

Billboard Prohibition Measure Discriminatory, Schnaidt Says

"The initiative petition, which is presently being circulated to put a billboard prohibition measure on November's ballot, represents a discriminatory and unfair blow against advertising."

"The women's garden clubs which are backing this petition, are a misguided but well-meaning group—well-meaning because they want to remove what is not aesthetically pleasing, and misguided because the bill would strike a crippling blow in a direction not intended—tourists."

So says Jack E. Schnaidt, public relations manager for the Foster and Kleiser company and secretary-treasurer of the Oregon Council of Outdoor Advertising. Schnaidt spoke at Monday's Chamber of Commerce roundtable luncheon at the Jackson hotel to voice the billboard industry's side of the present billboard controversy.

99 and 30 would be prohibited.

(2) No by-passed city could advertise its motels, stores and restaurants to tourists on Highways 99 and 30.

(3) No resort area could use signs to tell motorists on these highways of scenic attractions and other points of interest.

(4) No signs for gas stations or garages could be used to inform motorists on these highways of service facilities.

Information Signs

(5) The state would erect information signs along these highways at an estimated cost of \$50,000 each. Only the state would decide what businesses can advertise at these sites and how much they will pay for this privilege.

(6) On all of Oregon's 23 major highways all national and brand-name billboards

will be prohibited in almost all areas except cities.

(7) All signs presently erected on private property must be torn down within five years without compensation if they do not comply with the petition.

If the petition is successful and the measure is passed, it would not only jeopardize the tourist trade, but also cost the taxpayers money, he said.

The state erected and owned signs would be a maximum of 12 by 25 feet and set well back from the roads so that tourists seeking information would have to go out of their way to see them.

On each sign there would be 24 separate advertisements, each sold to a different advertiser and each restricted to 12 square feet in size. No person could advertise on a sign unless his business

is within a 12 mile radius of it, according to Schnaidt.

The \$50,000 that each one of these signs and accompanying exits and entrance roads would cost, would come out of the general fund and be a direct burden on the taxpayers, according to Schnaidt.

It would mean, he said, that what is now public income, through property taxes, would become a sizable public expenditure.

Tourists traveling between Washington and California would not pull off the highway to study such signs, he said, and the passage of this proposed bill would be just what those states would like, because it would discourage tourists from stopping or staying in this state.

"This proposal," he said, "was thrown together in a hurry and is unworkable . . .

it would merely replace the present signs with a jumbled up sign."

Communication Means

Advertising is one of the oldest means of communication between buyers and sellers, according to Schnaidt, and "we should not abolish outdoor advertising which is the most important means of communication between tourist businesses and tourists."

The Oregon Council of Outdoor Advertising, which embraces most of the major billboard advertisers in the state, he said, is policing its own billboard practices and will continue to do so.

Advertisers are conscious of public criticism and want to do that which will be most beneficial to all concerned, Schnaidt said.

Some of their present self-imposed policies include: not

putting up billboards in unusual areas of scenic beauty, such as parts of the Oregon coast, Mt. Hood and the Columbia gorge; and not putting them so close together as to create "billboard rows."

Some advertisers, who are not members of the council, he admitted, do not follow these self-imposed practices.

Schnaidt said that outdoor advertisers will continue to solve their own problems, through self-regulation and by obeying zoning controls. He said that prohibition and state control is not the answer, because if states can prohibit or take over one industry, then they can probably take over all.

Businesses cannot survive without the tools of their trade, he concluded, and advertising is one of their most necessary tools.



AWARD WINNERS—Poet Hilda Doolittle, left, and novelist James Cozzens, right, have been selected for awards by the American Academy of Arts and Letters. The awards will be presented during May 25 ceremonies. Miss Doolittle will receive the Award of Merit medal and a \$1,000 prize. Cozzens will receive the Howells medal, which is awarded once every five years for the most distinguished work of American fiction published during that period. He will be honored for his novel, "By Love Possessed." —(UPI Telephoto)

State Tax Office Here Sets Hours

To assist residents in preparing Oregon state income tax returns, state tax commission personnel will be at the local office, 124 West Fourth st., Medford, daily from April 4 to 8, and April 11 to 15 from 8 a.m. to 5 p.m.

Taxpayers wishing help in filing their returns are asked to take earnings slips and other information needed to determine the correct tax, including, if possible, a copy of their federal return for 1959. Deadline for filing is April 15.

BASIC INDUSTRY
The basic industry of Yugoslavia is agriculture.

