

Manufacturers Claim They Have Dropped Promoting Speed in Cars

By JIM LOCKENKEMPER
United Press Correspondent
Detroit — All U. S. auto manufacturers said Saturday they "have done just what we promised to do" when they agreed to drop advertising and promoting speed.

The agreement, reached by the five U. S. manufacturers within the framework of the Automobile Manufacturers association, has been relayed as orders to all divisions of their separate companies, each reported.

Only time and inspection of the advertisements and publicity release of the auto firms will tell whether they'll continue to hold the line against exploiting the vice for speed of the American public.

Ford, Mercury, Chevrolet and Pontiac reported they have disbanded their highly-paid racing crews. For several years, each of these racing teams — headed by a veteran driver-mechanic and including a half-dozen top active drivers plus a score of mechanics and engineers — competed in leading stock car races and several top sports car racing events.

Costly Talent

It was estimated this talent, plus cost of special cars, parts and materials, transportation and

factory aid, all ran into several million dollars a year for both General Motors and Ford.

As one spokesman said, "actually, everybody's satisfied — especially the independent racing driver who has a better chance to make a living. But the companies are saving money and by the time they quit racing competition we had the public so confused by all the racing claims that nobody knew who won."

That was certainly true, after the Daytona Beach stock car speed tests last winter, the advertising claims of Ford, Mercury, Chevrolet and Pontiac made it seem they'd all won, and that NASCAR the sponsoring organization, had said so.

Certainly the auto companies would never have gotten into speed and horsepower promotion if this hadn't sold cars to the public.

One version of how it all had started goes back to the post-war Cadillac engine and its younger brother, the Oldsmobile 88.

These two engines were acknowledged forerunners in the high compression, high horsepower field. The public liked their power, the hot-rodders liked their adaptability and the

race drivers won races with them.

Start Race

Then Ford and Chrysler got into the act to stop Oldsmobile and later Chevrolet and Pontiac from sweeping all the races. Soon the emphasis was on which model car won at Daytona, Pike's Peak, the Pan-American road race and many other top stock car contests.

The advertising slogans became "Rocket Away," "The Hot One" and "The Hot One's Even Hotter." "The Car That Cools Off The Hot One," "This Baby Can Flick Its Tail at Anything on the Road" and many more such.

Actually, after giving the auto manufacturers due credit for public responsibility, it also appears the horsepower race may have reached its peak. It's well-known in Detroit that every automaker either has a small car program underway or is looking hard at one.

The time may again be near at hand when auto companies will sing the virtues of gas mileage and economy instead of surging power, squealing tires and the vanishing wisp of blue smoke.

But it's doubtful Chevrolet will advertise, "The Cold One's Even Colder," or Plymouth will proclaim, "Suddenly It's 1929."

Eleven County Men At Summer Camp

Eleven Jackson county men are among 200 Army reservists from four western states taking their annual field training at Fort Lawton, Wash., as faculty, staff and students in civil affairs and military government department of the USAR school program.

The summer school is being conducted by the Santa Barbara, Calif., USAR school.

The Jackson county men are Lt. Col. Marion B. Caster, route 1, box 489-B; Maj. Clement H. Ault, route 1, box 224; Maj. Ernest J. Lathrop, route 2, box 190; and Capt. William H. Naylar, route 1, box 209-C3, all of Central Point; Lt. Col. Edward P. Barnett, 425 Ardmore ave.; Lt. Col. Vincent P. Bevis, 711 Waverly; Lt. Col. Boyd E. Pudge, 108 Highland drive; Lt. Col. John G. Crawford, 835 East Main st.; Lt. Col. Franklin H. Van Pelt, 64 Rose ave.; Maj. William J. Thompson, 1836 Woodland drive; and Maj. Archer H. Watson Jr., 109 Laurel st., all of Medford.

POLITICAL POWER

Burbank, Calif. — Mayor Edward Olson, recently speaking at a Republican-sponsored rally for Gov. Goodwin Knight, remarked: "I'm probably the only Democrat here." Just then, a fuse blew, the lights went out and the microphone went dead.

The Mail Tribune Want Ads

Reece Protests Woman Going With Porter on Two Trips

Washington — Rep. B. Carroll Reece protested Saturday because a Latin American specialist of the Library of Congress, a woman, accompanied Rep. Charles O. Porter (D-Ore.) on two recent trips to Latin American countries.

Both Porter and the woman's superior in the library's legislative reference bureau said the specialist, Mrs. Rosita Bennett, accompanied the Oregon House member in an official capacity as expert researcher and translator.

Feuding Over Opposition
Reece and Porter have been feuding over Porter's opposition to the Trujillo government of Dominican Republic. Porter wants the United States to withhold foreign aid from any Latin American "dictatorship."

