

OREGON BANKERS HERE FOR ANNUAL S.O. ASSN. MEETING

Officers of the Oregon Bankers' association were in Medford yesterday for the annual meeting with officers and members of the Southern Oregon Bankers' association, held at the Holland Hotel last evening following dinner. About 30 attended, and the group discussed such current problems as financing of loans for returned servicemen under federal and state plans.

Here for the meeting were L. S. McCready, president of the Oregon Bankers' association and vice-president of the First National bank, Eugene, and L.

Wayne Greenwood, Portland, secretary of the Oregon Bankers' association.

Others here were Jesse Gard, vice-president of the First National Bank, Portland; R. B. Hurd, mortgage loan officer for the Portland Trust and Savings company and J. J. Winn, assistant vice-president of the First National Bank, Portland.

Bankers from Grants Pass, Eagle Point, Medford and Ashland represented the Southern Oregon association. Eugene Thorndike, manager of the Medford Branch, First National Bank, is president of the local group.

JENNIFER EXHAUSTED

Hollywood, Nov. 9 — (UP) — Jennifer Jones, academy award-winning actress, was resting at home today in what her physician called "an exhausted state."

Dr. Harry Hirschfield said Miss Jones probably would be able to return to work Monday on the film, "Duel in the Sun."

Babson Discusses Newspapers

By Roger W. Babson
Babson Park, Mass., Nov. 9— (Special Correspondence)— People today are talking reconversion. In a short time, we will all be discussing distribution. Reconversion of a plant from war work to consumers work is a comparatively simple matter; but the sale and distribution of these consumer goods in the years ahead may be very difficult after the present backlog has been satisfied. Hence, we all should now begin to think of how we can help the sale and distribution of goods.

Army of Salesmen Needed To Move Goods

During the past few years we have been drafting men for military purposes and paying large wages to others to make munitions, guns and airplanes. Unless we have sufficient volunteers as salesmen, it may not be long before the country will be obliged to "draft" young men and young women for distribution purposes. After reconversion, it will be a simple matter for manufacturers to make goods of which there may soon be an excess. Selling goods, however, is another matter.

The sale of goods is a two-way street. It is dependent upon employment which, conversely, is dependent upon the sale of goods. One is the hatchet and the other is the handle; one is the lock and the other is the key. Hence, I am this week appealing to every young man who would like to be a salesman that immediately after his discharge from the service he train for that of selling goods. This will be as patriotic work as his work in the army, navy or airforce.

Advertising Campaign To Precede Salesman

A salesman needs tools, however, as much as a carpenter, a surgeon or surveyor. Someone must go ahead of him and blaze the trail and prepare the ground on which he should work. A salesman cannot any more be expected to succeed without ground being prepared for him than can a farmer be expected to raise crops on land that has not been plowed, harrowed and fertilized. This means that all those who employ salesmen should be prepared to spend money—yes, more than ever before—on constructive advertising.

But advertising itself changed much during the War so that businessmen now need expert advice in preparing advertising. This was brought out recently at a New York Publishers Association meeting by Don Bernard, the able advertising director of the Washington Post. He appealed to both advertisers and newspapers, warning of a drop in magazine ahead unless they wake up and actively solicit business.

Different Forms Of Advertising In Field

When I was a boy the newspapers were about the only medium for advertising although there were a few magazines such as the "Youth's Companion". The great magazines of today did not then exist. In 1907, I went to work for the "Saturday Evening Post" and I remember George Horace Lorimer, the editor, told me that the circulation was less than 50,000 when he took it over. Today, however, unless a magazine has a circulation of two or three million it has great difficulty surviving.

On the other hand, newspapers have a unique advantage over other forms of advertising. An advertisement can be delivered to a newspaper today which will be read by the com-

munity tomorrow; while magazines must go to press one or two months before the advertising is published. Newspapers are also confronted with radio advertising and probably will soon face television advertising.

Radio Advertising May Be Cut Out

Radio advertising is profitable for only big concerns. Where a newspaper can constantly increase its size, a broadcasting station is limited to one wave length and only twenty-four hours a day in which to use it. Many stations are already over-loaded with advertising. Unless they correct the situation, this country will strive to cut out radio advertising altogether as has taken place in Great Britain. Furthermore, in the case of radio, the advertiser is using the spoken, rather than the written, word—and people forget quickly.

Newspaper Services Community's Welfare

But more important than anything I have mentioned above is the service which your local newspaper renders to the up-building — morally, politically and socially — of your community. It can do many times the good of the preacher, school teachers and city fathers. It gives you more for your money than anything else you can buy. Back it up in every possible way by encouraging its editors and advertisers.

