

Claude Haggard's Electric Safety Talk Due Friday

Claude C. Haggard, director of safety for the California-Oregon Power Co., will make sparks fly at Southern Oregon college on Friday, March 25, to demonstrate safe handling of electricity, which has become an increasingly important household medium and now plays such a big part in our everyday lives.

His demonstration will be given at the child safety conference all day there.

Haggard has received national recognition for his investigations into the effects of electric shock. His work has been aimed at further reducing hazards. Thanks to safety precautions taken by power companies, total number of deaths from this cause in the United States is limited to less than one per cent of the approximate 90,000 accidental deaths annually.

Four Death Causes

There are four general causes of death from electric shock, Haggard has pointed out; severe burning and damage to vital organs, stopping of breathing, disturbing the rhythm of the heart, and by indirect methods in which a mild shock may cause a person to become unbalanced and fall to his death. One of several demonstrations will be to show how a child flying a kite may be seriously injured if the kite comes in contact with a power line.

Haggard's demonstration at Child Safety Conference is scheduled for 1:30 p.m. following the luncheon. The conference will begin at 9 a.m. Friday with registration in the administration building at Southern Oregon college and will continue throughout the day and evening.

Other prominent speakers on the program are Dr. Harry F. Dietrich of Beverly Hills, Lawrence Beauchamp of Camas, Wash., and H. W. Heidenreich of Medford.

They'll Do It Every Time

By Jimmy Hatlo



Poles and Poultry . . . One of the most cheering newspaper pictures that these old eyes have looked at in many a day simply shows Mr. and Mrs. John Cornwell of Lacombe, Linn county, Oregon, and a plain pole of their new poultry house all together.

They look happy indeed, and they should, for with home-grown poles and shakes they have built themselves a poultry building 1,600 feet square equipped to house 400 hens, at a money outlay of less than \$600.

The picture appears in that fine journal, "The Oregon Farmer," with an article that states the Cornwells could not have made a start with poultry this year, had it not been for materials, plans, and "do-it-ourselves" ability to employ pole-frame construction with some good technical assistance and neighborly aid.

Oregon State College Agricultural Engineer L. W. Bonnicksen was the technician who lent a hand, and neighbors who wanted to see pole-frame construction in the raw turned out to help string the rafters.

The Home Treatment . . . No pole for a building that OSC engineers have anything to do with is going to escape some brand of preservative treatment. They prefer the pressure treatment, of course. But in cases where it is built at bedrock cost or not at all, they will cooperate in a home brew deal. Engineer Bonnicksen and the Cornwells rigged up a double-barrel treating unit, sunk in the ground. There the poles were penta-soaked.

A minimum grade of siding was nailed on the 2x8 inch Douglas fir rafters, under the "right use of the right grade in the right place" recommendations of the West Coast Lumbermen's association. Other lumber and shakes were salvaged from an ancient barn of the pioneers.

Part of the Cornwell's ten-acre farm is given to the growing of 2000 planted Douglas fir seedlings for the Christmas tree market. They are in three-foot check rows for easy cultivation.

Pole Silo . . . The "Washington Farmer" also has a pole-frame building story in its current issue. It tells of a pole-type surface silo 20 feet wide which costs about \$12 per lineal foot to build or from \$6 to \$7 per ton capacity. A silo of this type, built on Purdue University specifications with construction taking four working days for three men, would thus cost from \$1200 to \$1400.

The job begins with trenching, tiling and pouring of concrete for silo floor and drainage, with holes provided for the pole framing. Each pole is ten feet in length, with six-inch top, and pressure treated. Treated planks with tongue and groove provide the walls.

Size of silo is figured on a basis of silage stacked from five to six feet high, then the width for each cow or steer. Then the length of the silo is calculated on the number of feeding days per season.

For self-feeding a pole is placed across the top of the silo, with a gate hung by chain or heavy wire.

Plans may be secured from Purdue University, Lafayette, Ind., for 25 cents.

Gas Explosion Kills Italian Coal Miners

Morgano, Italy—(U.P.)—A gas explosion ripped through a coal mine near this hilltop village 50 miles north of Rome today.

