

PLANS UNDER WAY FOR BALL HERE JAN. 30

UNDER the chairmanship of Postmaster John H. Fuller, plans are being perfected here this week for presentation of an annual President's ball Saturday, Jan. 28, in honor of the birthday anniversary of Pres. Franklin D. Roosevelt.

The dance will be a benefit affair to help in the national drive to control infantile paralysis and will raise funds for both the nationwide campaign and for relief of local victims.

Chairman Fuller yesterday announced appointment of an executive committee to aid in preparation including W. H. McNair, Dr. R. E. Poston, P. P. Whitmore, W. H. Parker and Walter Leverette, and a program of interest to all persons is being worked out for the event, promised to be the social highlight of the winter season. The ball probably will be held in the Elks temple, use of which has been proffered by Elks of the city.

Other civic and fraternal organizations also will take part in sponsoring the event and a large list of patrons and patronesses will be prepared to act as hosts and hostesses at the dance.

GETS GAS CONTRACT

The Claycomb Motor company of Ashland was successful bidder to furnish 100,000 gallons of gasoline for Jackson county equipment and machinery for 1939.

WHAT IS NEEDED

If we as Americans are to continue our democratic form of government, we must learn to think, we must cleanse and sharpen the tools of thought, we must strengthen our minds by training instead of acknowledging defeat by lolling in an intellectual hammock.—James Truslow Adams in the Rotarian magazine.

• Carl Henderson of Central Point visited friends here Wednesday.

Varsity

TONIGHT

AND SATURDAY

THEY WANTED LOVE...and found it in the Arms of the Same Man!



FOUR DAUGHTERS
Fannie Hurst
Claude Rains - Jeffrey Lynn - John Garfield
Frank McHugh and the LANE SISTERS Rosemary Prechia, Lola

—and—

GENE AT HIS BEST!



Topping all his hits... Gene rides and sings his way to new triumph!

GENE AUTRY

"GOLD MINE IN THE SKY"

SUN • MON • TUE

The living story of Canada's heroic Mounties!
"HEART OF THE NORTH"
IN TECHNICOLOR
WARNER BROS. PICTURE

—plus—
"TORCHY GETS HER MAN"
WARNER BROS. NATIONAL PICTURE
Glenda FARRELL • Barton MacLANE

'Heart of the North,' Outdoor Color Saga, Coming to Varsity Theater for Three Days



ABOVE is a scene from "Heart of the North," outdoor saga filmed in natural color in the Canadian north woods. The feature, together with "Torchy Gets Her Man," comes to the Varsity theater Sunday, Monday and Tuesday.

AND THEN THE FUN BEGAN!



Irate Sheik, Jap To Bend Bones in Free-For-All Monday Eve

A battle royal will be the feature on Promoter Mack Lillard's weekly mat offering at Medford armory Monday night. Sheik Mar Allah, the Persian who developed several pet hates last week by using everything not in the book to stop Sugy Hayamaka, will be one of the bone-twisters in the free-for-all as will the little Japanese, Klem Kusek, the Canadian who lost to Danny McShain last Monday. Andy Tremaine, Charley Carr and Hugh Adams will conclude the list.

The first two men to be eliminated will return to the ring for the first match and the second two out will provide the middle tussle. The last two men remaining will furnish the one-hour main event. Lillard reports the pasteboards are going fast already and Ashlanders who are interested in reserving seats may do so by phoning Brown's at Medford.

SUFFERS ARM FRACTURE

Burnie Pederson, 12, suffered a serious fracture of his arm Tuesday morning while enroute to Lincoln school when he fell from an embankment. Both bones were broken at the elbow.

• Mrs. Roy Parr Jr. of Talent visited with friends and relatives here Wednesday.

• Mr. and Mrs. Joe Price of Klamath Falls visited here Tuesday with O. J. Price.

• Mrs. R. I. Flaharty, Mrs. H. H. Elhart and Mrs. C. H. Putney attended a P-TA meeting in Medford Tuesday evening.

• Mrs. Bill Roberts left Wednesday for a visit in Los Angeles.

