

Invitational HS Speech Tourney Set at Campus

Ashland — The thirteenth annual Invitational High School Speech conference will be held at Southern Oregon college, Jan. 27 and 28.

Schools planning to participate are Ashland, Crater, Eagle Point, Klamath Falls, Medford, North Bend, Phoenix, Roseburg, South Eugene, and Illinois Valley.

Critics who will judge student's ability to communicate, include many of the SOC faculty, attorneys, doctors, and civic and social leaders.

Activities included in the speech conference are debate; topic: "Resolved: That the United Nations should be transformed into a federal government." Extemporaneous speaking; topic: Current social, economic, political and military affairs of the United States and Canada including possessions and territories.

Program for Festival

The program for the speech festival starts Jan. 27 at 1 p.m. with registration in Britt Student center followed by debating I from 2 to 2:55 p.m., oratory I from 3 to 3:55 p.m., impromptu I and extemporaneous I from 4 to 4:55 p.m. and in the evening from 6 to 7:30 p.m. dinner and after dinner speaking.

On Saturday, debating II starts at 9 to 9:55 a.m., followed by oratory II from 10 to 10:55 p.m., radio I, poetry reading I, impromptu II and extemporaneous II from 11 to 11:50 a.m., with a break for lunch from noon until 1 p.m.

In the afternoon, debating III is scheduled between 1 to 1:55 p.m. with oratory III between 2 to 2:55 p.m., radio II, poetry reading II, impromptu II and extemporaneous III from 3 to 3:55 p.m. following to complete the tourney.

Butler Returns from Corvallis Conference

Ashland—Larry E. Butler, Southern Oregon college audio-visual aids director, has returned from the annual winter conference of the Oregon Audio-Visual association at Corvallis. The conference theme was "Creativity in the Audio-Visual Field."

Highlights of the conference, Butler said, included addresses by Dr. Curtis Reid, head of the office of visual instruction for the Oregon state system of higher education; Art Kirkham, Portland news-caster; Dr. Lester Beck, Portland State college psychology professor; and a number of demonstration and panel presentations of value to the audio-visual field.

Portland Dairy

Portland—(UPI)—Dairy market: Eggs—To retailers: Grade AA extra large, 51-55c; AA large, 48-52c; A large, 47-50c; AA medium, 43-47c; AA small, 36-38c; cartons 1-3c additional.

Butter—To retailers: AA and grade A prints, 70c lb; cartons to higher: B prints, 66c.

Cheese, medium cured—To retailers: A grade cheddar single slices, 46-51c; processed American cheese, 4-lb. loaf, 46-48c.

Portland—(UPI)—Dressed chickens—No. 1 grade dressed to retailers: Fryers, whole drawn, 36-38c lb; cut-up, 41-43c lb; hens, heavy, type whole drawn, 36-42c lb; light, type hens, cut-up, 33-35c lb; whole, 28-30c lb.

Portland Livestock

Portland—(UPI)—USDA—Cattle 250. Good steers 23-24.50; utility cows 14.50-15.50; canner-cutter 11-14.

Calves 30. Good-choice vealers 26-31; standard 20-25; utility down to 16.

Hogs 400. U.S. 1 and 2 butchers 20-20.25; some 1, 2 and 3 grades 19.25; feeder pigs 18.

Sheep 150. Choice wooled slaughter lambs 18; fall shorn 17; good-choice feeder lambs 16-17.

Weather

FORECASTS

Medford and vicinity: Cloudy with occasional rain tonight and early Thursday. Partly cloudy Thursday afternoon and night. Low tonight 35-39. High Thursday near 50.

Western Oregon: Increasing cloudiness tonight with rain likely in southern portion. Mostly cloudy with showers Thursday. Low tonight 35-45. High Thursday 46-56.

Northern California: Cloudy with showers in north portion tonight. Partly cloudy Thursday with snow flurries in mountains. Colder Thursday.

LOCAL DATA

TEMPERATURE: Mean yesterday 36; below normal 2.

Record high this date 60 in 1924. Record low this date 8 in 1949.

