

**NOTICE OF SCHOOL MEETING**

NOTICE IS HEREBY GIVEN to the legal voters of School District No. 549C, of Jackson County, State of Oregon, that a SCHOOL MEETING of the said district will be held at Medford Senior High School on the 4th day of June, 1957, from 2:00 P.M. to 8:00 P.M. for the purpose of discussing the budget for the fiscal year beginning July 1, 1957, and ending June 30, 1958, hereinafter set forth, and that an election will be held on June 4, 1957, between the above hours of 2:00 P.M. and 8:00 P.M. for the purpose of submitting to the legal voters of said school district the question of exceeding the 6% limitation, legal notice of said election being herewith published.

**BUDGET**

ESTIMATED RECEIPTS AND AVAILABLE CASH BALANCES				
Schedule I	ITEM (1)	Total All Funds (2)	General Fund (3)	Bond Interest and Sinking Fund (4)
<b>Estimated Receipts From—</b>				
1.	Delinquent Taxes	\$ 15,000.00	\$ 15,000.00	
2.	Transfers from other funds (O & C)	140,665.90		140,665.90
3.	County School Fund	78,090.00	78,090.00	
4.	Basic School Support Fund	440,037.00	440,037.00	
5.	Common (Irreducible) School Fund	6,000.00	6,000.00	
6.	Vocational Education	4,142.00	4,142.00	
7.	Tuition—Secondary	75,000.00	75,000.00	
12.	Transportation—Elementary	3,200.00	3,200.00	
13.	Transportation—Secondary	1,600.00	1,600.00	
14.	Sale of Supplies, Property or Equipment	1,500.00	1,500.00	
15.	Rentals	660.00	660.00	
17.	Other Sources	4,000.00	4,000.00	
19.	Estimated Total Receipts	\$ 769,894.90	\$ 629,229.00	\$ 140,665.90
20.	Estimated Available Cash Balance or Deficit (Add Cash Balance—Deduct Deficit)	80,000.00	80,000.00	
21.	Estimated total receipts and available cash balance or deficit.	\$ 849,894.90	\$ 709,229.00	\$ 140,665.90

