

## Registration for Classes Slated

Registration for summer swimming instruction for area youngsters six years or older will open Monday, May 27, according to Medford Parks and Recreation Director Robert L. Haworth.

Persons wishing to register may call at the department office in the City hall, or may sign up by mail if a check or money order, made payable to the city of Medford, is enclosed.

The fee for instruction is \$2 per session, which entitles the student to 10 lessons. Holders of season swim passes may register at no additional cost. Season passes may be purchased at the department office in city hall.

Instruction will be offered at both Hawthorne and Jackson pools for beginners, intermediates, swimmers, and junior and senior lifesavers.

Haworth announced the following schedule for the instruction classes: Session I, June 17-28; Session II, July 8-19; Session III, July 22-Aug. 2; and Session IV, Aug. 5-16.

Haworth also announced the following swimming pool admission rates: Season tickets are \$4 for children under 12, \$5.50 for students between 12 and 18, \$7.50 for adults over 18, and \$17.50 for families, regardless of number. Daily rates are 20 cents for youngsters under 12; 25 cents for students from 12 to 18, and 40 cents for adults over 18.

## \$50,000 in City Permits Issued

About \$50,000 in construction permits were issued by the Medford building department Thursday.

Permits were issued to the state highway department to repair fire damage to the roof of a building and to erect a block wall at its North Pacific highway location at an estimated cost of \$4,000.

Carl Brophy obtained a permit to make an addition to his residence at 284 South Modoc ave. at an estimated cost of \$5,000, and Ross Plankenhorn received a permit to erect a \$25,000 residence at 2233 Oakwood dr.

Permits were issued to Kermit H. Greenwood to erect a \$1,700 garage at 2394 Corona ave., and to J. Duckett to construct a storage room at 32 Washington st. at an approximate cost of \$1,600.

A permit was issued to Pacific Northwest Bell Telephone company to do electrical work at 502 North Central ave. at an estimated cost of \$3,000. Walter Scheffe obtained a permit to erect a \$10,000 residence at 108 North Western ave.

## Portland Firm To Supervise Building

Portland — The Portland architectural firm of Wolff and Zimmer has been retained to design and supervise construction of a new State Historical Center in downtown Portland. Chandler Brown, president of the Oregon Historical Society, announced last week.

Pietro Belluschi, internationally known architect, formerly of Portland and now dean of architecture at Massachusetts Institute of Technology, will serve as design consultant.

When the designs are complete, construction will begin Jefferson st. This is near the site at S. W. Park and end of the historic Portland Valley and Plank Road to the Tualatin Valley.

Such a center, combining headquarters of the society and museum display space, is a long-time ambition of the Society, Brown said. Public subscription for building funds will be undertaken for the first time in the Society's 65-year history.

## Miss Griffith Gets \$500 Scholarship

Laura Jean Griffith, Phoenix High school, was selected Thursday evening as the winner of the Oregon-Nevada-California's \$500 step to knowledge scholarship award.

The announcement was made by C. C. Proctor, sales representative of the company's terminal in Medford.

Miss Griffith was selected to receive the grant on the basis of her scholastic standing, extra-curricular activities and educational aptitude. She has maintained a 3.7 grade point average during her junior and senior years and plans to major in science at Oregon State university.

She is the daughter of Mrs. Theima B. McCurdy, Medford.

The award is one of 35 given to graduating high school seniors throughout the operational areas of the truck line.

# What can anyone say about a newspaper strike?

*Stores and newspapers can't do without each other. We all knew it, but it took the costly New York strike to remind everybody all over again. • "The daily newspapers and retail stores are equally dependent upon each other for the success of their enterprises." • "The stores were not able to mount an effective fashion campaign without the daily newspapers." • "...it is essential to stimulate consumer interest through massive newspaper advertising or a generally depressing effect on sales will set in. The recent strike was aptly called 'a creeping disaster'." • "The downtown area of any major city is a unified shopping center whose prosperity depends upon the traffic-pulling power of big store advertising. When this advertising is not present, as in the recent strike, the entire area feels the effects." • "Without advertising, especially newspaper advertising, retail merchandising would be in a chaotic state." • "There is no substitute for the daily newspaper as the major medium for retail advertising."*

Excerpts from a talk by Mr. Edward F. Engle,



Manager of the Sales Promotion Division, NRMA, at the annual convention of the National Retail Merchants Association in Hollywood, Florida, April 24th