

# American Family Said Discovered By National Advertising Field

New York — Advertisements, like suburbs streets and schools, are getting crowded. The beautiful woman is still there, of course. Only she's not alone. She's a mother now and she's accompanied by her husband and the kids.

In short, Madison Avenue has discovered the American family. Family in Action.

Ads in newspapers, magazines, and on television, now tend to portray family groups in action, be it getting the family car filled with gasoline at the neighborhood station, sipping soda from family-size bottles during

a family back-yard barbecue, eating cereal from family-size packages, taking pictures, talking on the telephone, or looking at stock quotations.

More cigarette ads feature the "young marrieds." So do beer ads. A fishing tackle firm hopes to encourage more family fishing trips by turning out pastel colored rods and reels for the girls.

**Liquor Ad Cancelled**

So widespread has the family appeal become that a liquor campaign recently broke the ground rules by showing a female in an ad. Even though she wasn't

drinking the rum or touching a glass, her mere presence caused and uproar and the ad was canceled.

Advertising men boil down the reasons for the family approach as follows: prosperity and leisure time.

Women do about three-fourths of the family spending, so broad appeals aimed at women and the thing uppermost in their minds, family, are profitable. The five-day week, the move to suburban living, informality, and television all tend to make the home more of a focal point for advertising appeals.

# Nasser Being Urged To Get Tough With Egyptian Communists

Cairo — President Gamal Abdel Nasser's top aides are urging him to get tough with Egyptian Communists, diplomatic sources said today.

They said Interior Minister Zaki al-Hadi and other officials are getting anxious about renewed rumblings among Egypt's outlawed Communists, particularly in trade unions.

These officials are said to be pressing Nasser to take stronger measures than are involved in the trial opening Saturday for 18 persons identified as minor league Communists.

**Reds Rumored Splitting**

Reports circulating in Cairo say Egypt's clandestine Reds, who previously were splintered into many groups, now have consolidated into two factions—one espousing Soviet-style Communism and the other embracing the Yugoslav style.

The number of party members in Egypt is not known.

The latest issue of the Communist underground newspaper Al-Itisariyeh indicated the Reds would try to use the trial to stir up sympathy and supporters for their cause.

It said the trial was "only a means of dissipating the national struggle and attempting to preoccupy nationalists with a struggle among themselves instead of facing imperialism."

It said anti-Communists acts by the government only created

**Prosperity Creates Markets**

Prosperity, besides altering older advertising approaches, also has created new markets for such things as small boats, swimming pools, station wagons and picnic items.

The trend is more than a passing phenomenon, for the number of families living in the United States is increasing. Last year, there were nearly 43-million. By 1957, this figure will pass 54-million.

The reaching-out for family business also involves transportation. Important railroads, airlines and bus companies have introduced family rates in recent years, along with major hotels.

**Take Vacation Together**

In religion, churches are urging families not to split up at summertime by sending the children off to camp. Take summer camp vacations together, they suggest. Sunday schools are inaugurating family courses.

Industry is in the picture too, with a recently-launched "Fun with Pop" program, aimed at building a happier family life by getting fathers to spend more time with their children.

**Is That So?**

The way fish reproduce! There are males who build bubble nests. There are males and females who carry and hatch eggs in their mouths. Others, when danger threatens, let their youngsters take refuge in their big mouths. There are small fish who incubate eggs in special abdominal breeding pouches—just like the kangaroo.

Care to meet them?

The male of the fresh-water sunfish, including the black bass, does all the hard work. With his tail fin, he flips aside the lake or river bottom until he uncovers stone, or roots or any other object to which the female's eggs can cling. After the female deposits her eggs, he promptly shoos her off and then stands guard over the eggs.

The male sea-horse is literally a traveling incubator. He has an abdominal pouch in which the female deposits 200-plus eggs. Eggs laid, the little carpet-bagger seals the entrance with a sticky secretion. When young are due, he twists his tail around some support, swings back and forth with convulsive movements, forces the pouch open, and finally ends his "pregnancy" by expelling the tiny young.

