

## Coca-Cola Plans New Sized Bottles For Family Groups

Coca-Cola will introduce family size and intermediate or king size bottles in a limited number of markets in the East, Middle-West and Far-West beginning this week, according to information received by Wayne Jamison, manager of the Coca-Cola Bottling company of Medford.

H. B. Nicholson, president of the Coca-Cola company, who recently announced the firm was planning to make new size bottles available, today named the cities in which they will be put on sale.

### Four Coast Cities

The family size bottle will make its bow in Springfield, Mass.; San Francisco, Oakland, Hayward and Pittsburg, Calif.

The king size package will be introduced in Boston, Mass. and Columbus, O. It will go on sale in Columbus today.

The introductory dates in the other cities are tentatively set for early next month.

Nicholson said there is a possibility both new bottles will be put on the market later in a few additional Middle Western cities. He added, however, there are no plans at the present time for putting the new packages into other cities in other sections of the country. Limiting their introduction to selected markets, he explained, will enable the company to study marketing technique and conduct consumer surveys more closely.

"Both the family size and the king size bottles," Nicholson pointed out, "will be companion packages to the present standard bottle, which will continue to be our mainstay."

### Gives Choice

"What we are doing is simply making it more convenient for the public to buy and serve Coca-Cola. The product is the same, the quality the same; the size is a matter of preference and now we are giving everyone a choice."

The company's market research through the years, Nicholson said, shows that the majority of the public prefer the standard size bottle.

"At the same time," he added, "our studies indicate there is a potential market for other size bottles, particularly for group refreshment in the home. It is here the family size and king size packages may prove to be of great convenience."

The two new size bottles were designed along the same lines as the present Coca-Cola bottle, Nicholson revealed, with the same distinctive shape.

## Kiwanis Kapers Auditions Slated

Medford Kiwanians, seeking talent for their annual Kiwanis Kapers, will hold auditions at the senior high band room starting at 7 o'clock tonight for persons who can sing, play a musical instrument or perform specialty acts.

Don Hansen, of Lassen Productions, Culver City, Calif., arrived yesterday and will be advance director of the show. He will audition the talent.

The Kapers production this year is "Tel-A-Version." In the show St. Gabriel sends St. Medford back to earth to see how the new medium, television is being used. Presentations are set for Feb. 23, 24, 25 and 26.

People of high school age and older are invited to try out for the show. Kiwanians and their wives especially are asked to attend the talent party.

Hansen met with Kapers committee chairman last night at the home of Frank Benesh. Lou Cranston and Benesh are general co-chairmen.

**Don't Forget FEB 14**

**Valentine Flowers**

go straight to a lady's heart

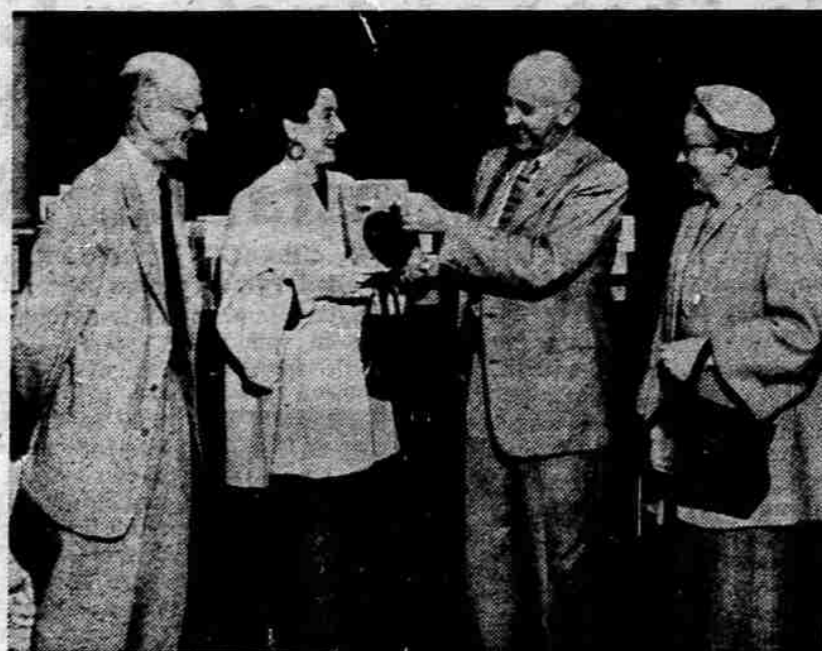
If you want to be sure of making a hit, let us send your Valentine. Just tell us for whom you are aiming: daughter, wife, sweetheart, mother, and we'll arrange a flower remembrance that can't miss. For we feel as sentimental about our flowers as you do about her. Whether you select a stunning corsage or a dozen roses, we'll take pride in filling your order with our freshest and loveliest.

We Send Valentine FLOWERS-BY-WIRE anywhere. Your Satisfaction Guaranteed.

We take pride in every flower order.

