

'State of City' Message Given By Medford C of C President

Bob Taylor, 1961 president of the Medford Chamber of Commerce, said Monday, in what might be called his "state of the city" message, that "we should be darn optimistic" about Medford's future.

Taylor was addressing his remarks to the Chamber roundtable luncheon. His expression of complete confidence in the city's future came just a few short hours after President John Kennedy, in his state of the union message, said "the American economy is in trouble."

Taylor listed several new industries in the city which have added, or soon will add, more than 500 jobs to the local economy. He also took several swipes at the Medford city council, which he said doesn't adequately represent the business interests of the city, and came out in opposition to the multi-purpose stadium proposal "at this time."

Those industries which will add a total of more than 500 jobs to the city when completed, according to Taylor, are, the Medford Corporation expansion; the Rogue Valley Manor; four new motels, including the Alpine village development in downtown Medford; and the new freeway construction.

Area's New Businesses

Other new businesses now in Medford, or soon to come, he said, are the Thunderbird shopping center, the Westgate shopping center, the Rogue Valley hospital addition, and the Harry and David fiberglass trailer house business. This latter development, he predicted, "will be the beginning of the fiber-glass industry in Medford."

Taylor also forecast an equally good business growth for the city during 1961. He indicated that there are a number of new business pro-

pects, but declined to mention them. He did suggest, however, that the Veterans Administration Domiciliary is going to be expanded. Taylor saw the Manor as an asset to the city from several angles. Not only will it bring people here, resulting in increased retail trade, but it will bring their money which can be invested in this area. And, he said, the Manor will attract friends and relatives of the people staying there to this area.

Major Industry Forecast

He predicted too, that within 5-10 years an industry of "major category" will come here. But, population and smaller businesses are needed first, he said.

Taylor took note of the increasing recreation potential of the valley, and indicated that this too, will have its effect on the local economy. He mentioned such things as the renovation of Jacksonville; the development of a dude ranch; new lakes, such as Howard Prairie, a high dam on the upper Rogue river, which will improve the fishing; and the proposed Ashland ski development.

Because of the anticipated growth in the area, Taylor called for city and county planning commissions that "will have a lot of teeth" in their decisions. Such things as junkyards on Medford's main streets should be kept out, he said.

Avenue a Disgrace

Taylor called Riverside ave. through the city "a disgrace," and said he hoped the addition of new motels along that thoroughfare will increase taxes and drive the undesirable businesses out.

Regarding the proposed multi-purpose stadium along Highway 99 on fairgrounds property, Taylor said "the timing is off." He noted that the stadium proponents are asking the city council and county court within two weeks, but said that is not enough time for them to make up their minds. Taylor did say that he favored a stadium and that the county would need one in 5-10 years. But, he said, one could be financed without floating a county-wide bond issue.

This could be done, he said, if the county would "clean-up" its property along Highway 99 south of the city and develop it for commercial use. The rent from commercial use, according to Taylor, could possibly amount to \$140,000 over the next 10 years, and this money could be used for a stadium.

Business Participation

Taylor also called for more business participation in municipal government. He said: "We as business people are negligent in getting out there and seeing how taxes, our money, is spent." He said most members of the Medford city council do not have as much investment in the community as businessmen have, and added: "I don't think we have the caliber of people on the council to represent business that business is entitled to."

In a remark addressed to all businessmen of the area,

4-H NEWS

Have Needle
Six members attended the second meeting of the Have Needle Will Sew club which was held Thursday, Jan. 26, at the home of the leader, Mrs. Chester Ashton. She distributed the project books and enrollment cards.

Most of the business was devoted to planning the year's program.

Bonnie Knapp, junior leader, told of the coming events in the Empire Builders. Afterward we spent our time looking at pattern books and deciding on our projects.

Carolyn Gandt served refreshments.

Georgia Mitchell, Reporter

Taylor said: "We (the Chamber) are your representatives and as your representatives... I think we should go to the city council and tell them how we feel... and they'll listen..."

Taylor also emphasized that Chamber committees will study the mutual problems

facing businessmen during the coming years, and "the Chamber will stand on what is best for the area."

Archie Fries, new president of the Ashland Chamber of Commerce, was at the roundtable meeting, and said he "heartily endorses" what Taylor said.

Regarding the two Chambers, Fries said: "Our interests, our goals, our purposes are parallel, if not identical, and we should work together."

Try and Stop Me

By BENNETT CERF

FROM THE MAXIMS of Herb Stein: "To err is human, but when the eraser wears out before the pencil, you're overdoing it." "It's the good little girls who keep diaries; the bad little girls don't have time." "A woman who won't take you for what you are is likely to take you for what you have." "Despite what you may have heard, Alcatraz is still the only pen with a lifetime guarantee."



A guest at an old English manor house woke up his host in the middle of the night. "I just encountered your family ghost upstairs!" he gasped.

The host, not too surprised, chuckled, "Did it give you a start?"

"Frankly," said the guest, "I didn't need one."

An honest young coed tossed her buzzing alarm clock angrily across the bedroom. "Confound the speed of light," she muttered to her roommate. "It gets here too early in the morning."

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In the Day's News

By FRANK JENKINS

We listened Monday morning to a grim young President whose first State of the Union message sounded much more like Winston Churchill's immortal "blood, sweat and tears" speech than the normal first policy message of a President whose party has just returned to power.

We heard him confess that he has been STAGGERED in the ten days since his inauguration by the "harsh enormity of the trials through which we must pass in the next four years." We heard him say: "Each day we draw nearer the hour of maximum danger."

We heard him add: "I speak today in an hour of national peril and national emergency. Before my term is ended, we shall have to test anew whether a nation governed and organized such as ours CAN ENDURE. The outcome is by no means certain. The answers are by no means clear."

WHAT must we do first? President Kennedy said: "We must re-examine and revise our whole arsenal of tools for dealing with the threat to the free world... We are moving into a period of uncertain risk in which both the military and diplomatic possibilities require a free world force SO POWERFUL AS TO MAKE ANY AGGRESSION CLEARLY FUTILE."

He proposed an immediate upping of the Polaris missile program, strengthening of our whole missile program of all kinds, and an overhaul of our facilities for moving troops and equipment swiftly into any "brush war" type of trouble that may arise.

That is to say: We must be ready to fight at the drop of a hat if we have to.

HE ADDS:
"In the field of economic

aid abroad, the problems are towering and unprecedented. The response must be towering and unprecedented as well — much as lend lease in World War II and the Marshall Plan of the post war years were."

Which is to say: There must be MORE rather than less foreign aid. He indicated that the communist threat in Cuba must be met firmly. He added that there must be special aid for Latin-American countries.

AT A TIME when incoming Presidents normally promise that great days and happy days lie ahead, with fewer problems than ever before, President Kennedy chooses to tell us that these are grave days and that even graver days lie ahead — that for the first time in our existence our nation and our way of life are threatened. He chooses to tell us that the easy days are PAST and the HARD days lie ahead.

CAN he carry the people with him? Can he convince us that now is the time when we must GIVE UP EASY LIVING, the chase for the quick buck and all that goes with it and inspire us with his own conviction, as expressed in his message, that we must learn to live "the hard way in order to toughen our economy to the point where we will be able to resist a powerful enemy who is bent on our destruction and our enslavement?"

Let's hope he can — for in that way lies freedom.

IT IS a powerful and striking message. It deals with all the things we didn't expect a new President to say, and with almost none of the platitudes with which incoming Presidents usually choose to deal.

It's worth reading.

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