Authorities at the scene estimated 22 persons were killed, 16 injured and three missing. The explosion, the worst since a blast in the Ribolla coal mine killed 42 last May, brought death to nearly every family in this village of 400 persons.

Crying women and grim men kneeled or stood with bowed heads at the entrance of the mine as more than 100 police and scores of miners and volunteers dug for survivors and the bodies of the dead.

The blast took place at about 6:15 a.m. when workers of the second night shift were about to leave the pit. Miners descending into the mine to replace them brought out the first news of the disaster.

RESCUED FROM GIRDER

Detroit — (U.P.) — Jean Claude Simard, 23, was rescued from a girder 80 feet above the traffic level of the Ambassador bridge between Detroit and Windsor, Ont. Simard was booked for illegal entry into the United States.

Stop...

Go Refreshed with vigorous Canterbury TEA

Relax with a cup of Canterbury! Notice that golden-amber color—sunshine in a cup! Taste that lively, bracing flavor... feel Canterbury's bright refreshment bring new vigor and life. Stop—for Canterbury—the one fine tea that always costs you less...

That's MY cup of TEA!

at **SAFEWAY**

Child, 8 Weeks Old, Has Cancer of Liver

Chicago—(U.P.)—Nydea Marie Day is only eight weeks old. But she has cancer.

Doctors at the University of Illinois research and educational hospitals performed an exploratory operation yesterday and discovered a malignant liver tumor. X-ray treatments were planned today.

The baby girl was flown here March 13 from her parents' home in Sitka, Alaska, for tests to determine the nature of a large mass in her abdomen.

Her parents, Leo Day, a seaman first class in the Coast Guard, and his wife, Audrey, accompanied the child. Nydea Marie will stay here until April 10, when Day leaves for a new assignment at Long Beach, Calif.

Tuesday, March 22, 1955

MEDFORD (OREGON) MAIL TRIBUNE—THREE

Colorful Metaphors Mark Language Used by Press Agents and Ad Executives

New York — (U.P.) — "I like to think of myself as the captain of a ship," the advertising executive said solemnly, and anyone up on his Madison Avenue lingo would know that he meant:

"If we lose this account, I'm sunk."

Such colorful metaphors, exchanged at lunch tables and sprinkled into inter-office memos, are fast becoming a professional trademark of the public relations man, press agent and ad exec.

I. Orrin Spellman, advertising manager for Holiday Magazine, has collected some of them and provided his own translations. Here are some samples:

"Giving him the picture." A long, confused and inaccurate statement made to a newcomer.

"He's in conference." I don't know where he is.

"Passed on to higher management." Pigeonholed in more sumptuous offices.

"Under consideration." Never heard of it; or, the papers have been lost.

"Under active consideration." I'll try to find the papers.

"Have you any remarks?" Tell me what's it all about.

"Can you drop down and put out a small brush fire?" Help, help!

"Snowed under." Only able to take two hours for lunch.

"The diagonal nod." Maybe, with an if.

"Let's dumb it up." Do it the client's way.

"Put the saddle on the right horse." Let's do it my way.

"A growing body of opinion." Two district managers agree.

"Opinion widely held." Two division managers agree.

"Opinion is unanimous." The president thinks this is the answer.

"Let me fill you in on it." Here's how to spell the name of the product.

"We'd better up-date you on this matter." I forgot to tell you, we've discontinued that line.

"Let's get in and pitch, men." It's 3:30, we'd better get back to the office.

Dead line for Sunday Classified is at noon Saturday.

THIS WEEKS TOP

Values

From HUBBARD BROS.

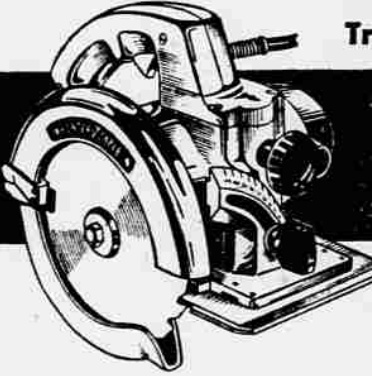
BUY WISELY

BUY HERE

Complete Selection of Spring Garden Needs!

Porter-Cable
Quality Electric Tools

LOOKING FOR A LOW-PRICED HEAVY-DUTY SAW?
Try the Porter-Cable



Model 115 CONTRACTOR'S SPECIAL 7"

PRICED AT ONLY \$75

CHECK THESE OUTSTANDING FEATURES...

