

# Church Notices

**Free Methodist Church**  
237 West Tenth street. Pastor, R. G. Keller. Sunday school 9:45 a.m. Worship 11 a.m. Y.P.M.S. 6:45 p.m. Evangelistic service 7:30 p.m. Wednesday prayer meeting 7:30 p.m.

**The Apostolic Faith Church**  
North Central avenue at Third street. Rev. C. W. Frost, pastor. Sunday school 9:30 a.m. Worship 11 a.m. Young people 3 p.m. Evangelistic, with special music, 7:30 p.m. Tuesday and Friday 8 p.m.

**Central Point Presbyterian Church**  
Sunday school 10 a.m. Youth choir practice 11 a.m. Westminster fellowship 6:30 p.m. Thursday—Adult choir practice, Jermark home, 7 p.m. J. K. Swank, pastor.

**Jacksonville Presbyterian Church**  
Sunday school 10 a.m. Westminster fellowship 6:30 p.m. Thursday—Adult choir practice, Jermark home, 7 p.m. J. K. Swank, pastor.

**Church of the Nazarene**  
Holly at First street. P. J. Bartram, pastor. 9 a.m. Gospel hour on KMEM. 9:45 a.m. Sunday school. 11 a.m. Worship. "Vision Obscured." 6:30 p.m. Youth groups. 7:30 p.m. Evangelistic service. "Spiritual Suicide." Wednesday, 7:30 p.m. Mid-week service.

**First Christian Church**  
Ninth and Oakdale. Holly Roy Jarvis, minister. 9:45 a.m. Bible school. 10:45 a.m. Worship. "The Folks Who Are Different." Anthem by choir. 6 p.m. Junior high youth. 6:30 p.m. Senior high youth. 7:30 p.m. Sermon. "The Disappointing Christ" by the minister.

**Church of the Brethren**  
Mary and Saling streets. Stanley Keller, pastor. Bible school. 9:45 a.m. Sunday school. 10:45 a.m. Worship. "The Folks Who Are Different." Anthem by choir. 6 p.m. Junior high youth. 6:30 p.m. Senior high youth. 7:30 p.m. Sermon. "The Disappointing Christ" by the minister.

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**Medford Friends Church**  
Merriman road and Debarry avenue. Carl F. Miller, pastor. Sunday school 10 a.m. Worship 11 a.m. Christian Endeavor 6:30 p.m. Evening church service 7:30 p.m. Prayer meeting Thursday 7:30 p.m.

**Church in The Pines**  
Blackwell hill 2 1/2 miles south of Gold Hill. Rev. D. W. Casey, pastor. Sunday school 10 a.m. Worship 11 a.m. Evangelistic service 7:45 p.m. Midweek service Thursday 7:45 p.m. Free bus service.

**Assembly of God Church**  
11 Newtown street. G. O. Baker, pastor. 9:45 a.m. Sunday school. 11 a.m. Worship. 6:30 p.m. C.A.'s. 7:30 p.m. Evangelistic rally. 7:45 p.m. Wednesday. What the Bible Teaches. 7:45 p.m. Friday. Prayer and praise.

**Medford Gospel Center**  
(Unionist) 608 Western avenue. Sunday school 9:45 a.m. Worship 11 a.m. Subject, "Paul the Superbible and His Gospel." Evangelistic rally 7:45 p.m. Wednesday 7:45 p.m. Bible study. George Southpik, pastor.

**Medford Full-Gospel Tabernacle**  
Highway 99 South. Rev. W. P. Hodge, pastor. Sunday school 9:45 a.m. Classes for all. Worship 11 a.m. Evangelistic service 7:45 p.m. Tuesday. "The Bible Study." Wednesday. "The Bible Study." 7:45 p.m. Question period. Bible study. 7:45 p.m. Question period.

**First Church of God**  
Haven and Holly streets. Rev. J. D. McDaniel, pastor. Sunday school 9:45 a.m. Worship 10:45 a.m. Youth fellowship 6:30 p.m. Evening worship 7:30 p.m. Bible study and prayer Wednesday 7:30 p.m. Youth work-night. Thursday. 7:30 p.m.

**St. Peter's Lutheran Church**  
Haven and Holly streets. Harry H. Young, pastor. Sunday school and Bible class 9:45 a.m. Divine worship 11 a.m. Wither league and junior league snow party Sunday afternoon. Senior and junior choirs meet Thursday 7:30 p.m.

