

**JFK Personifies New Positive Look**

Los Angeles—UPI—The new swing toward male sex appeal is the positive look—and its personified by President-elect John F. Kennedy, according to a group of models.

"President-elect Kennedy and Capt. Donald K. Slayton, one of the astronauts, typify the courage, clean living and faith in the future that comprise a positive attitude," President Marylyn Watson of the Mannequins Association said today.

She said the other men selected by the group as having a positive look included disc jockey Dick Clark, actor Paul Newman and baseball player Mickey Mantle.

She said the positive look replaces the negative look which dominated the 1950s and was typified by "that sloppy careless, carnivorous look that defied all positive thinking for what America has always stood."

"The positive look combines elements of Ivy League, All-American, Madison Avenue and a dash of good old-fashioned American pioneer," Miss Watson said.

**FERRY STOPS**

New York—Ferry service between Manhattan and Brooklyn was discontinued in 1942.

**Statement Made On Jaycee Week Opening**

Mayor John W. Snider of Medford issued a statement last week in which he called attention to Jaycee Week starting Jan. 15 in honor of the local chapter and the national organization of the Junior Chamber of Commerce.

In his statement, Mayor Snider said: "This organization is a vital force in our community and has played an important part in the advancement of civic affairs. I urge all citizens of our community to give full consideration to the future services of the Junior Chamber of Commerce."

**Plans Told To Open Field Office Here**

William M. Tugman, Gardner, district field representative for Congressman Edwin R. Durno (R-Ore.) was in Medford Thursday.

He said he is working on arrangements for a field office in Medford for the congressman, probably in the Medical Center building.

Tugman, now retired former editor of the Eugene Register-Guard and former editor and publisher of the Port Umpqua Courier, was Dr. Durno's publicity manager during the election campaign last fall.

**Police Investigate 155 Major Crimes During December**

Medford city police investigated 155 major crimes, including one robbery, during December, and closed 40 of them for a 25.8 per cent closed average, according to Chief of Police Charles P. Champlin's monthly report.

The average was slightly above the average for the same month a year ago when 96 major crimes were reported and police cleared 24 of them for a 25 per cent average.

Included in last month's reported major crimes were 19 burglaries, 126 larcenies and nine reports of auto theft. All

three categories were higher than in the same month during 1959, when 80 larcenies, seven burglaries and five auto thefts were reported.

**Miscellaneous Offenses**

Police investigated 628 miscellaneous offenses during December and were able to clear 38 of them for a 89.1 per cent cleared average. Included in last month's miscellaneous reports was one sex offense.

The number of motor vehicle accidents and resulting injuries last month were considerably lower than those in the same month a year ago.

**Driver Honored For Safe Driving Record**

Greyhound Bus Driver Rolf Hoimstrom, route 2, Medford, was recently honored for ten years of safe highway driving. He received a safety award certificate, new shoulder insignia and a gold watch in recognition of his achievement.

In 1959, more than 2,400 new industrial enterprises were established in Mexico.

**FLEECE OUTPUT**

Denver—A century ago American sheep yielded an average of two pounds of fleece. Now the average is eight pounds.

**DONUT Free HOLES**  
SEE PAGE 14-A

**PENNEY'S**  
ALWAYS FIRST QUALITY!

DOWNTOWN MEDFORD

**TOMORROW, 9:30 A.M. to 9 P.M.**



**Special!**  
4-yard  
Better quality  
**DRESS**  
LENGTHS  
**\$1.99**  
each

Sew a spring and summer wardrobe of these ready cut, ready to sew dress lengths. Cottons unlimited include gingham, seersucker, woven novelties plus synthetic blends. Many machine wash.

Penney's Street Floor



**Special!**  
Machine washable  
**Linens**  
Now! **\$1.** yard

It is pure linen yet it is the new easy-care crease resistant machine washable finish... save plenty on this high quality fabric now in beautiful new spring shades... pink, fuchsia, yellow, green, toast, friar, natural, navy and black.

