

PHONE COMPANY BUSY EXPANDING EQUIPMENT HERE

Installation in Newly Completed Building Addition Proceeds On Schedule.

Proceeding on schedule today was the installation of local and long line equipment in the addition to the Medford building of the Pacific Telephone and Telegraph company at Fifth and Bartlett streets.

The addition to the building, which itself was new, was completed recently. The construction and equipment represent an investment exceeding \$140,000. A couple of months will be required to complete installation of the delicate and complicated equipment, according to the present schedule.

While the plant expansion was intended to take care of a normal increase in business, the foresight in planning ahead of present needs now puts the company in a state of preparedness for handling any heavy service demands which may be made upon it by the army cantonment which is to be established here. It was said at the company's office, however, that no orders for cantonment service have been received.

New Airport Cable
The company is also increasing its service at the Medford municipal airport by installing a new 100-pair cable.

Aside from these plant and equipment expansions and improvements, however, the company is following a plan of economy to help in the government's conservation program deemed necessary to carry on the war effort unhampered and to the fullest possible extent. The Pacific company is carrying out in full the general policy adopted by the Bell System of which it is a part. Because of this policy of complete cooperation with the government in its war program, the Bell System is credited with setting an example of true patriotism for the entire American industry.

The Bell System, faced with the greatest growth and service demand in history and, on the other hand, with limitation and priorities on vital materials essential for normal conduct of the telephone business, has set itself to work out this unusual and serious problem with only one thought in mind: cooperation with the government in winning victory in the quickest possible time.

Use Substitutes
To this end the system has turned to substitutes, even though some of them might be below Bell's high standard, in order to save essential materials, plastics being one of the substitute items. Other steps already taken, to conserve materials and serve with greatest possible efficiency the communications needs of the government and armed forces, include discontinuation of all stimulative sales activities; sharp curtailment of replacements planned to improve service or make operating economies; shortening of engineering periods; increased use of carrier to reduce requirements for line wire; re-use wherever possible of materials displaced from plants.

Also avoiding substitution of handsets for other types now in service; encouraging patrons to do without extensions in the home; suggesting party line rather than individual line residence service; and encouraging both business and residence customers to take only such supplementary services as are necessary.

In spite of all this, the system has promised the public to do everything possible to maintain a high standard of telephone service.

THIRD TERM MAYOR
Oregon City, Jan. 9.—(P)—William G. H. Krueger has been elected mayor for his third term.

COLLEGE TRAINED
Camp Stewart, Ga.—(UP)—It may seem strange to be accosted by military police with "if you please, sir," instead of the more familiar, "all right, pull over, bud," but it is not unusual at this army center where Lieut. Col. W. V. Ochs has built his MP force from men with a minimum of one year in college.

The Mail Tribune wants ads.

"Ice Capades" Coming



The greatest ice extravaganza of all time, "Ice Capades," replete with gorgeous girls, thousands of thrills, the world's greatest skaters, dozens of stars and breath-taking spectacle, comes to the Rialto theatre for Sunday and Monday, James Ellison, Jerry Colonna, Vera Vague, Alan Mowbray and the

entire Ice Capades company have featured leads in the star-studded cavalcade of the world's gayest blades. Vera Hruha, Belita, Lois Dworschak and Megan Taylor are among the nationally known skating stars.

"Double Trouble," with an all-star cast, will play as the companion feature.

DOGS NEED HOME AS MASTERS JOIN MILITARY FORCES

A problem of sentiment today faced the Southern Oregon Humane society as pleas for good homes for their dogs piled up from young men entering Uncle Sam's armed forces. The society called upon the public for help.

"It is really a pathetic situation and one that should quickly arouse the sympathy of everyone who loves a pet or is ready to serve the country in an indirect manner," a society statement said. "These boys, going into the service to defend our country, have become attached to their dogs. They love these pets and it is a hardship for them to part with the animals at all."

