

## Tail Fins On Cars May Soar Higher Because of Results by Chrysler

Chicago—Take it from a leading automobile designer, tail fins will soar higher and the cars themselves will all but scrape the highway.

But they won't get much longer and they may get shorter.

This is the word from Virgil Exner of Chrysler Corp., who came to town to accept an award from the Industrial Designers' Institute as head of the design

team most responsible for lowering tail fins.

Exner is a moderate, reasonable man who lives in an unobtrusive colonial home (without tail fins).

He concedes that his tail fin designs are "controversial," perhaps the most controversial automotive styling since Chrysler's misadventure with a radical design in the mid '30s.

But there's a difference, he said. The public today is conditioned to advance styling, and today's cars are selling like hotcakes. Chrysler is the only one of the "big three" whose production is up.

Exner denied that there are any "Freudian implications" to the upswep look, but he said the cars "definitely masculine."

"They are masculine because they are directional," he said. This seemed like an involved concept, and the interview switched to more mundane matters.

Exner is somewhat bemused by gibes that the "upswep" cars look like they're rolling downhill or that they're rooting around looking for manholes.

"If the cars look like they're going downhill, the sales certainly aren't," he said.

And this, he said, would tend to prove the people don't want "extreme practicality." A few years ago, he said, his firm was building "practical" cars featuring head room, leg room and parking ease.

"But hardly anybody bought them," he said.

Exner conceded that today's design may not be "completely functional."

**Minor Troubles**

Tall people may have trouble with the ceilings until they get adjusted, he said, and some folks might have trouble with the low-slung rear end when backing out of a sloping driveway.

"But basically people want beauty," he said, "with a built-in feeling of motion. Tail fins are a natural and contemporary symbol of motion, appearing on nature's creatures and on aircraft, speed boats, racing cars, guided missiles and rockets."

Exner doesn't seem to mind an occasional ribbing about tail fins.

After all Henry Ford was reputed to have hired gag writers to make jokes about the Tin Lizzy.

Chrysler hasn't spoken that point yet, but a spokesman admitted they're making a collection of cartoons and "tailfin jokes."



**INVASION BY GRASSHOPPERS**—A picture of dejection is farmer Sam Sanders as he looks over his pasture land at Chico, Calif. after an army of grasshoppers cleaned it off. Twenty-four hours before this photo was made, this field was a lush green picture. The same land produced 56 tons of feed for cattle last year. The grasshoppers have invaded a tri-county area in California's Sacramento Valley, threatening an estimated 10 million dollars in destruction.

## McLEOD Visitors At Axtell Home

BY CAROLINE L. HARDING

Nate Edwards cabin on Big Butte creek.

McLeod—Captain and Mrs. Norman Smede, of Yuma, Ariz., are the house guests of Mrs. Smede's parents, Mr. and Mrs. Ronald Axtell at Folding Hills ranch. Other visitors at the Axtell home recently have been Mrs. Glenn Nelson and son Randy, of Burbank, Calif.

Miss Kathy Symington of Yreka, Calif., has been visiting at the home of Mrs. Tom Denninger on Laurelhurst road recently.

Mr. and Mrs. Earl Crain and family, of North Hollywood, Calif., are vacationing at the

Nate Edwards cabin on Big Butte creek.

Mr. and Mrs. H. M. Knudsen, who have been spending the last few days at the cabin of Butte creek, have returned to their home in Medford.

Jim Wilson was recently elected to serve on the Elk-Trail school board.

A number of women of the Prospect and Shady Cove-Trail Lions Auxiliary attended the state Lions convention in Medford on June 21.

Dead line Sunday. Classified is at noon Saturday, 10 a.m. Monday for Monday; other days 5:30 previous day.

## Southern Oregon Milk Producer Groups to Merge

Grants Pass — Southern Oregon Milk Producers association and Coordinated Milk Sales, Jackson county cooperative, have announced plans to merge "at the earliest opportunity."