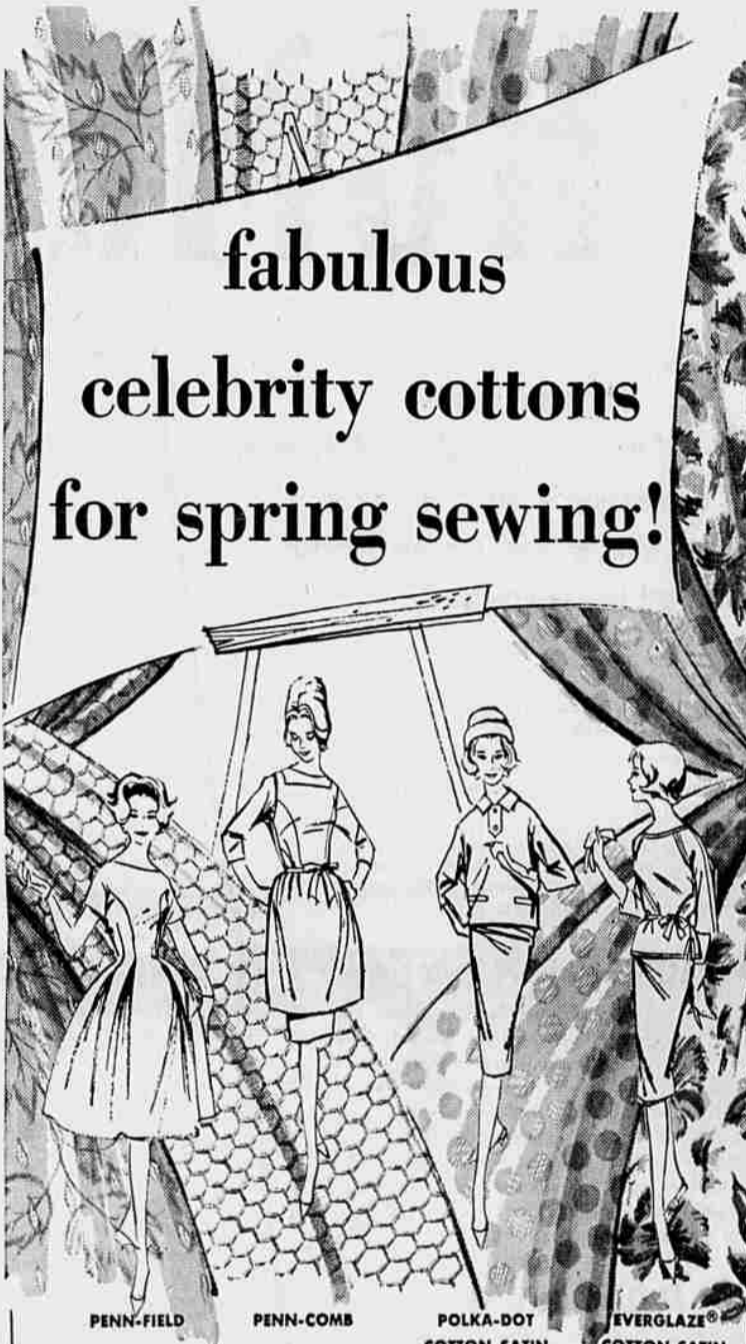
Penney's Street Floor



1000 yards  
nationally famous  
Regulated  
**Cottons**  
**79¢** yard

The favorite in 1696 Penney stores from coast to coast... exclusive beauties in delicate, feminine prints decreed for springtime '61! Beautiful, yet easy to care for. Wash 'n' wear, little or no ironing. Sanforized®.

Penney's Street Floor



**fabulous**  
celebrity cottons  
for spring sewing!

**NEW TEXTURES! SOME SUBTLE! SOME STRONG!  
NEW COLORS, VARYING IN DEGREES OF INTENSITY!  
NEW PRINTS... SOFT! FEMININE! FETCHING!**

**98¢** yard

Penney's Celebrity Cottons play exciting new roles in important fashions you'll sew! For instance: PENN-FIELD... subtly stroked in a tantalizing all-over textured design! PENN-COMB... a pronounced texture resembling that of a honey comb. POLKA DOT COTTON SATIN... showing fashionable dots in a dainty new dimension. EVERGLAZE® COTTON SATIN... lustrous prints with the look and hand of pure silk. Celebrities, indeed, and work saviors, too... every one machine washes... some even wash 'n' wear, need little or no ironing. Come see them! You'll agree they're fabulous in design... fabulous in quality... fabulous at Penney's price!

**BIG SAVINGS ON OTHER SPRING SEWING NEEDS...**

**Cotton Flannel**  
3 yards **\$1**  
Over 1000 yards... sanforized flannel in prints, stripes and solid colors. 36 inches wide.  
Penney's Street Floor

**80 Sq. Percale**  
4 yards **\$1**  
2000 yards 80-square and other fine cottons for sewing unlimited. Prints, solids. Machine wash.  
Penney's Street Floor

**Sleepwear Cottons**  
3 yards **\$1**  
Plisse, magic crepe, crepe de soir, flannellets. Prints, solids. Many machine wash.  
Penney's Street Floor

**Drapery Fabrics**  
Now **\$1** yd.  
Extra savings to you... prints in florals, scenic, provincials, traditional and contemporary prints 45" to 48" wide.  
Penney's Street Floor

**Diaper Flannel**  
5 yards **\$1**  
1000 yards 27" cotton flannel that makes ideal diapers... stays soft and absorbent... even after repeated washing. Bleached snowy white. Stock up now and save.  
Penney's Street Floor

**Nylon Sheers**  
Now **79¢** yd.  
Pretty new spring nylons in flopped dots and dainty prints. Note... 45 inches wide.  
Penney's Street Floor

**Woven Gingham**  
Value! **79¢** yd.  
Spring pastel beauties in pretty plaids or stripes. Woven of finest combed cotton yarns. Wash 'n' wear, little or no ironing. 36 inches wide!  
Penney's Street Floor

**Upholstery Fabrics**  
Now **1.99** yd.  
A closeout buy of better heavy weight upholstery fabrics... tapestries, tweeds or solids—at a big savings... 54" wide!  
Penney's Street Floor

**PENNEY'S**  
ALWAYS FIRST QUALITY!

SHOP MONDAYS  
9:30 A.M. TO 9 P.M.!

**Penney's One-Time Buy!**



**MAKER'S CLOSEOUT!**

**100 NEW WOOL COATS**  
**\$20 and \$25**

Your chance to pick up a smart mid-season coat at a fabulous low January price! All first quality in wanted basic and hi-fashion colors. Sizes 8 to 18.



- Button Fronts!
- Clutch Styles!
- Wool and Cashmeres!
- Wool Tweeds!
- Polished Woolens!
- Millium Linings!

SAVE TOMORROW!

"Charge It at Penney's!"

**Better Quality Corduroy Tapered Pants**

Double-Value-Priced!  
**2 for \$5**



Just unpacked another great Penney buy! Fashion favorite... perfect fitting fine quality soft finish pinwale corduroy in a wide variety of new spring colors—back zipper styling. Machine washable... at budget savings. Sizes 8 to 18.

- Colors!
- Black
  - Coral
  - Pink
  - White
  - Turquoise
  - Yellow
  - Blue
  - Gold
  - Green

Sportswear... Penney's Mezzanine Floor