Seven Effects Noted

The bill, which would generally prohibit large billboards on all Oregon major freeways and throughways, with a few exceptions, would, according to Schnaidt, have seven major effects which are:

(1) All signs on Highways

Wardrobe Wonder



One day of easy sewing brings you a fresh, pretty look every day of summer. Wide, scooped neckline is airy and flattering above fitted waist and flowing skirt. Choose cotton or silk.

Printed Pattern 9097: Misses' Sizes 10, 12, 14, 16, 18, 20. Size 16 dress takes 3 3/4 yards 39-inch.

Send FIFTY CENTS (coins) for this pattern—add 10 cents for each pattern for first-class mailing. Send to Marianne Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS, SIZE and STYLE NUMBER.

JUST OUT! Big, new 1960 Spring and Summer Pattern Catalog in vivid, full-color. Over 100 smart styles . . . all sizes . . . all occasions. Send now! Only 25c.

WARDS MONTGOMERY WARD

SUPER SAVINGS CARNIVAL SALE ENDS SATURDAY

Housewares and Curtain SALE

SAVE DOLLARS ON SMART READY-MADE SLIPCOVERS

CHAIR SLIPCOVERS 14⁹⁸ WITH COUPON 13⁹⁸

SOFA SLIPCOVER 27⁹⁸ WITH COUPON 25⁹⁸

Pick any chair, sofa or daveno cover from our wide selection of prints, solids and tone-on-tone; save on each during Wards giant slipcover sale. All covers machine washable, tailored for lasting beauty. Save now!

Davento cover 19.98 . . . with coupon 17.98

SHOWN HERE: EXCITINGLY NEW FANTASY PRINT AND TONE-ON-TONE JACQUARD

Sheer DuPont Dacron curtains

Each 42x45 **77^c**

- Ivory-white marquisette
- Beautiful, neat tailoring
- 52/34 thread count
- Easy to wash, no-iron
- Shrinkage less than 2%

With neat side hems, 3" bottom hems

42x54" Size . . . now only 88c
42x63" Size . . . now only 99c
42x72" Size . . . now only 1.08
42x81" size . . . now only 1.18

NO IRONING

SALE! DACRON PRISCILLAS MAKE YOUR WINDOWS PICTURE-PRETTY

The nicest curtain a window could have, and so easy to care for. Just wash, drip-dry, rehang. Ivory white.

84x54" pr. 2.78 98x81" pr. 3.33
70x30" Dacron Tiers . . . 1.66
Matching Valance . . . ea. 84c

244 Reg. 3.98 84x45 pr.

HURRY IN TO WARDS TODAY—SAVE ON MANY OTHER UNADVERTISED SPECIALS

WARDS GREATEST SALE of IMPORTED DINNERWARE

30 PATTERNS OPEN STOCK ON ALL

20% OFF

Wards regular low prices

Choice of 23 china patterns, including Bavarian, in sets for 1, 4, 8 and 12 and 7 semi-porcelain patterns, including ironstone, in sets for 4, 6 and 8—all first quality, with open stock guaranteed for years. Save now and pay later, with one of Wards convenient credit plans.

"Dawn Rose" (shown)
66-pc. set for 8, incl. 4 extra cups, reg. 43.50, sale . . . **34.44**
100-pc. set for 12, incl. 6 extra cups, reg. 64.95, sale . . . **51.88**

SPECIAL HOUSEWARES PURCHASE

your choice 88^c

- Garlic press
- Flipper-lifter
- Aluminum rabbit mold
- Set of 4 utility hooks
- Set of 3 strainers
- Set of opener and 2 stoppers
- Boater-whipper and tongs set
- Can opener and peeler set
- Pizza cutter and server
- Stainless steel wall hanger
- Ekco wall can opener

SALE! All metal 2-way adjustable ironing table 9⁸⁸

Slide attachment forward for wide top; slide back for taper. 2-way Pad, cover . . . **2.99**

ANY 3 for 88^c

Reg. 39c, 45c each
ALUMINUM BAKEWARE
Stock up Now!

Enjoy **CORONET VSQ BRANDY**

Great straight . . . superb in mixed drinks!

CORONET VSQ Brandy

SALE! Save 20% to 25%

IMPORTED STAINLESS STEEL

4⁸⁸

- Reg. 6.50 Grape 24-pc. set for 6 Grape—50 pcs. for 8, reg. 12.50 . . . **9.88**
- Heavyweight, Swedish-inspired Erica. • 24-pc. set . . . **6.88** • 50-pc. set . . . **12.88**
- Extra-heavyweight Autumn Wheat. • 24-pc. set . . . **9.44** • 50-pc. set . . . **15.88**

FREE! GIFT CHEST