

Further Study Needed For Interim Zoning Ordinance

Completion and approval of an interim zoning ordinance for the Camp Baker rd. area near Phoenix hit a snag last night as members of the Jackson county planning commission pecked away at technicalities.

Planning Commission Chairman Edwin Gebhard, Central Point, asked the commission's zoning committee to study the proposed ordinance further and iron out any difficulties. Zoning committee members are Robert Boyer, Medford attorney; John Weisbrod, Shady Cove, and Clifford Lovejoy, Old Military rd.

A motion by Gerald Latham, planning commission member, to take the proposed ordinance under advisement was approved. The motion was that the petition of residents of the Camp Baker area for a single family dwelling and agricultural zone was sent to the planning commission for study, the commission studied it and concurs with the need for zoning.

The commission asks that the area seeking zoning be maintained at status quo until the commission has completed its standards and specifications.

Accepted Petition

The planning commission during a recent public hearing had accepted the petition for zoning from Camp Baker residents. Residents of that area had heard that an auto wrecking yard might be established there.

Dave Lowry, Phoenix, planning commission member, strenuously objected to proposed interim zoning regulations for agricultural district. Setting a limit of 200 square feet in area for fruit and vegetable restricts the farmer to the peon class, Lowry said.

"I don't think it is fair to dictate to the farmer how large a fruit and produce stand he shall have," he continued.

Weisbrod replied that unless the area of roadside stands is strictly limited, any supermarket could set itself up under regulations applying only to fruit stands.

Roadside Stands

Clifford B. Cordy, county horticultural agent, said that the Jackson county stone fruit committee had recommended that fruit growers with less than 10 acres of early ripening fruit can best sell it through roadside stands. Vegetable growers who sell their produce locally have come to the same conclusion, he said. Such a stringent regulation on fruit stand size would be contradictory to these recom-

Hatfields Observe First Anniversary

Salem—Gov. and Mrs. Mark Hatfield observed their first wedding anniversary Wednesday.

They celebrated quietly at Salem General hospital, where Mrs. Hatfield is convalescing after the birth of their daughter, Elizabeth. A special cake was a feature of the observance.

Mrs. Hatfield hopes to bring their daughter home this week end.

A caller at the office of Gov. Hatfield was Rev. William F. Kerr, who performed the marriage rites in Portland a year ago.

Los Angeles Heat Ties Year's High

Los Angeles—A summer heat wave hit Los Angeles Wednesday, pushed the temperature up to 92 to tie the year's high and is expected to bring a high of 95 degrees today.

Moderate smog which covered the basin area will return again today to plague residents, according to the Air Pollution Control District.

Hot weather covered many nearby cities with Arcadia reporting a high of 90, Monrovia 92, Glendale 94, and San Fernando Valley 99. In the desert areas, Palm Springs recorded 113 degrees and El Centro 112.

Men Return From New York City Meet

Eston Humphrey and David Irving have returned from the Lions International convention held June 30 through July 3 in New York City.

Approximately 20,000 Lions representing 99 countries attended.

Humphrey, who was appointed international counselor, returned July 6 after spending July 4 touring Washington, D.C.

Irving returned to Medford Saturday, after taking office as governor of District 36 in Oregon.

commendations, Cordy said. Weisbrod submitted an amendment to the proposed ordinance which requires that an application for a certificate of occupancy be made to the planning commission with three sets of detailed plans and specifications for a new building before the dwelling is built.

The way the ordinance was originally written, the certificate of occupancy could be obtained after the building was constructed. This regulation exempts "accessory farm buildings."

Building Code Tabled

In regards to a county building code, Lovejoy said the planning commission had too many other matters to work on to consider such a code at this time.

Lowry was appointed to a recreation sub-committee after Planning Technician Jack Eaton reminded the commission that the sub-committee had never been officially disbanded. Commission members felt that since the newly created county parks and recreation commission is consulting with them on the prior studies made by the sub-committee that that unit could render more valuable assistance by remaining active. It would serve as a liaison group. Other members are Ed Bolt and Latham.



