property

Jess Kidwell,

Telephone 3552

38 East Main
Business Phone 7866

Ashland, Oregon
Res. Phone 3178

Ashland Machine Shop

ROBERT C. PITTS

MACHINE WORK
WELDING

Saw Mills — Trucks
Industrial Equipment

53 Second St. Phone 4771
(If no answer call 2-2816)

Pioneer Glass and Cabinet Shop

Made to Measure Screen Doors
and Windows—Glass Grinding

EXPERT CABINET WORK

Windows — Doors — Auto Glass

Telephone 2-2961

137 North Pioneer

Ashland

Commercial Finance Corp.

Loans on

Furniture Automobile Livestock
Salary

75 Oak St. Tel. 2-5111 Ashland
M-374-Lic-S-296

KNOX SHOE REPAIR

Craftsmanship plus Top Quality Materials
All Kinds of Polish—Shoe Accessories

"While You Wait Service"

45 East Main

Ashland

DR. E. N. TERRILL

CHIROPRACTIC CLINIC

308 N. Main

Phone 4371

Southern Oregon News Review

OFFICE SUPPLIES • STATIONERY
PRINTING WITH A PERSONALITY

38 E. MAIN

PHONE 8561

NEW LOCATION

Dr. Robert J. Urie
OPTOMETRIST

75 OAK STREET
ASHLAND, OREGON
(Across from Ashland Hotel)

PHONE:
2-6886

HOURS:
9 to 5:30