**Talent Friends Church**  
Pastor, Irwin P. Alger. Sunday—10 a.m. School. 11 a.m. Worship. 6 p.m. Christian Endeavor. 8 p.m. Song and praise. Monday—7:30 p.m. Business meeting. Tuesday—7:30 p.m. Young people's fellowship. Wednesday 7:30 p.m. Revival meetings begin. Rev. Oliver Weigel, evangelist.

**Assembly of God (Rogue River)**  
Sunday school at 9:45 a.m. Worship at 11 a.m. Christ's Ambassadors (young people's groups) at 6:30 p.m. Evangelistic service at 7:45 p.m. Wednesday Bible study and prayer service at 7:30 p.m. Church located on Broadway near Main. Rev. Edward T. Grafstrom, pastor.

**First Baptist Church (Conservative)**  
North Central. 11 a.m. Worship. A. Davies, pastor. Bible school 9:45 a.m. Classes for all. Worship 11 a.m. Pastor will speak from Book of Joshua. Special music. Youth groups 6:30 p.m. Evening service 7:30 p.m. Special music. Pastor will bring another in series. "Seeing Jesus in Revelation."

**Phoenix Presbyterian Church**  
Rev. E. J. Clark, minister. Bible school 10 a.m. Russell Thompson, special music by junior choir; solo by Kay Fisher; sermon, "Seeker Under the Fig Tree." Choir practice; senior. Tuesday 7 p.m. juniors. Saturday 4 p.m. Women's missionary meeting Wednesday 2 p.m.

**First Presbyterian Church**  
Holly at Eighth street. Harry Hansen, minister. Pre-prayer meeting 9:30 a.m. Bible school 9:45 a.m. Church service. 11 a.m. sermon. "The Call of Grace." Junior sermon for children. Supervised nursery room. Youth meetings 6:30 p.m. Sunday evening hour 7:30. Annual congregation meeting Wednesday. 6:30 p.m. with covered dish dinner.

**Pourseaux Church**  
Rev. Harry and Viola Hansen, co-pastors. East Jackson and Morrow roads. 9 a.m. broadcast KYC 9:45 a.m. Sunday school. 11 a.m. Worship. "The Power of Prayer." 6:30 p.m. Crusaders. 7:30 p.m. Evangelistic. "Life's Most Important Question." Wednesday. 7:30 p.m. Bible study. Friday. 7:30 p.m. Prayer and praise.

**First Methodist Church**  
West Main and Laurel. Meredith Groves, minister. 9:45 a.m. school. 11 a.m. Worship. Dr. Laurence E. Nye, speaker. "God's Names." "Consider And Hear Me." Dwight Wagner and choir. "He Smiled on Me." Mrs. Edwin Andren. 6:30 p.m. youth groups. 7:30 p.m. Service. Dr. Nye. Christian's Cardinal Creed; anthem by combined choirs.

**Church of Christ**  
1036 Court street. Sunday service 10:30 a.m. Evening service 7:30. Wednesday evening 7:30. Radio program Sunday. KMEM. 8:30 a.m.

**Seventh Day Adventist Church**  
Corner Edwards and Beatty streets. Sabbath school at 9:30 a.m. Worship service at 11 a.m. M.V. at 4 p.m. Home and school at academy. 7:30 p.m. O. E. Schnepfer, pastor.

**Pilgrim Holiness Church**  
1185 East Jackson street. Rev. John Connor, pastor. Sunday school 9:45 a.m. Worship 11 a.m. Young people 6:45 p.m. Mid-week prayer meeting Wednesday 7:30 p.m.

**Pentecostal Church of God**  
Buckshot Hill road. Sunday school 9:45 a.m. Worship 11 a.m. Evangelistic service 7:30 p.m. Revival meetings every evening 7:30. Rev. K. R. Miser, pastor.

**Grace Lutheran Church (Ashland)**  
Iowa and Mountain avenues. Paul W. F. Harris, pastor. Sunday school 9:45 a.m. Adult discussion school 9:30 a.m. Worship service 11 a.m. Sermon topic: "Take the Offensive—Overcome Evil With Good."

**Zion Lutheran Church**  
West Fourth street at Oakdale. Sunday school 9:45 a.m. Morning service at 11 a.m. Brownie scouts Monday. 4 p.m. Boy scouts Tuesday. 7 p.m. Latin gym. Choir practice 7:30 p.m. Thursday. Catechetical class Saturday 10 a.m.

**First Church of Christ, Scientist**  
212 North Oakdale. Church services 11 a.m. Sunday school 9:30 a.m. Wednesday. 8 p.m. testimonials at Wednesday. Reading room 228 West Sixth street 10 a.m. to 5 p.m. except holidays. evenings 7 to 9 except Wednesday. Sunday 2 to 5. Subject January 22, "Truth."

