

Women Urged To Go Into Politics
 Washington—(UPI)—Dorothy McCulloch Lee, chairman of the Subversive Activities Control board, urged women today to shed their "fears, timidity and inhibitions" and plunge into politics where they are "greatly" needed.

16" Cedar Slab & Rough Blocks
 LARGE Economy Load **\$11**
 PHONE SP 3-6185
 J & S Wood Service

GANG LOGS WANTED!
 DOUGLAS FIR
 Prompt Pay
W. H. Daugherty Company
 WHITE CITY
 Phone TAlbot 6-2711

4 BR.—4½% Loan
 Real opportunity for large family, enjoy more sunshine in friendly Ashland, near school, 800x200 lot, well built 2 car garage. Electric and wood heat, 2 bath, very clean home, more than usual storage space, consider car as part of \$3200 equity. Payments lower than rent. See today, you'll like it!
FROHNMAYER'S PHOENIX AGENCY
 Roy H. Maudlin, Salesman
 3744 Colver Road — KE 3-1752

They'll Do It Every Time By Jimmy Hatlo

CHEDDAR IS VERY PICKY AND CHOOSY ABOUT THE MOVIES HE'D DEIGN TO SEE

WE CAN LEAVE THE DISHES AND GO SEE THAT NEW MOVIE, "LOVE DAFFY", AT THE BIJOU—I HEAR IT'S SWELL—

"LOVE DAFFY THAT AIN'T A NEW MOVIE—IT'S AT LEAST A YEAR OLD NOW! I'D DRUTER STAY HOME 'D HIT THE HA EARLY—"

—NOW FOR THE FINAL SEGMENT OF THE OLD OLD SHOW—

CHEDDAR!! ARE YOU STILL UP? IT'S ALMOST THREE O'CLOCK!! CHEDDAR!!

RIGHT AWAY, KIDDO—JUST WANNA SEE THE END OF THIS—

THAT AND A TIP OF THE HATLO HAT TO BOCK HODGINS ORLANDO, FLORIDA

Guide Helps Publi to Identify 'Bait' Sellig

The four-point guide recently issued by the federal trade commission to help business and the public identify and avoid "bait" advertising and "switch" selling, has been hailed by Don McNeil, manager of the Jackson County Chamber of Commerce.

The merchandising scheme, which reputable merchants have been fighting for years, involves advertising a popular product at a low price simply to lure customers to respond, McNeil explained. Salesmen then do their best to avoid selling the bargain bait and to switch the would-be buyer to higher priced merchandise, which is frequently over-priced, he said.

Commenting on the FTC Guide, McNeil said: "Because extensive publicity has alerted many consumers to the earmarks of 'bait,' some operators have refined their technique so as to freely sell the bait item and switch later. The 'switch' may be subtly performed right after the sale, by dropping a few remarks about the limitations of the product purchased. It may not occur until a few weeks later, when a follow-up call is made and the customer expresses her dissatisfaction with what she bought. At this point she may be an easy mark for a switch to the higher priced article.

"According to the standards established by the Guide, advertisers must not: (1) offer a product for sale when the offer is not a bona fide one; (2) misrepresent a product in an advertisement with the intention of later switching customers to other merchandise by disclosing the truth about the advertised product; (3) discourage the purchase of advertised merchandise as part of a bait scheme to sell other merchandise; or (4) in the event of a sale of the advertised product, attempt to 'un-sell' the product with the intention of selling other merchandise in its stead.

"Bait advertising is defined in the new Guide as an 'alluring but insincere offer to sell a product or service which the advertiser in truth does not intend or want to sell. Its purpose is to switch consumers from buying the advertised merchandise in order to

Ted Gamble Rejoins Transamerica Board

San Francisco—(UPI)—Transamerica Corp. announced Thursday that Ted R. Gamble, Portland, businessman and former assistant to the U.S. secretary of the treasury, has rejoined Transamerica's board of directors.

Gamble served on the board from February, 1954, until the corporation was reorganized in 1958. He was re-elected at the monthly meeting, bringing board membership to 14.

He heads Gamble enterprises in Portland.

The United States division of forestry was established in 1880.

MAIL TRIBUNE, Medford, Or. 11
 Sunday, Jan. 24, 1960

FOR SALE — JUICY GOOD EATING COMICE

PEARS

These are Wonderful for Salads and Out-of-Hand Eating

● Bring Your Own Container ●

ALSO DELICIOUS

APPLES

Firm and Crisp, Large or Lunchbox Size

RETER FRUIT CO 11th and Fir
 Monday thru Friday—8 to 5 — Saturday—8 to 12

Ex-State Supreme Court Member Dies

Eugene—(UPI)—Lawrence T. Harris, 86, for nine years a member of the Oregon Supreme court, died Thursday. He had been hospitalized for several weeks.

Harris served on the Supreme court from 1915 until 1924. Later he joined a Eugene law firm.

He was born in Albany and attended the University of Oregon. He got his law degree from the University of Michigan. After practicing here until 1905 he was named a circuit judge.

Seattle is the largest harbor in the world.

SHADY COVE-TRAIL Projects Announced

Shady Cove-Trail — The Shady Cove PTA met Jan. 11 in the school cafeteria and for capes and a fund for additional books were decided on as the year's projects. An open discussion was held on "What Do Teachers Expect of a Room Mother" and "How May the Room Mothers Help the Teachers."