PRECIPITATION: 24 hours to midnight, trace. Midnight to 10 a.m. trace.

Total this month 27 inch, 1.69 inch below normal.

Total since Sept. 1, 7.24 inches, 3.07 inches below normal.

HUMIDITY: Lowest yesterday 95%; highest this a.m. 100%.

CITY

Brookings	37	43
Crater Lake	40	47
Grants Pass	47	37
Klamath Falls	47	23
Medford	41	35
Portland	49	31
Seattle	47	32
Spokane	28	20
Takima	35	24
Eureka	52	45
Red Bluff	63	44
Sacramento	50	46
San Francisco	60	51
Los Angeles	66	56
Phoenix	61	43
Sacramento	36	21
Chicago	12	6
Miami Beach	75	70
New York	25	5
Washington, D. C.	33	9

FIVE-DAY FORECAST
(Through Jan. 30)

Western Oregon—Western Washington—Precipitation less than normal. Temperatures averaging below normal. Highs generally in low 40s and lows 25-35.

Ground Hog Dinner

EAGLE POINT GRANGE
SUNDAY
January 29th
12 Noon to 4 P.M.
ALL YOU \$125
CAN EAT
Children Under 12 75c

Now Playing Thru Saturday

DOORS OPEN AT 6:30
SHOW STARTS AT 7:00

Tops in Acting... Tops in Entertainment

"Best movie of 1960. Both story and star are so superior that the movie emerges as whopping entertainment and a savage satire."

—Julius Gilbert, Daily Mirror

LAURENCE HARVEY in
EXPRESSO BONGO
CO-HIT — PACKED WITH EMOTIONAL DYNAMITE!

Too Soon to Love

JENNIFER WEST
RICHARD EVANS

NOT RECOMMENDED FOR THOSE UNDER 16

Over-the-Counter Western Stocks

The following bid and asked quotations from the National Association of Securities Dealers, Inc., do not represent actual transactions. They are a guide to the range within which these securities could have been sold (indicated by the "bid") or bought (indicated by the "asked") at the time of compilation.

Common stocks	Bid	Asked
Bank of America	50 1/4	53 1/4
Calif.-Pacific Utilities	22 1/2	24 1/2
Coca-Cola	24 1/2	26 1/2
Cons. Freightways	10 1/2	11 1/2
Copco	46	49
Cypress Mines Corp.	46	49
First National Bank	54 1/2	57 1/2
Morrison-Knudsen	32	34 1/2
Northern Nat. Gas	25 1/2	27 1/2
Pacific Pier & Lt.	43 1/2	46 1/2
Permanente Cement	20	21 1/2
Portland Gen. Elec.	35 1/2	37 1/2
U. S. National Bank	67 1/2	71 1/2
United Utilities	47 1/2	50 1/2
West Coast Tel.	31 1/2	33 1/2
Weyerhaeuser	37	39 1/2

Locals

Surgery Patient — Verni Stephenson, Butte Falls, was listed as a surgery patient today at Rogue Valley hospital.

Legion Meeting — The Medford American Legion post and its auxiliary will meet at 8 o'clock tonight in the Legion hall, 404 Walnut st., Medford. A social evening is planned.

Permit — Cliff Hammill was issued a building permit recently by the city to remodel a building at 827 West Jackson st. for a Laundromat. The remodeling project will cost \$1,200.

Confined to Bed — Edwin G. Calhoun, manager of the Grand hotel, reported today that his wife is confined to bed. Mrs. Calhoun suffered a relapse of a recent illness, he said.

Window Broken — A window valued at \$60 was broken sometime during the night Monday at the E. D. Perkins Real Estate office, 1236 1/2 North Riverside ave., according to city police. The window measured six by five feet.

Hand Truck Missing — Darrell William Rolls, 915 Mt. Pitt ave., notified city police Tuesday of the theft of a hand truck from the back of a truck parked on the lot at Second and North Fir sts. The hand truck, painted yellow, is valued at \$25.