Southern Oregon Milk Producers association will abandon manufacturing operations at the Grants Pass plant not later than Aug. 15, it was reported. The building has been listed for sale, but the equipment has not.

**To Sell Building**

The Michael building, formerly the Grants Pass Creamery plant, will be sold effective July 1 to Art Manson and Lewis Van Cleave. They will use the building as a warehouse for Quaker State and Wynn Friction Proofing motor oils, for which they are area distributors.

Announcement of the plans was made at the annual Southern Oregon Milk Producers association meeting Friday.

Also approved by the association was establishment of a new quota system based on bottle and can sales rather than grade A production. It was explained. If the reverse occurs, quotas will drop.

**Consumption Declines**

It was pointed out at the meeting that consumption of milk has declined in Oregon, and economic distress—particularly in the lumber industry—was blamed for this situation.

Ray Nickerson, a member of the association board of directors, said the price fixing investigation being made by the government under the anti-trust law has been "no help" to the dairy industry.

Directors explained disposal of the Josephine county cooperative's manufacturing plant is necessary because of the continued operating deficit.

The discoloration of cherries can be prevented by care in picking and handling the fruit in the processing plant. Cornell University food experts say badly handled cherries usually "scald" and oxidize before the processor can pit them.

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## HORNBROOK Emma Parshall Rites Held

By MRS. H. H. CHAPMAN

Hornbrook—Funeral services for Mrs. Emma C. Parshall were held Thursday afternoon at 2 o'clock in the Yreka Methodist church, officiating.

Interment was in the family plot of the Evergreen cemetery. Pallbearers all long-time family friends from the Little Shasta valley were: Gary Terwilliger, Lloyd C. Chidwell, Frank Koutis, William Swigart, Hugo French, and Morris Prather.

Mrs. Parshall was a true pioneer of Siskiyou county. She was born at the old town of Henley on April 15, 1879, the daughter of the late William H. and Ellen Smith.

She was married to William R. Parshall on Feb. 22, 1898 in Parishville, Mich., a town named after his great grandfather. The Parshalls returned to California and operated a store at the old town of Klamath from 1892 until 1904.

They moved to Montague in 1905 and operated a store there for many years. They continued to make their home in Montague until the death of Mr. Parshall in 1950 at which time Mrs. Parshall moved to Hornbrook and made her home with her son, Emory and his wife, thus spending her last remaining years in the very house in which her son was born. The house stands less than a mile from the spot where she herself was born. She also leaves a grandson, Robert S. Parshall of Klamath Falls. Mrs. Parshall was a lifelong member of the Methodist church.

The Rev. and Mrs. Lewis Manning returned Friday afternoon from Stockton, Calif., where they attended the Northern California conference of the Methodist church. The Rev. Manning has been transferred to the newly-organized Methodist church at Ft. Bragg, Calif.

The pastorate of the Hornbrook church will be filled by the Rev. "Ted" Hargreaves, who is pastor of the Montague church also. He plans to hold worship services in the Hornbrook church at 9:30 a.m. on Sundays, so that he will be able to continue his regular 11 o'clock services at Montague.

Mrs. Kay Kettlerwell spent several days last week deep-sea fishing at Winchester Bay, Ore. She was accompanied by her daughter and family, Mr. and Mrs. Robert Rokovina and daughters Patty and Cynthia of Medford.

Mrs. Hattie Holland, of Bakerville, Calif., is visiting for a few weeks with her daughter and son-in-law, Mr. and Mrs. Duane Hammer, and her son and daughter-in-law, Mr. and Mrs. Dave Holland. She came north in time to attend commencement exercises at Yreka High school at which her grandson, Bill Holland, was graduated.

Recent guests of Mrs. Laura Swinnerton were her nephew and family, Mr. and Mrs. Stephen Saunders and daughter, Mary Jo, of Everett, Wash., who were en route to southern California. They also visited Saunders' cousin Mrs. Dave Holland, of Camp Lowe.

