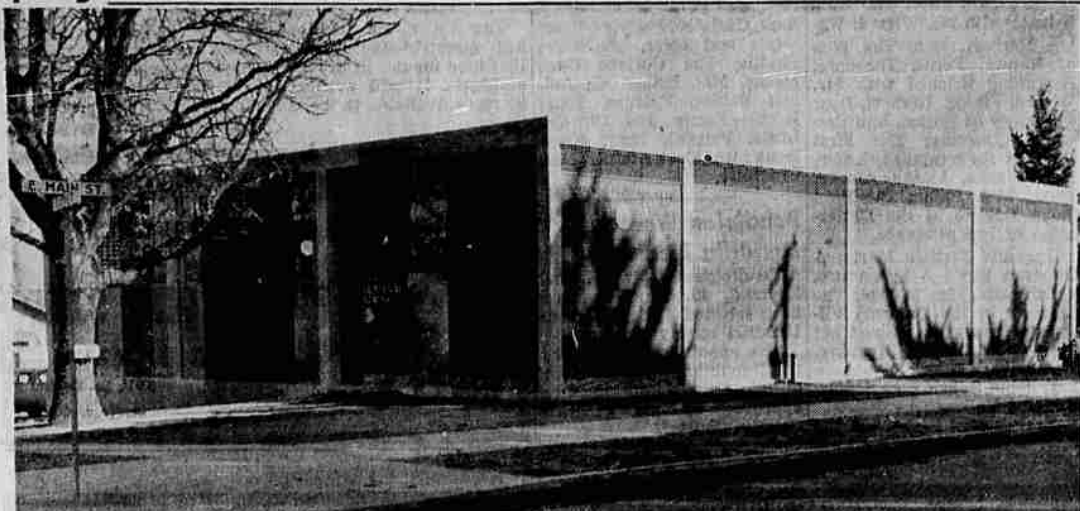




NEW BUILDING - This is the new Pacific Telephone Northwest building at the corner of East Main and Sixth sts., Ashland, which will house central office equipment

for a new dial system in the Ashland area. The concrete and brick building will house about 75 tons of dial equipment. (Knackstedt Photo)



INSTALL CABLE - Bill Johnson, left, and Charles (Stan) Ludwig, construction line-men, are shown placing part of the three miles of underground cable for the new dial system in Ashland. The cable ranges in size from 900 to 2,100 pairs of wire. (Knackstedt Photo)

Southern Oregon Alcoholism Group Is Incorporated

The Southern Oregon Alcoholism Foundation has been incorporated, according to its president, Hale Greenman, Medford.

Purpose of the foundation is to develop educational, rehabilitation, treatment and eventually research programs in the field of alcoholism.

Immediate goals include development of an information center which will maintain a referral file on all resources available to the problem drinker, provide individual information and consultation to families and friends of problem drinkers, to inform the public about alcohol and alcoholism and the work of education and treatment programs, to provide books, films and pamphlets, journals and other materials about alcohol problems and alcoholism for use by the community.

The new organization also will provide speakers and consultants for any organized group which may be interested in alcohol problems. It will cooperate with the state, and the alcohol education committee in planning and promoting various programs for interested professional groups.

Long Range Goals
Long range goals would be

providing clinical treatment covering medical, social and psychiatric evaluations and individual and group psychotherapy; development of rehabilitation centers to house problem drinkers similar to the men's and ladies' rehabilitation center in Portland, develop educational committees to provide information about alcoholism and problems resulting from use of alcoholic beverages to all schools and adult groups in southern Oregon.

All persons interested should contact officers and board members of the group for further information.

Officers are Greenman, president; Dr. J. W. Bradshaw, Ashland, vice president; Mrs. Thomas Cardona, Medford, secretary; and the Rev. Albert Sayers, Grants Pass, treasurer.