- ☒ Enough Power For The Toughest Cutting Jobs
- ☒ Instant Bevel and Depth Adjustments
- ☒ New Guard Design Eliminates "Saw Drag"
- ☒ Cuts 2 1/2" at 90°
- ☒ Cuts 1 3/4" at 45°
- ☒ Weighs Only 12 1/2 lbs.

Now Available! FREE BOOKLET of 1955

Anglers Regulations

CHECK THESE VALUES

Spinning Rod
7-ft. hollow glass fibre **\$7.95**

ROD and REEL COMBINATION

All metal Trimline Spinning reel and 6 1/2' solid glass fibre spinning rod.

\$8.60 for both

Super Washable



... There's nothing like it for beautiful, smooth room decoration. Gorgeous colors that dry in one hour, make painting easy—even if you've never painted before!

\$1.78 Qt. - \$5.59 Gal.

(Deep Colors Slightly Higher)

16 Regular Colors — Hundreds of Intermixtures

TRAILER HITCHES

FULTON ball & socket hitch provides full freedom of movement with no rattle. All forged and welded steel construction. No breakable castings are used. Complete with coupling balls and safety latch. Models for loads from 4,000 to 8,000 lbs.

\$3.49 to \$7.85

PLASTIC ELECTRICAL TAPE

U. S. Royalastic Plastic Tape does the work of both rubber and friction tape. Much greater dielectric strength and provides better mechanical protection. Adheres perfectly and permanently. 30 ft. roll, 3/4" wide.

75¢ roll

BRACKET... \$1.50

LETTERS... .10

PERIODS... .05

THIS WEEKS SPECIAL! IRONING BOARD COVER

FLAME PROOF cover for standard 54" ironing tables is made of extra heavy sheeting flame proofed by a process which will withstand repeated washings. Elastic edged for easy installation.

REGULAR \$1.49 VALUE

NOW 99¢

Electric Irons

Choice of Steam or Dry—automatic electric dry irons and travel irons made by America's most respected manufacturers—General Electric, Sunbeam, Presto.

\$9.95 to \$17.95

GRISWOLD IRONWARE

Just received a large shipment of popular Griswold pre-seasoned cast iron skillets, skillet covers, griddles, dutch ovens, portable barbecue grills, popovers, patty mold irons, lamb or rabbit cake molds.

\$2.98

Sleeve Board

This reversible sleeve board has two usable faces—each padded, then covered with a durable twill cover. Special design permits folding flat for more convenient storage.

\$2.98

Porter-Cable

Model 516

1/2" DRILL

Heavy-duty power at standard duty price!

Model 516 offers exceptional features at a low price...

• 6 amp Universal Motor

• Full Ball Bearing Construction

• Seven different grip positions

• Lightweight—only 10 lbs.

• Trigger Switch with push button lock for one-hand operation

\$60.00

STOP IN FOR A DEMONSTRATION

It's fun to mow... with a

Jacobsen PACER



18-inch cutting width Recoil Starter

ONLY \$109.95

• Reliable Jacobsen 1 1/2-hp. 3-cycle engine

• Fully enclosed, protected chain drive

• Easy-rolling, extra-heavy air cushion tires

• Adjustable cutting height ranges from 1 1/2 in. to 2 1/2 in.

• Combines light weight with great structural strength

We carry a complete selection of Jacobsen mowers. Come in and ask about our easy payment plan.

VALENCIA Wheelbarrow

There is no finer wheelbarrow designed for household chores. This barrow has all the good features:

• 18 Gauge Hard Steel Tray

• Criss Crossed Reinforced Channel Legs

• Curved Handles let load ride low and level

• Rubber Handle Grips

• Runs on Ball Bearings

• Wide 2.75 inch Tire won't cut turf—supports ample loads.

\$14.95

Dalewood is easy to spread, (even at "icebox temperatures!")



Dalewood is fresh, because it's made on order and rushed to your store.

Dalewood is foil-wrapped to preserve all its delicate flavor.

and yet this fine margarine costs less

at **SAFEWAY**

NOW ONLY 22¢ PER POUND