GENERAL FUND ESTIMATED EXPENDITURES						
ITEM (1)	Elementary Schools Grades 1 to 6 (2)	Secondary Schools Grades 7 to 12 (3)	Total Estimated Expenditures for the Current School Year in Detail (4)	Budget Allowance in Detail for the Current School Year (5)	Detailed Expenditures for the Last Year of the Two-Year Period (6)	First Year Give Yearly Totals (7)
<b>I. GENERAL CONTROL</b>						
1. Personal Service:						
(1)	Superintendent (½ Supt. Sal.)	\$ 3,050.00	\$ 3,050.00	\$ 6,100.00	\$ 5,916.67	\$ 6,417.37
(2)	Clerk	2,970.00	2,970.00	5,940.00	5,658.00	5,205.00
(3)	Clerical assistants	7,357.50	7,357.50	14,715.00	13,160.00	10,132.55
(4)	Compulsory education and census	1,627.50	1,627.50	3,255.00	3,320.00	2,400.73
(5)	Other services	4,332.52	4,332.51	8,665.03	4,518.00	4,757.50
2.	Supplies	1,482.50	1,482.50	2,965.00	2,620.00	2,691.83
3.	Elections and publicity	260.00	260.00	520.00	520.00	577.11
4.	Legal service (clerk's bond, audit, etc.)	368.75	368.75	737.50	4,652.50	487.50
5.	Other expenses of general control:					
(1)	Car allowance, Messenger Serv., Conferences, Facilities Survey, etc.	2,372.50	2,372.50	4,745.00	3,415.00	1,497.11
6.	Total Expense of General Control	\$ 23,821.27	\$ 23,821.26	\$ 47,642.53	\$ 45,780.17	\$ 34,166.70
<b>II. INSTRUCTION</b>						
1. Personal Service:						
(1)	Principals	\$ 24,083.00	\$ 24,484.00	\$ 48,567.00	\$ 44,511.22	\$ 32,959.50
(2)	Supervisors (Inc. ½ Supt. & Asst.)	31,411.02	15,205.01	46,616.03	44,799.17	33,148.30
(3)	Teachers	583,980.00	614,731.50	1,198,711.50	1,085,122.61	867,132.89
(4)	Librarians	11,213.75	18,500.00	29,713.75	27,195.00	25,252.74
(7)	Clerical assistants	6,162.50	13,105.00	19,267.50	19,190.00	15,947.04
2.	Library supplies, repairs	3,106.00	3,180.95	6,286.95	5,150.00	3,244.11
3.	Teaching supplies	19,500.00	35,500.00	55,000.00	48,668.73	53,427.86
4.	Textbooks	19,010.50	9,147.00	28,157.50	18,744.42	20,861.39
6.	Other expenses of instruction	3,900.00	4,025.00	7,925.00	7,643.40	6,906.33
7.	Total Expense of Instruction	\$ 702,366.77	\$ 757,878.48	\$ 1,440,245.23	\$ 1,298,224.55	\$ 1,058,880.16
<b>III. OPERATION OF PLANT</b>						
1. Personal Service:						
(1)	Janitors and other employees	\$ 43,696.00	\$ 51,930.00	\$ 95,626.00	\$ 90,474.00	\$ 74,093.21
2.	Supplies	7,150.00	8,050.00	15,200.00	13,222.05	14,951.19
3.	Fuel	12,586.36	11,508.64	24,095.00	23,900.00	18,175.50
4.	Water	2,549.80	2,550.20	5,000.00	5,171.08	3,561.26
5.	Light and power	15,823.32	12,417.68	28,000.00	26,065.89	22,484.62
6.	Telephone	2,610.80	3,234.20	5,845.00	4,940.20	4,371.98
7.	Other expenses of operation	695.00	695.00	1,390.00	1,250.00	1,032.63
8.	Total Expense of Operation	\$ 85,070.28	\$ 90,385.72	\$ 175,456.00	\$ 165,023.22	\$ 138,670.48
<b>IV. MAINTENANCE AND REPAIRS</b>						
1. Personal Service (Included in IV-2, IV-3, VII-3 and VII-6 below):						
2.	Repair, Maintenance and Replacement:					
(1)	Furniture and equipment	12,050.00	19,850.00	31,900.00	14,511.05	15,565.13
(2)	Building structure	27,480.00	42,020.00	69,500.00	54,044.20	62,980.02
3.	Upkeep of grounds	7,895.50	13,104.50	21,000.00	16,030.00	13,538.96
4.	Other expenses of maintenance and repairs	750.00	750.00	1,500.00	993.50	1,176.08
5.	Total Expense of Maintenance and Repairs	\$ 48,175.50	\$ 75,724.50	\$ 123,900.00	\$ 85,578.75	\$ 93,258.19
<b>V. AUXILIARY AGENCIES</b>						
1. Health Service:						
(1)	Personal service (nurse, etc.)	\$ 8,350.50	\$ 4,530.00	\$ 12,880.50	\$ 13,137.00	\$ 11,230.25
(2)	Supplies and other expenses	540.00	410.00	950.00	876.70	764.25
2.	Transportation of Pupils:					
(1)	Personal service	12,080.00	5,905.00	17,985.00	16,000.00	3,893.75
(2)	Supplies and repairs	4,900.00	2,500.00	7,400.00	4,000.00	
(4)	Insurance	530.00	315.00	845.00	565.00	
(5)	Other expenses of transportation	250.00	250.00	500.00	1,000.00	
3.	Other Auxiliary Agencies:					
(1)	School lunch	none	none	none	6,380.00	
a.	Personal service	none	none	none	485.00	
b.	Supplies and other expenses	none	none	none		
4.	Total Expense of Auxiliary Agencies	\$ 26,650.50	\$ 13,910.00	\$ 40,560.50	\$ 42,443.70	\$ 15,888.25
<b>VI. FIXED CHARGES</b>						
(Exclusive of items included under V-2)						
1.	Insurance	\$ 5,400.00	\$ 16,076.00	\$ 21,476.00	\$ 22,030.83	\$ 8,494.09
2.	Rent (warehouse)	300.00	300.00	600.00		
3.	Retirement	40,330.00	46,007.50	86,337.50	68,431.39	60,437.54
4.	Other fixed charges	none	none	none	151.25	
5.	Total Fixed Charges	\$ 46,030.00	\$ 62,383.50	\$ 108,413.50	\$ 90,613.47	\$ 68,931.63
<b>VII. CAPITAL OUTLAYS</b>						
1.	Sites and improvement of sites	\$ 54,192.00	\$ 6,600.00	\$ 60,792.00	\$ 20,700.00	\$ 30,969.16
3.	Additions and Alterations to buildings	11,408.00	33,442.00	44,850.00	98,500.00	10,657.21
4.	Library books	4,900.00	3,550.00	8,450.00	8,370.00	11,152.24
5.	Buses and other transportation equipment	12,650.00	6,500.00	19,150.00	5,900.00	
6.	Furniture, fixtures and other equipment	19,041.75	25,587.50	44,629.25	28,500.00	74,784.71
7.	Assessments for betterments	5,000.00		5,000.00	2,200.00	2,764.01
9.	Total Capital Outlays	\$ 107,191.75	\$ 75,679.50	\$ 182,871.25	\$ 164,370.00	\$ 130,327.33
<b>VIII. DEBT SERVICE—NON-BONDED</b>						
1.	Interest on warrants					
2.	Interest on other indebtedness and bank charges			350.00	350.00	
3.	Total Debt Service—Non-Bonded			\$ 350.00	\$ 350.00	\$ 22.45
<b>IX. EMERGENCY</b>						
TOTAL SCHEDULE II—GENERAL FUND—Total Estimated Expenses, Items I-6, II-7, III-8, IV-5, V-4, VI-5, VII-9, VIII-3, IX						
			\$2,129,439.01	\$1,903,383.86	\$1,540,122.74	\$1,288,228.49

\*\*This is the combined budget allowance for Medford, Oak Grove and West Side school districts, since they are now consolidated.

