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TO TRADE—White cedar fence posts for young dairy type heifer, milking now or to freshen soon. Lloyd F. Silva, 287 Union Avenue, Grants Pass, Oregon. Phone GR 6-3641.

FOR SALE—Medium size CARCO log ging Arch with traction wheels and redwood boom. Will consider late model pickup, or equity in late model diesel logging truck or tractor. Lloyd F. Silva, 287 Union Avenue, Grants Pass, Oregon.

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50 sq. painted shakes with under-course, \$13.50 per sq. 6000 ft. of Oak flooring, 4 x 4 cedar posts 40c each and up. 1 x 6 V-rustic cedar \$50 per M. Free delivery. Phone 3-2828.

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FOR SALE—Bundles of old newspapers 20c each. Medford Mail Tribune Office.

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Printer Guards Secret From Financial World 17 Days

Chicago — (U.P.) — A Chicago printer for 17 days safe-guarded a secret the financial world had been waiting for years to learn. Paul C. Clovis, president of the Twentieth Century Press, revealed how his firm kept secret the verdict that recently cleared the du Pont company of anti-trust charges.

The story began a year ago when du Pont sent two men from its Wilmington, Del., headquarters to canvass Chicago for a trustworthy printer.

"When we were finally chosen," said Clovis, "we blocked off part of the plant to handle the work and detached the production manager, Clarence Ogren, to be in charge of the project."

Ogren spent the better part of his time during the next 12 months on the project, acting as liaison between du Pont, General Motors, and U.S. Rubber Co., the three principal defendants, and the U.S. government.

"He never missed a deadline," said Clovis. "We would receive the court reporter's record of the proceedings from the morning session at about 3 p.m. We would rush them to the shop and have copies set, bound and printed by 9 that evening."

18 Tons of Paper
"Just about the time we were through with the morning session's notes, those from the afternoon session would be released and they would be ready for distribution to interested parties by midnight."

This hurried schedule, Clovis said, was maintained throughout the trial which began Nov. 18, 1952, and ended Dec. 21, 1953.

Clovis said the total number of pages, including proofs and final printings, numbered 1,600,000, and involved more than 18 tons of paper.



EASY COME, EASY GO—Air Force Capt. Cullen W. Irish II and his wife, Dese, are all smiles at press conference in San Francisco as they tell how they won the right to give away \$50,000 to charities in a drawing sponsored by the Auto-Lite Co. Capt. Irish, who is en route to Japan to serve as an intelligence officer, donated \$25,000 to two orphanages there.

Early-Day Explorers Live in Names Given Oregon Flora, Fauna

Corvallis—Lewis and Clark and other early explorers to the Oregon country have been commemorated by having plants and animals named after them.

Dr. Kenneth Gordon, Oregon State college zoology professor, takes an avid interest in the historical names used in taxonomy. Taxonomy is the naming and cubbyholing of plants and animals in scientific classifications.

Lewis and Clark and other early explorers collected natural history specimens on expeditions and sent them to museums and scientists for identification. The scientists often named the plants and animals after the finder.

Birds Named
In the animal kingdom, the Lewis Woodpecker and the Clark nutcracker which is found high in the mountains near Crater lake were named after the explorer team.

Lewisia, the bitterroot found in the Bitterroot mountains in Montana, was named after Lewis. Two subspecies of salmon—Lewisi and Clarkii—were also named for the two great explorers.

David Douglas, an Englishman who visited Oregon in the 1830's, probably should be one of the best remembered persons in Oregon. He's the namesake of Douglas fir. This Englishman was also remembered for having the Douglas pine squirrel dubbed for him.

John C. Fremont, an army officer who headed a government expedition into the Rockies, Oregon and California in the 1840's, is commemorated by Fremont's pine squirrel. Nathaniel Wyeth came from Boston in the early 1830's to establish a salmon at Astoria. Named for him was Wyethia sunflower.

