

Jackson County's Wireless 'Party' Line Provides Public With Prompt Action In Any Emergency At All Hours

Simpson Family Voice of SOCTFA 'Roxy' Radio Net

Fires, Broken Bones All in Day's Work

(Editor's note: This story of Jackson county's unique privately-owned radio network was written by Arthur W. Priaulx, public relations director of the West Coast Lumbermen's association, for The Mail Tribune and the Portland Oregonian. It also appears today in the Sunday Oregonian Northwest Magazine.)

By ARTHUR W. PRIAULX

"There's hell to pay on Elk creek." The voice was urgent and vibrant. It came booming out of short wave radio receivers all over Jackson county, from the cabs of logger's pickups, from fire warden's cars, and from land stations.

"Some dirty pyro has set a lot of fires. You loggers near Prospect. Get every man and every piece of equipment on those blazes, but fast. This is Roxy, KOB-320."

"Roxy says to get going. Come on you guys." Loggers poured out of the woods near Prospect, high in the mountainous east end of the county. Pumper trucks converged on the incendiary-made hell hole. Trucks lumbered to the area loaded with bulldozers and fire fighting equipment.

Roxy Takes Charge
From Medford, 75 miles away, Roxy took charge. For 24 tireless hours, the powerful voice of "Doc" Simpson and the quiet but effective voice of Mrs. "Doc" Simpson never faltered. What Roxy ordered was done as a dozen mobile short wave transmitters around the fire kept the nerve center informed.

By morning the 300 loggers had the fires under control, by night they were safely trailed, with a loss of only 300 acres.

It was a miracle, no less, for August 15 of last year was one of the dirtiest possible days for a fire to get underway in Jackson county, or anywhere else in Oregon, for that matter.

Roxy sort of specializes in miracles, big and little. Maybe the dispatching of loggers was a bit irregular and unorthodox, but about everything Roxy does is off the beaten path, unpredictable, exciting and colorful.

Roxy is one of America's remarkable industrial short wave radio networks. Although only two years old, it has already saved more lives, helped on more forest fires, saved more fires from spreading by getting instant action, and done more "civic" jobs than even its most enthusiastic sponsors ever dreamed.

Wireless "Party Line"

It is in truth Jackson county's wireless party line. It is owned equally by 23 Jackson county lumber and logging companies, but the general public uses the party line network almost as much as the owners.