BOND INTEREST AND SINKING FUND				
Schedule III	DEBT SERVICE—BOND INTEREST SINKING FUND	Total All Funds (2)	General Fund (3)	Bond Interest and Sinking Fund (4)
1.	Principal on bonds (include negotiable interest-bearing warrants issued under section 111-1016, O. C. L. A.)	\$ 150,000.00	\$ 157,000.00	\$ 145,000.00
2.	Interest on bonds	50,326.88	53,749.38	53,113.12
3.	Total Schedule III—Debt Service—Bonds and Interest	\$ 200,326.88	\$ 210,749.38	\$ 198,113.12

  

SUMMARY OF ESTIMATES OF EXPENDITURES, RECEIPTS AND AVAILABLE CASH BALANCE, AND TAX LEVIES				
Schedule VII	ESTIMATION OF TAX LEVY (1)	Total All Funds (2)	General Fund (3)	Bond Interest and Sinking Fund (4)
1.	Total estimated expenditures DEDUCT:	\$2,329,765.89	\$2,129,439.01	\$ 200,326.88
2.	Total estimated receipts and available cash balances (Schedule I)	849,894.90	709,229.00	140,665.90
3.	Amount necessary to balance the budget DEDUCT:	1,479,870.99	1,420,210.01	59,660.98
4.	Deficit forwarded to next fiscal year	none	none	none
5.	Balance to be raised by taxation ADD:	1,479,870.99	1,420,210.01	59,660.98
6.	Estimated amount of taxes that will not be collected during the fiscal year for which this budget is made, including estimated rebate on taxes	48,297.09	46,854.72	1,342.37
7.	Total estimated tax levies for ensuing fiscal year	\$1,528,168.88	\$1,467,164.73	\$ 61,003.35
8.	Analysis of Estimated Tax Levies:			
(1)	Amount inside 6% limitation	\$ 428,072.93	\$ 428,072.93	
(2)	Amount outside 6% limitation	1,039,091.80	1,039,091.80	
(3)	Not affected by 6% limitation	61,003.35		61,003.35

  

INDEBTEDNESS	
1.	Amount of bonded indebtedness (include all negotiable interest-bearing warrants issued under ORS 328.205)
2.	Amount of warrant indebtedness on warrants issued and endorsed "not paid for want of funds"
3.	Amount of other indebtedness
4.	Total Indebtedness (sum of items 1, 2, 3)

Dated this May 2, 1957.  
 Signed: REBECCA JENSEN, District Clerk.  
 Signed: SARA FAY PUHL, Secretary, Budget Committee.  
 Signed: OTTO A. EWALDSEN, Chairman, Board of Directors.  
 Signed: D. K. WEST, Chairman, Budget Committee.



**Advertising People Have Power To Shape Our Tastes and Desires**

Editor's note: Following is the first in a series of five articles dealing with the idea of advertising.

By JACK V. FOX  
 United Press Correspondent  
 New York — (U.P.) — In this breathless age of jets, nuclear force, television, space satellites and Elvis Presley, there has evolved another phenomenon which bears upon our daily lives more than all the others.

It can be called "Madison Avenue." It is not a place so much as a tribe. Its warriors are the ideal people of advertising.

They have the subtle but nonetheless irresistible power to shape our tastes and desires in shops and vacations, cars and margarine, washing machines and ball point pens.

To Spend More This Year  
 Last year America's advertisers spent just short of \$10 billion. That was more than the entire expenses of the Federal government in 1940. This year they will spend more.

Manhattan is their magnet. At last count—the trade journal Advertising Age—there were 19,696 of them in the New York ad agencies. Chicago had 5,861, Detroit less than 2,000. Other cities trailed far behind.

The influence they wield in proportion to their numbers is staggering.

The can masculinize a feminine cigarette, popularize in America the Russian national drink, persuade grown men to wear knee length shorts, get people to spend almost as much for fingernail polish as went for cancer research, lengthen autos on streets already jammed, sell shirts by using an eye patch and a soft drink by publicizing a beard.

Standards Raised  
 They have raised American living standards to the world's highest, brought down costs through mass sales, played a big role in keeping our economic momentum.

The salaries they can make are almost unbelievable. No field but show business offers such material rewards for the relatively young. Probably no field at all has such job insecurity.

