

In the Day's News

By FRANK JENKINS
 More on the farm problem:
 The Oregon Wheat Growers League is sending its executive secretary, Richard Baum of Pendleton, to Japan to set up a wheat promotion and consumer education program to obtain more customers for Oregon's wheat.

THE program will include four main projects:
 1. Purchase of demonstration trucks, equipped with kitchens and loud speakers, for use by Japanese home economists in demonstrating wheat foods in balanced meals.
 2. Preparation and distribution of educational materials on nutrition, emphasizing the value of wheat foods.
 3. Displays and demonstrations showing the value of wheat foods in Japanese diets.
 4. An advertising campaign stressing the value of wheat foods.

The primary purpose of the program is to teach the Japanese to **EAT MORE WHEAT**. It will be financed in part by the wheat growers themselves, through a wheat tax of a half cent per bushel, and in part by the federal department of agriculture out of funds obtained by sales of surplus wheat.

THAT IS to say:
 The Oregon wheat growers, who are dirt farmers, **WANT** instead of being stashed away year after year in government warehouses to pile up storage charges and hang like a dark thundercloud over the markets of the future.

HOW ABOUT the Japanese? They have something to gain out of it, too.

RICE IS the principal food of the Japanese. Most of them eat several bowls of it at each meal, supplemented scantily by fresh and salted fish and vegetables. They eat very little meat, because they can't afford it.

The Japanese (nearly 80,000,000 of them) can't grow enough rice on their relatively small and quite mountainous islands to feed themselves. In the pre-war past, they obtained the remainder of their supply by importing from various Asian mainland countries. But these countries are now dominated by the Communists—and Japan and the Communist countries aren't yet on trading terms. So the Japanese have to supplement rice with some other grain. Wheat is their next best bet.

Hence this effort on the part of Oregon wheat growers to teach them to eat wheat. It sounds like an enterprise that will result in mutual benefit. If it works, it will get **MORE WHEAT CONSUMED**.

FOR WOMEN only:
 Women who pine for a PINK mink coat might just as well quit pining. On the word of an expert, there never will be a pink mink—or a red, green or purple one.

Dr. Richard Shackelford of the University of Wisconsin has told the Upper Michigan Mink Breeders association that all basic colors of mink have been achieved. He adds that efforts will now be concentrated on developing tones of the basic mink

Shah Of Iran Deals Blow To Russia With Move Favoring West

By CHARLES M. McCANN
 United Press Correspondent
 Iran's handsome, democratic young Shah has given the Kremlin quite a blow.



Charles M. McCann

Just when Russia has embarked on a new campaign of penetration in the Middle East, Mohammed Reza Pahlavi has cast his country's fortune with the Western Allies.

It took courage for the Shah to abandon Iran's long-standing neutrality. In doing so, he has defied Russia, Iran's neighbor on the north, and made it plain that he puts no faith in Russian promises.

Court Records

DISTRICT COURT
 Charles Duane Brazille, violation of the basic rule, \$20.
 Donald E. Wilson, overwidth, \$10, no oversize permit, \$15.
 Gerald Maurice Ebertson, illegal possession of intoxicating liquor, \$35 (bail forfeited).
 Harley Lee Stow, reckless driving, \$5.
 Rudy Milton Smith, 19, of route 1, box 12, Cave Junction, reckless driving, \$35 (bail forfeited). Illegal possession of intoxicating liquor, \$15 (bail forfeited).
 Robert William Varney, overwidth, \$370.
 Jim Arthur Ritchey, violation of the basic rule, \$15.
 Floyd C. Evernden, overwidth, \$55.
 Dan Richard Hakes, overwidth load, \$10.
 Leslie Edgar Feris, overwidth, \$25.
 Charles Everett Keim, overwidth, \$26.

CIRCUIT COURT
 Ralph I. Miller vs. Addie Mae Miller, divorce decree.
 Alice Mead vs. Noble G. Mead, divorce decree.
 Vernon C. Laffoon vs. Hester E. Laffoon, divorce complaint.
 Margaret T. Smith vs. Clarence L. Smith, divorce decree.

colors—the kind that go into black, brown, gray, steel-gray, blue and white mink coats.

SO LADIES—
 If you've been yearning for a pink mink coat, with a special little prayer that you might get one before the other gals do, you may as well give up now.

Science has spoken—and in these ultra-modern days science has the last word on everything.

SPEAKING OF purple minks (which, Dr. Shackelford says, never can be) reminds one of Gelett Burgess, a writer of jingles, who authored this little quatrain back in 1895:

I never saw a purple cow,
 I never hope to see one;
 But I can tell you, anyhow,
 I'd rather SEE than BE one.

It was published in the Lark, and caught on in a big way. It was copied all over the world. Burgess got a lot of ribbing out of it—especially from people who associate purple cows (along with purple elephants) with too much indulgence in alcohol. Five years later he wrote another quatrain—and, being a citizen of the world, he entitled it Cinq Ans Apres, which is French for Five Years Afterward:
 Ah, yes, I wrote the Purple Cow—
 I'm sorry now I wrote it!
 But I can tell you, anyhow,
 I'll kill you if you quote it.

He has strengthened greatly the vast interlocking system of Allied defense treaties against Communist aggression. Iran was a missing link.

The decision was the Shah's alone, for he now runs Iran. He has the complete loyalty of the army, he has his most trusted friend as premier in Hussian Ala, and he has the complete support of his Parliament.