The board of directors includes Omar Bacon, Mr. and Mrs. Thomas Cardona, Charles Champlin, Greenman, H. M. Hall, Dr. L. D. Inskip, William Kyker, Dr. A. Erin Merkel and Stewart Pennington, all of Medford; Dr. John W. Bradshaw and J. H. von Kuhlmann, both of Ashland; Owen Conway, E. D. Potts, and Mr. Sayers, all of Grants Pass.

Missionary Film To Be Shown Tuesday

Central Point-A missionary Christmas film will be shown at the Community Bible church, Fourth and Alder sts., Central Point, Tuesday at 7:45 p.m. The Ladies Missionary Society is sponsoring the film. A program of music is also being arranged for the evening.

"Questions At Christmas" is the title of the series of sermons to be given by the Rev. Paul O. Kroon, pastor, during December. This series considers the questions asked by the various individuals connected with the Birth of Christ. The question for the morning message Sunday is "What Manner of Child Shall This Be?"

Aero-Space Positions Are Reported Open

Career professional positions are open in aero-space technology with the National Aeronautics and Space Administration, the civil service commission has announced.

Positions are open in the fields of physical science, engineering, mathematics, life science, and research and development administration. Additional information and application forms may be obtained from Leonard Nelson at the Medford post office.

Population Rise Worth \$600.12 To City, Duff Notes

The city of Medford will pick up an additional \$600 in state revenues because of the final census count of 24,425, released last week, which was 57 above the preliminary census count of 24,368.

The extra \$600.21, to be exact, will be received from the state for gas and liquor tax revenues which are allocated to cities on the basis of population.

It is anticipated that the money will be allocated at the rate of \$10.53 per city resident. Duff said this is broken down into \$8.23 from gas taxes and \$2.30 from liquor taxes.

Should Receive

Figuring on this ratio then, Duff said, the city should receive \$257,195.25 from the state because of the federal census.

However, the city's income from these taxes will be even higher, the city manager explained, because the city has annexed an additional 122 persons since April 1, which the state will recognize in its tax allocations, but the federal census does not.

The addition of these 122 persons will bring Medford's anticipated receipts in state gas and liquor taxes to a grand total of \$258,479.91. Including annexations, Medford's population is now 24,547.

HS Band Concert Is This Afternoon

The Medford High school band and choir will present their ninth annual "pop concert" in the school auditorium at 2 o'clock this afternoon.

I. A. Mirick, band director, and Lynn Sjolund, choir director, have announced their groups will perform both individually and together during the afternoon presentation. Some 20 musical compositions are scheduled.

Ticket sales recorded during the past two weeks are "going better" than comparative sales last year, according to Mirick. He added that tickets would also be sold at the door today. Admission is \$1 for adults and 50 cents for children.

Radio KMED personnel have written and will produce the show as well as tape record it for broadcast at 6 o'clock this evening. Station spokesmen said that most all of the show will be broadcast.

This annual concert is held each year prior to the band's trip to participate in the festivities at the Shrine East-West football game in San Francisco. This year, the Medford band will present a special pre-game show along with the Klamath Falls High band at the Dec. 31 affair. LeMar Jensen, KF director, and Mirick will also help direct half-time activity when both bands will again perform with other groups.

Highlights of today's concert include a joint presentation of the "Battle Hymn of the Republic," special soloists, and selections from the Broadway hit and movie, "Guys and Dolls."

Ike To Play Golf On Augusta Course

Washington — (UPI) — President Eisenhower flew to Augusta, Ga., today for a week end of golfing at his favorite southern retreat, the Augusta National Golf club.

With temperatures below freezing the President departed aboard his plane, Columbine III, from National airport.

The trip is the 28th visit to the exclusive Augusta golf club in the last eight years. Eisenhower spent nearly two weeks there in November immediately after the presidential election. He was expected to return to Washington Sunday afternoon.