Refreshments were served by the sixth grade room mothers. At the next meeting in February a Founders Day program will be held and there will be a potluck supper starting at 6 p.m. with the meeting to follow at 7:30. The executive committee will serve and Mrs. William Shepherd will make and decorate the Founders Day cake.

All women in the Shady Cove and Elk-Trail area who are interested in joining a Mother-singers group to sing at the Parents and Teachers convention this spring in Medford may contact Mrs. Wayne Ash, Trail, or Mrs. Dave Bergren, Shady Cove, for further information. The first meeting of this group was held Jan. 19 at the Shady Cove schoolhouse.

Cheryl Barlow, daughter of Mr. and Mrs. Eddie Barlow, Elk-Creek, Trail, is confined to the Osteopathic hospital in Medford for treatment of a broken leg. The injury occurred last Friday evening when Cheryl attended a skating party sponsored by the Young People's group of the Trail Community church at the Ashland Skating rink. She is expected to return home in a few days.

Mr. and Mrs. Rod Perry, Trail, made a trip to Lebanon, Ore. where they visited with Mr. Perry's father, T. S. Perry, who is confined to the hospital there with severe burns of face and hand which he suffered while doing electrical wiring. He is doing well and expects to be out of the hospital in about 10 days.

Mrs. Emily Carlson, Roseville, Calif., is spending a few days visiting with her brother-in-law and sister, Dr. and Mrs. Howard Morgan, Shady Cove.

The regular meeting of the Shady Cove Home Extension unit was held Jan. 19 at the home of Mrs. John Loper, Trail. The project was salad-making, with the Leaders, Mrs. Loper and Mrs. Troy Whitehurst, conducting the lesson. Fifteen members were present. The next meeting will be held Tuesday, Feb. 16 at the home of Mrs. Dick Pfeifer, Shady Cove. The project for that meeting will be "Synthetic Fabrics and Fibers," with the project leaders to be Mrs. John Lowery and Mrs. Frank Linden. All ladies in the community are invited to attend.

The new pastor and his wife, the Rev. and Mrs. Glenn Suiter and their 16-month-old son, David, are in residence at the parsonage next to the Assembly of God church in Shady Cove. The family came here from Seattle, where Rev. Suiter graduated from the Northwest Bible college.

Files Flight Death Suit

New York—(UPI)—Mrs. Lillian R. Greenwald of Chicago filed suit Thursday for \$250,000 damages for the death of her husband in a plane crash. The husband, Herbert Greenwald, 53, was killed in the American Airlines plane that crashed into the East River, near La Guardia Airport, in February, 1959.

OPEN
 2:00 to 6:00 p.m.
TODAY

McCAY & BREEDEN
 Present

ROGUE VALLEY CONSTRUCTION CO.'S
Newest Home

1460 OLEANDER ST.
In Blossom Hill Terrace
 JUST OFF CRATER LAKE AVE.

3 Bedrooms, Activity Room, 1½ Baths, Double Garage, Service Center, Built-in Appliances, Texas Limestone Fireplace and Exterior Stonework.

BEST AVAILABLE TERMS

For Information Call
SP 2-4724 — SP 2-8569

GO MODERN FOR A NEW CLOSE COUPLED TOILET

Lavatory \$12.50
 21x32 Sink \$19.95
 24x24 Laundry Tray \$12.95

\$25.95

Open Every Saturday for your convenience

MODERN PLUMBING and SHEET METAL CO.
 613 E. Jackson
 SP 3-5368

PARKER HOMES

Now offering even bigger, better and more efficient building with **RADIO EQUIPPED TRUCKS**

Only smoother operation means a better job on your home!

We'll build in the country as well as within the city limit.

Hurry! Make your plans now — building sites are limited in MONT CREST PARK Unit No. 1

SALES OFFICE OPEN TODAY!

HERE'S HOW TO GET THERE: Drive east on Barnett Road past the beautiful new Rogue Valley Memorial hospital, TURN RIGHT at Murphy Road. You'll be the PARKER HOMES office. bp in and talk with Dan.

We still have a few choice building sites left, and can arrange now to build your new home! You'll love Mont Crest Park, with its beautiful views, airy spaciousness and ideal location. Medford's million dollar water and sensible restrictions will add to your home investment for years to come. Inspect Mont Crest Park today.

HURRY—THE BEST ARE GOING FAST!

DAN PARKER • SP 3-7477 We're not in the Phone Book

PARKER HOMES . . . BUILT ONLY BY DAN PARKER . . . FOR 14 YEARS

Today, 11:00 A.M. till Dusk
OPEN HOUSE

ONLY PARKER HOME NOW AVAILABLE!

Truly luxurious, with three big bedrooms (one opens to patio), two baths with lots of ceramic tile, and a spacious living room with a limestone fireplace. Step through large sliding doors from the living room on to the gently curving patio for a view of Roxy Ann.

The kitchen is complete with formica table and drainboards, built-in range and wall oven . . . and a dishwasher and a garbage disposal, too! This is a home built with perimeter gas heat, lifetime shake roof, lots of limestone. Double garage, large level lot, complete walks and driveway, dining room with built-in barbecue. Ready to move in . . . paving, sewer and water in and paid for. See it today! Walk in . . . if salesman is temporarily away, call Dan Parker, SP 3-7477, or stop in at his nearby office.

865 OLYMPIC ST.
 in Mont Crest Park Unit No. 1