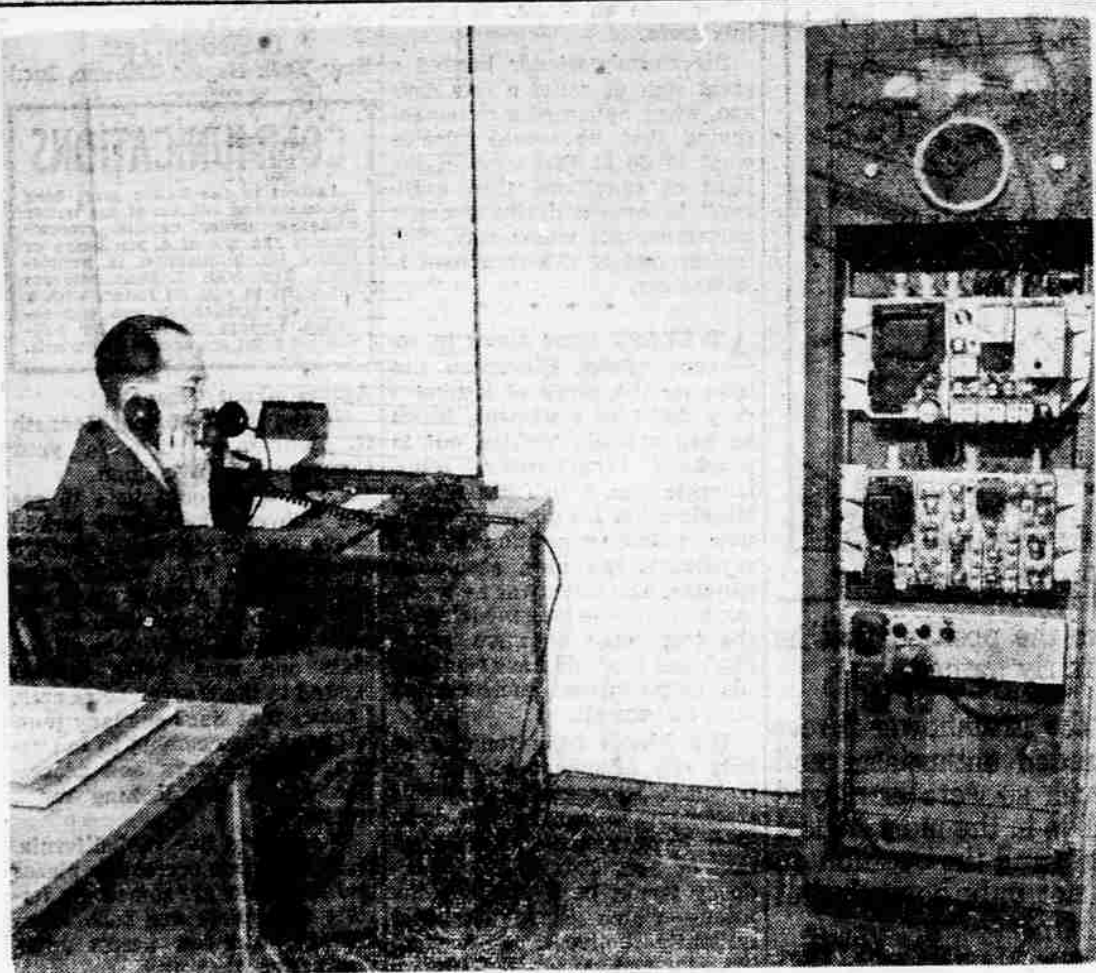
Like the time when Eric Allen, Jr., Medford Mail-Tribune's city editor, sensed disaster as three Trailway buses loaded with school children headed out from Medford for Prineville for a football game and dropped out of sight, lost in the snowy wilderness that is Crater Lake park in the winter months. "Doc" Simpson was called on for help. Roxy went into action. Mobile 71 at Red Bluff Lumber company was ordered into action. The buses were found snowbound, and mobile units operated by Steve Wilson, E. E. McGrew, and Elk Lumber company were ordered on the "alert," until state snowplows finally worked their way to the Diamond Lake-Crater Lake highway junction. The students were cold, but otherwise suffered no ill effects.

The times when lives have been saved by prompt action of Roxy are numberless. Gib Bonney, of Kogap Lumber company, reported one night over his Mobile 46 that the lone occupant of a wrecked car on Dead Indian creek four miles out of Ashland appeared to be in bad shape and asked for an ambulance. Bonney stood by giving first aid until help arrived.

Finds Blood Donors

Another time blood donors were needed for a seriously ill lumber worker's wife and Roxy made the plea with astonishing results.

A man offered to sell five tires and trailer wheels to Steve Wilson, a logger, who promptly reported same over his Mobile 105. "Doc" Simpson notified grateful state police, and armed with license number they pick-



BUSY MAN—Lewis L. "Doc" Simpson, secretary manager of the Southern Oregon Conservation and Tree Farm association, is the man behind the successful operation of "Roxy," SOCTFA's county-wide radio network. Simpson is pictured above relaying a telephone message, by way of "Roxy," to a logging operation in the field.—(Brainard photo.)



"RADIOINIST" FAMILY—Pictured above are members of the Lewis L. Simpson family, who are responsible for keeping Southern Oregon Conservation and Tree Farm association's "Roxy" radio network on the air 24 hours a day. Left to right they are Mrs. Simpson, Simpson, Judy, Susan, and seated in front, Ferris.—(Brainard photo.)



"CALLING ROXY"—Bob Reynolds, mike in hand, is shown using one of Southern Oregon Conservation and Tree Farm association's mobile units to get in touch with "Roxy" headquarters in Medford. Driver of the truck is E. R. Cox, of E. R. Cox Logging company.—(Brainard photo.)

er up the suspect and his companion in less than two hours. They had been trying for days to locate the men without success.

So dependent have the people of Jackson county become upon this astounding "public service" radio network, that they use it freely and without question. On June 18 Mobile 36 reported a neighbor woman sent a note that her husband was beating her, had knocked some teeth out and was offering to kill her. Roxy kindly notified the sheriff's office.

Logger Bailey had just installed Mobile 5 in his car and his first act averted a possible tragedy. He reported a string of freight cars had run loose in the Medford yards, gone through a derail switch, and were blocking the Southern Pacific mainline. "Doc" Simpson in Mobile 1, on his way home, drove to the railroad station and a switch engine promptly went into action.

