

Chamber Notes Rise In New Inquiries On Settling Here

A recent compilation of mail inquiries received by the Chamber of Commerce from June through October indicates that interest in Medford and Jackson county as a place to live out-number vacation inquiries more than two to one.

Don McNeil, manager of the Jackson County Chamber of Commerce, pointed out that the heavy season for vacation inquiries occurs from February through May and tends to slack off during the summer months. "After all," he said, "the vacationist is enjoying his outing during the summer — not dreaming about it and writing for travel literature." But inquiries regarding Jackson county as a desirable place to live seem to show little if any seasonal fluctuation and the volume has increased gradually over the years.

Although the bulk of mail inquiries, both residential and vacation, come from California, weather conditions seem to have an effect upon the volume of mail from residential prospects, McNeil said. For example, a severe winter in the middle west and central states will usually give rise to a host of inquiries on Jackson county and specifically requesting information on weather extremes.

The Chamber staff has noted an increase of residential inquiries from Oklahoma, Texas, New Mexico, and Arizona when summer temperatures in those areas have gone above normal limits. Reports of severe smog conditions in Southern California are invariably followed by an increase of residential inquiries from that area requesting specific information on weather and air pollution factors in Jackson county.

Ads Could Help
Officials of the Chamber of Commerce tourist committee have long felt that inquiries from prospective vacationists could be materially increased in the spring through a modest space advertising program. Experiments in this field during the early part of 1952, '54, and '55 led committee members to believe that a \$5,000 space advertising program carried on in the proper market areas could produce between three and four thousand requests for vacation sales literature per year.

Committee members have long looked upon space advertising as a means of getting area sales literature into the hands of prospective vacationers during the early part of the year when vacation plans are being decided by family groups. The modest budget for advertising Jackson county as a vacation area has not permitted the move into the field of space advertising as a means of marketing the county's recreational attractiveness.

LAZY ROBBERS
New York — Two lazy holdup men apparently ordered their prey by telephone Thursday. Service station operator James Mulea answered his phone and a voice asked him to drive to Manhattan's Bowery and Canal streets to repair a truck which had broken down. When he got there two men jumped in his car and robbed him of



DAPPER DOLLS — For little mothers! Each doll wears high fashion clothes from head to toe with perfectly matched accessories. Even their underclothes are ever-so elegant.
Photo by Toy Guidance Council

Music Makers Make Ideal Gifts

Most everyone enjoys the passive pleasure of listening to music. That's why records, phonographs, high fidelity systems, radios and televisions are wonderful gifts.

But, for the active music fans, gifts of sheet music or instruments make their Christmas memorable.

A piano or organ is a really major gift, with prices starting around \$500.

Brass instruments average in cost at about \$125. For the violinist, a practice instrument can be purchased for \$50 or more.

But, for \$1 to \$35 and up, there are a number of instruments that will please all ages. Nearly anyone can learn to play one of these instruments without professional instruction. He will probably entertain only himself, but he can do that and in a relatively short time.

The guitar will be extremely popular with the teenage male. Banjos and ukuleles produce rather fine calypso numbers too. Youngsters, who appear to lack any desire to play an instrument, can usually be encouraged to try the harmonica, accordion or concertina.

Portland Service Station Held Up

Portland — A service station was held up early today and the attendant told police he may have wounded the bandit as the man fled.

The station robbed was Van's service station in north Portland. It was the third time in a month the same station has been held up.

Jack E. Cheney, 62, Hillsboro, told police he fired at the robber as he fled and knocked him down. "He fell, then got up and shot back at me," Cheney said. The robber was the same man who held up the station Oct. 26 but not the same one who held it up Oct. 18.

NEW BUILDING OPENED
London — Queen Mother Elizabeth opened the new \$14,400,000 Lloyds of London building Thursday night and praised "the instinct for the sea" of the men who built the great underwriting firm. The five-story building in the heart of London's financial district took six years to complete.

Hobby, Sports Gifts Suggested

Most hobby and sports enthusiasts never have enough equipment. That's why those items make such a hit as gifts at Christmas.

If photography is their love, a camera, projector, screen, flash attachment, light meter, film, storage box or flashbulbs, will be well received.

For the golfer, you can give clubs, bag, head covers, gloves, practical ball bags, shield straps, cap, visors, tees, home putting devices or carts.