FINAL SERVICE SUNDAY AT CHURCH OF CHRIST

Final services to be conducted by Evangelist G. B. Shelburne, Jr., of Abilene, Texas, will be held at the Church of Christ, Court street, this evening, Saturday evening and Sunday. It was announced today.

Tonight at 7:30 p.m. a special service for young people will be held with the topic "Choosing Our Recreation" to be discussed. The Saturday service is also for 7:30 p.m. while Sunday services will be at 10:30 a.m. and 7:30 p.m.

BIRTHS

KOENIG—To Mr. and Mrs. Don, Shady Cove, Nov. 8, 1945, a girl, 7 lbs., at Osteopathic Clinic.

Use Mail Tribune Want Ads

SUMMONS
In the Circuit Court of the State of Oregon for Jackson County, D. D. Randall and Anna Randall, Plaintiffs,

vs.
Howard S. Dudley and Mrs. Howard S. Dudley, his wife; the unknown heirs of Howard S. Dudley; also all other persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described in the complaint herein, Defendants.

To each, every and all of the above named Defendants:
IN THE NAME OF THE STATE OF OREGON, you, and each of you, are hereby required to appear and answer the complaint filed against you in the above entitled suit on or before the last day of four weeks from the date of the first publication of this summons, and if you fail to so appear and answer said complaint, for want thereof, the Plaintiffs will apply to the Court for the relief demanded in their complaint, succinctly stated as follows, to-wit: That a decree be entered adjudicating any and all right, title, estate, lien or claim

which you, or any of you, have or claim to have in, to or upon the real property described as follows, to-wit:

Lots 4 and 5, in Block 3 of Siskiyou Heights Addition to the City of Medford, Jackson County, Oregon, according to the official plat thereof, now of record.

And declaring any and all such claims to be null and void; and decreeing that the said Plaintiffs are the owners, in fee simple, of said premises, and of the whole thereof, free and clear of any and all right, title, estate, lien or interest of said Defendants, or any of them, and that each and all of the Defendants herein, and each and all persons claiming, or to claim, by, through or under them, or any of them, be forever enjoined, restrained and barred from asserting, attempting to establish, or claiming any right, title, estate, lien or interest in or to said property, or any portion thereof, and that Plaintiffs' title to said premises be forever quieted and set at rest.

The date of the order for publication of this summons is November 8, 1945. The time prescribed for publication of this summons is once each week for

four consecutive weeks. The date of the first publication of this summons is November 9, 1945.
HARRY C. SKYRMAN,
Attorney for Plaintiffs.
Post Office address:
Medford, Oregon.

NOTICE

In the County Court of the State of Oregon for Jackson County, In the Matter of the Estate of Mary J. Alsdorf, also known as Mary C. Alsdorf and as Mary Jane Alsdorf, deceased. NOTICE IS HEREBY GIVEN that pursuant to an order duly made and entered in the above entitled Court in the matter of said estate the undersigned Executor, from and after the 10th day of December, 1945, shall proceed to sell, at private sale, to the highest and best bidder, for cash, the real property of said estate, described as follows, to-wit: Lot numbered Four (4) in Block number Two (2), of Bungalow Addition to the City of Medford, in Jackson County, Oregon. All bids will be received and the sale will be made at the office of the undersigned in the City Hall, Medford, Oregon.
ORIS CRAWFORD,
Executor.

Linseed oil is most commonly used by artists as the strongest and best oil with which to temper and thin their colors.

NESTLÉ'S GIVES THE WORLD A GREAT IMPROVEMENT in evaporated milk... 3 times richer in vitamin D than before



he needs sunshine
It helps give him a precious supply of vitamin D.

he needs Nestlé's

because this milk now gives him more vitamin D. It's a safe, sure, adequate source: 400 USP units in a pint!

MARVELOUS FLAVOR! Taste a spoonful of the new NESTLÉ'S Milk right from the can. Notice how wonderful, how creamy-smooth it is. Try it in coffee! On fruit! On cereals! Use it in all your cooking, too.

NESTLÉ'S - FOR 75 YEARS, LEADERS IN WORLD-WIDE MILK RESEARCH

OH BOY! CEREAL AND FRUIT IN SAME PACKAGE! YOU GET CRISPY FLAKES PLUS CHOICE RAISINS IN Kellogg's RAISIN 40% BRAN FLAKES! YOU SAVE SUGAR BECAUSE THEY'RE NATURALLY SWEET! TRY 'EM!

Kellogg's—the greatest name in cereals!