Attend Funeral — Mrs. Thomas Burrell, Hornbrook, Calif., returned last week from Oakland, Calif., where she attended the funeral of her grandmother, Mrs. Mary Silva, Mrs. Silva lived in Oro Fino, Calif., for many years, and also was a resident of several areas of Siskiyou county.

Bicycle Stolen — Richard Morris Rose, 414 Kenwood ave., notified city police Tuesday afternoon that someone took his bicycle from McLaughlin Junior High school. Jay Robert Poulos, 2130 Capitol ave., also reported the theft of his bicycle from Roosevelt school sometime during the day.

In Hospital — Henry V. Munday, 1235 NW Conklin st., Grants Pass, and Earl F. Cook, route 1, box 499, Coos Bay, were listed as surgery patients today at Sacred Heart hospital. Medical patients there today included: Aileen Shaver, route 2, box 209, Central Point, and Camille H. Jacobsen, 820 Park Place No. 5, Medford.

Returns — Hugh C. Ingle returned to his home in Medford Monday after attending the funeral of his sister, Mrs. Rowena George, in Santa Rosa, Calif. Mrs. George died Jan. 9, and funeral services were held in the Church of the Incarnation in Santa Rosa Jan. 12. She was a recent visitor in Medford.

Visits Texas — Ray Blankenship, Hornbrook, Calif., returned last week from Sherman, Tex., where he attended the funeral of his father. The Blankenship family spent the holiday season in Sherman with his father. The elder Blankenship had been a visitor to Hornbrook several times.

Named Agent — Al Wolff, route 3, box 55B, Medford, has been appointed agent for the Medford agency office of Prudential Insurance company. E. Paul Jaffarian, agency manager, has announced. Wolff is a native of Elk Grove, Calif., and attended public schools in Forbes, N.D., River Forest, Ill., and Ashland. Mr. and Mrs. Wolff have three children, Laura, 7, Steven, 4 and Melanie, 2.

Visit Hornbrook — Mr. and Mrs. J. N. Acosta, Calexico, Calif., are staying in Hornbrook with her brother, Charles Greive. They were called to Hornbrook last week by the death of Mrs. Florence Greive, 92, mother of Mrs. Acosta and Charles Greive. Mrs. Dorothy Menzies, Vallejo, Calif., a cousin, is also with the family.



POINTER, IKE READY — "Rap," one of Blue Springs plantation's pointers, holds a point as former President Eisenhower stands ready for Georgia quail to fly. Mr. Eisenhower and his host, W. Alton Jones, spent the whole day Tuesday in the fields near Albany, Ga. (UPI Telephoto)

OBITUARIES

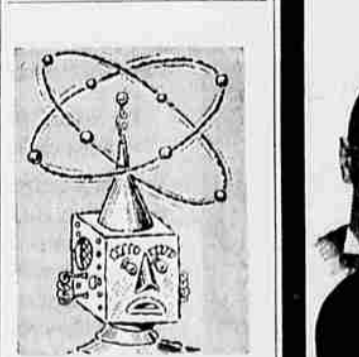
CHARLES F. WALL
Funeral services for Charles Francis Wall, 63, of 408 First st., Phoenix, who died Monday, will be held at Conger-Morris Funeral home downtown chapel Thursday at 1 p.m. The Rev. W. Elwood Irby of the Jacksonville Assembly of God church will officiate. Committal will be in Mt. View cemetery, Ashland.

Mr. Wall was born Jan. 11, 1898, in Ft. Smith, Ark., and had lived in Medford since 1949, moving here from Klamath Falls. He was married Nov. 19, 1922, in Paris, Ark., to Anna May Lee, who survives. He saw service during the Mexican War with the Company E, Second regiment, ANG.

Survivors, besides his wife, include a son, Charles Wall, Phoenix; three daughters, Mrs. Wanda McCuan, Dunsmuir, Calif.; Mrs. Ruby Harris, Phoenix; and Mrs. Gloria Steele, Phoenix; five brothers, Homer Wall, Upper Lake, Calif.; Amos Bench, Chicago, Ill.; Norman Bench, Bell Gardens, Calif.; Trafton Bench, Bell Gardens, Calif.; and Herman Bench, Dover, Ark.; four sisters, Mrs. Ruby Bartley, Yreka, Calif.; Mrs. Jewel Goutier, Sacramento, Calif.; Mrs. Pearl Dodson, Yreka, Calif.; and Mrs. Beatrice Morris Medford; nine grandchildren, and several nieces and nephews.