Fishermen like to add to their collection of flies, poles, nets, rods, reels, buckets, baskets and the like.

Guns, ammunition and targets are appreciated by the hunter.

The bowler likes to have his own ball, a bag and shoes. For the camper there is everything from a tent to a flashlight battery to round out his equipment supply.

Hobby shops carry kits and materials to suit all ages and many interests. For families, there are hobbies everyone can enjoy together.

Sports shops offer a wide variety of items to give the players of ball games or fans of winter sports.

Power tools are the perfect gift for the man who spends his leisure hours in the workshop.

Check your local hobby, sports, hardware and toy shops or departments for the right gift for the people on your list.

Hat Gift Certificate Appreciated by Men

A gift of a man's hat is more appreciated in the form of a gift certificate. He can then select the exact style and color he wants. And, the size will be right!

Many store offer gift certificate presentation boxes in the form of a miniature hat.

Many a man with a gift certificate in hand will soon swap it for two or three hats for his wardrobe — one of the jaunty-casuals, a dressier hat for business wear and perhaps another for formal occasions.

He may also decide to join the ever-lengthening parade of sports caps and break out with a new Ivy model for leisure or sports wear.

'Copy-Cat' Items Suggested as Gifts

"Look-alike" fashions are the perfect gift for the mother-daughter, father-son combinations on your gift list.

Sports ensembles and pajamas are the most popular "copy-cat" items for young 'n' old males!

For the feminine combo there is more of a variety to satisfy both.

Always sure to please are robes, gowns, or lounging sets in identical styles and fabrics! Sweaters, skirts, rainwear and accessories are tops in regular or petite editions.

Several misses to a family sometimes presents the problem of envy about gifts received. These exact-except-for-size models will please all — and equally on Christmas morning.

GIVE HIM A WOOL TIE — to go with suits and sports apparel, and he'll be dressed in good taste. Top tie-features are: slim width, diagonal stripes, tweed effects and crests.

Request for American Aid Funds Turned Down

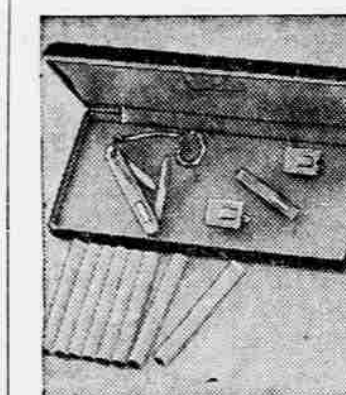
Taipei, Formosa — The United States has turned down a Nationalist Chinese request for American aid funds to boost the pay for Nationalist employees and military personnel, it was disclosed today.

Government officials said, however, that the cabinet has decided to go ahead anyway with an across-the-board raise for 100,000 government workers and 600,000 servicemen. The cost to the American-supported government will be at least \$18 million and where the money is to come from is the big question in parliament.

Gelatin salads in any shape are nicer "tied" with a cream cheese and bow at Christmas.

Friday, November 15, 1957

MEDFORD (OREGON) MAIL TRIBUNE—4872



FOR THE V.I.P. — give this Very Important Present! He'll love the matching knife and jewelry set. The package is a handsome cigarette case that's perfect for office or home.

Books Make Grand Christmas Presents

Books make a grand gift, especially if they are selected in view of the recipient's particular tastes. Books which are suitable for reference as well as immediate pleasure are best.

The gardener, for example, might enjoy a book which is written in narrative form, but packed with facts for better growing.

For the arm chair traveler, it's easier to select. There are even fiction books which he would enjoy over and over.

Cooking, decorating and sewing books might be a successful gift for the homemaker.

Reference books and dictionaries are fine family gifts. Sports provide yet another

theme for which there are many interesting how-to-do type books. Histories of sports are popular, too.

In selecting books for children, ask the book store clerk to help you or check ahead with the library.

Gifts of books are always fun to get — but they're even more fun if they are read over and over and used again and again.

President Franklin D. Roosevelt signed the act to legalize 3.2 per cent beer March 12, 1933.

Mann's

MEDFORD

SPECIAL FOR MEMBERS OF THE "DRESS-OF-THE-MONTH" CLUB ONLY! UPON JOINING YOU GET THIS BOXED SET FOR JUST 2.98. IT SELLS REGULARLY IN OUR STORE FOR 5.98. ONLY MEMBERS RECEIVE THIS PRICE!

