



WAVING FAREWELL, Vice President and Mrs. Richard M. Nixon leave Washington Airport on 11,000-mile good-will trip to eight South American countries. (International)

Awards Planned for Events in Campaign For Local Economy

Awards will be presented for three events in connection with the campaign to "Keep Medford's Economy Rolling—You Auto Buy Now."

Planned during the 10-day concentrated drive is a telephone promotion plan, a dollar volume contest, and a new car buyers award.

Between May 1 and 10, during the campaign, residents in the county may be awarded a cash prize for answering the telephone "You Auto Buy Now" instead of "Hello."

Calls Each Day
Calls will be placed each day on a random-hour basis to various parts of the county. Residents in Medford, Phoenix, Talent, Central Point, Eagle Point, White City and Jacksonville are eligible for the contest.

The dollar volume contest will be open to any licensed driver who wishes to participate. The purpose will be to estimate the total dollar volume of the franchised Medford automobile dealers during 1957. The estimate would include all new and used car sales for Medford, the total salaries and wages for all franchised dealer organizations and the total of service and parts charges for 1957.

Accepted accounting procedures have been used to tabulate the figure which has been notarized and placed on file in the office of Medford Mayor.

Improvements Made In Cars for Women

Most improvements in today's passenger cars, both in styling and performance, have the women in mind, according to automobile producers.

Power accessories, upholstery and other new car ideas were engineered with a woman in mind. Many experts feel that the principal engineering developments in recent years bear out the "for the ladies" trend.

Producers say that with woman, style comes first, then comfort, then ease of handling and safety. With men, power and performance are the keywords.

Teachers Devise Reading Plan

Dover, Del. — Forty English teachers have banded together to "do something" while the controversy rages over whether Johnny can or can't read.

The teachers have planned a project to revise thoroughly the English curriculum in Delaware's schools.

The undertaking has the blessings of the English section of the Delaware State Teachers Association, the State Department of Public Instruction and the school of education of the University of Delaware.

"Operation English" actually began in August of 1956 when a preliminary "workshop" report was issued. But the teachers now have gotten down to fine points, with separate committees to study various phases of English instruction, such as book reports, literature and reading, critical thinking and oral communications.

The revised curriculum will not be compulsory, but members of the project hope to enlist the cooperation of related school groups in urging its voluntary statewide adoption.

The teachers don't believe their efforts will result in providing the "last word" on Johnny's ability to read or write. But their report will represent two years' work by "groups deeply interested in Johnny and his problem."

When a normal individual is resting, his heart contracts at a rate of about 70 times a minute.

Water from the Amazon River freshens the Atlantic ocean as far as 100 miles out to sea. The Amazon's discharge is greater than that of the world's three next largest rivers combined.

Big Mosquito Bites Turns Out Chickenpox

Mendon, Vt. — "Gee, Grandpa, you've got awfully big mosquitoes up here in Vermont."

Beth Greenslet complained of the pesky insects while on a visit to her grandparents here. Sure enough the youngster's face was covered with what appeared to be large bites.

But the doctor said Beth had chicken pox.

Average Home Has 50 Light Sources

Cleveland — The average American home has an estimated 50 electric light sources of various kinds and sizes according to a recent survey by the General Electric lamp division.

Included in the list are incandescent and fluorescent lamps for general lighting, night lamps, sun and heat lamps, ozone lamps, miscellaneous miniature bulbs in appliances, flashlights, switches and elsewhere. Christmas lamps and photoflash bulbs.

The family with an automobile owns another 20 to 40 lamps depending on the make, model and year of the car. GE says the nation's lamp industry will make two and one-half billion electric light sources of more than 10,000 types and sizes this year. The total is more than was produced during the first 30 years after Edison developed the light bulb in 1879.

The first automobile race held in 1892 was won by a car averaging 5.05 miles per hour.

There are more than 3 million miles of roads and streets in the United States.

The average passenger car in this country travels 9,359 miles per year.



HAPPY COUPLE—Jim Bough (right), 29-year-old handyman-newspaperboy, and his 85-year-old bride, the former Mrs. Laura Belle Wilson, pose with Mayor Tom Lemon (center) after latter wed the couple in Bloomington, Ind. The bride, a great-grandmother, said the marriage was her last.

The lakes impounded by dams of the Tennessee valley authority have an estimated total shoreline of approximately 10,058 linear miles.

Forty-eight per cent of company presidents in the Chicago area earning from \$25,000 to \$100,000 annually, rose to their positions through sales departments, according to a survey made by the Chicago Sales Executives club.

The longest railroad tunnel in the U. S. is the Cascade Tunnel on the Great Northern Railway in Washington, 7.8 miles long.

U. S. exports of soybeans in fiscal 1957 totaled 77 million bushels, valued at 196 million dollars. This is equal to 17 per cent of the U. S. crop and 80 per cent of the world trade in the commodity.

Electronic Control System Devised

Buffalo, N.Y. — A unique electronic control system capable of regulating automatically the flow of electricity in a desired area has been put in use by the Niagara Mohawk Power Corp.

