

Committee of Fine Arts for Chamber Urged at Roundtable

A member of the board of the Rogue Valley Art association challenged the Medford Chamber of Commerce Monday to establish a committee of fine arts which might serve as an "esthetic watchdog" on various projects in the community.

The speaker, Robertson E. Collins, told the luncheon meeting of the Roundtable that such a committee could "contribute materially to the improvement of our community."

He suggested that one function of such a group might be to pass on, or evaluate — from an esthetic point of view — any proposed major structure or physical improvement planned within the city.

Perhaps an "art permit" could be issued, he said, much as now contractors must obtain building permits before beginning a project. Collins pointed out that such a procedure would not be new, that San Francisco, for example, had for years practiced such a policy.

Also, the committee could operate as a panel of experts to whom the city and other individuals or agencies "could turn for advice," just as now a traffic safety committee is consulted on traffic problems in the city.

Collins urged the businessmen in the audience to work with the already established groups in the area interested in art in order to "bring really superior art pieces to Medford."

"Sensitivity and understanding of good art is usually not an innate thing," he said. "It is learned, and the best way to learn is by being exposed to art in its many forms."

Real Center of Art
Collins said the business people are "the real center of art in the community." It is the businessman who spends money on art, who makes art decisions continually in the everyday operation of his business.

But Collins criticized the business people for "using, but abusing art." He said the

businessman often "wastes his money by buying badly." Art is an integral part of business, he said. "Whenever you take out an ad in a newspaper, or have some new stationery printed, or determine what kind of lighting to put in your store, you make some kind of an art decision," the speaker said.

Could Waste Money
"If the ad is dull, or the lighting inadequate, or the stationery ineffective, you have wasted your money."

Collins urged the business community to take advantage of the "talented specialists we have here in Medford, specialists who are now not being used to the extent they should be."

"Art is a tool," he said, "by means of which we can all improve our lives, as well as the business climate of our community."

PAPER MILL PLANNED
Tacoma — Weyerhaeuser Co. today announced plans to build a paper mill at Longview.



COLONIAL THEME—A truly "early-American" kitchen, yet modern as the space age! Overlay scroll work enhances the Colonial theme, but the built-in gas oven, surface units and dishwasher-dryer, are NEW! Now the popular Americana decor can be carried right through the house, kitchen and all "Valley Forge" Appliances by Waste King-Universal.



Small Worlds Around Us

By LYNN M. WATKINS
(Register and Tribune Syndicate, 1963)

How Could Trix Know She Was Getting Close to Home?
It was late at night. The world was in complete darkness. The only visible objects alongside the highway were those that were illuminated momentarily by the car's headlights. The tires hummed steadily, sounding the same as during the last 40 miles.

The car was still a good mile from home when the lone occupant of the back seat, a small fox-terrier dog, awoke from her nap that had begun nearly an hour ago, stretched and became alert, evidently anxious to get home.

The driver of the car heard the dog getting up and said to his companion, "Trix knows she's nearly home." The landscape flashed past. The same thought struck both occupants simultaneously — "HOW?" By what sense of timing or position could the dog know that she was nearing home?

Different at Night
Most of us readily admit the world looks different at night. Many folks become lost when they can see no familiar landmarks. We are, of course, familiar with the roads we travel often. The landmarks alongside the highway indicate our position. We know what tree, billboard or building is on or near the corner where we turn. We accept, as a matter of course, our well-traveled route to work without consciously thinking about it; we know exactly where we are at all times.

On a strange road, however, and at night, we must watch carefully. The most travel-conscious driver often makes a mistake, and may even become lost. Our sense of position is seldom acute enough for us to always know where we are when we are in strange territory.