Phone 3-1733

**Ginn's Flowers & Gifts**  
26 SOUTH CENTRAL



**FIRST TO RECEIVE HEART COIN BOX**—Allan Perry (right center) manager of the Medford branch of the United States National bank, was the first to receive a Heart coin box for the 1955 Heart fund campaign which opens Tuesday, Feb. 1. Pictured with Perry are Mrs. Marina Gates, Medford Heart association chairman, who is presenting the coin box to him; Mrs. Harriet Watson (right) president of the Business and Professional Women's club, which is organizing the Heart Sunday campaign; and Raymond Wise (left) special gifts chairman.

## Heart Fund Campaign Slated To Get Under Way Tuesday

Distribution of plastic coin boxes, designed in the shape of a red heart and featuring the campaign slogan "Help Your Heart—Help Your Heart," will be started tomorrow by the Medford Heart association in connection with the 1955 Oregon Heart fund drive.

The boxes are to be displayed in the city's principal public places including banks, department stores, service stations, restaurants, hotels, professional offices, utility company offices, civic and fraternal headquarters, the Rogue Valley Country club and the University club, and will remain throughout February.

Distribution is being handled by Mrs. Marina Gates, local Heart association chairman.

Commenting on their effectiveness, Heart Fund Chairman Raymond Reter has said: "We are confident that we are going to receive fullest cooperation from local management, and we are also certain that the coin box yield on this occasion will far exceed that of any previous year."

"I should like to point out that the receptacles receive not only coins but checks or bills as well, and that they are ever-present reminders that when we open our purses we should open our hearts."

## Footlighters Slate First Performance Of Three Act Drama

Final dress rehearsal for Medford Footlighters' production of "A Bill of Divorcement," three act drama by Clemence Dane, was held at the fairgrounds theater last night. The play will open tomorrow evening for a five night run. It will be the last production to be presented in the present theater. Curtain time will be 8:30 p.m.

Appearing in the cast will be Lenore Zapell, Frank Buchter, Thayer Tarvin, Frankie Burton, Robert Corliss, Louise Johnson, Charlene Tarvin, Tom Amacker and Max Wimmer.

Bernard Roberts is handling set design and construction while Maccine Titus has acted as art advisor. Max Wimmer is in charge of lighting and members of the cast have assisted in construction under the direction of Mr. Roberts. Co-directors for the production are Frank Buchter and Thayer Tarvin.

Ticket sales, directed by Mrs. Frank Buchter, will be conducted at Swens, Purucker's Piano House and at the box office.

## Three Auto Mishaps Reported in City

Three vehicle accidents were investigated by Medford city police over the week end, according to police records. No injuries were reported in the accidents.

One occurred Saturday on East Main st., between Front st. and Central ave. Nye Edward Bernheisel, 1207 West Main st., operated a car which struck a parking meter. He was cited for failure to leave information at the scene of an accident.

In another accident the same day, two vehicles were involved on North Riverside ave., near Fifth st. Driver of the moving car was Potenciano Earra Marapao, Stockton, Calif., while a parked vehicle was registered to Donald Ray Christiansen, 1109 North Riverside ave. No citations were issued.

In an accident early yesterday, Charles William Hansen, Grants Pass, was cited for failure to yield the right of way to a car driven by Sfc. Jimmie Lee Fairchild, 3761 South Pacific highway, Cabin 5, police said. Hansen reported the accident to police after the Fairchild car was observed in damaged condition by officers and a hit and run bulletin was sent out, police said. It occurred at the intersection of Main st. and Central ave.

## Costa Rica Claims Nicaragua Troops Fired Over Border

San Jose, Costa Rica—(U.P.)—Costa Rica charged today Nicaraguan troops fired across the border during a week end clash between rebels and government zone.

The Organization of American States is sending three observers to the border to investigate the Costa Rican charge.

### Incident Believed Aim

Col. Rodolfo Quiros, Costa Rica's chief of staff, said a band of rebels that ambushed a government patrol Saturday fired northward into Nicaragua, apparently hoping to provoke an incident.

Three tommygunners north of the border returned the rebels' fire, Quiros said, and Nicaraguan planes "buzzed" the battlefield but did not open fire. It was not clear whether anyone was hit by the cross-border firing.

### 12 Rebels Said Killed

The chief of staff, who returned late yesterday from a tour of the frontier, said 12 rebels were killed and "several" wounded in two clashes Saturday. He listed government casualties as seven killed and two taken prisoner.

Wounded rebels who crossed into Nicaragua yesterday said 22 loyal soldiers were killed and "many others" wounded in the Saturday fights.

## Braille Tourney Has Special Meaning for Local Resident

Bill Blair, 421 Earhart st., said last week while discussing plans for an annual Braille tournament. "The tournament is almost like a birthday party for me." The event this year is on Saturday, Feb. 5, Blair's birthday.

This is a significant turn of events for Blair who benefits directly from the tournament. He has been blind for nine years, and bedridden as a paralytic for 12 years.

The proceeds of the tournaments are turned over to the local Grey Ladies of the Red Cross for administration through Mrs. Chris Zink, the administrator for the Jackson County program for the blind.

The Grey Ladies call on Blair to help him with his letter-writing and to read to him. On his birthday and at Christmas time they call on him and take him gifts.

