



HITCHHIKER—"Goin' my way?" asks Marcia Clerk, 18, of Pekin, Ill., as she thumbs a ride from winter to summer-street that is. These two unusual street signs provide an ideal setting for this "cold weather" picture as the area continues to experience sub-zero temperatures. (UPI)

# Economist Sees Next 10 Years As the Most Dynamic in Oregon

The next 10 years will be the most dynamic in Oregon history. That is the prediction of Hubert J. Soher, nationally known economic consultant. Soher, describing Oregon as "the quality state," discussed the state's economic outlook in a talk yesterday at the Medford Kiwanis luncheon at Rogue Valley Country club. The San Francisco man brought out that Oregon products already have received national and world recognition because of their quality. Stating that "we are going into a period of free trade," Soher noted the desire of other nations of the world for high standards of living which will make it possible for Oregon to find markets "to supply the enormity of needs of these people."

**Relief for Industry**  
Relief for Oregon's lumber industry if and when England enters the European Common Market was foreseen by Soher. He explained that under the Common Market, England would not be able to buy Russian lumber at low cost, as it does now. It would turn to Canada then to buy its wood products. This in turn would open up markets in this country now supplied from Canada.

**Small Craft Aided By New Instrument**  
Pittsburgh—(UPI)—ACF Electronics, a division of ACF Industries, Inc., has come out with a compact, easy to operate navigation instrument for small planes which shows pilots exactly where they are in any weather. George B. Shaw, ACF vice president, said the device, "Flitefix II," will allow pilots to fly parallel off-course routes, avoiding heavily traveled commercial air corridors. The unit features a "living dot" which moves in synchronization with actual flight of the plane, Shaw said. The moving dot acts in response to bearing and distance information transmitted by local Federal Aviation agency ground radio stations and received by equipment in the aircraft.

Shaw said introduction of Flitefix II gives the small plane pilot "a sophisticated navigation aid previously available only to larger business and commercial aircraft." Flitefix II sells for approximately \$2,200. Less than an hour's flight practice with the instrument is considered sufficient by division engineers to master its operation.

**Variety of Boats Planned for Fair**  
New York—(UPI)—Planned for operation during the 1964-1965 New York World's fair are seven or eight types of boats carrying up to 20 persons each. The boats, to be used in the fair's lake area, will range from the paddle river type for groups of 20 plus crew to gondolas and pontoon boats and will include glass, flat-bottomed boats, outriggers and surrey-top conveyances. A total of 43.8 million persons 5 to 34 years old were enrolled in all the nation's schools at the time of the 1960 census.

of California people in agriculture and the overflow from people moving to California. **Opportunity for Plants**  
The speaker told of the opportunity for plywood and hardboard plants for a furniture industry here. He remarked that this area does not have the major nationwide corporations but that the locally-developed medium-sized companies are doing a good job. Soher anticipated that lumber and wood products would continue to be the main industry of the state. He looked at 1961 as the bottom of a

healthy readjustment in this industry," and foresaw moderate upward trend in 1963 and boom in 1964 and 1965. The consultant, in describing the progress he has noted in an objective economic study of Oregon, declared that there is not one vestige of fact in the statement that Oregon residents want to keep the state as it is. Soher said he had talked to an overwhelming number of people who want to benefit from progress. He maintained that people in Oregon are as community-minded and as ambitious for growth as they are in any state he has

been in in recent years. **Want Orderly Growth**  
He stated that Oregonians want this growth but they want it orderly. Soher cited evidences of economic growth and progress in numerous communities. He included the Lloyd Center, coliseum, delta park and urban renewal developments at Portland, ski developments in the Bend area, the careful rebuilding of Roseburg which is at the peak of its lumber industry, the University of Oregon and the economic boom at Eugene, Oregon State University and research work at Cor-

vallis and the metallurgy industry and bureau of mines laboratories at Albany. Soher is the author of "Oregon Today and Tomorrow," an economic study of the state. The booklet has been published by Pacific Power and Light company. Glenn Jackson, vice president of PP&L, said in introducing Soher that the booklet was a cooperative venture of various banks, utilities and other industrial leaders. A number of city, county and business leaders were guests at the Kiwanis meeting.