In a statement in the Congressional Record, Reece accused Porter of advocating "the violent overthrow of certain governments." He went on to say that Mrs. Bennett traveled with Porter on trips to Puerto Rico and Costa Rica.

Porter's office and Mrs. Bennett's boss, Director Ernest S. Griffith of the legislative reference bureau, said this was in error. The trips were to Costa

Rica and Colombia, they said.

Griffith said he authorized Mrs. Bennett to make the trips. Porter was invited to Costa Rica and Colombia to make speeches. Porter, who does not speak Spanish, asked the bureau for someone to accompany him as translator and researcher.

Assignment Given
So, Griffith said, he gave the assignment to the bureau's Latin American specialist, "the only one we have," Mrs. Bennett. Griffith said such assignments are not unusual. He said it is the bureau's duty to serve members of Congress "in a professional capacity." Since it has no travel funds, however, out of town trips must be financed by someone else, he said.

Porter's secretary, Jack Billings said no government funds were involved in the trips. He said the Colombian trip was financed by newspaper groups and that to Costa Rica by the host country.

Porter said Reece's charges showed "the lack of any arguments with merit" against Porter's proposal to cut off aid to Latin American dictatorships. "To me this is rather ironic because he has been criticizing me for getting into something

over my head, and now he criticizes me for making sure I have an expert provided by Congress," Porter said.

Porter told a reporter that Reece "knows there are precedents" for a congressman taking a library employee on a business trip.

"He knows it's done," Porter said. "And he could have asked me if he wanted to know who paid the expenses."

Porter added that on the trip to Colombia, he and Mrs. Bennett were accompanied by A. Robert Smith, reporter for Oregon newspapers.

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BUTTE FALLS

School Positions Filled

By MARY JO HARRIS

Butte Falls — Two positions were filled at a special meeting of the school board the latter part of last month. School clerk is now Mrs. Bill Edmondson and grade school janitor and lower bus driver is Ray Chambers. A driver for the upper bus is still unappointed.

Furniture posted for bids by the school board was sold, in part, and the remainder will be offered for sale at the first meeting in August.

The school board consists of Frank Edmondson, chairman, Doug Finch, Duane Burton, Earl Remson and Hannah Dalton. Mrs. Dalton was just elected to a five-year term, which will start at the next meeting.

Mr. and Mrs. Robert Wells are now the sole proprietors of the Butte Falls Shell Service. The Frank Phillips, former partners, sold their share of the business to the Wells and have returned to Medford.

Medford Corporation woods and railroad operation has been shut down, as the result of a strike by three truckers against a trucking contractor, since June 26.

This disagreement did not arise from any dispute between Medco and its employees, or Medco and the union. It is against Austin L. King, Medford trucking contractor, who has been hauling logs for Medco above Butte Falls.

The strike began as a result of a dispute over the rehiring of three truckers employed by King, and employees will not cross the picket line established by the three truckers above Butte Falls. Truckers are Page Stauffer, Butte Falls, Norman Caldwell, Camp White, and John Zimmerlee of Shady Cove area.

Mr. and Mrs. L. L. Horn and son, Bruce, of Empire, Ore., visited with the Claude Moores, Mrs. T. Murray and a number of other friends while here. The Horns are living in Ashland this summer while Horn attends Southern Oregon college.

Mr. and Mrs. Charles (Red) Capello and family motored to Lake of the Woods to spend the Fourth swimming and picnicking. The Capellos had only time enough for their picnic when they had to rush their daughter, Miss Jeanette Capello, to Medford to their doctor. Miss Capello was treated for an abscessed throat and is reported to be much improved this week.

Guests in the Page Stauffer home over Fourth of July week were Mr. and Mrs. Cal Peyton of Klamath Falls.

The Virgil Conley family spent their July 4 vacation at Elgin, Ore., visiting Mrs. Conley's parents and brother, Mr. and Mrs. Perry Wood and Jack Wood.

While there the group spent a day at Willows lake picnicking and swimming. On their return trip the Conleys stopped at La Grande for a short visit with Mrs. Conley's sister and family, Mr. and Mrs. Tom Grant and son, Mike.

Mr. and Mrs. Burrell Facey and daughters spent their vacation at Brookings, where they spent some time ocean fishing.

Mr. and Mrs. Henry (Hank) Tygart and children spent several days at Brookings over the Fourth as guests in the home of Hank's parents, Mr. and Mrs. F. N. Tygart. The Tygarts' daughter, Sherry, remained in Brookings for a week to visit with her grandparents.

Several families from Butte Falls spent the better part of their vacation camping out at various lakes in the area.

The Keith Johnson family spent three nights camped at Squaw lake in the Jacksonville area. The Johnson boys had time to get caught up on their fishing and swimming.

