

Impressions of Automobile Capital Reviewed by Writer

(Editor's note: This is the first in a series of articles written by Jim Frake, Medford High school senior, who represented the Oregon Publisher's association at the Ford National Teen-Age Press conference in Detroit and Dearborn, Mich., recently. The articles will be used by the company in judging the winner of five college scholarships, which will be awarded to participants of the conference early in December.)

By JIM FRAKE
Dearborn, Mich. — Most impressive to this writer at the Ford National Teen-Age Press conference were the incidental and planned events shown the delegation throughout the week.

Approximate cost of the structure was \$43 million, and is now three years old. It resembles the United Nations building, and has penthouses above the 12th floor for Ford executives.

Keying Interest
Keying interest from boys and girls alike was the Dearborn proving ground, some 350 acres in all. It is said to be the only test track in the auto industry located adjacent to all engineering activities, and thus is available for immediate evaluation of new frames, suspension systems, steering designs, bodies, engines, axles and transmission.

Originally an airport, the track boasts some of the top experimental facilities available. Every type of road and weather may be attacked by test drivers here.

About 1,000 vehicles are being tested around the clock on proving grounds and road trips. Ford test drivers have logged more than 17 million miles each year — without a fatal or disabling accident.

Historic Developments
" . . . and on the right . . ." the guide continues telling the historic Ford developments. At Greenfield, a portion of Ford's grounds, the entire Edison Menlo park had been moved piece by piece from New Jersey.

Equally as interesting was seeing the Henry Ford museum, designed after Independence hall in Philadelphia, Penn. The well-guarded property is neat, well-kept and presents only the tops in attractions.

In addition, no one can overlook the \$180 million engineering center, built and maintained by Ford, in an attempt to develop progress on the premise of "building today toward a plan for tomorrow."

Popular Attraction
The show place of the auto industry, the Ford Rotunda here in Dearborn is one of the six most popular tourist attractions in the nation. Annually, up to 2 million travelers from the U.S. and 80 foreign countries visit the building. Both automotive exhibits and temporary shows have been acclaimed the world over for this excellence.

Of major interest to most teen-age newsmen was the tour of the final assembly line at Ford's Rouge plant. This manufacturing plant is the "largest concentration of closely knit, integrated factories owned by one company in America," company officials say.

First and only of its kind, the Rouge plant processes the iron ore as unloaded on Ford docks, smelt it into iron, convert it to steel, and finally transform it to something that is useful and appropriate.

Length of the final processing line was 1,620 feet. In all, several thousand feet of conveyor belt is required for the line to function as it does. Today at Ford with a new car coming off the assembly line each 35 seconds it is curious to think how Henry Ford managed prior to 1917.

Automotive officials estimate they could produce cars at today's rate for one year and not make two cars exactly alike. This team-work and production possibilities are most encouraging for the future of America's automobile industry.

But that's not all. The Ford picture is always one step ahead of America. Teen-age journalists couldn't help but notice Ford's civic responsibility as shown in its assistance for the construction of the new civic center in Dearborn. This is progress.

Committee Gets Money for Expenses
Evident where ever one might go is the kinetic and potential of Ford Motor company, and the American significance of finding Ford and Detroit associated world-wide.

Ashland—The "College for Oregon's Future" committee was given an added boost by a \$25 donation from the Southern Oregon college faculty chapter of the Oregon State Employee's association, according to Oscar Bjorlie, chapter president.

Faculty members at OSC have been doing an outstanding job for the committee and the passage of Proposition 8 by contributing funds to defray campaign costs and also giving of their time to make speeches in the area. According to Hugh G. Simpson, director of information at the college, clubs, PTA groups, and other organizations may secure a speaker on this topic, vital to Oregon's future, by contacting his office at MURdock 2-4611.

Other contributions have been received from the SOC Mother's club and Dad's club as well as the various alumni chapters.



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Made fresh daily, rushed to your grocer's. *Extra fresh* when you buy it. Get some today! Gold Medal Winner for 14 years at California State Fair.