"The boys would take their dogs to camp but that is not possible. So they seek the next best thing: a good home for the dogs while they are away. They are coming to us for help because they have confidence that we will see that only good homes will be chosen for their beloved pets. They'd like to have it agreed that upon their return home after the war their dogs will be restored to them."

The society invited contact with families able to help keep up the boys' morale by sending them off to camp with the assurance that their dogs will be well taken care of during their absence.

High School News by STUDENT REPORTERS

By Thelma Kaplan.
Discussion of the sports dance, arranged for Friday, January 16 was the purpose of the student council meeting Monday according to A. S. B. President Don Shanahan. The committee for the dance includes Don Shanahan, Jeanne Smith, and Harris James. They report that a popular out-of-town band will furnish music. This is a student body dance and an A.S.B. ticket will admit the holder. There will be a small charge for those without these tickets.

Jeanne Smith, Girls' league president, called a league meeting yesterday morning in the boys' gym. After the minutes were read by Secretary Eva Taylor, Miss Sue Mosberger told the girls about the modern dance group of Eugene which will be here Monday to conduct a dancing demonstration for the student body. The program given during the latter part of the meeting was introduced by Joyce Utz who presented Roger Wolf at the piano. Roger played a number of selections at the girls' request. The meeting was

Getting Up Nights

If you suffer from Getting Up Nights, Backache, Nervousness, Leg Pains, Swollen Ankles and feel worn out, due to non-organic and non-systemic Kidney and Bladder trouble, you should try Cystex which is giving joyous relief to thousands. Printed guarantee. Money back unless completely satisfied. Ask your druggist for Cystex today. Only 35c

NUTRITION AIMS TOLD WOMEN AT COUNTY MEETING

Over 100 Representing Organizations Attend Jackson Co. Nutrition Council.

Over 100 women representing organizations throughout Jackson county attended a meeting of the Jackson County Council on Nutrition for Defense at the Lincoln school January 7.

Purpose of the meeting, as explained by Miss Marian Farrell, chairman, was to acquaint the women with the work of the national, state and county nutrition councils, and to point out how each could do their part to make Jackson County nutrition conscious.

Dr. A. E. Merkel presented a sound picture "Proof of the Pudding" which pointed out the foods needed for good nutrition and the results that may be expected in the form of two healthy, active children. Dr. Merkel then summed up the state of nutritional health in Jackson county, pointing out that many are fat and look healthy, but vitality is low because of improper diets.

To Preserve More
Mrs. Una B. Inch, chairman of the school lunch committee, reported that plans are being laid for the preservation of food during the summer months to enable an enlarged school lunch program next fall.

Information Job
"One of our biggest jobs is to bring our information before every man, woman, and child in Jackson county," stated Mrs. Rose Keeney, chairman of the speakers committee. "We will attempt to do this by making available to any organization a speaker who is qualified to report on this work." Any group wishing to receive more information may call Mrs. Keeney at the Farm Security Administration offices.

Mrs. A. A. Dixon, chairman of county extension committee, explained the contribution of the O. S. C. extension service to nutrition for defense. Starting January 28 with the first of a series of four training meetings on "Food To Keep You Fit," they will have specialists train two project leaders from any organization on the subject

concluded with the singing of the "Star-Spangled Banner."

There was also a Boys' league meeting yesterday morning in the auditorium with President Harris James presiding. Principal Mayfield spoke concerning student conduct at school, and Mike Thorniley, program chairman, with Carol Johnson and Charles Braley, presented an entertaining Red Skelton comedy.

A luncheon was held this noon by the French club. Betty Lu Foulk had charge of decorations and Susan Vilas arranged games pertaining to early France. An interesting game was played by writing a telegram in French from the letters of the word "America." In the order given. Place cards had small American flags, and red, white, and blue candles carried out the American theme. Next meeting of the club will be Wednesday when it will have its regular study session, discussion to be based on French colonies and origins of France.