"I have to run into the grocery store for a loaf of bread and a bottle of milk," says the little woman. "I'll only be a couple of minutes." Half an hour later she shows up at the car with the bread and milk plus four cans of tuna fish, a quart of ice cream, an arm load of paper towels, a package of tea, a new kind of detergent for the washing machine and a batch of balloons for the kids.

Why do women do this? A noted package designer, Robert Sidney Dickens, says it is because the housewife is in "a mild hypnotic trance induced by mass displays, lights, signs, packages, pictures and brilliant colors in the chrome and enamel food palaces."

According to this Mr. Dickens, whoever he is, the "trance-like buying is one of the things that helps keep America's complex economy boiling. "Not only does unplanned buying keep consumer demand strong and growing," says Mr. D., "but it also produces faster acceptance for new products. And one out of five products now sold was unknown 10 years ago."

However, it seems this isn't all bad. Because of this semi-hypnosis, the housewife doesn't buy everything. Seems that a Chicago visual survey organization has proven - to their satisfaction, anyhow, that the "average shopper in a state of supermarket ennui has a very much lowered response rate and level of awareness." That's the reason that products must be eye-catching and signs easy-to-read, etc. And while we're on the subject, who decides what goes where in a super-market? Some of it makes sense, but some doesn't. Of course, it's a smart trick 'to put the packaged short cakes close by the fresh fruit, and the jars of jelly and jam by the bread counter. But why isn't canned milk somewhere near the fresh milk, why is the potato salad by the eggs in some stores, instead of with the packaged meat, for instance, and why wouldn't it be logical to put syrup on a shelf with the pancake and waffle flour, instead of near the ice cream cabinet?

However the food is arranged, we go in to buy bread and milk and come out with \$10 worth of groceries.

Potpourri has been wondering if Khrushchev and his cohorts in Moscow have decided that Russian women should look more glamorous. Within recent months we read that the House of Dior of Paris was invited to show its models in Russia, that lipsticks are now being made available (three shades, as we remember) and American pattern and fashion houses were encouraged to include displays in the American National exhibition which opens in Moscow July 25. The Dior show, it is reported, created a sensation in Moscow, with men and women by the thousands crammed into each one.

It will be interesting to see if they react the same way to the American exhibit. It is reported that the American exhibits of clothing are to be typical of what the average woman in the U.S. wears - not high fashion stuff. McCall's Patterns and Singer Sewing machine companies are sending three or four women to conduct demonstrations and to cut and make clothing such as the ordinary American woman makes for herself and her family.

In addition to this, 28 young women guides will wear typical U.S. clothing - all designed and executed in red, white and blue, separately or in combinations of the three colors. Each girl will have about a dozen separate outfits - donated by clothing manufacturers of America.

The guides all speak fluent Russian and were given a strict examination to see that they were well versed in United States history, geography, etc.

For years Russian women have been encouraged to wear simple, plain clothing and were indoctrinated in the belief that makeup was vain, if not downright unpatriotic. Is all this glamour to be just dangled before their eyes, or are they preparing the Russian women for the time when they will be able to buy Dior gowns and American patterns or clothing? Either Russian women aren't like other women, or else the Communist party leaders better be prepared to make some of this merchandise available to their women-folk, and not just show them what the women in France and the U.S. have and wear.-O.S.

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Queen Arrives At Port Arthur

Port Arthur, Ontario—Queen Elizabeth, who formally opened the St. Lawrence Seaway with President Eisenhower at Montreal June 26, sailed into its westernmost Canadian terminal today.

Shew as told in advance briefings and in speeches prepared for delivery by the local mayors at a lunch in Fort William the people of the lakehead were counting on the waterway to open up the prairies to world commerce.

The Queen and her husband, Prince Philip, scheduled a five-hour visit to Port Arthur and its twin city of Fort William en route from Sault Ste. Marie to Calgary.