Quite a number fish are mouth breeders. One, a so-called congo fish, gathers the fertilized eggs and carries them in her mouth until the young hatch, a 2-week period during which she eats nothing. After hatching the brood is conveyed by the parents — the female usually in the middle of the school — and whenever danger threatens she opens her mouth and the young rush in for protection.

**Role Reversed**

In some sea catfish, the role is reversed. The male carries the eggs in his mouth, thus protecting them not only from outside enemies but also from the mother. In the gaff-topail catfish, the mouth-breeding may take almost 3 months during which he abstains from food. Then when the young leave the "nest," the male leads the brood about and guards it jealously, until the young are pretty well able to fend for themselves.

More unusual than these is the reproduction of the southern California grunion. In moonlight, during midsummer, on nights of highest tides, these silversides swim up on the beach with the surge of a high wave. For a few seconds, as the water recedes, these 6-inch fish can be seen clear of the water, some standing on their buried tails with most of their body exposed. At this time, while the male stands by to fertilize, the

**Collectors Too Eager**

Fremont, Ohio — Fremont's trash collectors make a clean sweep of things, Mr. and Mrs. Robert Binkley discovered. A basket of groceries, clothing and a purse the Binkleys left out near their car for a moment were thrown on the trash truck when they returned. All was recovered except the groceries, and the city agreed to pay for them.

**SEEDY STUNT**

Beverly Hills, Calif. — Police think one thief is strictly for the birds. The thief Thursday stole a truck loaded with birdseed.

Dead Line on Classified Ads: 5:30 p.m. for following day, except 10 a.m. for Monday; for Sunday, noon Saturday.

**VIVACIOUS** — Twenty-one-year-old Annie Gorasinni (Miss Italy) strikes a pert pose as she arrives in London for the Miss World beauty contest.



**Kohler Co. Guilty Of Unfair Practices**

Washington — A National Labor Relations board examiner has found the strike-bound Kohler company, of Kohler, Wis., guilty of unfair labor practices.

He said nearly all persons on strike at the company should be given their jobs back when the walkout ends.

The trial examiner, George A. Downing, said he could not determine at this time the number of workers involved in the long strike would be affected by his ruling.

Downing based his decision Thursday on finding that the company prolonged the strike by unfair labor practices in violation of the Taft-Hartley act.

The strike was called April 5, 1954, by Local 833 of the United Auto Workers, AFL-CIO.

**SCHOOL FOUNDER DIES**

Great Neck, N.Y. — David F. Kemp, 88, founder and head of the U.S. School of Music, the first music correspondence school in the country, died Wednesday after a long illness.

## Religious Emphasis Week Banned at Washington

Seattle — The University of Washington's annual Religious Emphasis Week has been banned, Dean of Students Donald K. Anderson said Wednesday.

However, he said religious groups on campus may continue to observe the week as an off-campus activity.

## LEGAL NOTICES

No. 9823  
NOTICE  
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF JACKSON  
PROBATE DEPARTMENT  
In the Matter of the Estate of  
ANNE K. PURVISER, Deceased.  
Notice is hereby given that the Final Account of Blanche D. Lyman as Executrix of the above-named estate has been filed herein and that 1:30 a clock p.m. on November 12, 1957, at the Courthouse in Medford, Oregon, has been appointed for hearing objections to such Final Account and settlement thereof.  
Dated and first published October 11, 1957.  
Blanche D. Lyman, Executrix  
Van Dyke, Dellenback & McGowan  
Attorneys for Executrix

NOTICE OF BOND SALE  
Notice is hereby given that sealed bids will be received by the undersigned until the hour of 8 o'clock p.m. on the 17th day of October, 1957, at the office of the Superintendent of Schools of said school district in the high school building in the City of Eagle Point, Oregon, at the office of the district school board of said District No. 9 of Jackson County, Oregon, for the purchase of not less than par and accrued interest of an issue of bonds of said school district in the amount of \$150,000.00. Said bonds to be dated October 1, 1957 and to mature serially in numerical order as follows: \$5,000.00 on the 1st day of October of each year thereafter to and including the year 1973. Said bonds to be in the denomination of \$1,000.00 each, to bear interest at the rate of 4% per annum to be paid semi-annually. Both the principal and interest on the bonds will be paid at the office of the County Treasurer of Jackson County, Oregon.