**St. Mark's Church (Episcopal)**  
George R. V. Bolster, rector. Third Sunday after Epiphany; Holy communion. 8 a.m. discussion school 9:30 a.m. Prayer with sermon 11 a.m. Confirmation class 2:30 p.m. Evensong and sermon 7:30 p.m. Southern Decanery Youth convention. Friday, Holy communion. 11 a.m.

## Dr. Laurence E. Nye To Speak In Medford

Dr. Laurence E. Nye, pastor of the First Methodist church, Portland, will preach at both services Sunday at the First Methodist church, and each night next week in a preaching mission and series of evangelistic services.

Dr. Nye will preach on Sunday 11 a.m. "God's Names." Sunday, 7:30 p.m. "Christian's Cardinal Creed." Monday, "Faith Is Beginning." Tuesday, "Our Trusted Authority." "The Place Where Thou Standest." "Cowards Cannot Cure Crises" and "Mountain Peaks of Methodists."

**Four Are Ministers**  
Dr. Nye comes from a family of ministers. His father, grandfather and great grandfather were ministers and he is one of four boys, all of whom are ministers. He graduated from Wesleyan university at Lincoln, Neb. in 1943 and received the degree of bachelor of sacred theology, cum laude, from Boston university in 1939.

Special music and singing will be featured at the services conducted by Dr. Nye. The public is invited.

While here, Dr. Nye will address other groups, including Southern Oregon college. Wednesday morning and the Rotary club, Tuesday noon.

**ED INVITES CRITICISM**  
Worcester, Mass. — (U.P.) — A copy of the now-defunct Shrewsbury News, dated Feb. 25, 1891, which was found in Harold Hall's attic bore this editor's note: "When by sins of omission or commission we incur your displeasure, state your complaints to our editor, who will right the matter honorably or die in the attempt."

## Medford Father Relates Experiences With Polio

(Editor's note: What does a parent feel when his child is stricken with polio? Thousands of parents learned first hand last year when the nation was visited with its worst polio epidemic in history. Here, one of those parents, Edwin Cross of 524 Victory street, tells about it in a story written in connection with the 1950 March of Dimes drive of the National Foundation for Infantile Paralysis.)

**By Edwin Cross**  
All I really know about polio is what thousands of other parents learned last year—how you feel when a word becomes a terror that enters your life—how you feel when the doctor looks up, says, "I'm sorry. I'm afraid it's polio."

My wife and I were planning a merry Christmas for our four children when it became apparent that Shelley, our youngest and only 18 months old, was not well. We observed that one arm was not being used as much as the other and that he seemed to have some difficulty with his breathing.

**Not Too Concerned**  
We still were not too concerned because it has been our experience that childhood illnesses are not uncommon, especially in the winter months, but to be on the safe side, we called the doctor.

He carefully examined our little son and after several minutes he looked up and we heard those dreaded words: "I'm sorry. I'm afraid it's polio."

**Central Point Church Evangelistic Service**  
Central Point, Jan. 20.—The Church of Christ, Central Point, announced today there is a good interest in the evangelistic meetings now in progress. The attendance has been splendid in spite of the weather. G. Fred Hoy of Inglewood, Cal., evangelist, said.

Mr. Hoy will speak Sunday at 11 a.m. "First Things First." Sunday at 7:30 p.m., he will talk on "The Resurrection." Monday is calling night so there will be no service.

Tuesday night it will be "Bible Censoring." Wednesday "A Unique Conversion." Thursday "The Conversion of an Infidel" and Friday "Prepare to Meet God."

Mr. and Mrs. Don Byers, Medford, are ministers of music for this series of meetings. They use marimba, solovox and vocal numbers. Colored pictures taken in Alaska and object lessons for children are also used.

**1st Christian Church Service To Be Aired**  
Morning worship services conducted by the First Christian church Sunday will be broadcast over KYC from 11 to 12 a.m. The sermon there will be "The Folks Who Are Different" delivered by the Rev. Holly Roy Jarvis, pastor.

The choir, under the direction of E. Ronald Rice with Mrs. Marguerite Conrad at the organ, will present a special anthem.

Sunday evening services are scheduled for 7:30 with a youth choir participating. The pastor will speak on the theme, "The Disappointing Christ."

The first Fellowship church night meeting for the new year will be held Wednesday, January 25, beginning at 8:45 p.m. with a tureen dinner. The Mariner's class, with their teacher, Mrs. William Foley, as chairman, will be hosts.

Frank A. Heller is general chairman of arrangements and program.

the son and after several minutes he looked up and we heard those dreaded words: "I'm sorry. I'm afraid it's polio."