## Caster Elected Head Of OSU FFA Group

Corvallis—John Caster of Central Point has been elected president of the Future Farmers of America organization at Oregon State university. Caster is a junior in the school of agriculture. His home address is route 1, box 389A. The college FFA organization is composed of outstanding students in the school of agriculture. The forest area of British Columbia is estimated at 100 million acres.

**Your Money's Worth**  
By SYLVIA PORTER  
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**WHITE COLLAR LAY-OFFS**  
The fears of blue collar workers and manual laborers of what automation and aggressive cost-cutting by industry will do to their jobs have been pushed deep into the American public's consciousness by the crippling dock and newspaper strikes of 1963. Now the same fears are starting to grip the white collar worker—always believed generally "protected" from the recession and economy lay-offs which periodically hit production workers—and with reason.

Wholesale lay-offs of white collar workers are taking place the nation over. Chrysler's firing of 7,000 of its 38,000 white collar employees in 1961 was historic, but its pattern is being followed by an increasing number of companies, big and small. The American Iron & Steel Institute estimates that between May and October, 1962 the steel industry cut its salaries force by over 4,800 to 115,416. U.S. Steel alone has been drastically reducing its white collar staff, is reported firing at least another 1,000 lower-management workers in these early months of 1963. Some companies have slashed their white collar payrolls 15 per cent or more virtually overnight and many of the jobs are being graded forever.

The extent to which white collar payrolls have ballooned in recent years is basic to top management's new determination to cut back. Since 1956, when white collar workers outnumbered blue collar wage-earners for the first time in our land, the number of white collar workers has risen to over 28,500,000, or 47 per cent of total non-farm employment. While the total number of production workers in manufacturing has dwindled 7 per cent in the last 15 years, the total of white collar workers in manufacturing has soared 65 per cent.

Now giving the belt-tightening movement major impetus is the spreading use of computers, automatic devices, other electronic data processing equipment. New computer installations are being added at a rate of about 10,000 a year. The Bureau of Labor Statistics estimates 25 per cent of the jobs affected by these computers will be permanently abolished. Other workers skilled over a lifetime in "ordinary" office techniques are losing their jobs to automatic devices which "read" and transmit 1,800 words a minute or which electronically scan, punch, verify and total numerical information for tabulating machines.

As Howard Coughlin, president of the Office Employees International Union, pointed out in an interview in New York, although the overall unemployment rate in our country has fallen from a high of 7.7 per cent in 1960 to 5.6 per cent today, the jobless rate of clerical and kindred workers has been rising steadily from 3.8 per cent in 1960 to 4.9 per cent late in 1962.

There is no doubt that computers actually raise employment in many instances by creating new jobs for programmers, researchers, other automation specialists. There is no doubt that white collar employment will continue in an upward trend despite computers and cost-cutting. But in the white collar area, as in the labor force generally, rising employment does not necessarily mean declining unemployment—not when our labor force is climbing to new highs each week, not when the machines are making so many office skills obsolete.

What does this imply to unionization of white collar workers?

Says Coughlin, speaking from the union side, "The clerk who feeds cards into a computer all day is not too different from the production line worker who repetitively stamps out bottle caps," and Coughlin claims the cutbacks in clerical staffs have revived interest in his union.

Warns Clark Caskey of the University of Michigan, speaking from the management side in a recent issue of The Iron Age, "Given the right set of conditions, a group of white collar workers will organize," and he mentions among the conditions "sudden cuts in salary, changes in processes, acquisition of new equipment."

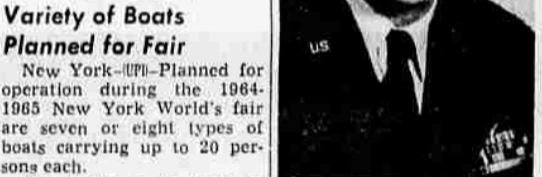
We cannot stop automation, — we must not. We cannot tolerate a growing hard core of unemployment — we must not.