While the Queen was in Sault Ste. Marie touring a steel mill Wednesday, a Port Arthur judge ordered a 44-year-old American woman a mental hospital for 60 days observation.

The woman was picked up by Royal Canadian Mounted Police the previous night after she gained considerable local publicity by announcing she was going to talk to the Queen and Philip and present them with "friendship flags." A police spokesman said the woman had a record of mental illness in the United States.

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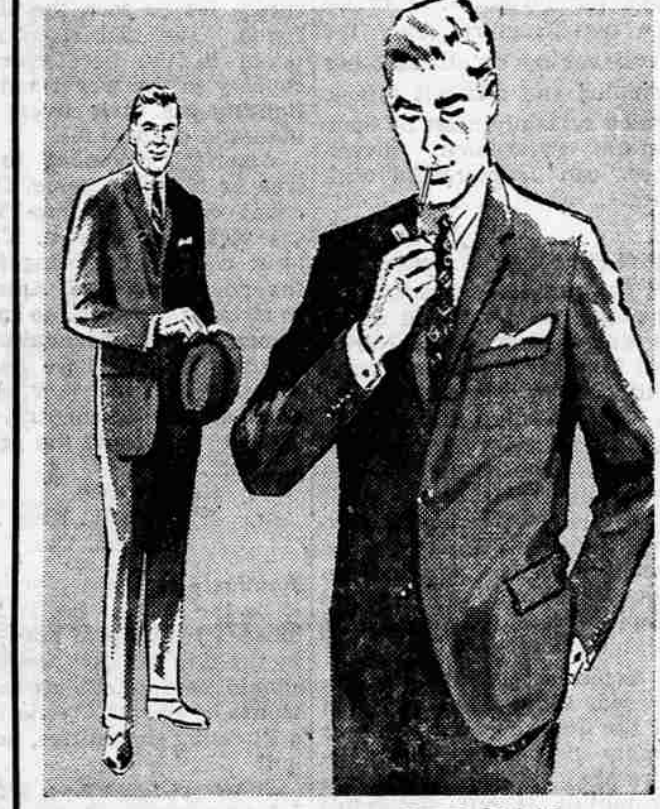
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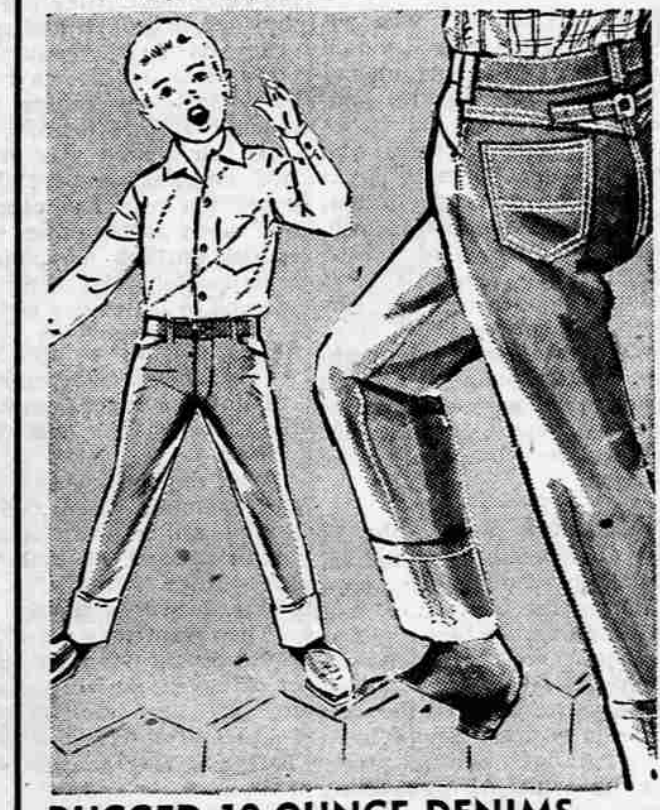
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- 24 Boys' Better Knit Polo Shirts, 6-16......88
- 120 Boys' Better Slack Socks, 10-10 1/2......34
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