We couldn't tell little Shelley why he didn't feel good nor

could we give many words of comfort to ease his suffering—he is just too young to understand.

**Taken To Hospital**  
One day gloomily followed the other. We lived in a crushing atmosphere of suspense until December 28, when the doctor said it would be necessary to take our baby to the polio isolation ward at Eugene. He could give us little idea of how much hospitalization would be necessary; he could not even guess what degree of control over stricken muscles might be restored.

That is the terror of polio, the grinding worry that persists until the worst is known—relieved slightly by heartfelt gratitude when unselfish friends message their anxiety and offer help. And we found a new friend—millions of friends in one—who did not need to be called in our dark hour.

We were not surprised when the costly trip to Eugene was ordered nor were we surprised when special nurses were assigned nor when a costly respirator was brought into service. To us one of the minor aspects of polio was financial ruin.

We were prepared, almost subconsciously, to mortgage everything we owned to pay the bills. I was ready to mortgage my log-hauling equipment and my wife took her diamond engagement ring to Eugene with us, hoping we could raise enough money with it to pay some of the expense.

**No Remuneration Asked**  
But no remuneration was asked of us. The Jackson county chapter of the National Foundation for Infantile Paralysis took care of payment.

Of course we are anxious to have our baby son back home with us again. Yet we know we have reason to be thankful for such things as respirators, hot packs, therapy and skills that God willing, will speed the return home of our little Shelley.

And I still have my log-hauling equipment and my wife still has her diamond engagement ring. Yes, now I know about polio.

Aurora, Ill., first settled in 1834, was the first city in the world to light its streets with electricity, the street and traffic safety lighting bureau reports.

**Shelley Cross**

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Friday, January 20, 1950

MEDFORD (OREGON) MAIL TRIBUNE—FIVE

## Stock Market Advertising Is Discussed By Babson

By Roger W. Babson

Babson Park, Fla., Jan. 20.—(Special To Mail Tribune) — A very revolutionary event is taking place on Wall street. It is one reason for the better stock market which we recently have enjoyed. I refer to the new advertising campaigns of conservative banks and stock exchange firms.

From the early years of the New York Stock Exchange up to 1929, most financial advertising was of one of two classes: (a) Large splashing ads of new issues; or (b) very dignified small "cards" of stock exchange member firms. The big ads were knocked out by the securities and exchange commission after the 1929-32 debacle. The dignified "card" advertising has tended to die out because of lack of returns.

Another thing: Up to recently 90 percent of the financial advertising was to get people to buy new stock issues. Very little attention was given to continue investors interest in these issues after they were once sold. Hence, the market declined and investors often were compelled to take a loss if they later needed to sell. Almost no money was spent to interest investors in the standard issues which, for most years, have paid dividends and had a ready market.

**Attractive Ads Call Attention To Opportunities**  
Now all this has changed, at the earnest solicitation of Emil Schram, the able new New York Stock Exchange president. Many of these dignified stock exchange members are putting out attractive ads calling attention to the "great opportunities," "large incomes," and "remarkable security," that "a family with only a few hundred dollars" can find among the established stocks already listed on the exchange.

Let me add that most of these advertisements are written in simple language which every reader can understand. Some have been prepared by expert writers and are pulling good results. All this is very revolutionary. It has never happened before since the stock exchange was started in 1792. This new policy has great possibilities.

**Three Rules Given For Successful Advertising**  
When I was a young man I worked for the Saturday Evening Post which then had a small circulation and very little advertising. At that time "national advertising" was almost unknown. As Henry Ford was the father of mass production, so my friend Cyrus Curtis was the father of national advertising. Mr. Curtis had three rules for successful national advertising. These were:

(1) The ads must tell what the product can do for the readers. (Most of the advertising of that day merely glorified the concern doing the advertising.) (2) The ads must be of short sentences and words of one or two syllables. (This rule developed experts in advertising. There then were few advertising agencies.) (3) The products advertised must be worthy, obtainable everywhere and sell at a stable price.

**Continue Advertising; Necessary To Assure Reaching Jackpot**  
As I read these new financial advertisements, I think they conform to Mr. Curtis' rules (1) and (2). They surely have a "new look" and if continually improved, should bring good results. "But," as Mr. Curtis would say, "advertising to be successful must be continuous. Millions can be lost in advertising as well as made by getting discouraged and curtailing just before reaching the jackpot."

Mr. Curtis' rule (3) meant that the product must have a "stable market and, if possible, a fixed price." Stock exchange firms cannot promise a fixed price for their w