

Oregon Industry Provides Wanted Product



EXHIBITS PRODUCTS — Mrs. Jean Emmerich, a Sawyer's Inc. employee, exhibits just a few of the many products made at and sold from the company's plant near Portland. The enterprise, which started as a small Portland photo-finishing firm in 1914, has three overseas plants.



TOUCHES UP — Joe Liptack, a Sawyer's artist, touches up a small Santa Claus on a miniature "set" which is being prepared for photographing. Sets such as this are photographed with three-dimensional cameras and turned into scenic reels or slides for use in Viewmaster cameras.

Library Here Buys View-Masters, 600 State-Made Slides

By GREG NOKES
Mail Tribune Staff Writer

It came as a surprise to some persons locally that nine View-Masters and approximately 600 slides, recently purchased by the Public Library of Medford and Jackson county for use of patrons in both the main and branch libraries, are the products of an Oregon-based industry.

Sawyer's Inc., which manufactures and sells the View-Master and slides in addition to a number of other related products, has grown from a small Portland photo-finishing firm in 1914 to its present position as a world-known manufacturer.

Operating from its headquarters and main manufacturing plant near Portland — with additional offices in Chicago and three manufacturing plants abroad — Sawyer's Inc. produces and distributes today's leading lines of stereo viewers and is becoming a prominent competitor in the slide viewer and projector fields.

20 Million Sold

According to a recent tabulation, more than 20 million of Sawyer's stereo viewers have been sold and the company has marketed more than one billion color photo transparencies since entering these phases of business.

The Sawyer's story goes back to 1914, when Carleton Sawyer and two associates started a firm in Portland which handled photo finishing for a chain of drug stores. In 1919, the business changed hands and the new owners expanded the photo finishing service to more than 350 drug stores in Oregon, Washington and Idaho.

Sawyer's entered the tourist novelty field in 1927 and the company soon became the nation's largest producer of scenic photo post cards and packet sets.

Significant Step

One of the most significant steps in their growth took place in 1938, when W. B. Gruber, who had applied for patents on the Stereoscope, associated with the company and they started manufacturing the now-famous Sawyer's View-Master viewer.

The View-Master quickly caught the fancy of the buying public and necessitated an expansion of the company into new plant facilities in 1941. By 1947, the firm had expanded into two additional buildings and the payroll had grown to 150 employees.

Demand for the company's products continued to grow, and in 1949 the firm opened sales offices in Chicago and purchased its present main plant site at Progress, Ore., some nine miles southwest of downtown Portland.

14-Acre Plant

Sawyer's occupied the new 14-acre plant in 1951 and, in the same year, purchased the Tru-Vue company and moved that firm's personnel and operations from Illinois to Portland.

The Progress plant manufactures the products for distribution in the U.S., Canada and South America. Sales and distribution of the products in the eastern U.S. are administered from their Chicago offices.

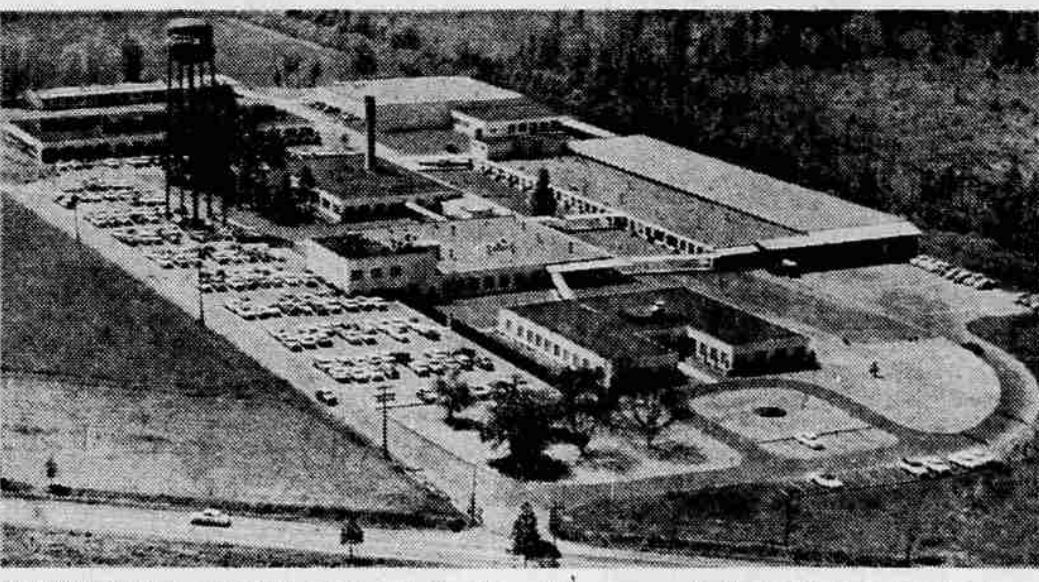
Sawyer's now operates manufacturing plants in Brussels, Belgium, Sydney, Australia, and is opening a third plant this year in Bombay, India. Together with these plants, the company operates overseas distribution facilities which market their products abroad.

