

# New Growth Concept Needed in Oregon As Population Rises

## Kennedy Fuel Oil

Offering the best in:  
Oil Heating Equipment  
Fuel Oil  
Oil Burner Service  
**Dial 779-1515**

Asland — A new concept of Oregon's growth is needed as increased population brings new opportunities as well as new problems to the state. Glenn L. Jackson, vice chairman of the board of Pacific Power and Light, Medford industrialist and chairman of the state highway commission, told the crowd attending the awards banquet here last week.

"No longer should Oregon's economy be geared to the price of two by fours," he said.

Basing his address upon the findings of the recently released Soher survey, Jackson reviewed the state's growth in the fields of agriculture, tourism, mining, electronics, clothing and chemical industries and even the newest source of income—retirement living.

Quoting 1962 statistics he showed that of the 520,000 gainfully employed Oregonians only 18 per cent were in the lumber industry. He believes this to be a transition period, but is optimistic that diversification of lumber products will be an important development.

In agriculture the prospects are tremendous Jackson feels, since this state is fast becoming the Pacific coast bread basket as California's exploding population takes farm

lands out of production. Jackson county's major headaches. Jackson pointed to flood and drainage conditions and warned that immediate measures should be taken for coordinating all existing agencies. He remarked on the potential beauty of Bear creek that now is a visible eyesore along Highway 99 and suggested it as one of the first areas that might be developed.

The overall picture painted by the banquet speaker was a rosy one calculated to inspire confidence in Oregon's future but modified to a degree by experience and common sense.

Entertainment was by the Populaires of Southern Oregon college directed by Richard Schall. The mixed chorus sang three numbers, a medley from My Fair Lady, one from Show Boat and Holiday Song. Dallas Redding, baritone, sang a solo.

Certificates of merit awards for the 1962 Ashland Talent United Fund campaign were presented to businesses and individuals by Richard Isaacs and Richard Thorpe.

Among out-of-town guests at the awards dinner were Don McNeil, manager of the Medford Chamber of Commerce, and Manville Heisel, its vice president; Jim McMahon, Grants Pass Chamber of Commerce manager, and Jim Basker, president, and Mrs. McMahon and Mrs. Basker.

Jackson commented upon the Mt. Ashland ski resort as well as the lakes and declared that with completion of the freeway this year and additional east and west roads this area will become a distribution center of the Pacific coast. He said that the jet age is making existing air fields obsolete and that reconstruction of runways at the Medford airport will be necessary to handle freight facilities.

Recognized for Culture Southern Oregon is recognized for its culture as well as its climate, declared the speaker, and has a bright future in rapidly expanding Southern Oregon college, as well as the Shakespearean Festival.

The speaker warned that southern Oregon's predicted 50 per cent population growth in the next 10 years will bring with it serious problems, some of which are already causing concern. Increasing water pollution and decreasing supply of potable water is becoming one of

members pointed up changing conditions facing those trying to plan security and shelter during the past biennium. When the Civil Defense program was first contemplated, warning systems provided two to three hours notice. This has moved up to a 15 to 20 minute warning time. The state still operates on the family and community shelter plan with the family facing two weeks in the shelter, it was stated.

# County Group Plans to Attend Hearing in Salem

A delegation of Jackson county citizens has announced plans to attend the Senate hearing Tuesday, Feb. 12, on the Civil Defense and Shelter program. The hearing will open at 1 p.m. in Salem.

Vern Cook, chairman of the Senate Military Affairs committee, conducting the hearing, announced next Tuesday's session at the close of last week's hearing, which drew delegations of citizens to Salem from many sections of western Oregon. He said the testimony of persons opposed to the civil defense program would be continued.

Civil Defense Director Robert W. Sandstrom and Shelter Director W. F. Coleman utilized the two hours allotted

for the hearing last Tuesday. It was attended by county officials and civil defense chairmen as well as many private citizens.