Weekend guests of Mrs. Minnie Blommingcamp were her brother, Will Hansen, of Brownsville, Ore., and her daughter Mrs. Marge Snyder and children, Karen and Victor, of Medford, and Mr. and Mrs. Dick Wyatt and sons, Stephen and Paul of Central Point. Hansen spent Sunday at the home of Mr. and Mrs. O. G. Tyrer. Mrs. Tyrer is a sister of Mrs. Hansen's late wife, Susie.

Mrs. Ed Dungey of Oregon City, Ore. and Mrs. Herb Dungey and children Mary Pat and Christopher, of Medford, were Father's Day guests at the home of Mrs. Herb Dungey's parents, Mr. and Mrs. Harry Chapman.

Mr. and Mrs. Carl Johnson daughter, Kathy, of Hayward, Calif. have spent the past week with his father Matt Johnson. While in this area they also visited in southern Oregon where they did some fishing on the Rogue.

A recent visitor of the Frank Bear family was a cousin of the Bear boys, Jerry Basser, of Long Prairie, Minn. He has been attending Northrop Aeronautical School in Los Angeles, and was en route home. On leaving here, he planned to visit other cousins in Salem and Portland.

Mr. and Mrs. F. Van De and their daughter, Mrs. Agnes Clark, and small son, returned last week end from a two-week trip to Idaho.

Overnight guests last Thursday of Mr. and Mrs. Tom Watt Jr. were her brother and sister-in-law, Mr. and Mrs. James E. Shelton, and daughter Dorian, of Portland, Ore.

Misses Mary Lee and Anne Rutledge returned on Wednesday from Yuba City, Calif., where they had visited for a few days with their aunt and uncle, Mr. and Mrs. Bruce Goodman.

Attending summer schools at Southern Oregon college in Ashland are Miss Clara Ladd, Mrs. Cozzallo, Dan Meltzer, and Mr. Brock who taught last year at Horse creek grammar school.

Several people from Scott valley were visiting in the Hornbrook area Thursday. They were Mrs. Harry Bryan, Mrs. Glenora Bowers, Miss Barbara Bowers and Mrs. Nellie Burton.

Mr. and Mrs. Floyd Spearin and children, Danny and Diana, of Dunsmuir, were Father's day guests of his father, Charles Spearin.

At the meeting of the Sewing club on Tuesday at the home of Mrs. Ed Smith, the birthday of Mrs. S. D. Hawthorth was observed. Besides the hostess and the honored guests, members present were Mrs. Kay Kettlerwell, Mrs. Lawrence Breceda, and Mrs. Marshall Horn.

Mr. and Mrs. Harry Chapman made a business trip to Dunsmuir and Redding, Calif. on Tuesday. En route home they visited Shasta Dam.

Those from Hornbrook attending the official visit of the Worthy Grand Matron of the state of California of the O.E.S. at the Masonic temple in Yreka Tuesday evening were Mrs. Tom Watt Jr., Mrs. Marshall Horn, and Mr. and Mrs. Floyd Burns, who are Worthy Matron and Patron of Stella chapter of Yreka, which was host to the official visitors.

Upper Rogue Grange held their birthday Potluck supper Thursday evening June 20. Mrs. Vernon of Long Beach, Calif. and Mrs. Joan Smede of Yuma, Ariz. were visitors.

After the supper a business meeting was called by Master Caroline Harding. Demits were given to Alma Mallery and Mr. and Mrs. Lee Merriman as they have moved to Ashland and Central Point.

Letters were read from senator Wayne Morse and Richard Neuberger in regard to the National Grange building in Washington D. C.

There will not be a meeting July 4 but one will be held July 18 at 8:30 p.m.

Master Caroline Harding and brother and sister Carlton gave a report of the State Grange held in Bend recently.

Brother George Tockstein, the berry King of Butte creek served strawberries and cream.

Tigard, Ore. — State police said today vandals had smashed 68 windows at the unfinished Tigard Community Methodist church here. Damage was estimated at \$1,000.

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