The system, first of its kind, is expected to improve the efficiency and economy of operation of NMP in the western New York area for which it was set up.

The manufacturer, (Minneapolis-Honeywell), has used the power company as a final development laboratory for the system during the more than 18 months installation was in progress.

What the equipment does, simply, is to determine the amount of increase or decrease required in the output of the generating plant to meet the load requirements for electricity at a given time. Then it automatically adjusts generator loading to meet this need.

In its first use by Niagara Mohawk, the new control system is capable of regulating automatically the six 60-cycle generators at the utility's Huntley Steam Station just outside Buffalo. These generators have a top output of 556,000 kilowatts of electricity.

Capable of split-second calculation and decision, the new control system can provide big savings in fuel and equipment. At the Huntley Steam Station, for instance, more than 8,000 tons of coal per day are consumed. This consumption would be greatly increased if generators were not properly loaded to produce the greatest amount of energy from the coal burned.

Four helicopters called in by a radio recently beat back a roaring brush fire near Soledad, Calif., with a wall of wind created by the whirling blades.

The Men Who Know Cars Best Agree on PLYMOUTH...

TODAY'S BEST BUY—TOMORROW'S BEST TRADE

Read what experts of 9 leading auto publications say about the great 1958 Plymouth

MOTOR LIFE: "... Plymouth is the best-handling sedan on the road today ..."

MOTOR TREND: "... truly a high-performance, safe, sports-type family car ..."

DELL 1958 CARS: "... Plymouth's still the newest, cleanest design ..."

SPORTS CARS ILLUSTRATED: "... probably the most roadable automobile made in America ..."

"... extremely fast and responsive ... moves with authority and grace ..."

SPEED AGE: "... with its new engine options, outstanding performance ..."

AUTO SHOW: "... refinements have improved the award-winning styling, economy and roadability ..."

CAR LIFE: "Anyone considering a low-priced car in 1958 is making a serious mistake if he overlooks Plymouth ..."

HOT ROD: "... the number one full-size road car in this country ..."

TRUE'S AUTO YEARBOOK: "... wildcat performance ... comfort for Grandmother's trip home ..."

All we can add is: *try the Plymouth yourself.* Ask your Plymouth dealer for a demonstration drive. Then talk turkey to him about trade-in terms. You'll be pleasantly astonished to learn how easy it is to own the Plymouth further described by *Motor Life* as "... top in styling and roadability for '58—with exceptional performance as a bonus!"

More car for your money today

More money for your car tomorrow

Plymouth



KEEP MEDFORD'S ECONOMY ROLLING - - YOU AUTO BUY NOW!



That Old Buggy Won't Last Forever

YOU AUTO BUY NOW!

AND YOU AUTO CALL DAVIS FOR MOVING!

We have the equipment and "know how" to move you quickly and safely. When you move, you want the confidence of knowing you've called the best. That's why most Rogue Valley people call Davis in Medford and Ashland. Many years of experience in moving costly household goods means the best move of your life — when you call Davis ... Your Bekins Agent.

DAVIS

TRANSFER AND STORAGE CO.
Crating & Packing

• Medford—139 South Fir • Phone SP 2-6273
• Ashland—240 4th St. • Phone MU 2-8552

BEKINS AGENT FOR MEDFORD AND ASHLAND

Unemployment in April Declines

Washington — Unemployment in April dropped by 78,000 while employment rose by 600,000 to 62,900,000, Secretary of Commerce Sinclair Weeks announced today.

Nearly all of the gain in jobs resulted from the usual spring pickup in agriculture and other outdoor activities, Weeks said.

The April drop in unemployment brought the jobless figure to 5,120,000. It represented the first drop in the number of jobless since the recession began late last year.

The April drop followed a 25,000 increase in unemployment reported for March. The government released the employment-unemployment figures about 10 days ahead of time.

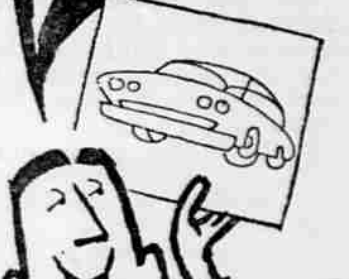
Fifteen million families, about 10 per cent of the nation's population, have two cars.

The federal census showed 12 per cent of American males over age 18 have completed at least a year of college.

WHY WAIT?



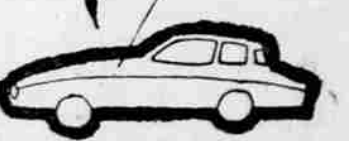
BUY IT NOW



with a FIRST NAT'L BANK



AUTO LOAN



Enjoy the thrill of driving this year's car—with today's advanced engineering and beautiful style!

Buy now ... the fair trade-in offered by your dealer will make the step to a new car easy. It's good business to ... Buy It Now!

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MEDFORD BRANCH
"LET'S BUILD OREGON TOGETHER"
Member Federal Deposit Insurance Corporation