Naturalist Honored
Naturalist Thomas Nuttall, botanist with Wyeth, had the common Oregon dogwood, cornus nuttallii, designated for him, and the Townsend chipmunk was named for his companion. Captain Vancouver, who headed the British vessel Discovery, has a marmot, or a woodchuck, to his credit.

In the days of Catherine the Great, Naturalist Georg Steller accompanied a Russian expedition which was exploring Siberia. The vessel stopped briefly on an Alaskan island. He's remembered for the Steller sea cow and Steller's Jay.

A rare so-called weeping spruce in the Siskiyou mountains in California is known as picea Breweriana. It was named for William H. Brewer, chief field assistant of the geological survey of California.

Discussion Slated By Soil District On Plans for '55

Plans for 1955 and progress reports on last year will be made Thursday night at 8 o'clock in the Central Point Grange hall during the annual meeting of the Rogue Soil Conservation district, according to Don Minear, chairman of the board of supervisors.

Jack Wood, supervisor of the Rogue River National forest, will be the main speaker and will talk on "Forests and Water Management."

Miner to Speak
The program will also include the chairman's address by Minear; annual progress report by Clem Ault, district SCS technician, and a report on progress and results of soil fertility by County Agent W. B. Tucker.

A supervisor will also be elected to fill the expired term of Delmar Smith, Central Point.

Minear stated that the meeting "should be of interest to all farmers and businessmen in the district. The district is spearheading protective soil and water management in the area," he added.

The district's work has a direct bearing on maintenance of the productive level of soils, flood prevention and erosion control, the chairman stated.

Project Discussion
Projects such as several completed creek channel and bank stabilizations will be discussed at the meeting.

Entertainment will feature piano and vocal numbers by Miss Katherine Gott, Medford. A motion picture will be shown by L. V. Davenport, SCS official from Grants Pass.

Kathryn Heffernan and Delmar Smith are arranging for refreshments.

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The PRINTED MESSAGE is the one that LIVES!

It didn't matter what had become of that original piece of crude paper upon which A. Lincoln had written the message that began: "Fourscore and seven years ago..." Sensing the impermanence of spoken words, Lincoln himself declared:

"The world will little note nor long remember what we say here..." But his words were caught and preserved for all time by the newspaper presses of the nation.

Nor did it matter that the singing words of Homer, his Iliad and Odyssey, were spoken from memory, for there were scribes who wrote them down and kept them fresh and living for all mankind.

Yes, the written message, and chiefly the printed message, is the one that lives. But more than that, the written message is tangible as well as permanent. You can return again and again to it, clip it out, pass it on to others.

Without wishing to profane Lincoln's glorious words, or the ancient classics, The Mail Tribune asks you to consider the proposition that the written message is the one that lives in terms of advertising.

The printed page, rich in detail, exact in its message, can be studied by the reader... not fifteen seconds, not a minute—but for an hour if the reader so wishes... referred to the following day... week... month.

But, more importantly, from the psychological point of view, the printed advertisement is a message read willingly. When Mrs. Smith sits down with her Mail Tribune she is asking to be sold; she wants to know about the new cake mix. And Mr. Brown wants to study the features of the new cars.

The MAIL TRIBUNE wishes to remind merchants and businessmen of the basic wisdom of building your advertising promotion around VISUAL PRINTED media. In other words, if you want your advertising message to WORK and to LAST, put it in PRINT—FIRST!

Adaptation courtesy NEWS WEEK Magazine

Feedbag Fashion



Use a 100-lb. feedbag or a gay remnant—but be sure to make this K.P. expert. You'll be glad you did! It's sew-simple (see diagram) and it's your best friend in the kitchen. Nonslip straps plenty of cover-up. Make several!

Pattern 9252: Misses' Sizes Small (14, 16); Medium (18, 20). All given sizes, 100-lb. feedbag or 1 1/2 yards 39-inch fabric.

This easy-to-use pattern gives perfect fit. Complete, illustrated Sew Chart shows you every step. Send THIRTY-FIVE CENTS in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Medford Mail Tribune Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

SCIENCE AT WORK

New York — (U.P.) — In case man refrains from destroying his world with atomic bombs, his world will become a place so wonderful as to bug the eyes of its present inhabitants.