The bonds to be sold to the highest bidder but the district school board reserves the right to reject any or all bids. Unless all bids are rejected, the bonds will be awarded to the bidder complying with the terms of the Notice of Sale and submitting the bid which will be paid to the bidder on the basis that none of the bonds will be called for redemption prior to the final maturity dates thereof, provides the lowest cost to the school district.

Bert Hickson  
Clerk, School District No. 9  
Jackson County, Oregon  
Address: Eagle Point, Oregon

NOTICE OF SALE  
No. 9778  
IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR JACKSON COUNTY  
IN PROBATE  
In the Matter of the Estate of MAMIE WOLF, Deceased.  
NOTICE IS HEREBY GIVEN that pursuant to an order made and entered in the above entitled Court and matter, the undersigned Administrator of said estate, on the 10th day of October, 1957, at the hour of 2:00 P.M. of said day, at the office of Kelly & Kelly, 20 North Main Street, Medford, Oregon, shall proceed to sell, at private sale, to the highest and best bidder, for cash or cash and credit, the following described real property, being and situated in Jackson County, Oregon, to-wit:

The East Half of that certain tract or parcel of land described in that certain deed appearing of record in Volume 161, Page 503, of Deed Records of Jackson County, Oregon, to which deed and record reference is hereby made; said East Half of the said described property, however, to extend up to and include an undivided one-half interest in the dividing wall as now constructed in the building on said premises, dividing said building approximately midway between the outside easterly and westerly side walls of said building. Subject to all the conditions and reservations set forth in the deed so recorded in Volume 161, Page 503, Jackson County Oregon Deed Records, as aforesaid, together with a perpetual easement or right of way of Egress and Egress to and through the basement under the westerly half of the premises herein described to the basement under the easterly half thereof.

CHARLES H. DELSMAN  
Administrator

Use Mail Tribune Want Ads

**SAVE MONEY!**  
**DO IT YOURSELF!**  
**RESTORE BEAUTY TO YOUR FLOORS WITH A RENTER SANLER**

Easy to Operate  
Clean and Dustless  
Low Rental Rates

We Handle Everything You Need for Floor Refinishing

**EC HARDWARE**  
SPECIALISTS IN HOMEWARES!  
3 West 6th St., Medford

Friday, October 11, 1957
MEDFORD (OREGON) MAIL TRIBUNE—FIVE

**CLOSE-OUT**

**SCHICK "25" ELECTRIC RAZOR**

White-Red-Brown, or Green  
LIST PRICE \$29.50

**NOW \$12.95** With Trade of Your Old Electric Shaver

**\$10.95 ELECTRIC HEATER** 1320 Watt, Fan ..... **\$8.88**

**\$21.75 ELECTRIC HEATER** Thermostatic Control ..... **\$15.98**

**Regular \$1.00**  
**Costume Jewelry**

**3 for \$1.00**

**LIPSTICK**  
Nationally Advertised  
At \$1.00

**Now 3 for \$1.00**

**\$2.25 "SMARTIE"**  
**NAIL CARE SET**  
Now \$1.29

**\$1.65 HUDNUT ESSENCES**  
Your Choice  
• GEMEY • RSVF • VOGUE  
Now 69c

**Invisible Lanolized HAIR NET**  
**GLAMOUR MIST**  
PROFESSIONAL  
15-oz. Size..... **98c**

**25c Rubber Tipped BOBBY PINS**  
80 PINS PER CARD..... **2 for 29c**

**Take a GOOD LOOK**  
at your  
**MEDICINE CABINET**

**CASTOR OIL** 4-oz. 37c  
**GASCARA COMP.** Hinkle Formula 100 35c  
**TINGTURE of IODINE** 1-oz. 19c  
**ANALGESIC BALM** 1 1/2-oz. 29c  
**SPIRITS of CAMPHOR** 2-oz. 39c  
**ZINC OXIDE OINTMENT** 1-oz. 19c  
**ANTACID POWDER** 4-oz. 25c  
**HYGIENIC POWDER** 12-oz. 89c