Casketbearers will include John Lilly, Claude Kerns, Oton House, Everett Blake, Roy Baker, and Clarence Morris.

A. M. ROGERS
Funeral services for A. M. (Art) Rogers, 46, of 315 Charlotte Ann rd., who died Monday, will be held at the Hillcrest Mortuary Chapel on the North Phoenix rd. Friday at 1 p.m. The Rev. Robert Dowry



Electronic Brains... Are Better Than People For Most Things!

See "Those Talented Machines—How They'll Run Your Life..." and learn what the "Brains" are doing now.

In **Family Weekly** January 29th issue with Medford Mail Tribune

Industries Give Attention to Image Created in Public

Larger industries today are giving serious attention to the "image" they create in the minds of the public, Dr. Kenneth Baker, vice president of research and market development for California-Oregon television, told the Medford Rotary club Tuesday.

Speaking at the Rogue Valley County club, Baker pointed out that the increasing importance of creating a favorable corporate or brand image that will attain public acceptance often goes under the name of public relations or community relations programs.

"Images," Dr. Baker said, "are the pictures we carry in our minds." They predispose an individual to certain kinds of action. Certain images will lead people to accept; other images will lead people to reject an offer, a sale, a suggestion or even a command.

There has been a shift in emphasis recently to the soft sell; today the public is often unable to detect any difference between many brands of tires, cigarettes, beer, flour, batteries, fabrics, which means market strategy must be changed. Advertising is now aimed at creating needs, wants, desires in the consumer, and then show a product to satisfy these needs.

The American Management association claims that every corporation president after 1965 will be a marketing man instead of coming up through production as he has in the past, Dr. Baker said. More and more, efforts are directed toward creating the best possible image in the mind of the public, a natural result of this entirely new approach of business to merchandising.

No one can guarantee just when a favorable predisposition on the part of the consumer will be needed, Dr. Baker emphasized. Working toward it is like paying premiums on an insurance policy or putting money in the bank. No one knows exactly when it will "pay off." But no truer words were spoken than "when you need good public relations it is too late to start developing them."

Investment Funds

Nona quotations on selected funds:

Fund	Bid	Asked
Bullcock	12.95	14.20
Chem Fund	11.54	12.48
Colonial Emer.	13.38	14.82
Eaton Howard Stk.	12.76	13.64
Fidelity	15.84	17.12
Group Sec.—Avia-Elce	9.04	9.91
Group Sec.—Com Stk	12.74	13.55
Group Sec.—Petr	10.55	11.56
Keystone B-3	15.27	16.64
Keystone B-4	9.37	10.23
Keystone K-2	15.61	17.25
Keystone S-1	21.06	22.98
Keystone S-2	12.07	13.17
Keystone S-3	13.72	14.67
Keystone S-4	13.27	14.45
Mass Inv Grth Stk.	15.89	17.87
TV-Flee	7.96	8.68
Value Line Inc	5.37	5.87
Wellington	14.31	15.60

Births

FRY — To Dr. and Mrs. Robert, 513 Oregon terrace, Medford, Jan. 25, 1961, a girl, 7 1/4 pounds at Rogue Valley hospital.

Casketbearers will include Phil McCormick, Bruce Moffett, J. D. Conner Jr., J. R.

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Grange News

Jackson County Pomona Grange will meet at the Sams Valley Grange hall Saturday, Jan. 28. The meeting is to start at 10 a.m. All members are urged to attend.

THEATER INFORMATION SERVICE
CALL SP 3-7323
FOR FULL INFORMATION ABOUT YOUR THEATERS

4-H NEWS

Howard Bake-N-Stitchers

The Howard Bake-N-Stitchers 4-H club held their first meeting of the year Jan. 21 at the home of Mrs. Jerome Maehren. Members this year include Diane Maehren, Carol Millard, Mady Drennen, Linda Chisum, and Tari Martin.