Dr. David Dietz, veteran and widely known writer on science puts the alternatives on an "either this" or "either that" basis in a fascinating book, "Atomic Science, Bombs and Power." (Dodd, Mead).

If not at this instant, then soon the nations of the earth will have the atomic might to destroy everything. "Mankind is at the crossroads," said Dietz, going on to the wonders of atomic power as opposed to atomic destruction.

All civilizations have been based upon power. The ancient ones got theirs from the strong backs of slaves, and the present one began its ascendancy with the steam engine.

But the current method of deriving power from the atom is most inefficiency. Dietz feels this method is only the beginning, and he indicates the historic of the end with this remark:

To Mine Oceans
"If all the atoms in a kilogram (2.2 pounds) of any substance in the world could be completely converted into energy, it would release 25,000,000,000 kilowatts hours of energy. This would be the equivalent of all the electricity generated in the United States in an average two months."

As the methods of releasing and utilizing the power of the atom become more and more efficient, "cheaper atomic power will mean cheaper costs of production for industry. This, in turn, will mean more plentiful production. It will also mean new types of production. Processes now commercially impossible because of the cost in electric power or heat, would be possible. There is certain to be a vast increase in the use of automatic machinery, thus enlarging the available amount of leisure for mankind. Perhaps the day will come when the idea of the 40-hour week will seem utterly fantastic."

Atomic power will permit man to get easily at an all but inexhaustible reservoir of raw materials — the oceans. Dietz saw man "mining" the waters for iron, copper, aluminum, tin, silver, gold, platinum and other minerals. Those substances are all in the seas, only man cannot now extract them in sufficient amounts at low enough costs to make the effort worthwhile.

Water for Deserts
This "mining" would produce vast quantities of distilled water as a waste product, only it would not be waste because it could be piped from seacoasts to interior deserts and there used to make deserts bloom.

Dietz thought the atom could produce such an abundance of cheap power that man could some day send enough heat into the atmosphere to control the weather and in that day "no baseball game will be called on account of rain, no airplane will be pass an airport because of fog. No city will experience a winter traffic jam because of heavy snow. Summer resorts will be able to guarantee the weather, and artificial suns will make it as easy to grow corn and potatoes indoors as on the farm."

That way he saw affairs as of today is that "two lights shine upon the horizon of civilization." The big question is, "which light will prevail?" If the destructive light is dimmed and extinguished by the constructive one, "a plentiful supply of power and an

Baby Quilt



See how fast baby goes to sleep with all these animal friends for company. Embroider this quilt that's a circus, farm, zoo — all in one. So easy, thrifty!

Pattern 7209: Animal quilt! Embroidery motifs, applique patches, diagrams, 32x44 inches. Send TWENTY-FIVE CENTS in coins for this pattern — add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune Household Arts Dept., P.O. Box 168, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS AND PATTERN NUMBER.

WONDERFUL is the word — for our NEW Alice Brooks Needlecraft Catalog for 1955. Exciting, enchanting — our new designs are all that — and even more! Send 25 cents for your copy of this terrific catalog — NOW. You'll want to order every wonderful design in it!

Two Ashland Youths Arraigned in Court

Two Ashland youths, ages 16 and 19, have been arraigned in district court on a burglary not in a dwelling count and were bound over to the grand jury, according to court records.

The youngest was ordered transferred to the juvenile court and both were committed in lieu of \$1,500 bail. Richard Lee Booth, 148 Ohio st., Ashland, was the 19-year-old.

The complaint charged them with entering the Variety theater on Dec. 29 in Ashland by use of a pass key. No other information was cited in the complaint.

equally plentiful supply of raw material should bring an era in which the world is no longer divided into the 'have' and 'have-not' nations. The causes of war ought to disappear forever. The Era of Atomic Energy may well become the Era of Lasting Peace."

Dietz is science editor of the Scripps-Howard Newspapers and a lecturer in general science at Western Reserve University, Cleveland. He was one of the founders and first president of the National Association of Science Writers.

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