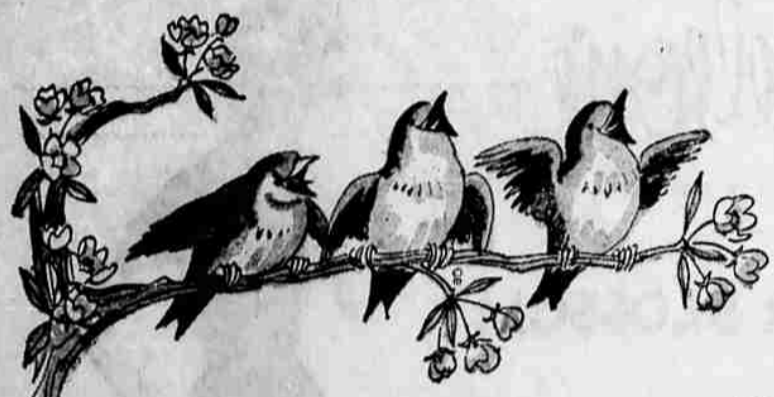
The dog in the back seat of this fast-moving car had never traveled this particular road before, and had, in fact, been asleep ever since the trip began. Nothing would be recognizable to the animal, even if she could have seen out any of the car's windows, yet she gave every indication of knowing she was nearly home. The human occupants of the car discussed the little dog's behavior, finally half agreeing the animal just happened to awaken at a time when the car was within a mile or so of home. However, the question still crawled, like a worm in an apple, around in the mind of the dog's owner. He decided to try an experiment.

A couple of days later, in the evening, the man and dog went for a drive. The little animal in the seat beside him became drowsy in the sway of the car and soon curled up and went to sleep. The man drove on, deciding on a round-about way home over a road he knew was entirely new and strange to his sleeping pet.

The car maintained its accustomed speed. Within a few miles of home the man began to note carefully the dog's actions. By the speedometer, it was about one half mile to home when the dog woke up, stretched, yawned and began wagging her stump of tail. Evidently she was anticipating an early arrival into the home garage.

With variations and complete changes of routes, the experiment was continued for several weeks. And, every time, by some mysterious sense of position, the dog always knew when she was approaching her home.

Try it sometime with your own dog, but don't bother to ask anyone for an explanation, for whomever you ask won't know either.



It's PEAR BLOSSOM FESTIVAL

—Time In the Rogue River Valley

TIME TO SEE THE CRATER LIONS

FUN FAIR

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SATURDAY
SUNDAY**
April 19-20-21
**MEDFORD
ARMORY**



PARADE

Saturday, April 20, on Medford Streets — the BIG ANNUAL PEAR BLOSSOM FESTIVAL PARADE you simply cannot miss! Be sure to be on hand promptly at 2:30 p.m. . . . Starts at the Shopping Center parking area—ends at the Library Park!

Iron and Steel Seen In Many Furnishings

The wedding of iron and steel has created the perfect furniture for indoor and outdoor modern living.

This furniture — decorative, utilitarian and functional — is equally at home in sunshine or shade, according to a leading design director.

Spanish Trend
Baroque Spanish furniture, now enjoying great popularity, is superbly decorative with its light and airy feeling, according to Joseph Arkus of the Gallo Original Iron Works of New York. He pointed out that the Spanish were the originators of magnificent filigree work.

Unlike most wood, which can only be used indoors, iron and steel furniture can be moved outdoors at the first breath of a warm spring breeze.

Furniture of this type is a

lifetime investment since it is indestructible. It is a proof, chip-proof and there's no worry about the glue drying out or veneer peeling as with wood. Modern iron and steel furniture is sandblasted and then flame-sprayed with molten zinc to give it a uniform coating that resists corrosion and rust.

Steel Used
Steel is used for extra strength without added weight, as in the steel mesh backs of chairs and steel tubing in the tables. The furniture has a delicate appearance, but it is constructed as strong as a bridge.

To exploit fully the beauty of iron and steel furniture, Arkus offered these decorating suggestions:

When used indoors or out, keep walls and fences either white or natural, such as brick or wood. Let the furniture and upholstery supply the color.

With iron and steel furniture color schemes can be changed at will. When the furniture is sandblasted by the manufacturer, it gives it an ideal surface for paint. Spray on a different coat of paint, change the fabric and your furniture is entirely different.

Glass Tops
Table tops of glass, plastic or marble take the worry out of spilling beverages. Coordinate your mats of napkins to the upholstery. Try an impudent pink with "bullfighter" orange, luscious blue with summer green or a hot yellow with a flamboyant red.