The well-known fairy tale and cartoon stereo picture stories, produced by Sawyer's, come complete in a seven-scene reel or card, and include nearly all of the famous fairy tales as well as leading Walt Disney and other popular cartoon characters.

The local library purchased large numbers of both the fairy tale-cartoon and real life scenic reels. These can be found in the children's sections of the county libraries.

For the cartoon stories, the individual characters are sculptured by Sawyer's artists and are included in scenes (tiny sets) which are then photographed by three-dimensional cameras and mass produced in story form.

Another in the line of Sawyer's products are the Panavue slide viewers which accommodate standard 35mm slides as well as special slides photographed and produced by the company.



VIEWMASTER PLANT—Pictured is the sprawling 14-acre Sawyer's Inc. plant at Progress, Ore., near Portland, where the world-famous Viewmaster cameras and slides are made. Sawyer's is an Oregon-born concern and maintains its headquarters in Portland.

The active group of the committee now consists almost entirely of the executive committee which has continued to work closely with the juvenile court and county juvenile department, she said.

Members of the over-all committee feel they have accomplished their objectives and have generally dropped out of active participation.

These objectives have been to obtain a more adequate juvenile department staff, a reasonably fair pay schedule and a modern detention home.

New Juvenile Code

The new Oregon juvenile code passed by the last state legislature requires an active

juvenile advisory council consisting of seven directors and "such other members as may be appointed." The juvenile court judge or judges of each county having a population of over 10,000 shall, and the juvenile court judge of any other county may, appoint a juvenile advisory council, according to the new code.

The council is required to study and make recommendations concerning operation of the juvenile court, including detention facilities, shelter care, foster homes and other facilities functioning or needed in connection with it.

The executive committee chairmanship by Shelby Tuttle, 232 Valley View dr., is doing that, she said.

However, the council must also study and make recommendations in connection with community programs and services designed to prevent or correct juvenile delinquency and other children's problems of the type coming before the juvenile court, according to the new code. It must also take appropriate action to stimulate community interest in the problems of children and carry out the recommendations of the council.

An annual report on its activities is also required, Mrs. Crowell said.

Expand County Funds

The new law provides that the county court in each county in which there is a juvenile advisory council may expend county funds for council activities.

"Essentially the expanded council will work this way: on it will be representatives of all county areas," Mrs. Crowell explained. "Council members will concentrate on general county problems, but if a community should have difficulties it may appoint a group in that community to work with the council to correct the problem or problems."

Reviewing the back history of the juvenile council, the juvenile department director noted that Jackson county was the first county in the state to have an advisory council. Such an organization was implied in the old state juvenile law but not required.

Former Circuit Judge Herbert K. Hanna set up the present advisory council consisting of a group of interested persons from whom was selected the executive committee to work more closely with the courts and juvenile department.

When the new juvenile code was framed, Jackson county officials were consulted, Mrs. Crowell explained.

Advisory Council to Juvenile Court to Become More Active

Letters are going out this week to 25 citizens of Jackson county asking them to become members of a reorganized county advisory council to the juvenile court, Mrs. Kay Crowell, director of the Jackson county juvenile department, has announced.

The 25 citizens will be asked to expand the active council membership, Mrs. Crowell explained.

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Even before this, however, many of the larger counties consulted with Mrs. Crowell to learn how a juvenile council could be adapted to their areas. Now most counties of any size either have or are forming a juvenile council. Inquiries continue to come in every week to the local juvenile department, Mrs. Crowell said. To save considerable letter writing, the department mimeographed information on the organization and functions of the local council and is mailing it out upon request.

Members of the local executive committee of the juvenile council are, besides Tuttle, Mrs. Laurence Buonocore, vice chairman, third year; James V. McGoodwin, 110 East Sixth st., Medford, third year; Dr. Bruce Turner, 317 East Pine st., Central Point, second year; Miss Josephine Kirtley, 519 Dakota ave., second year; Phil Stansbury, 123 Black Oak dr., Medford, first year; Howard Gang, 409 Oak st., second year of uncompleted term of predecessor; Mrs. David Lowry, Colver rd., Phoenix, first year; Mrs. Ben Day, route 2, Gold Hill, first year.

Consultants include Wayne Welty, 237 Girard dr., Frederick Trost, 245 Walker ave., Ashland; William Abbott, route 1, box 307 C, and Robert Lawrence, 300 Ardmore st., Medford.

