

Officers Named for Toastmasters Club

Ashland - Robert A. Gouley was installed as president of the Ashland Toastmasters club at the semi-annual installation dinner at Oak Knoll Country club this week.

James Calian was installed as educational vice president; Iver Iverson, administrative vice president; Gaylord Hay, secretary-treasurer; and Richard Sellick, sergeant-at-arms. Joe Burrow was toastmaster for the evening. Nello Vidotto presented "table-topics" and Jay Kaylor was evaluator.

Roy Neal spoke on the objectives of the Human Rights council and explained the "fine and important job being accomplished by that organization."

Ralph Wood, former member and past president, was installing officer.

Outgoing officers were Jack Nichols, president; Robert Nelson, educational vice president; William Ross, administrative vice president; Gaylord Hay, secretary-treasurer; and Oscar Silver, sergeant-at-arms.

The club meets each Monday at 7:30 p.m. in the Ashland public library basement. All men 21 years of age or older are invited to attend.



FULL BLOOM - Standing beneath one of the famed Japanese cherry blossom trees around the Tidal Basin at the nation's capital, Mr. and Mrs. William Hawley, of Washington, D.C., admire a view of the Washington Monument. As the temperature climbed to balmy heights, the blossoms came out in full bloom. (UPI Telephoto)

Sardine Packing Small Business But Maine Fishmen Do OK

By LEROY POPE
New York - (UPI) - Folks who imagine small business can't do all right in this age of super finance should consider the sardine packers.

The sardine is a tiny fish and the sardine business is still a family affair carried on from father to son in small boats carrying crews of two to eight off the coast of Maine. But it's doing fine, according to the Maine Sardine Council.

The business still is in quite small units. More than 50 brands divide up the \$25 million Maine catch alone. The United States also has a pilchard sardine industry on the California coast, but the catch there has dwindled to less than one million fish a year. The Maine catch is 1.2 billion fish, packed in 225 million cans in tasty olive oil, mustard or tomato sauces.

Yankess Produce More
Portugal, Norway, France and Japan all ship sardines to the United States but the Maine Yankess produce two of every three cans sold in the United States and you can get Maine sardines in 93 per cent of all the stores and restaurants in the country.

Pretty nifty record for an industry that hasn't a single large company in its ranks.

How do the Downeasters do it? Well, according to the sardine council, the sardine fishermen and packers found around 1950 that their sales weren't gaining, although the fish still were plentiful.

They got the state government to make a research survey for them. The survey said

the chief trouble was lack of uniform quality standards in packing. So the packers asked the Maine Legislature to tax the industry an extra half a million dollars a year to pay for tighter inspection laws at their plants. As soon as the better inspection was put in effect, sales began to go up and have continued to grow.

State Promotes Sales

The sardine pack is worth around twice as much to Maine's economy as the more widely known Maine lobster - many of which really come from Canadian waters. So the state has done a lot to promote its sales. This spring, the council is distributing 200,000 four-color eight page comic books called "Ricky and Debbie in Sardineland," designed to get the teen-agers and even smaller fry interested in sardines for luncheon sandwiches.

The sardine industry combines old-fashioned and extremely modern scientific techniques. The boats are family affairs - but they carry radar and sonar fish scopes and haul the fish up by suction tubes instead of heavy nets.

Last year, a new scientific marvel was added, the "air bubble curtain" developed by the U.S. Bureau of Commercial Fisheries. This is a perforated polyethylene hose, through which air is pumped. The bubbles rising from the holes in the hose create an air curtain which, for some reason, the sardines are afraid to swim across - making it easy for the crew in the boat

to catch them with the suction tube without dispersing the huge school.

The sardines then are kept alongside the catching boats in fine mesh storage nets. Carrier boats from the packing plants pick them up and scale them. At the plants, they are cleaned and packed by hand by women. No machine has been designed that can do this work as well as the agile fingers of the women.

Maine's sardine waters stretch along 200 miles of coastline. This helps to keep the canneries rather small.

Ashland Jaycees List Plans for Miss County Event

Ashland - Applications are being accepted by the Ashland Junior Chamber of Commerce for possible candidates in the Miss Jackson County contest, which will be held in Ashland May 28, Harry Wright, chairman of the event, has announced.

Wright said the winner here will qualify for participation in the Miss Oregon contest which will be held at Seaside in July. Miss Oregon will receive a \$1,000 scholarship, and compete in the Atlantic City, N. J., pageant for the Miss American 1960 crown which is worth \$10,000 in first prize scholarships.

Qualifications Noted
To be eligible for the Miss Jackson County pageant, the contestant must be between 18 and 28 on Sept. 1, and must be a high school graduate by Sept. 1. The contestant must never have been married, Wright noted.

The candidate must possess talent, either trained or potential, which may include playing a musical instrument, dramatics, dress designing, singing, or any of the fine arts. If she wishes to pursue a professional career such as nursing, she may present a three-minute talk on her reasons for selecting such a career or on her training to date and her aims in the profession.

Wright said persons who have a possible candidate may contact him at 429 Palm ave., Ashland.

Navy Personnel to Visit SOC Campus

Ashland - An information "task force" of U. S. Navy personnel will visit the Southern Oregon college campus Thursday, April 21.

The Navy representatives will talk with students relative to obtaining a commission in the U. S. Naval Reserve. They will answer questions regarding all Naval officers programs, but will stress the Naval aviation cadet program, the aviation officer candidate program, officer candidate school and Wave officer candidate program.

The information task force will be available between 9 a. m. and 3:30 p. m. for interviews and also to administer qualification tests.

Further information may be obtained by contacting Chief Murray Emmerich at the Navy recruiting station, Medford post office.



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