Teamsters Local To Name New Secretary

Paul Hopkins, employed by M. C. Lininger and Sons Sand and Gravel company, Central Point, is opposing Robert Shaw for the office of secretary-treasurer of the Teamsters, Chauffeurs and Helpers union local 962, covering Medford, Grants Pass and Roseburg.

Members voted in Grants Pass Dec. 8 and in Roseburg Dec. 9. Elections will be held in Medford Dec. 12 at the union headquarters, 24½ South Grape st.

- For Your Entire Family
- Better Grades
- Answers Those Questions

WORLD BOOK ENCYCLOPEDIA

Now in 20 Volumes

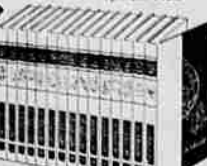
and Childcraft

Internationally Famous Child Development Plan



WORLD BOOK Expanded to 20 Volumes Aristocrat Binding \$179 24K gold stampings and top edge gilding Just \$10 down \$6 a month.

SAVE \$49.00!



Order the combination World Book/Childcraft Plan at a huge saving! Both sets just \$10 down \$10 a month

District Office Phone: MU 5-4771, Ashland

a GAS appliance...



The Whole Family Gift

Santa makes everybody happier when he delivers a wonderful new GAS appliance. See the latest models.

Ph. SP 2-5284 Medford

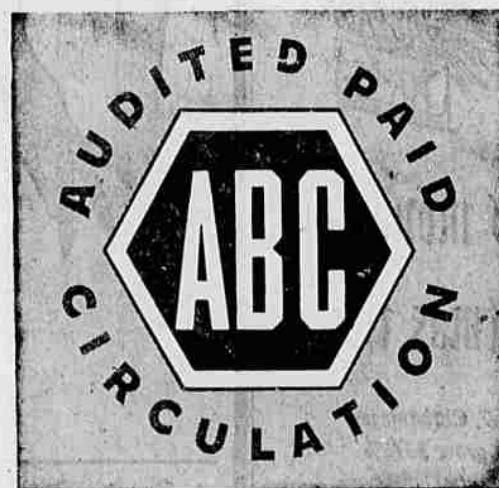


CALIFORNIA-PACIFIC UTILITIES COMPANY

YOUR PARTNER IN WESTERN PROGRESS

Ph. MU 5-5291 Ashland

MEMO TO ADVERTISERS



The Hallmark of Circulation Value

In the same way that STERLING on silver signifies a standard of known value, so is the A.B.C. emblem a symbol of integrity for the circulation of newspapers and periodicals. It means that circulation so identified is measured according to the rules and standards of the AUDIT BUREAU OF CIRCULATIONS.

The A.B.C. is a cooperative and non-profit association of 3,450 publishers, advertisers and advertising agencies. Organized in 1914, these buyers and sellers of advertising brought order out of advertising chaos by setting up standards for paid circulation and establishing rules and methods for measuring, auditing and reporting circulations.

Therefore, the work of the A.B.C., of which this newspaper is proud to

be a member, provides you with a direct and valuable service. You can buy advertising as you would make any other sound business investment — on the basis of well known standards, known values.

At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of our circulation records. The results of this exacting audit show: How much circulation we have; where our circulation goes; how it was obtained; and many other facts that you need in order to know just what you get for your advertising dollars. This audited information is published by the Bureau in easy-to-read A.B.C. reports which are available to our advertisers on request. Ask for a copy of our latest A.B.C. report.



MEDFORD MAIL TRIBUNE

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE



Joe Hosick—Funeral Director

SISKIYOU
funeral service

SP 2-5488

MORTUARY CEMETERY MAUSOLEUM CREMATORY

605 Highland Dr.

FREE

Evergreen branches for your Christmas decorations. Phone SP 2-5488 or 2-2344 for directions and information.

Reverent, Dignified, Sincere Service

One Call

INVESTIGATE AND SAVE



L. G. "Law" Miles Cemetery Manager SISKIYOU MEMORIAL PARK