It was only two years ago that old Mohammed Mossadegh, who had made himself dictator

as premier, overthrew the Shah and sent him into exile.

Shah Returned

It didn't stick. The Shah was brought back in triumph. Mossadegh is now weeping in his cell in a Tehran prison. In the two years since 1953, the Shah has succeeded in making himself the undisputed head man.

He prepared the way for Iran's adherence to the West by settling the bitter dispute with the Anglo-Iranian Oil company after Mossadegh nationalized it.

Now he has taken what for his country is a historic step.

The news that has come from Tehran was foreshadowed late in September when President Celal Bayar of Turkey paid a state visit to Mohammed and Ala.

Ala announced in Parliament Sept. 20 that "we must take steps for closer cooperation with our friends." He ridiculed the idea that Iran could remain neutral.

"Only those who aim to de-

prepared and weak," he said. He meant Russia.

The Shah followed this up, in almost the same words, in a speech to the Senate last Saturday.

Shows Courage

The Shah, who will be 36 years old on Oct. 26, has shown his courage. He is quiet, unassuming and friendly. He is trying to improve his country's living standard, and has set an example by starting to break up his own vast estates and give them to peasants.

He became Shah in 1941, at 21, when his father abdicated.

He was driving through Tehran on Feb. 4, 1949, when an assassin fired six shots at him at close range. Every bullet but one passed through his helmet or his uniform. The remaining one went through his upper lip. He remained outwardly calm as if the bullets had been blanks.

With a loyal country, happy with a strikingly beautiful wife, the Shah is a lucky man. The West is lucky to have him as an ally.

Use Tribune Want Ads
 • Low in Cost!

OK MARKET
 1202 North Riverside
 OPEN EVERY NIGHT 'TIL MIDNIGHT

Welcome To MEDFORD FURNITURE STORE

Yes, Medford Furniture Will Put It In Writing!

WUNDA PLUSH CARPET UNCONDITIONALLY Guaranteed 10 Years!

—the most sensational guarantee ever made on a carpet selling for only . . .

\$9.95 Per Square Yard

BUY IT! USE IT! ENJOY IT!

You need not pamper Wunda Plush Carpeting. Place it in any room in your home and enjoy it. Let the family come and go as they wish — Wunda Plush can take it. And Wunda Plush is so practical — so colorfast—so washable — easy to vacuum. Wunda Plush is loom woven to give years of added service. We say again — Buy It — Use It — Enjoy It. No other carpeting offers so much of everything for such a modest cost.

If you Want Style—You'll Want Wunda Plush
 You've never seen such a heavenly floor covering at such a down-to-earth price because there's never been a carpet like Wunda Plush. The deep luxurious pile and clear colors go equally well with modern, transitional or traditional furniture.

If You Want Wear—You'll Want Wunda Plush
 Why does Wunda Plush Wear So Well?
 1 — The deep, soft pile (¾" long staple cotton) exposes an ever changing, resilient surface.
 2 — Wunda Plush is loom woven (not tufted).
 3 — No other carpet is made like Wunda Plush.

If You Want Luxury—You'll Want Wunda Plush
 No other carpet selling at or near this price offers such deep, soft, cushiony, luxurious feel. It's the extra-thick, extra-long pile that makes the difference. Come in and give it the "Walk Test."

Medford Furniture Store
 220 N. BARTLETT
 NEXT TO GREYHOUND BUS DEPOT

OPEN WEDNESDAY NIGHT • PHONE 2-4848

OUR MOBILE CARPET DEPT.

Call 2-4848, Our Mobile Carpet Dept. will call on you with Complete Line of Samples

LET US BE OF SERVICE TO YOU!

Kent Anderson — Our Carpet Mechanic — Medford Furniture Store Your Carpet Headquarters . . . Together We Guarantee Every Installation.

If You Want Color—You'll Want Wunda Plush
 Wunda Plush is available in dramatic colors to highlight your room schemes — Muted Beige — Forest Green — Avocado — Turquoise — Ancient Ivory — Cinnamon — Dove Gray — Spruce Green — Charcoal — Powder Blue — Wood Rose — Sand Beige — Red — Antique Gold.

Why Do We Make Such A Sensational Guarantee?
 To us it is a way of proving you can buy long wearing carpets for a modest cost.
 Television and more home activities are subjecting rugs in today's homes to the hardest wear ever. Many fine rugs, regardless of price, simply will not withstand such constant use.
 Medford Furniture's experience, gained through the sale of thousands of yards of Wunda Plush carpet, proves that Wunda Plush will give satisfactory wear for at least ten years.
 Medford Furniture considers this guarantee a pledge of service to our customers and invite any questions you may have about Wunda Plush carpets.

If You Want Value—You'll Want Wunda Plush
 Look at These Low Prices
 9' x 10' 102.95
 9' x 12' 122.40
 9' x 15' 152.25
 9' x 18' 182.10
 12' x 10' 136.67
 12' x 12' 163.20
 12' x 15' 203.00
 12' x 18' 242.80
 All Prices Include Bound Ends
 Other Sizes In Proportion

Ask To See Wunda Plush In Your Own Home
 How will Wunda Plush look in YOUR home — Don't guess — Just phone 2-4848 and one of our representatives will bring a generous size sample for you to see in your own home.

Opportunity

to head Medford General Agency of old established Pacific Coast life insurance company.

Local man with excellent references, successful life insurance experience, and sincere desire for permanent management career.

Age 28-40, college educated, married.

Write, giving qualifications, to "Medford General Agency," care of this paper.

Correspondence confidential.