Radio network Roxy is an outgrowth of the Southern Oregon Conservation and Tree Farm association, of which Lewis L. "Doc" Simpson, long-time forest service and industry forester, is secretary-manager. While sponsored by the tree farm group, actual ownership rests in the 23 lumber and logging companies which own equal shares of the industrial radio system.

Privately Owned Setup
Roxy-KOB-320 — is the main land station and the master control headquarters for the \$40,000 setup which is completely pri-

vately owned and has no federal or state funds involved. The transmitter is located atop Roxy Anne, from which the unique network takes its name. It was organized in 1949, and applied for a license in 1950.

The network has grown like topsy. It includes 60 Motorola units in operation in the field in cars, pickups and trucks, and two portable sets at logging camps and a remote control at the Simpson home. All car and truck sets are powered from batteries installed in the equipment.

While the network is licensed under its operating permit to handle 100 mobile and remote units, "Doc" Simpson believes the maximum efficiency will limit field sets to probably 75 or 80. All mobile units can send and receive and the powerful little Roxy reaches every isolated corner of settled or wilderness Jackson county and into Josephine county.

So successful has Roxy network been in fire prevention and in general public service work, that a number of tree farm member companies in Josephine county opened up their own radio network, a facsimile of Roxy, on May 1 with between 20 and 30 mobile units. This will relieve Roxy of considerable load.

Simpson Family Story

The real story of Roxy is the story of the Simpson family, for Roxy is a 24-hour a day operation and is never silent, always ready for any emergency.

When Simpson leaves the Southern Oregon Conservation and Tree Farm offices in the Goldy building in downtown Medford, he switches control to a remote set in his home. As soon as he gets to his car his own mobile No. 1 is cut in.

Martha Simpson, tall blonde wife of "Doc," mother of four children, is a dominant part of this family success story. She gives the feminine touch to Roxy's amazing public service work. A licensed operator since Roxy went on the air, she handles dispatching, trouble shooting, service work for member firms, with all the speed and efficiency of an airport control tower operator.

If Mobile 50 sends in a rush order at midnight for a special truck part for a piece of equipment immobilized by breakdown, Martha Simpson knows just who to contact to get immediate action. A finger-tip control telephone directory of day and night numbers insures results, especially when the demand comes from Roxy. She may even hold the mobile set on the air until she makes her telephone contact and assures immediate action.

The magic of the Roxy name is nothing short of astounding. In an automotive parts store, or a machinery supply depot, a call from Roxy gets top priority.

Has Lots of Help

But, Martha Simpson has plenty of help in her own radio-minded family. Ferris, who won't be 13 until August, has been a licensed operator, third class, since October, 1950. Typical boy he knows the inside and outside of the business and is as efficient as dad or mom.

Not to be outdone by big brother, nine-year-old Martha Ruth will get her license this summer to become one of the youngest licensed radio operators in America. No secret in Jackson county, where the Simpson family is something of an institution and the pride of the logging and lumber fraternity, is the fact that Martha Ruth has been taking her turn on the radio for many months when mom gets tied up with details of raising two other blue-eyed daughters, and when brother Ferris is getting in a few licks at baseball. Even five-year-old Susan has to be watched to keep her from trying to operate the system.

When you land in the middle of the Simpson family after the master station has switched control to the Simpson residence remote station at 801 King street, Medford, you live, eat and breathe radio. It's the "radio-ness" family you ever encountered, part of their life, and part of the life of all Jackson county.

When Mobile 75 called in to say that a small child was suffering from a severe appendicitis attack, Martha Ruth was right at the radio to see what she could do and much relieved when Dr. Fonn at Murphy, up in Josephine county, took charge. Mobile 75 followed through and rushed the little girl to the Josephine General hospital at Grants Pass. Another example of Roxy's influence in community welfare.

Dry Ice Used To Halt Insects for Pictures

Ithaca, N. Y.—(U.P.)—Scientists have found a new use for dry ice.

It's being used to make insects stand still long enough to have their pictures taken.

After much experimentation, the Cornell University visual aids laboratory discovered that dry ice "slowed down" an insect sufficiently for close-up pictures without killing it in the process.

That's all to the good of farmers and fruit growers troubled by insect pests.

"When they see what they are fighting they can do a better job of insect control and do it more cheaply, too," said Prof. A. A. LaPlante.