Directors of the Jackson County Fruit Growers League Friday discussed enforcing the current agreement to convert old-style orchard heaters in the Rogue valley, and took no definite action, it was reported.

Orchardists have agreed to convert, have converted or are already converting 88 per cent of the old-style smoke producing heaters in the valley, it was reported.

The remaining 12 per cent consists mostly of small peach tracts, a spokesman said. The directors emphasized that the pear growers have no control over the peach growers.

A number of committee reports of a general nature were given.

Following the directors' meeting, an organizational meeting of the Medford Farm Bureau center was held. Forrest Van Vleck was elected president, Bob Minear, vice president, and Shelby Tuttle, secretary.

At the annual Fruit Growers League meeting earlier this year, the membership agreed to form a Farm Bureau center consisting of fruit growers.

London—Coffee was once regarded as an intoxicating beverage by the early Moslems and was prohibited by the Koran.

One Killed, Four Injured in Crash

Cascade Locks — (UPI) — A woman was killed and four persons were injured, one critically, in a two-car collision on Highway 30 near here early Saturday.

The dead woman was tentatively identified by the Multnomah county coroner's office as Mrs. Jean Thornton, 27, Boring.

CONVICT RECAPTURED

The Dalles — (UPI) — Hereth R. Raymond, 27, who escaped from a work detail at the state prison last Sunday, was apprehended by a state patrolman two miles east of here on Highway 30 Friday.

Tree Orders Required

Salem — (UPI) — Chief Farm Forester Charles H. Ladd said Saturday that farm woodland owners and forest land managers who plan reforestation projects this spring must have their tree orders in the office of the state forester here not later than April 1.

FFA Boys Elected For State Degrees

Four members of Jackson county Future Farmers of America chapters were elected to the State Farm degree at the state FFA convention in Pendleton May 16 to 19, according to Paul Sequist, state FFA reporter.

Those who qualified were William Rasmussen and Leon Small, both of the Phoenix FFA chapter, and David Foote and Jim Frink, of the Crater FFA chapter.

To qualify for the degree a boy must have held the degree of chapter farmer previously, have satisfactorily completed two years of instruction in vocational agriculture in high school, have an outstanding program of supervised farming.

A degree candidate must also demonstrate proficiency in parliamentary procedure and public speaking. He must have earned at least \$500 from his farming program through his own efforts and have invested it productively. The candidate must show outstanding abilities in the FFA and have participated in many of its activities.

This year there are 76 state farmers from a total state association membership of 3,795.

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SCHOOL NEWS

Medford High School

By Jim Frake

When Medford high students return to school Monday, after a week of spring vacation, they will find themselves involved in one of the most anticipated events during the school year—the Associated Student Body elections and campaigns.

Although the nominees for the 1960-61 officers were announced last Friday, promotion for the candidates will begin Monday.

Student council nominees for the ASB elections are: Jim Frake, Mike Phillips, and Jim Stever, president; Bob Quinney, Fred Loris, and Jerry Winetrou, vice president; Nancy Hinman, De Anne Tay-

lor, Carolyn Finch, and Linda Hess, secretary; John Pierce, Marida Winchell, and Karen Simcox, treasurer; Mary Frohmayer, Stanley Dowson, Kenny Peek, and Jim Barry, business manager; Pam Gilkinson, Mary Kay Harris, Cassie Thompson, and Roberta Willett, yell queen; Jim Randles, Bill Rupp, Pat Dunlevy, and John McKinley, yell king.

Other qualified students may petition to run for office if they obtain the signatures of 50 student body members pledging support and approval. All such petitions must be turned in to De Vere Taylor's office, Room 217, by 4 p.m. Monday.

Elections will dominate the Medford High school activity scene for the next two weeks with the primary elections March 24 and the final voting to be done March 31. Polls will be open from 11:30 a.m.

to 1 p.m. and from 3 to 4:30 p.m. All voting is to be done in the auditorium under the supervision of the social studies department.

Students will give campaign speeches before special election assemblies to be held March 23 and 30.

Candidates or petitioners who have further questions or problems should check the special student council bulletin regarding the elections, or see President Bob Hamilton.

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Conservation Group To Meet Monday

William Jess, chairman of the Rogue River Basin Flood Control and Water Resources association, will report on the progress of the Rogue basin program at the annual meeting of the Sams Valley-Beagle Soil Conservation district at 8 p.m. Monday in the Eagle Point Grange.

Richard Courtright, Medford lawyer, will explain the legal steps which must be taken before the water from the project can be used.

Victor Hulsey, Eagle Point Future Farmers of America chapter member, will talk on soil conservation.

Robert Lonzway, Medford, SCS work unit conservationist, will speak on district accomplishments during the past year. Lester Davenport, Grants Pass, SCS area conservationist, will explain the Small Water Sheds act.

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Fruit Growers Discuss Heaters

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