They suggest that others in the vicinity also could help cheer him. He is anxious to make more friends who will write him and send him cards. A few years ago he received recognition from a radio station at Junction City and he still is corresponding with some of the friends he made then.

He enjoys having dedications made on the radio stations. He

## A. N. Miksche Gets Award at Prineville

A. N. (Mike) Miksche, former Medford resident, has been named junior first citizen of Prineville. The junior chamber of commerce award was announced at a banquet at Prineville on Friday.

Miksche, manager of radio station KROC, is starting his second year as president of the Prineville-Crook County Chamber of Commerce. He was chairman last year of Crook county chest X-ray drive.

A native of Medford, Miksche was with radio station KYJC before leaving here. He is the son of Mr. and Mrs. Ray Miksche, 813 Minnesota st.

**WINS MOD STEER**  
Harold Norris, 60 Wimer st., Ashland, Saturday night won the Junior Chamber of Commerce steer giveaway at the Mardi Gras ball, held at the Jackson hotel.

**TONIGHT!**

turn on your PORCHLIGHT!

signal you to give to

**MOTHERS' MARCH ON POLIO**

*Announcing*

**The OPENING**

—of the—

**Valentine's ACCORDION STUDIO**

626 SOUTH RIVERSIDE  
Branch Studio from Grants Pass

**ENROLL NOW!**

Give your child a musical education in Medford's New Accordion Studio. Modern Beginners Course in . . .

BOTH: • Private and Class Instruction  
• Professional Instruction and Technique for Advanced Students

BAND TRAINING — SALES & RENTAL OF ACCORDIONS  
Across from Medford Motors  
For Information — Call 2-5905 Between 2-7 P.M.

Monday, January 31, 1955 MEDFORD (OREGON) MAIL TRIBUNE—THREE

*Save... Save!*

**AT YOUR FRIENDLY BIG Y**

STORE HOURS  
8 A.M. to 9 P.M.  
7 DAYS A WEEK

# CORNED & CABBAGE BEEF

SWEET TENDER SOLID HEADS

BONELESS BRISKIT

Our Own Cure—Lean Meaty

## LB. 59<sup>c</sup>

## SAUSAGE ROLLS

MORRELL PRIDE PURE PORK

## LB. 29<sup>c</sup>

# POTATOES

"U.S. NO. 2"

## 50 lb. Bag 98<sup>c</sup>

# 13<sup>c</sup> APPLE SAUCE 13<sup>c</sup>

NORTH COAST No. 303 CAN

GREEN BEANS Cresswell No. 303 can	13 <sup>c</sup>	SPAGHETTI FRANCO AMERICAN	13 <sup>c</sup>
BUTTER BEANS Seaside No. 303 can	13 <sup>c</sup>	SARDINES Beach Cliff	2 for 13 <sup>c</sup>
PORK & BEANS Van Camp No. 300 can	13 <sup>c</sup>	COCONUT DROMEDARY	2 for 13 <sup>c</sup>
CHILI BEANS Dennison's No. 1 can	13 <sup>c</sup>	FRISKIE CUBES Deal Pak	2 Lb. Box 13 <sup>c</sup>
SLICED BEETS Diamond A No. 303 can	13 <sup>c</sup>	DOG FOOD FRISKIES CANNED	13 <sup>c</sup>
WHOLE BEATS Diamond A No. 303 can	13 <sup>c</sup>	PRUNE JUICE Del Monte	12 oz. can 13 <sup>c</sup>
WHOLE CORN Three Sisters No. 303 can	13 <sup>c</sup>	ORANGE JUICE Del Monte	No. 2 can 13 <sup>c</sup>
CREAM STYLE CORN Kounty Kist No. 303 can	13 <sup>c</sup>	BLENDED JUICE Del Monte	No. 2 can 13 <sup>c</sup>
SAUERKRAUT Stienfeld No. 303 can	13 <sup>c</sup>	TOMATO JUICE Del Monte	No. 2 can 13 <sup>c</sup>
SWEET PEAS Mission No. 303 can	13 <sup>c</sup>	V-8 JUICE	12 oz. can 13 <sup>c</sup>
SPINACH Del Monte No. 303 can	13 <sup>c</sup>	CREAM CHEESE Philadelphia	3 oz. Pkg. 13 <sup>c</sup>
TOMATOES State Fair No. 303 can	13 <sup>c</sup>	BISCUITS BALLARD or PILLSBURY	Box 13 <sup>c</sup>
POTTED MEAT Hormel 5 oz. can	13 <sup>c</sup>	BOOK MATCHES	Box 13 <sup>c</sup>
VIENNAS Baxter 5 oz. can	13 <sup>c</sup>	VINEGAR White or Cider	Pint Jar 13 <sup>c</sup>

EVERYDAY

**DINETTE SPECIAL**

KING SIZE

**Hamburger**

FRENCH FRIES and SALAD ONLY

## 49<sup>c</sup>

**Always A Place to Park**

We Reserve the Right To Limit Quantities  
SPECIAL FEATURES IN THIS AD EFFECTIVE MONDAY, TUESDAY AND WEDNESDAY