WANTED—GOOD TYPIST

With general office experience for permanent position

Telephone 2161

BEAR CREEK ORCHARDS

IT ALWAYS PAYS TO BUY AT LUMANS'

LUMANS

TELEPHONE 2239
MAIN AND BARTLETT

A Complete Food Department Store Filled With a Variety of Foods That Are

"TOPS" IN QUALITY

TILLAMOOK CHEESE lb. 37¢
HILLS BROS. COFFEE 1-lb. Red Can 33¢
1-lb. Blue Can 27¢
KRAFT'S PARKAY 2 lbs. 49¢
MILK—ALL BRANDS Tall Cans each 10¢
FRESH ROASTED PEANUTS lb. 29¢
MINCEMEAT No. 1 Grade 2 lbs. 35¢
CIGARETTES LUCKIES—CAMELS CHESTERFIELD PHILIP MORRIS Carton \$1.29
APRICOTS Flotell Brand No. 2 1/2 Tins 27¢

ALWAYS A GOOD SUPPLY OF GRADE A FRESH EGGS

See the Assortment of BAKED FOODS in our Bakery Dept. Old English FRUIT CAKES for Thanksgiving \$1.10 and \$2.00

QUALITY MEATS

Order Turkeys NOW!

We will have a large assortment of fine birds, but there is a big demand for small sizes.

STEAK SIRLOIN T-BONE Choice lb 35¢	RABBITS Fryling Size Fancy lb 48¢
DILL PICKLES 3 for 10¢	
STEAKS VEAL LOIN or RIB lb 35¢	ROASTS VEAL Shoulder Cuts lb 25¢
Nice line of Choice Lunch Meats for that Lunch or Snack	
Short Ribs BEEF Fine Baked lb 20¢	BEEF BONELESS Cut in Cubes lb 30¢
It always pays to buy Your Meats at Lumans	
LAMB LEG Fine Roasted lb 38¢	Choice Young Fat Hen Turkeys
Good supply of Choice Hens—young and fat	
PORK FRESH SIDE lb 28¢	Pot Roast BEEF Shoulder Cuts lb 25¢

ALWAYS A Large Assortment of FINEST QUALITY POINT FREE

- Canned Meats
- Cheese
- Canned Fruits in Heavy Syrup
- Canned Vegetables
- Catsup
- Chili Sauce
- Juices
- Preserves
- Jams
- Jellies

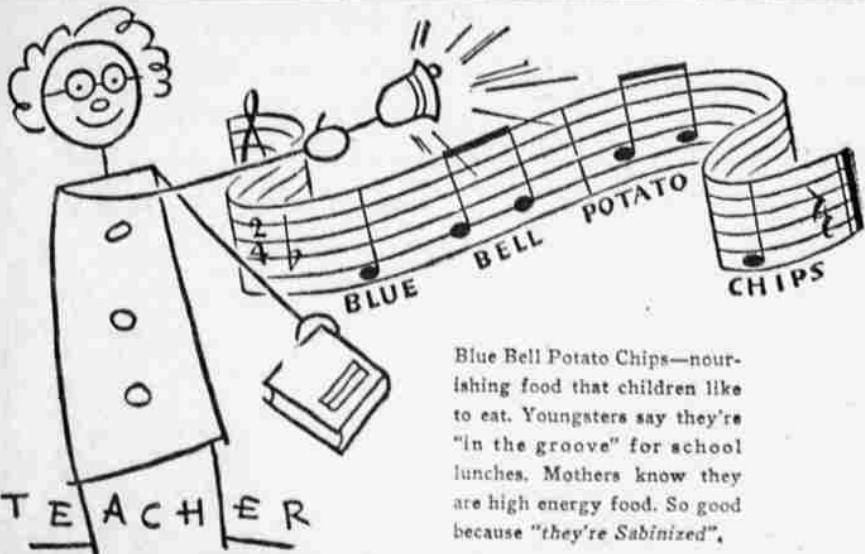
Stock Up NOW!



Blubber—that's what! He can keep warm without Shell Heating Oil. But you're different (and that's lucky unless you look good in moustaches).

So why not get comfortable by phoning for clean, dependable Shell Heating Oil.

Shell Oil Co., Inc.
1002 S. Central Ave. Ph. 2181



Blue Bell Potato Chips—nourishing food that children like to eat. Youngsters say they're "in the groove" for school lunches. Mothers know they are high energy food. So good because "they're Sabinized".

BLUE BELL POTATO CHIPS

they're Sabinized



GRAPES Local Tokay 2 pounds 29¢
ORANGES VALENCIA 150 Size doz. 59¢
GRAPEFRUIT TEXAS 80 size 4 for 37¢
Carrots or Turnips Local Lg Bun 2 for 19¢