TRAFFIC TOO TOUGH

Naugatuck, Conn.—(U.P.)—Police got tired of dodging traffic. For protection against careless drivers, the city installed a booth on the curb at a busy intersection. Instead of standing in the middle of the street, the officer on duty stays in the booth to direct traffic.

Ties Industry Together

Roxy has tied together the sprawling lumber and logging industry of Jackson county. Almost from the first day the operation of companies has been outstanding. Invariably, when a fire is reported to the office, other mobiles hear the call and volunteer men and equipment without hesitation.

So rapid has been the action on fires as the result of Roxy's fast communications contact that all fires were held to a minimum acreage even during 1951, which was the worst fire season ever experienced.

Loggers and state and federal fire fighters are working together with a teamwork that is encouraging, for Roxy pitches in and helps, whether a fire breaks out on forest service, private or state land, and dispatches loggers to these blazes with a speed and efficiency that makes old timers blink their eyes in amazement.

If you're in trouble in Jackson county, and you need help mightily badly, the word is—"Call Doc Simpson." Whether it's a broken leg, a bad highway accident, a lost child, a forest fire or mother-in-law trouble, chances are good that Roxy can help.

Patent Sought for Atomic Energy Use in Welding

Cleveland, O.—(U.P.)—George Woodling, graduate engineer, lawyer, author and politician is seeking a patent covering a process whereby atomic energy is to be used in welding.

Woodling, who holds an engineering degree from Purdue and finished law here at Western Reserve, explained that "I want to see this new form of energy used for the good of humanity, rather than for killing."

Besides being a partner in a law patent office, Woodling holds 60 other patents, has written a textbook on the subject for engineers and has sought political office.

Prefers Direct Use

His latest idea, he believes, "is the first to make direct use of atomic energy. So far, scientists have talked only of using it indirectly. They use the heat generated by nuclear reaction for instance, to generate steam and then power."

Woodling believes the intense heat generated by atomic energy has been the chief obstacle to developing the new power source.

The patent Woodling seeks would make use of the heat directly for welding and for melting metal into ingots or making it ready for casting.

Has Many Uses

Woodling has submitted drawings of proposed application of atomic energy which generated for welding studs to heavy steel plates in shipbuilding, for example.

Another phase of the patent covers a cupola, or crucible, for

Heart Massaging Saves Patients

Chicago—(U.P.)—Prompt heart massage saves six of every seven patients in cases of sudden heart stoppage in the operating room, according to a specialist.

Dr. Frank Cole, chief of anesthesiology at the Lincoln, Neb., Veterans hospital, outlined the technique in an article in the Journal of the American Medical Association.

"Cardiac massage is a life-saving maneuver," he said. "It can be performed by any surgeon; it can be started in one minute and it requires no apparatus foreign to the operating room."

He said sudden heart stoppage occurs most commonly during anesthesia and surgery and can happen to anyone. Cole reported on 322 cases of cardiac arrest, in all of which artificial circulation was instituted by massaging the heart.

In the most recent cases reported, in which massage was begun within five minutes after the heart stopped beating, 40 of 47 patients survived.

"It may be said," Cole remarked, "that almost invariably a patient who survives cardiac arrest recovers completely."

To massage the heart the surgeon must open the chest cavity and manipulate it with his hand.

After laundering, pull vertical tucks taut and iron them, lengthwise. For horizontal tucks, start with the top one and work down towards the bottom.

melting iron or steel to make castings or ingots.

Admitting the whole business is complicated, Woodling insists that "it's use as a new source of power is coming in our life time... we'd better begin to learn everything we can about atomic energy."

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FOURTY-NINTH SEMI-ANNUAL STATEMENT MEDFORD, OREGON • JUNE 30, 1952

Statement of Condition

ASSETS

First Mortgage Loans	\$1,709,171.60
Properties Sold on Contract	416.05
Investments and Securities	166,548.01
Cash on Hand and in Banks	187,274.96
Furniture, Fixtures and Equipment, Less Depreciation	3,255.26
TOTAL ASSETS	\$2,066,665.88

LIABILITIES

Members' Share Accounts	\$1,850,437.32
Undistributed Dividends	24,401.40
Loans in Process	91,523.75
Other Liabilities	669.45
Specific Reserves	5,654.50
General Reserves and Undivided Profits	93,979.46
TOTAL LIABILITIES	\$2,066,665.88

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