



(7) LITHIA PARK in Ashland provides a comfortable and beautiful stopping place on the trip. Here you will find cool little ponds sheltered by maples, lovely formal gardens, winding walks and the inevitable deer pens. This handsome buck was waiting for a handout when the picture was snapped.

Beer Topping Sake In Japan As Tastes Change

By ROBERT KLAVERKAMP
TOKYO (UPI)—The culture of old Japan is about to undergo another great transition. Before the year is out, Japanese may be drinking more beer than sake.

And it's a "sure thing" that beer will be the No. 1 Japanese drink in 1959.

The revolution in the drinking habits of more than 91 million Japanese has been gaining momentum in the post-war era. In the past two years, the new popularity of beer-drinking has been nothing less than spectacular.

Consumption of beer increased by more than 20 per cent from 1955 to 1957. Last year, Japanese drank a total of 144,762,776 gallons of the brew.

Japanese breweries estimate this year's consumption will hit 165,725,000 gallons. And by a coincidence, this is the same amount the sake industry estimates it will produce this year.

If beer consumption continues to increase at the present pace, sake, the traditional Japanese drink will be relegated to the No. 2 spot in popularity. (Sake is a wine made out of rice and usually is served hot).

Japan's younger generation is responsible for the switch to beer. And since young women have taken to working in post-war Japan, they have also taken advantage of their new-found freedom to enjoy some of the other privileges usually afforded only to men. This includes drinking beer during the lunch hour and after work in Japan's numerous beer halls.

The working girls apparently like beer more than they do sake. "The younger generation doesn't like sake," Masumi Takeichi, sales manager of the Kirin Beer Brewery, said.

"They like beer because the alcoholic content is not high," Takeichi added. "Sake is usually consumed with a small snack, such as raw fish. Drinking beer is more pleasurable because a snack is not necessary."

Takeichi also pointed out that beer sales are increasing all over Japan, not just in the large cities.

"Last year," he said "beer sales increased in 47 of the 48 prefectures in Japan."

While Japan is drinking more than ever before, it still ranks only 15th among the countries of the world. The United States consumes nearly 20 times as much as Japan.

COED EARNS A TOAST

ANN ARBOR, Mich. (UPI)—Sandra Cohan, 24, a University of Michigan Ph.D. candidate, is credited with heading off an increase in Michigan whisky taxes. Research she did on whisky consumption, taxes and profits convinced the state's Tax Study Commission that a boost wouldn't increase revenues since it would just cut consumption.



(9) DEEP POOLS LIKE THIS ONE along the upper reaches of the Rogue River make pleasant stopping places and offer a world of opportunity to the color photographer. There are several such spots handy to the highway on the loop trip over the hill to Medford and home by way of Crater Lake.



(11) THE GORGE OF THE ROGUE is a spectacular spot if you like your outdoor scenery on the grand scale. The actual gorge lies at the center of the photo, so well shaded by trees that your highly inept photographer was able to capture only the dark blob. But if you make the trip you can see one of nature's prettier displays. It is located at Union Creek just a whoop and a holler off the highway.

Mistakes OK In Raising Your Child

ANN ARBOR, Mich. (UPI)—Parents who worry about making mistakes in bringing up their children can take heart from the advice of a professor of child development.

"Parents are too scared of making mistakes," says Byron Hughes, of the University of Michigan.

"It's perfectly natural to make a certain number of mistakes. If the bulk of family living is good and happy, you can relax and quit worrying about the petty details," he said.

The father of six children, Hughes added: "Sometimes you get so annoyed with your children, you really feel like disciplining them. Go ahead."

If you say "no" when your youngster wants to go to a show, that should mean that he doesn't go.

Hughes often meets parents who ask him, "What should I do when my child doesn't show proper respect?" His answer — "Insist on it."

Parents should recognize that children are human and likely to be ornery now and then, he said. And children should sense that parents can be cranky, too.

Hughes added that parents might aim to be right about 65 per cent of the time and forget about their errors. "If you're not afraid of mistakes, you'll ease off and make fewer of them," he said.