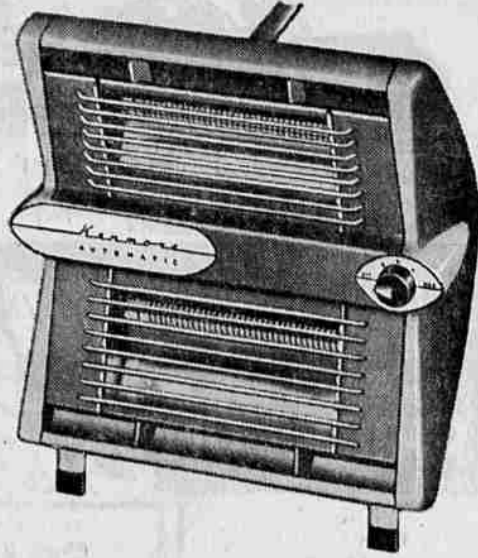
VERY BIG ON FLAVOR

ALL ELECTRIC HEATERS REDUCED FOR THIS SALE!

Budget Electric Heater Concentrates Heat Flow

REDUCED TO **22⁸⁸**

Dual fan design gives maximum forced air flow and deep heat penetration. Set thermostat for heat level desired, then enjoy cozy heat automatically! 1650 watts. Coral and ivory color.

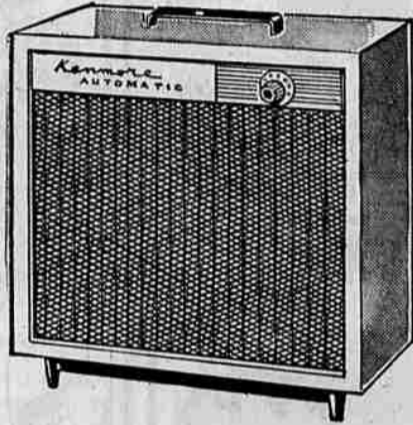


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SAVE! SAVE! SAVE! On This Low Priced Portable Heater

16⁸⁸

Kenmore quality is built right into this 110-volt fan forced heater. It's permanently lubricated for extra long life. You'll like its styling, its performance and its low price.



OPEN MONDAY & FRIDAY 'TIL 9 P.M.



Light Fixtures Reduced



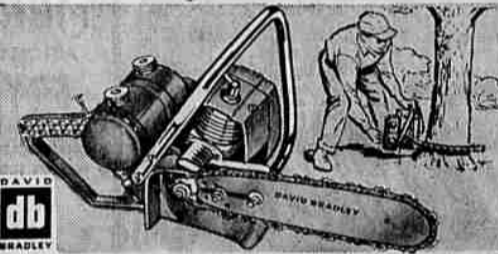
3 Lite Reel Fixture Colonial Drop Fixture REDUCED TO

22⁸⁸

Oure Most Popular Adjustable Light Fixture

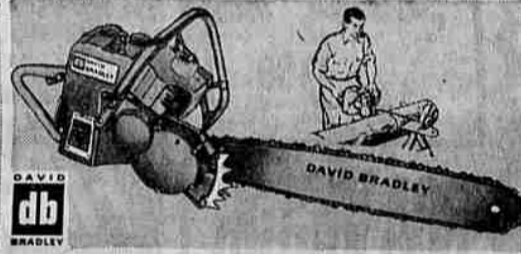
32⁸⁸

"Charge III" Surprising low price! Brass plated fixture features both indirect and direct lighting. Adjustable from 20 to 55 inches. Contemporary styling fits any decor. Shade is white with screened design. Hurry!