CYCLISTS NEEDED
Portland, Jan. 9.—(P)—A call for additional motorcycle riders to serve in the communications division of the civilian defense program has been issued by Ray E. Garner, in charge.



"Don't give me that 'Oscar'—

**You can't make
a bad cup of
M.J.B.**

—Veronica Lake tells Academy Award winner Preston Sturges, director of Paramount's "SULLIVAN'S TRAVELS"

PRESTON: Everything's wrong! Rain's held up shooting those outdoor scenes—and to make things worse, I had a bum pot of coffee for lunch.

VERONICA: I can't do anything about the weather, but I can give you some good coffee. Try this.

PRESTON: Sure! A little weaker than I usually take coffee, but it has plenty of flavor.

VERONICA: Oh—you prefer strong coffee? O.K., I'll make some.

PRESTON: Marvelous! Black as night, but not bitter. You deserve the Academy Award for this, Veronica.

VERONICA: Thanks, but I really don't rate that "Oscar." Everybody knows you can't make a bad cup of M.J.B.

Here's why it never fails! Make your coffee with the same care as you have in the past. These two exclusive M. J. B. features—a uniform roast—and double blending—will give you the finest cup of coffee you ever tasted!

DOUBLE YOUR MONEY BACK! Buy a pound of M. J. B. If you don't agree it's better than any other coffee—return the lid to M. J. B. Co., and we will refund double your purchase price.



GOOD ANY WAY YOU MAKE IT

DRIP GRIND, for drip or glass coffee makers. REGULAR GRIND, for percolator or coffee pot.

matter so the leaders may go back to their organizations to give authentic, interesting information on food for health. The four meetings are to include: "Yardstick of Good Nutrition," "Cookery of Dairy Products," "Planning the Family Food Supply," and "Food Preservation." Miss Farrell, home demonstration agent, urges all organizations to send the names of two leaders to her office before January 20 so instructions may be sent them concerning the meeting on January 28.

Mrs. Fred Homes, chairman of the U. S. D. A. defense board, pointed out the part the farmer must take in producing more of our nutritionally rich foods rather than the large quantities of wheat that were stressed in the last war. Mrs. A. T. Lathrop spoke on women in defense as she saw it at a recent meeting in Chicago.

Highlight of the afternoon was the demonstration given by Lucille Smith and Marjorie

Hunsley on "Vegetable Salads." Mrs. Violet Hamilton coached the demonstration.

DUAL PURPOSE BLACKOUT
Polson, Mont.—(UP)—Flathead valley authorities and the power company are to each other in a practice blackout. The power company planned to take advantage of the shutdown to make needed changes at a generating plant while the citizens learned what to do in the black-out.

HONORS CHEMIST
Burlington, Vt.—(UP)—Although Dean Joseph L. Hills of Vermont's agricultural school is not a farmer, he was awarded the American Farm Bureau Federation Medal for distinguished service. A chemist, Hills has produced more than 100 practical agricultural aids.

The census bureau warns that birth and death certificates—irreplaceable legal records—are not being properly preserved in many states.

NEED MAGAZINES FOR SOLDIER USE

The Salvation Army today asked for the donation of magazines not more than two weeks old for the soldiers quartered in the armory.

Recent copies of such magazines as Life, Look, Collier's and Liberty are especially in demand, said Adjutant Charles K. Cox, head of the Salvation Army here. The periodicals, he said, may be left at the Salvation Army hall, Bartlett and Fourth streets or the Jackson County Chamber of Commerce. The soldier boys themselves have asked for the magazines, Adjutant Cox stated.

Closing time for Classified Ads 3 a. m.—Too Late to Classify 12:30 p. m.

Pear Market Yesterday

Chicago, Jan. 8.—(AP)—(U. S. Dept. Agr.)—Pears: 2 cars on track. 3 Washington arrived, no Oregon quotations.