The William L. Harris family spent five nights at Willow Creek dam, camping out. Mr. and Mrs. Gene Irwin and Linda Ellis spent two nights at the Harris campsite. Linda is a sister of Mrs. Irwin of Brookings. The Ted Reddell family also spent some time at the Harris campsite.

The Harris's, the Irwins and the Reddells spent the day of the Fourth boating, picnicking and swimming. Mr. and Mrs. Lee Jolliffe and son, Chipper, and Larry Jolliffe also joined the group the day of the fourth.

Guests in the Randall Perkins home were Mr. and Mrs. Joe Santos and daughter, Carla Ann of Yreka. Mrs. Santos is a sister of Randall's and the Santos made their visit during the week of the Fourth.

The Richard Haviland family spent a short time in Butte Falls recently while in the area visiting his mother and friends. Richard is a former resident and is now in the San Francisco area working in electronics.

Early last month the first baptismal service ever held in a local baptistry was held in the Butte Falls Community Bible church.

The Rev. Howard Simmonds assisted by the deacons, Albert Hoffmann, Louis Crammer and L. V. Berck, baptized six young people.

During the service Mr. and Mrs. Elmer Leatherman sang and were accompanied at the piano by Mrs. Howard Simmonds.

Members of the Mt. Pitt club held a regular meeting at the home of Mrs. Randall Perkins Thursday evening July 11. Due to a pre-scheduled game of the Bluebirds several members were late arriving.

This meeting was birthday night for Mrs. Burrell Facey. Members honoring her were Mrs. Lee Jolliffe, Mrs. Hank Tygart, Mrs. Virgil Conley, Mrs. Gene Irwin, Mrs. Trudy Buttram, Mrs. Don Jolliffe, Mrs. William Harris, Mrs. Randall Perkins, hostess, and Mrs. Keith Johnson. Mrs. Johnson was a guest and will soon join the Mt. Pitt club.

The Rev. and Mrs. John Fuiten and family spent part of the Fourth of July vacation at their district headquarters at Brooks, Ore. The Fuitens attended camp meeting there.

The Rev. and Mrs. Fuiten will conduct a Youth Camp at Camp Two, above Butte Falls, for Assemblies of God of southern Oregon. This camp will commence July 15.

Visiting in the Dan McKee home are Mr. and Mrs. Carl Hawkins and family of Phoenix, Ariz. Mrs. Hawkins is a sister of Dan.

The McKees and Hawkins plan to visit Willa Woods, an aunt of Dan and Mrs. Hawkins, at Coos Bay this weekend.

Sympathy is extended the Duane Burton family upon the death of an aunt at Duane's who lived in Carney, Neb. The Burtons have made the trip back by auto for the funeral. Duane's aunt was killed in a farming accident.

DIAMOND IN THE ROUGH
Inglewood, Calif. — Bob Corthell, about to dig into a portion on his plate, almost bit off more than he could chew. A diamond ring valued at \$100 had fallen into a cellophane bag of spinach he had purchased earlier at a market.

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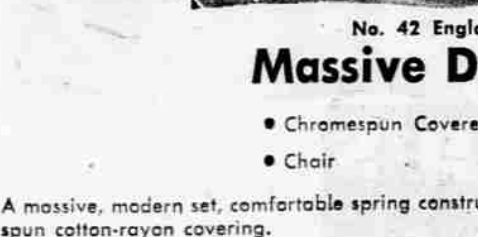


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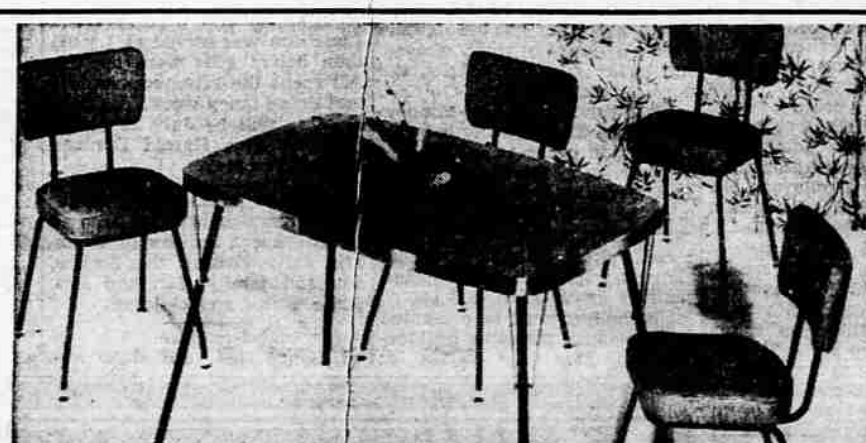


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