

Three Fishermen Believed Drowned

Seattle—Three men were feared drowned Monday after their fishing boat was wrecked by a breaker at Grays Harbor Sunday night, the Coast Guard reported.

The men were not immediately identified.

Coast Guardsmen said the fishing boat Victoria was destroyed by strong breakers. An air and water search turned up no sign of the three men believed to have been aboard.

Crewmen aboard another fishing vessel, the Adeline, reported they saw a big breaker hit the Victoria. The boat's lights went out and the craft disappeared, they said.



HEADING reshuffle of top Soviet leaders, N. A. Belyayev is named first secretary of Communist Party in Kazakhstan, central Asian republic. (International)

Predicted Rise in Housing Starts Ups Equipment Demands

By ELMER C. WALZER
United Press Financial Editor

New York—One of the strongest groups in last week's stock market had to do with housing.

Demand for building equipment increased when various groups predicted a rise in housing starts in 1958 even though the rise was not expected to get under way until the Spring with the best gains late in the year.

And housing starts were expected to rise only a moderate amount—less than 100,000 units. The experts believed easier mon-

ey and easier terms for purchasers would aid building of new homes.

Stocks that moved up last week included makers of gypsum, plumbing supplies, heating controls, glass, plywood, building board, and electrical appliances.

May Help Sustain Market

These aren't the type of stocks that could lead a broad market recovery but they have been fairly well liquidated and their strength could help sustain the market, the experts assert.

Another group that was meeting better demand was the group which makes the big earth movers for road building which also is being talked up at this time. Incidentally the cement stocks that would benefit from both home and road building did little

or nothing. That industry had a tough time in 1957 because of a strike.

Wall Street is taking a big interest in housing at this time, not so much because of the improved outlook for 1958 but because of the prospects for a big boom to

come in the 1960s when the World War babies marry and build their own homes.

High Cost Biggest Problem

The big difficulty in home building in recent months has been the high cost involved. Tight money brought higher in-

terest rates and raised costs of carrying the homes once they were built, and the demand fell off.

With money easier, better mortgage terms are anticipated. This is the principal lure for new home buyers in 1958, according to the experts.

Also there will be an attempt to turn out relatively low-cost homes that will come within reach of the average home purchaser. This is said to be a difficult task in view of the high costs all around, especially for building labor.

Industry Warned

Norman Strunk, executive vice-president of the United States Savings and Loans League, warned the housing industry to take a lesson from the troubles of the auto industry.

"If the housing industry gauges the needs and wants of its market more accurately than did the auto industry, it can escape these troubles," he said.

LYCEUM MEMBER DIES

Fort Lauderdale, Fla. — Mrs. Elsie Lombard Brush, 75, a member of the original Lyceum Stock Co. in the 1890's, died here Saturday at a hospital. She was the widow of John T. Brush, president of the New York Giants baseball team from 1903 to 1912.

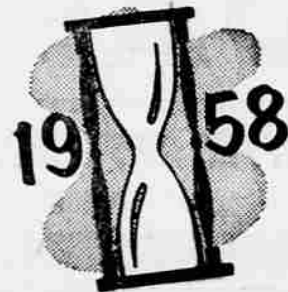
Alvaston, England — Residents of Alvaston Lane found out today why their mail and visitors have been going astray. A workman hired by the town council changed all the street numbers on the lane while nobody was looking.

HAPPY NEW YEAR!!

..... TO OUR MANY FRIENDS AND NEIGHBORS!



A good idea bears repeating . . . especially one like "Happy New Year." Everyone represented here wishes a wonderful 1958 for everyone who reads this newspaper! May these messages warm the passing of the old year and brighten the prospect of the new. May every good wish extended here come bountifully true for you in 1958.



GREETINGS
from
MEDFORD PHARMACY
and
BABY CORNER
Sixth and Central
Closed Christmas Day



Time marches on! Here's to a New Year Filled with gladness, gaiety, friendship and well-being for all!



We hope 1958 will be a year of happiness and prosperity for each and every one of you.



122 E. Main St. Ph. SP 3-5348



We hope that every second of every day brings good health, wealth, and cheer throughout the New Year.



111 North Central Ave.



Happy New Year

May the coming year bring you a full measure of prosperity and happiness.



201 Garfield



A Bright and Happy New Year to You . . . May your New Year be filled with golden opportunities

MORTON MILLING CO.

10 WEST JACKSON

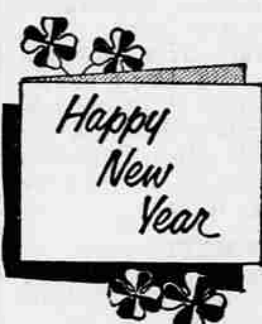
We hope that you have very good fortune in all the months to come!



RIM'S RESTAURANT

South Pacific Highway

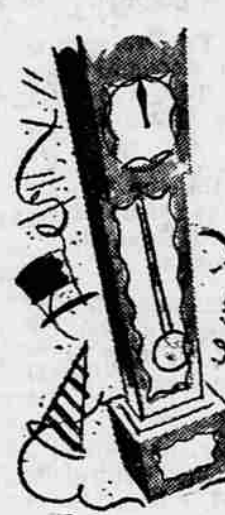
As another New Year fast approaches, we are happy to take this opportunity to thank you for your valued patronage, and to wish you and yours lots of luck.



OREGON TIRE & SUPPLY, INC.

Steve O. Wilson and Harold Gregory

2850 Crater Lake Highway



To everyone, everywhere, we wish the best of luck in 1958 and many more happy New Years to come.

ROLLAND'S STUDIO of BEAUTY

24 South Grape St.

It is our sincere wish that the New Year sees all your most cherished dreams of happiness and success come true!

SELBY GLASS COMPANY

303 No. Bartlett



Joyous 1958
Hopkins-Safley Insurance Agency

30 Goldy Building



Greetings To One and All!

EKERSON PAINT & ROOF STORE

GLASSHEAT of Southern Oregon

619 EAST JACKSON BOULEVARD

To One and All!

WARMEST GREETINGS from
OREGON-CALIFORNIA TREE SERVICE

RAY CHAMBERLIN

2312 Roberts Road — Phone SP 2-8052



Greetings from . . .

Western Thrift

30 North Central Ave.



Our sincere wish that the New Year brings you fulfillment of every desire.

TRU-MIX CONCRETE CO.

248 E. McAndrews Road



MEDFORD TIRE SERVICE

123 So. Riverside



HAPPY NEW YEAR
May the year to come
Bring joy to you!

OREGON CALIFORNIA LIPPETT THEATRES



The words are the same . . . the sentiments, too—
A Happy New Year from us to you!

WILLIAMS & CROUCHER AUTOMOTIVE SERVICE

31 South Grape St.



Our sincere wishes for a very Happy New Year . . . May you enjoy good health, fellowship and happiness.

S-W FLOOR COVERING SHOP

709 So. Riverside



Me Too!