It was just an organizing meeting with the election of Tari Martin, secretary-treasurer.

The next meeting will be held Feb. 11. The remaining officers will be elected then.

Tari Martin, Secretary.

Have Needle, Will Sew

The first meeting of the Have Needle, Will Sew 4-H club was held recently at the home of its leader, Mrs. Vera Ashton. Five members were present.

We elected officers for this year. They are Doris Young, president; Carolyn Gandt, vice president; Linda North, secretary; Alene Mitchell, song leader, and Georgia Mitchell, news reporter.

After election of officers, Mrs. Ashton passed out some of the project books. We discussed the projects we will be making this year.

At our next meeting we will discuss more fully the things we want to make. All members of the club are enrolled in sewing projects. Refreshments were served by Mrs. Ashton. The next meeting will be held at Mrs. Ashton's Jan. 26.

Georgia Mitchell, Reporter.

Whip and Stitch

The Whip and Stitch 4-H club met recently at Leta Norris' home. Five members were present.

We discussed and set up goals for the coming year and planned the first part of the club program.

Mrs. Norris, our leader, demonstrated step one from the booklet "Know Your Sewing Machine."

The next meeting will be held at Terry Grover's house at 1:30 p.m. Feb. 18.

Gail Fosbury, Reporter.

Columbia, S. C. — (UPI)—Firemen were called out Tuesday to douse a blaze in a fire hydrant. A practical joker had wrapped the hydrant with kerosene-soaked blankets and set it afire.

REMOUNT YOUR PRESENT DIAMOND

Your Diamond Is Forever But Your Setting Wears with the Passage of Time—Why Not Choose A MODERN SETTING

As Little As **12⁰⁰**

John Nuich JEWELERS

231 East Main

CHARCOAL STEAKS TILL MIDNIGHT CANDLE ROOM

HOTEL Medford

Open Daily 5:30 P.M. to Midnight Sundays 4 P.M. Till 11 P.M.

Tower Broiler STEAK HOUSE • SUPPER CLUB

- BIG WEDNESDAY NITE DANCE PARTY—Tonight with "BOB ANDERSON TRIO"
- FRIDAY NITE—"THE TRIO" Plus "THE SHADOWS" Floor Show.
- Dancing — Wed. thru Sat.
- Live Music — Mon. thru Sat.
- Fine Dining — Every Day of the Week

STEAKS • PRIME RIBS • CHICKEN SEAFOOD

IN THE ALL NEW MELODY ROOM

CRATERIAN STARTS TONIGHT

ONE OF THE YEAR'S GREATEST TWO COMPLETE SHOWS 7:00 AND 9:15 P.M.

Some women never give a name... just a phone number...

METRO-GOLDWYN-MAYER presents
ELIZABETH TAYLOR LAURENCE HARVEY EDDIE FISHER

JOHN O'HARA'S "BUTTERFIELD 8"

Only best-selling author John O'Hara would dare to tell Gloria's story.

co-starring **DINA MERRILL** with MILDRED DUNNOCK-BETTY FIELD JEFFREY LYNN-KAY MEDFORD SUSAN OLIVER

Screen Play by CHARLES SCHNEE and JOHN MICHAEL HAYES Directed by DANIEL MANN A PANDRO S. BERMAN PRODUCTION

NO ADVANCE IN PRICES!

HOLLY SP-3 1902

STARTING TOMORROW NITE ANOTHER GREAT ROAD SHOW

ATTRACTION ONLY ONE SHOW EACH EVENING Doors Open 7:30 — Show Starts 8:00 P.M.

A Great New SPLENDOR in Movie Entertainment!

GREAT Stars! GREAT Songs!

SINATRA MacLAINE CHEVALIER JOURDAN CAN-CAN

FRANK SINATRA SHIRLEY MACLAINE MAURICE CHEVALIER LOUIS JOURDAN

CAN-CAN COLOR BY DE LUXE

PRICES All Seats \$1.00 — Children Under 12, 50c