4-HP, 16" Direct Drive Chain Saw 119⁹⁵

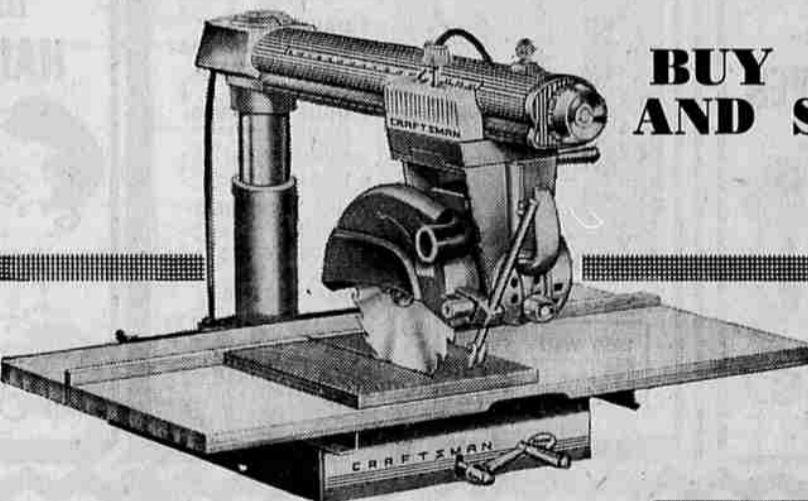
4-HP industry rated engine, hard nose guide bar to resist chain wear, positive chain oiler, single diaphragm carburetor. Performance at a low price!



Big Tough 6-HP 20" Gear Drive Saw 209⁹⁵

6-HP industry rated engine. Made for the heavy duty tree felling jobs. Air vane governor, hard nose guide bar, twin spike bars. Maintenance kit included.

SAVE 20.07 Our Best Radial Arm Saw Made for Continuous-duty operation



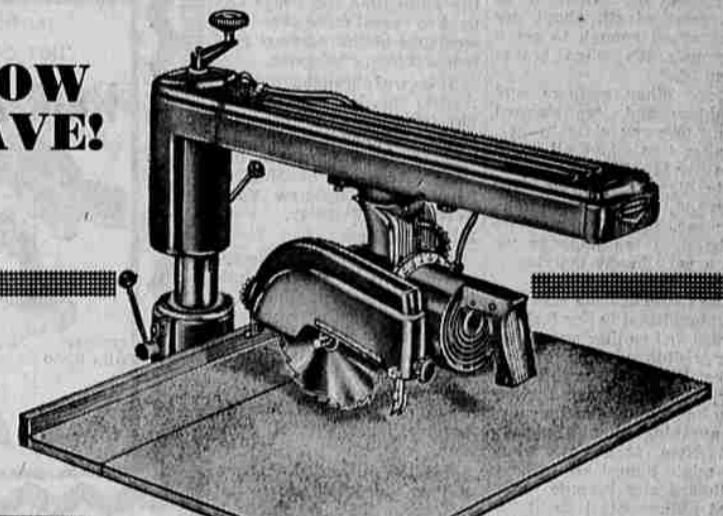
10-In. Craftsman Develops 2 HP

REG. 230.95 **219⁸⁸**

\$10 Down Delivers

Here is the saw designed for professional craftsmen and home workshop use. The precision construction assures constant accuracy . . . even with repetitive "assembly-line" cuts! Safe . . . fast . . . convenient . . . up-front color-coded controls. Saw guides along entire length of radial arm on 82 large, precision ball bearings, (34 in constant contact). Built-in overload protector cuts current when overload causes overheating. No special wiring is needed. The saw will operate on either 110 or 220.

SAVE 11.07—Exclusive Control-Center Handle On America's Newest Radial Arm Saw



9-In. Craftsman Develops 1 3/4 HP

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\$5 Down Delivers

Here is the saw that makes any cut you want . . . 4-way positioning places the blade in any conceivable position. Motor carriage guides along length of arm . . . unique flotation on 8 lubricated-for-life, multi-ball bearing races. Auxiliary motor shaft takes all standard shanked boring and cutting tools. The 4100 RPM universal motor develops 1 3/4 H.P. Safety clutch resists burn-out caused by abuse or overload. UL approved. No special wiring necessary.

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