• Charles Weaver and Fred Harvey returned to Beatty, Oregon, Wednesday following a visit here at the Harvey home.

• Paul Decker of Prospect visited in Ashland Wednesday.

• Ike Fridger made a business trip to Grants Pass Wednesday.

Tip To Lawyers

After you've beat the brush all day trying to scare out of hiding another advertiser or two, some queer thoughts run through one's mind. Pounding the sidewalks hour after hour makes one queer or simple or something. Anyway when you sit down at eventide to write up and lay out the day's gathering, you begin to feel how nice it would be for advertising men if doctors and the lawyers would forget their ethics and advertise.

The law profession offers, perhaps, the greater possibilities for high pressure, down-to-earth advertising than does the medical profession. For instance, a law firm that found divorce actions quite profitable might advertise like this:

WHO was that buxom, red-haired married woman seen with a strange man in a car parked on Elite avenue, Monday, about 1:00 a. m.?

Husbands get in touch with ISAAC AND JACOBS Divorces a Specialty.

Or the law firm might stimulate business with this:

MR. DOKES: Do you know who stole your horse from your barn? We do.

JONES & JONES Attorneys By Hook or Crook.

Then when things were dull they might run this nugget of advertising thought:

PAY THE FEE—WE'LL SET YOU FREE William Jones Attorney at Law KNOWN BY EVERY JURY-MAN IN THE COUNTRY.

Ambulance chasing would be the crude way with advertising like this:

DO YOU KNOW That when you fall you always break something? We can convince both you and the jury.

SMART AND SMART Experts with the Law. —Don Brown in the Waseca (Minn.) Journal.

ROAD BOOSTERS MAY GET FUNDS

Representatives of the Jackson county chambers of commerce met with the county court Wednesday to consider contributing \$500 to formation of a permanent Pacific Highway association, the donation to be contingent on similar action by other counties of the state through which the highway runs.

County Commissioner Ralph Billings and H. L. Claycomb were Ashlanders present at the session in the court house, as well as members of the Jackson county chamber of commerce (Medford). Half the total would be prorated to the county court, two-sixths to the Medford C of C and one-sixth to the Ashland body, money to come from the organizations' share of the county advertising fund.

The temporary highway association will meet in Eugene Monday, Jan. 16, with Ralph Koozer of Ashland and Paul B. Rynning of Medford attending as Jackson county delegates.

Objective of the highway association is to push the Pacific highway (99) as a scenic and military route and to urge early improvement of the entire road from Canada to Mexico.

What's the Answer?

By EDWARD FINCH



KISSING as we know it today (i. e., the touching of lips between two people) was first recorded as practiced among the early Persians. Herodotus tells us that at that time, an equal was kissed on the mouth, an inferior on the cheek. The Romans and classic Greece seemed to practice the custom at about the same time. In less civilized countries, the expression of affection was, and frequently still is, accomplished by the rubbing of noses, patting of arms, breasts or stomachs.

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WANT ADS

1c per Word per Insertion

WHEAT—\$1.25 per hundred; barley, ground or rolled, \$1.25 per hundred. Whittle Transfer. (4c)

WANTED—Clean cotton rags, white or colored. Shell Service Station, across from Groceries.

FOR SALE—New and used desks, filing cabinets, swivel chairs and safes. Medford Office Equipment Co., 32 North Grape street, Medford. (48tf)

PHONE 150 for the Journal or call at 128 Laurel street. (48tf)

QUICK RELIEF FROM EYE STRAIN

due to dust, sun, light-glare, driving, movies, reading, etc.

Do your eyes burn—feel tired, uncomfortable? Try Murine. It contains 7 helpful ingredients which cleanse and clear eyes reddened from fatigue—make your eyes feel clean, fresh, alive! Much more effective than boric acid. Send for trial bottle. Mail 10c (stamps or coin) with your name and address to The Murine Co., Dept. HS, Chicago, Ill.

MURINE FOR YOUR EYES Cleanses, Soothes! AT ALL DRUG STORES

ECONOMICAL EFFICIENT

Use only one level teaspoonful to a cup of sifted flour for most recipes.