Their way of life has become a legend, and not always a complimentary nor accurate one, partly through such best-sellers as "The Hucksters," "Aurora Dawn," "The Man in the Gray Flannel Suit," and "The Ex-urbanties."

They have the reputation of lurching on martinis (with just a whisper of vermouth), speaking a strange jargon ("let's run it up the flagpole and see if anyone salutes"), commuting en masse to Westport, Conn., in a train made up only of bar cars, and man ipulating the public through sex symbols and psychological mumbo jumbo.

They spend as much as \$600,000 for one TV show (Peter Pan), \$40,000 for a single magazine page, \$7,000 for one ad in one newspaper, \$290,000 for a neon sign in Times Square.

They are not really confined to Madison Avenue, but a rectangle around Grand Central Terminal houses most of them. It takes in Park, Lexington and Fifth Avenues and the cross-town streets from 42nd to 60th.

Frequent Changes  
 Unlike the great corporations they serve, the agencies have virtually no physical assets, "just used furniture and ulcers." Their assets are men and women. The mark of the successful ad man often is not that he held a job for 15 years but that he changed six times. For the average life of an account with an ad agency is but two and some-half years.

A survey by the Diner's Club

showed that advertising people have the biggest of all expense accounts. They are the ones who must take clients to "My Fair Lady" 11 times while others buy tickets for next October. Their "watering places" are 21, The Colony, The Stork Club.

Yet the vast majority of them are hard-working, hard-headed businessmen and women. There are young people making \$60 a week, account executives who teach Sunday school, artists who rank high among contemporary painters.

One point they do not dispute is that they do wield an enormous power over all of us.

Tuesday: How to Sell the Russian National Drink to Americans.

**56 Area Boy Scouts Sign for National Jamboree in July**

Fifty-six Boy Scouts in the Crater Lake Area council have registered to attend the fourth National Jamboree, according to Jud Compton, area scout executive. It will be held at Valley Forge, Penn., July 12-18.

Two troops from the council totaling 74 Scouts and Explorers and six scout masters will attend the jamboree, Compton said. They will be among about 50,000 throughout the nation attending.

Jamboree scout master for the troop including Jackson county and southern Siskiyou county Scouts will be Jack Thompson, Medford. N. H. Gladfelter, Medford, and Robert Laverty, Mt. Shasta, will be scout assistants on the trip.

Bob Church, Medford scout master, will be the only Jackson county representative accompanying the other troop that will include Scouts from Josephine county and northern Siskiyou county.

Open House  
 An open house will be held at 7:30 p.m. Monday, May 13, at Mann's Department store, Medford, for Scouts registered for the jamboree, their parents and for Scouts interested in attending, Compton said. He added that those planning to attend should register before May 28.

To be eligible for the Jamboree a Scout must be at least 12-years-old and not less than second class in rank, according to Compton.

Scouts will visit Portland, Spokane, Glacier Park, Fargo, St. Paul, Chicago, Detroit, Washington, D. C. Philadelphia, Kansas City, Colorado Springs, Salt Lake City and San Francisco during the three week trip. Southern Oregon will leave Wednesday, July 3, and return Saturday, July 27.

Total cost of the trip is \$475, which includes jamboree fees, transportation, meals, tours, hotel expenses and patrol and troop equipment, Compton said.

Valley Forge is owned and maintained by the Commonwealth of Pennsylvania and managed by the Valley Forge Park commission.

**Quotes From the News**

By UNITED PRESS

Hamilton, Bermuda — Exiled Colombian dictator Gustavo Rojas Pinilla, on having to leave his country hurriedly: "I wish all Colombians could have their souls as clean as mine."

Washington—Sherman Adams, President Eisenhower's chief White House aide, on proposed budget costs: "I think the magnitude of the cut in the vicinity of a billion and a half to two billion dollars will not interfere with the quality of the services, nor the ability of the administration to carry out those services."

McAlester, Okla.—Nannie Doss, the widow who admitted poisoning four husbands, on her life in prison: "When they get short in the kitchen I always offer to help out, but they never let me work there."

Brescia, Italy—A policeman, on the crash of a sports car into a crowd that killed 11 persons: "The smash was so bad that it proved very difficult to identify the victims."

Gettysburg, Pa.—President Eisenhower, on how times have changed on the concept of age in the military: "When I took command in Europe, I was older than most of the commanding generals of the Civil war."

**Commission to Get Highway Job Bids**

Portland — The state highway commission will receive bids on construction of a box culvert under Pacific highway near Phoenix at a meeting in Portland Thursday.

The section is located approximately 1.3 miles south of Medford's south city limits.

Work on this project will be performed under traffic. Vehicles will be directed over one portion of the roadway while work on the adjacent portion is in progress. The project is scheduled for completion by the fall of 1957.

Dead line Sunday Classified is at noon Saturday.