**WITCH HAZEL** Pint 29c  
**TR. of GREEN SOAP** Pint 69c  
**CAMPORATED OIL** 4-oz. 35c  
**COMP. TR. of BENZOIN** 2-oz. 39c  
**THRIFT GOLD TABS** With 20 quinine tabs 19c  
**COUGH SYRUP** Soothing Relief 6-oz. 29c  
**GLYCERIN** 4-oz. 49c  
**SUPPOSITORIES** Glycerin 25s 53c

**ASPIRIN** USP—5 Grain ..... 2 bottles of 100 29c  
**RUBBING ALCOHOL** ..... Pint 27c  
**MINERAL OIL** ..... Heavy Pint 33c  
**EPSOM SALTS** ..... Pound 15c  
**MILK of MAGNESIA** 250 TABLETS..... 49c

**DR. WEST**  
5-PACK NYLON Tooth Brushes **98c**

**SUPER ANAHEIST TABLETS**  
Shortens effects of colds in any stage **98c**

**VACAGEN**  
Oral Cold Vaccine  
By Sharp & Dohme  
20 Tablets ..... \$1.35  
60 Tablets ..... \$3.37  
100 Tablets ..... \$5.40

**FAST ACTING COLDENE LIQUID Cough Medicine**  
Recommended by Parents Magazine..... **\$1.00**

**END YOUR HAIR PROBLEMS**  
with this  
**DOUBLE HAIR-CARE \$1.00 SPECIAL ONLY**

**Rinse Away**  
guaranteed dandruff control in just 2 minutes and  
**FREE Alberto VO**  
HAIR DRESSING AND CONDITIONER for natural, gleaming healthy hair

Repair Summer damaged hair with this double hair-care money-saving special. Your hair takes on new gleam and life when you rinse your dandruff away with Rinse-Away and use lanolin-rich Alberto VO's to nourish dry, dull hair and restore its natural lustre. Be amazed and delighted!

**79c SHAMPOO** Formula 20 Liquid..... 6-oz. 49c  
**LIQUID LANOLIN** For Skin and Hair..... 3-oz. 49c  
**49c SOOTHE SKIN** ..... 6-oz. Lotion 2 for 59c

**INFRA-RED Heat Lamp** **98c**  
**Sun Lamp \$9.50**  
**ELECTRIC CORN POPPER** **\$2.98**  
**25c NAIL CLIP** TRIM or GEM..... 19c  
**69c PEDICLIP** **49c**

**ELECTRIC BLANKETS**  
by Northern Electric  
• Full Double Bed Size  
• Choice of Colors  
• Two Year Guarantee

**SINGLE CONTROL \$15.95**  
**DUAL CONTROL \$19.95**

**ELECTRIC HEATING PAD**  
By Northern Electric GUARANTEED

**THREE SPEED \$2.89**  
**3 FIXED HEATS CASCO \$4.95**  
**G.E. SPECIAL \$4.95 THREE SPEED PAD \$3.95**

**KAZ VAPORIZER \$2.89**  
**HOT WATER BOTTLE 2 qt. 89c**  
**SWEDISH MILK DIET**  
3 oz. \$1.00 12 oz. \$4.00

**ADD FEDERAL EXCISE TAX ON TAXABLE MERCHANDISE**

**WESTERN THRIFT**  
Rx PRESCRIPTION SPECIALISTS  
MEDFORD'S ORIGINAL PRICE CUTTERS  
OPEN WEEK DAYS 8:30 to 9:00 - SUNDAYS 9 to 5

**30 N. CENTRAL DIAL SP 3-5371**

**The MEAT CENTER**  
231 EAST SIXTH ST.

|                  |                |                |                |
|------------------|----------------|----------------|----------------|
| SMOKED Ham Hocks | MUTTON CHOPS   | PORK SAUSAGE   | JOWL BACON     |
| <b>19¢ lb.</b>   | <b>39¢ lb.</b> | <b>35¢ lb.</b> | <b>39¢ lb.</b> |