KC BAKING POWDER Same price today as 48 years ago 25 ounces for 25¢

Manufactured by baking powder specialists who make nothing but baking powder—under supervision of expert chemists of national reputation. MILLIONS OF POUNDS HAVE BEEN USED BY OUR GOVERNMENT

Coaches of Southern Oregon to Form All-Star Basket Quintet

It will be "don't do as I do, but do as I say" when coaches of southern Oregon launch a series of ambitious games with traveling teams next month. Organized as the Coaches' All-Stars by Don Provost of Ashland, the outfit will include George Hibbard of Grants Pass high, former OSC star; George Erickson, G-P frosh coach formerly of OSC; Bill Bowerman, Medford coach and former U of O player; Russ Acheson, Medford basketball coach and one-time OSC athlete; George Harrington, Medford junior high mentor formerly of Linfield college; Jean Ebnerhart, SONS coach and U of O player; Skeet O'Connell, Ashland high coach and one-time all-star at OSC, and Snowy Gustafson of Klamath Falls high school.

Games for the maple court tutors have been arranged by Provost with House of David at Klamath Falls Feb. 1, Ashland Feb. 2 and Medford Feb. 3, and with Jesse Owens' Olympics Feb. 13 in Ashland, Feb. 14 in Medford and Feb. 15 in Klamath Falls.

TOUGHS

We know that leading nations of 1960 will be managed by men and women who have lived a tough life. All will be toughs. Not the kind of toughs who hang around corners and snatch purses. No. The greater toughs. The greater toughs are those who have toughened themselves from childhood onward—relentlessly, coolly, steadily, patiently.—Walter B. Pitkin in the Rotarian magazine.

LITHIA

A HOME-OWNED THEATRE

Friday, Saturday

ZAMBOANGA

—plus—

BOB BAKER

in

"The Last Stand"

Sun., Mon., Tues.

"ARMY GIRL"

Madge Evans

Preston Foster

James Gleason

H. B. Warner

NEVER SAW ANYTHING LIKE LUSTER-FOAM TO MAKE TEETH SPARKLE.

Amazing NEW "Bubble Bath" rids teeth of ugly, dull film

It's almost incredible the way the NEW Listerine Tooth Paste, containing Luster-Foam detergent, makes teeth gleam and sparkle.

The instant brush and saliva touch Luster-Foam detergent, it surges into a foam of tiny, active bubbles, which gets at stain and decay breeding areas that even water may not reach. And as it sweeps over tooth surfaces and into minute crevices, your mouth tingles delightfully... your teeth take on new polish and luster.

The regular size tube is 25¢. But your best buy is the big 40¢ tube containing more than 1 1/2 pounds of this modern, energized dentifrice. At all drug counters. Lambert Pharmaceutical Co., St. Louis, Mo.

THE NEW FORMULA

LISTERINE TOOTH PASTE

supercharged with

LUSTER-FOAM

Millions prefer this "flavor that is different"

It's a skillful cross between mayonnaise and old-fashioned boiled dressing—with a special piquancy all its own! Miracle Whip is totally different from all other dressings—smoother, fluffier, more delicious. Try Miracle Whip—soon!

MIRACLE WHIP CONTAINS MORE—

FAR MORE—OF THE COSTLY INGREDIENTS!

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The Good Old Days



Had Their Point

But... times have changed and especially has the automobile. We make it a point to keep abreast of mechanical refinements and principles, and are equipped with proper, new tools to give you factory-quality overhaul and repair work on ANY MAKE car! Drive in and talk it over with us—our work is as modern as our new building.

CLYDE CATON'S

Junction Garage

SOUTH PACIFIC HIGHWAY

Phone 71-J

The Most Efficient V-8 Heater \$4.97

Western Auto Supply

SOUP'S ALWAYS ON!

Those Delicious Heinz Canned Soups Are Always Ready To Serve Pipin Hot

15c

Pete's Lunch

EARL D. (PETE) NUTTER



WRESTLING

AT 8:30 EVERY MONDAY NIGHT

3 ALL-STAR MAIN EVENTS!

Medford Armory