2.98

sold to non-members for 5.98

INCLUDES:

- Ginger doll, with life-like vinyl head and rooted saran hair, in panty, shoes, socks
- White and red cotton school dress
- Blue nylon dress, slip and panty
- Taffeta pajamas, slippers
- Glasses, straw hat and bag
- Red plastic raincoat, hood

enroll your favorite little girl in our exciting new ginger doll dress-of-the-month club



THIS IS HOW IT WORKS:

You enroll your favorite little girl in the Doll Dress-of-the-Month Club. We immediately send her the big gift set with a certificate of membership which shows the 12 outfits shown below. Your Account receives a charge for 2.98. Then each month your favorite little girl receives a dress as shown below for her doll and the amount shown with each outfit is automatically charged to your account.

WHY GINGER IS THE DOLL OF EVERY LITTLE GIRL'S FONDEST DREAMS

Ginger's done it again! She's the only 8" doll with a lifelike vinyl head with moving eyes and rooted saran hair she wears in a pony tail or a long bob. Hair colors are platinum, blond, brunette, heavenly blue, fantasy green and peppermint pink. Ginger walks, sits, stands, even sleeps. And watch her roll those great big beautiful eyes! Unconditionally guaranteed against mechanical breakage and failure. Cosmopolitan Doll and Toy Company.

JANUARY	FEBRUARY	MARCH	APRIL
MAY	JUNE	JULY	AUGUST
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

Please enroll _____
 ADDRESS _____ CITY _____ STATE _____
 in the new "Ginger Dress-of-the-Month" club. She will receive the Ginger set now and then a Ginger Dress before the tenth of each month for the next 12 months.
 Charge to:
 NAME _____ ADDRESS _____
 CITY _____ STATE _____ PHONE _____

Mann's

MEDFORD

Best Loved Santas

GIVE
Westinghouse!

REGULAR \$4.95
BOWL AND STAND ONLY 99¢
 WITH THE NEW WESTINGHOUSE 2-TONE
PORTABLE MIXER
 now only **\$18.95**

FAMOUS WESTINGHOUSE STEAM-N-DRY IRON
 YOUR BEST BUY AT \$3.00 Trade-in for your old iron **\$16.95**

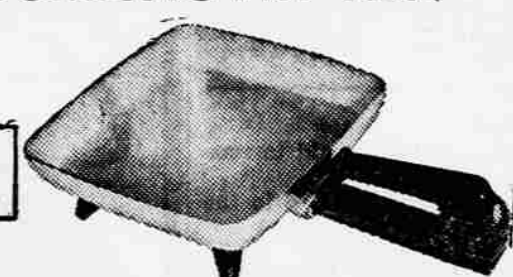
WAS \$21.95
WESTINGHOUSE TOASTER
 now only **\$19.95**

Use Our Lay-away Plan

YOU CAN BE SURE...IF IT'S Westinghouse

AUTOMATIC FRY PAN

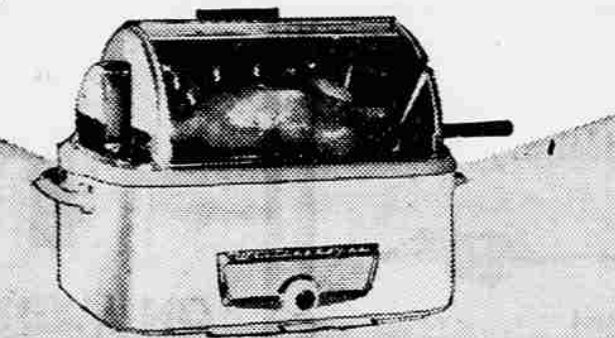
\$22.95



COOKS SO MANY FOODS SO MUCH BETTER!

FREE BROILER GRID WITH EACH NEW

Westinghouse ROTISSERIE 1/3 OFF! REGULARLY \$29.95 NOW ONLY **\$19.95**



Westinghouse ROASTER-OVEN
 World's favorite Roaster-Oven complete with \$5.00 glass bake dish set... **\$44.95**

BIG Y APPLIANCE DEPARTMENT

In Big Y Shopping Center • OPEN EVENING AND SUNDAYS • Phone SP 3-3052