Attend From County Attending from Jackson county were Commissioners Ed Taylor and Don Faber, Mrs. Harlan P. Bosworth Jr. of Applegate and Medford and Clarence M. Crews of Central Point. Ed Elmer of Grants Pass was present from Josephine county.

Questions by committee

members pointed up changing conditions facing those trying to plan security and shelter during the past biennium. When the Civil Defense program was first contemplated, warning systems provided two to three hours notice. This has moved up to a 15 to 20 minute warning time. The state still operates on the family and community shelter plan with the family facing two weeks in the shelter, it was stated.



"Mobilheat"  
The Oil to Burn

America's Largest  
Selling Heating Oil



## MODERN

Oil Heated Homes Are Worth More  
Safer - Cleaner - Cheaper  
We Sell and Take Trade-Ins

AUTOMATIC OIL FLOOR FURNACES  
COLEMAN OIL STOVES  
WARMING MORNING WOOD CIRCULATORS

**MEDFORD FUEL CO.**

Court and McAndrews Phone 772-2111

## Roper Installed As Council President

Jack Roper of Medford was installed president of the Southern Oregon Council of Painting and Decorating Contractors at the dinner meeting recently.

Other officers installed are Roy Taylor, Medford, and Jack Preston, Roseburg, vice presidents; and O. L. Havard,

## Grants Pass, secretary-treasurer.

During the discussion period the members expressed the desire to work with the architects for a better quality of painting and decorating in the southern Oregon area.

## Talent Student Is on Santa Clara Honor Roll

David D. Lowry, 19, son of Mr. and Mrs. David B. Lowry, route 1, Talent, a freshman at Santa Clara university in Santa Clara, Calif., has been named to the Dean's Honor Roll for fall semester at the school, according to Dean Charles J. Dirksen.

Lowry, a graduate of St. Mary's High school in Medford, is a management major in the University of Santa Clara school of business. Twelve per cent of the students in the school of business were named to the Dean's list for fall semester.

### STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR. 21-20 1-23-47-61 69-78-90-84	Taurus APR. 21 2-17-24-36 38-44-52-83	GEMINI MAY 21 3-10-12-31-49 57-65-79-83	CANCER JUNE 21 4-19-26-30-42 63-78-87-89	LEO JULY 21 5-34-37-41-48 50-59-73	VIRGO AUG. 21 6-15-23-48-57 60-77-81-88	LIBRA SEPT. 23 6-18-27-32 63-72-86-90	SCORPIO OCT. 23 7-11-22-34 33-34-71	SAGITTARIUS NOV. 23 8-21-25-35-51 56-58-68	CAPRICORN DEC. 23 9-1-10-14-15 22-28-29	AQUARIUS JAN. 21 10-29-40-45 64-67-74	PISCES FEB. 20 11-13-16-51 62-73-76
--	--	--	---	---	--	--	--	---	--	--	--

Good Luck Neutral

### Complete Heating Oil Service

## STANDARD HEATING OILS

We give Gold Bond Stamps  
Metered Deliveries

Factory Trained Mechanic  
Equipment Parts in Stock  
At Your Service 24 Hours a Day Since 1931

## VALLEY FUEL CO.

11 West McAndrews Rd.

# Are You Paying Too Much Just To Be COLD?

## FACT These Are the COLD Facts About HEAT

- The FACT is—Many people this past weekend who did not have Oil Heat were cold.
- The FACT is—Oil Heat is warm, comfortable and dependable no matter how cold it gets.
- The FACT is—Oil Heat has no pressure problems no matter how cold it gets.
- The FACT is—Oil Heat has no load problems no matter how cold it gets.
- The FACT is—You too, can convert to warm, safe, low-cost Oil Heat.
- The FACT is—Warm, comfortable, and dependable Oil Heat costs less than gas or electricity no matter how cold it gets.