New York, Jan. 8.—(AP)—(U. S. Dept. Agr.)—Pears: 11 cars arrived. 7 Oregon, 8 Washington unloaded, 11 on track. Oregon Base 110 fancy 2.80-2.75 average 2.70; 805 No. 1's 1.70-1.18, poor 1.15-1.75, average 1.00; Comice 475 extra fancy 2.55-3.20 average 2.84; 945 fancy 2.20-2.90, average 2.50; Anjou 595 extra fancy 1.85-2.45, average 2.25.

Alabama has a town named Veto.

Chest Colds
To Relieve Misery
Rub on Tested
VICKS
VAPORUB

LUMANS' For Free Delivery Service Dial 2239

ONE CALL BUY ALL It Always Pays to Buy at Lumans'

**These Values will
SAVE YOU PLENTY**

LOW PRICED
Quality Meats

Luman's Meats Sold to You FRESH When Flavor Is BEST

**Prices Now
Until Monday Night**
Prompt attention! courteous service; quality foods; free delivery—four features you may depend on daily at Luman's. As to prices please remember "It always pays to buy at Luman's." We'll be expecting you in.

Soda Crackers
Cascade Brand—Nice and Fresh
2-lb. box 19c

TOMATOES
Josephine Brand
No. 2 1/2 cans
2 tins 25c

FLOUR!
DRIFTED SNOW 2.09
49-lb. sack
FISHER'S BLEND 2.09
49-lb. sack
KITCHEN QUEEN 1.79
49-lb. sack
KLAMATH BOUQUET 1.29
49-lb. sack

PINEAPPLE
Del Monte—Sliced No. 2 1/2 size tins, each..... 23c
GRAPEFRUIT
Meco Brand, No. 2 1/2 size tins, 2 tins for..... 23c

Whodunit?
Listen in
N. B. C. RED NETWORK
Friday Nights at 9:00

Fancy Swiss Steaks, lb. 25c
Choice Loin Cuts

Extra Good Quality Bacon, lb. 25c
Medium Thick

HOME REND. LARD, 3 lbs. 39c—BEEF ROASTS, choice cuts, lb. 19c

Choice Boneless Beef, lb. 20c
Cut in Cubes

Fancy Pork Roasts, lb. 25c
Leg or Loin Cuts

Hens R. I. Red Choice Young and Fat lb. 25c

COUNTRY STYLE SAUSAGE, lb. 20c
Seasoned Just Right

LAMB CHOPS or STEAKS—Extra Nice.....lb. 25c

Fresh Side Pork, lb. 20c
Fine Quality

Boneless Veal Roasts, lb. 25c
Rolled and Tied

No. 1 Grade Quality HAM lb. 33c
Half or Whole

FIG BARS Fresh Crisp 2 lbs. 25c

HONEY Local No. 1 Grade 5-lb. pail 39c

WOODBURY SOAP, 3 bars 25c
JERGEN'S Toilet Soap, 4 for 19c
SUNBRITE CLEANSER, 3 for 14c

Choice Boneless Beef, lb. 20c
Cut in Cubes

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MILK
4 tall cans
35c

FRISKIES
Keep the Pets Happy and Healthy
2 lbs. 24c
4 1/2 lbs. 49c

Peacock BUCKWHEAT
2 1/2-lb. pkg.
26c

Your Favorite BAKERY GOODS

Delicious pies and cakes, buns, rolls, cookies, snails etc. Shop the Bakery Dept. when in the store.

SATURDAY SPECIAL

Honey Cream Spice Cake

Genuine Old Fashioned Spice Cake, made with fruit and buttermilk and iced with rich caramel and fruit.

Three Sizes 25c, 39c, 49c

KIDD'S SHOE SALE

STILL IN PROGRESS

FAMOUS RED CROSS \$3.95 and \$4.95
Other Makes \$1.95 and \$2.95