To complete the setting, accessorize with iron and steel candelabras, bird cages, magazine racks and even lamps.

You can enjoy a lifetime of beauty, inexpensively, with sturdy, versatile iron and steel furniture.

Folding Doors in Vogue With Many

Homemakers who have undergone the common struggle of attempting to rearrange a room with a number of traffic-doorways are most enthusiastic about folding doors. They no longer have to be concerned about which way the door swings.

And, anyone who loves the space-saving features of sliding doors, but has been bothered by the doors sticking, will certainly appreciate these smoothly moving folding doors.

To beautifully accent or blend with any decor, the doors are now available in matchstick, bamboo, vinyl plastic in a variety of colors and patterns, wood, and wood combined with long-wearing fabrics.

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New! Blue Sun Brand Family Cabin Tent

8'x10' Sun Brand

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This 8x10 family style cabin tent can easily be set up in 20 minutes. Comes with spring loaded aluminum inside frame. Has two extra large 24"x72" side windows of nylon netting with roll up storm flap. Dutch style zippered door with zippered storm curtain over nylon netting. Cabin tents are equipped with sew-in floor. Tent material is the new blue 8-oz. bone dry Shelduck.

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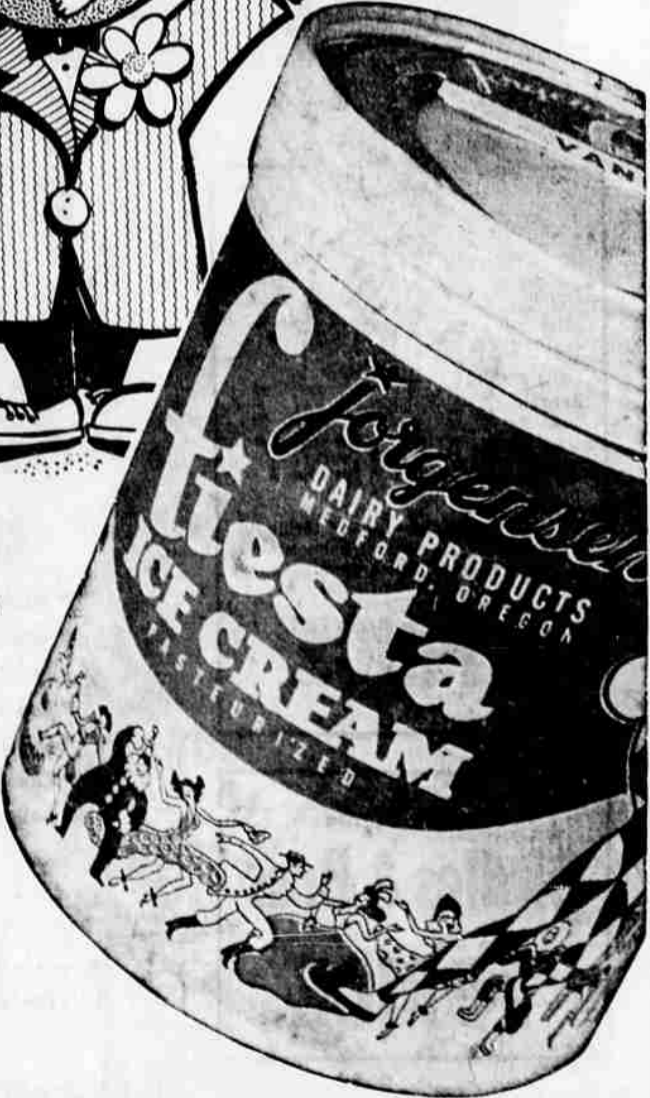
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Open Evenings and Sundays

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Here's the Sixth Annual Fair sponsored by the Crater Lions Club . . . and you'll find that it will live up to its name—a REAL FUN FAIR! Hobby and Home exhibits—Sporting Events—Fashion and Stage Shows—Carnival Fun—Games—Art Exhibits—Square Dancing—Rides—Exhibits—FUN for EVERYONE—Don't miss this big BENEFIT FAIR!

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