## Oil Heat Costs Less Than Gas or Electricity

STUDY HOME: Contemporary with 3 Bedrooms, 1600 Sq. Ft.  
LOCATION: Medford and Vicinity  
HEATING COSTS: Gas Costs 41% More Than Oil Heat  
COMPARISONS: Electricity Costs 97% MORE Than Oil Heat

GET THE FACTS... Ask your local oil dealer or write the Oil Heat Institute, 433 N.E. 22nd Avenue, Portland, for the HEATING ENGINEER STUDY and prove to yourself the FACT is Oil Heat costs less.

## MEDFORD OIL HEAT DEALERS

- |                           |                          |
|---------------------------|--------------------------|
| Northwest Heating Oils    | Sanner Oil Co.           |
| Olympic Pet. & Equip. Co. | Hillyer Oil Co.          |
| McLaren Oil Co.           | Jackson County Co-op     |
| Valley Fuel Co.           | Kennedy Fuel Co.         |
| Western Oil & Burner Co.  | Medford Fuel Co.         |
| Faber Fuel Co.            | Naumes Equip. & Fuel Co. |



## WEISFIELD'S

# Gift Tips

### Valentine's Day FEB. 14

Choose One of These New Modern Style 1/3 CARAT Total Weight Diamond Rings Or Dainty Pendant

Your choice of mellow white or yellow gold.

YOUR CHOICE **125.00**

TERMS LOW AS 10.00 A MONTH

# UNBELIEVABLE! FANTASTIC! AMAZING... BUT TRUE!

## SERVICE FOR 8 DINNERWARE 129 PIECES

DINNERWARE • GLASSWARE  
TABLEWARE • COFFEE SET

# 18.95

MIRACLE VALUE AT THIS PRICE!

### NO MONEY DOWN \$1 WEEKLY

See this magnificent, beautifully matched dinnerware service and you won't believe this sensational value could be possible! Yes, you get ALL 129 PIECES... 4 Complete Sets in One including Dinnerware in famous Moss Rose Pattern... sparkling crystal clear glassware... stainproof, Chrome-Plated Tableware... plus your Free Bonus... 17 Piece China Coffee Set in matching Moss Rose pattern. Everything needed for gracious serving.

**4 SETS IN ONE**

**EVERYTHING SHOWN... AT A SENSATIONAL PRICE!**

**40-PIECE DINNERWARE SET**—Including 8 Dinner Plates, 8 Soup Bowls, 8 Bread and Butter Plates, 8 Cups and 8 Saucers.

**40-PIECE GLASSWARE SET**—Including 8 Juice Glasses, 8 Water Tumblers, 8 Highball Glasses, 8 Sippers and 8 Stirrers.

**32-PIECE STAINPROOF TABLEWARE SET**—Including 8 Forks, 8 Knives, 8 Tea Spoons and 8 Soup Spoons... all in heavy, gleaming Chrome Plate.

**17-PIECE GENUINE CHINA COFFEE SET**—Including Coffee Pot with Cover, Sugar with Cover, Creamer, 6 Demi Tasse Cups and 6 Saucers, all in Moss Rose pattern.

**FREE! BONUS GIFT**  
For Added Serving Elegance!  
17-Piece Translucent China Coffee Set in Matching Moss Rose Pattern

OPEN MONDAY and FRIDAY UNTIL 9 P.M.

## WEISFIELD'S

THE WEST'S LARGEST CREDIT Jewelers

### MEDFORD SHOPPING CENTER

Use Weisfield's Convenient Credit! NO MONEY DOWN

WEISFIELD'S, Medford Shopping Center  
Rush the complete 129-Piece Dinnerware Ensemble for only \$18.95. I will pay \$1 Weekly until full price is paid.

New account  
 Full amount enclosed  
 Charge to my account C.O.D.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ PHONE \_\_\_\_\_  
EMPLOYED BY \_\_\_\_\_  
EMPLOYER'S ADDRESS \_\_\_\_\_