The answers for the white collar worker are the same as for the blue collar man: (1) a faster rate of growth to create the jobs to absorb new and displaced workers, (2) adequate training-retraining to fit our workers for the jobs that exist and will open up.

## Tense Nerves Block Bowels

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AT STAFF COLLEGE—Joe E. Wisdom, formerly a well known civilian flight instructor in this area, is an instructor in the Air Command and Staff college at Maxwell Air Force base, Montgomery, Ala., which recently graduated 47 allied officers. Lieutenant Colonel Wisdom has been an instructor at the college for three years. He is a brother of Aubrey Wisdom, Medford.



IN WASHINGTON—Newly-elected Republican Congressman, Rep. Don Clausen of California, poses with his family on the steps of the Capitol in Washington. Clausen won the seat formerly held by the late Rep. Clem Miller, in a special election last week. From left are Mrs. Clausen; Dawn Marie, 13, daughter; Rep. Clausen, and daughter Beverly, 17. (UPI)

## "MEDFORD'S FINEST MEATS SINCE 1940"

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<p><b>OUR GROUND MEATS ARE THE BEST!!</b></p> <p><b>FRESH GROUND BEEF</b> 10 Pound Pkg. <b>\$3<sup>75</sup></b></p> <p><b>Our Own Pork Sausage</b> <b>49<sup>c</sup> lb</b></p> <p><b>Tender Juicy GROUND CHUCK</b> 2 lbs. <b>\$1<sup>39</sup></b></p> <p><b>Our Own HAM LOAF</b> Delicious <b>59<sup>c</sup> lb</b></p>	<p><b>FANCY "CHOICE" AGED T-BONES STEAKS</b> Well Trimmed <b>\$1<sup>19</sup> lb.</b></p>
<p><b>"NABISCO" FANCY COOKIES</b></p> <p>• Oreo • Chocolate Chip • Stripe Shortbread</p> <p><b>2 PKGS 79<sup>c</sup></b></p>	<p><b>BISQUICK</b> 2 large 40-oz. pkgs. <b>79<sup>c</sup></b></p> <p><b>U.S. No. 1 HONEY FANCY</b> 5 lb. Tin <b>98<sup>c</sup></b></p> <p><b>BETTY CROCKER Pancake Mix</b> 4 lb. Bag <b>49<sup>c</sup></b></p> <p>PLAIN OR CHOCOLATE <b>OVALTINE</b> Large Jar <b>59<sup>c</sup></b></p>
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<p><b>KRAFT MINIATURE MARSHMALLOWS</b></p> <p><b>NEW JUMBO 1-LB. BAG</b> <b>39<sup>c</sup></b> OR <b>3 Bags \$1<sup>00</sup></b></p>	<p><b>"MODOC" BRAND (HALVES) Freestone Peaches</b> 4 No. 2 1/2 Tins <b>\$1</b></p> <p><b>"STANDBY" FANCY PINEAPPLE- GRAPEFRUIT DRINK</b> 4 46-oz. Tins <b>\$1</b></p> <p><b>"DERBY" BRAND BEEF OR CHICKEN EGG NOODLES</b> With 1-LB. JAR <b>39<sup>c</sup></b> OR <b>3 JARS \$1</b></p>
<p><b>Extra Fancy Red Ripe</b> <b>TOMATOES</b> 12-OZ. CELLO TUBE <b>33<sup>c</sup></b></p>	<p><b>INDIAN RIVER (Size 48) Pink Grapefruit</b> 8 FOR <b>79<sup>c</sup></b></p>
<p><b>SWEET SLICING CUCUMBERS</b> 3 for <b>29<sup>c</sup></b></p> <p><b>HEAD LETTUCE</b> 3 For <b>35<sup>c</sup></b></p> <p><b>SWEET CRISP CELERY</b> 2 bchs. <b>35<sup>c</sup></b></p> <p><b>US No. 1 KLAMATH POTATOES</b> 20 lb. BAG <b>69<sup>c</sup></b></p>	<p><b>DELIVERY</b> Phone 773-7444</p> <p><b>ED MILNE'S QUALITY MARKET</b></p> <p>222 West Main Street NEXT TO POWER COMPANY CLOSED SUNDAYS</p>