



RECEIVES HEART—Dr. Ralph Hibbs, left, president of Jackson County Heart Council, presents plastic heart from Oregon Heart Association to Medford High School Principal Lester Harris, as Joe Beatty, senior, and Ryder Berg, head of the high school science department, watch. The plastic heart model, twice the size of a human heart, is technically accurate in every detail.

Lenten Message

BY
MSGR.
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Catholic Herald Citizen,
Milwaukee
(Written for UPI)

When was the last time you turned your thoughts to God? You give attention and thought to income taxes and how they will be paid, to pleasing your wife, or husband, children, boss and friends, to planning a vacation or retirement. But when was the last time you thought of God?

Isn't it surprising that many of us who call ourselves Christian can go for hours, days, weeks and longer and then be startled by remembering that we have forgotten to think about God for such a length of time? God is our Father, our Creator, we are His children, His creatures.

From second to second, our life on this earth depends completely upon Him, who loves us with an unbounded love, Who desires to be close to us.

Lent, a period of 40 days, is set aside by the Christian Church as a time of extra prayer and penance. Thus we prepare ourselves to share the joys of Easter—that great feast which proves our faith is not in vain. May each day of Lent find our minds turning to God and our actions pleasing to Him.

MEDFORD TRIBUNE

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Oregon Tech May Work on Military Research Projects

Klamath Falls — Oregon Technical Institute here may work on research projects for military services.

Representatives of Oregon's colleges and industries who are interested in doing research work met recently in Portland with personnel from the Air Force, Army, and Navy Research and Development Command at a meeting sponsored by the state department of planning and development. Procedures and techniques for acquiring financial grants for Oregon's research organization were discussed.

Jack Dogulass, administrative dean, and Paul Meier, dean of educational services at Oregon Technical Institute, attended the meeting. Dogulass has been designated head of campus research at Oregon Tech.

The meeting was actually a beginning of the activities of Oregon Research Associates, a non-profit corporation organized by the advisors of the science, engineering, and new technologies committee of the department of planning and development.

Member of Organization Dr. W. D. Purvine, director at Oregon Tech, is a member of the new organization which will work actively to bring

research projects to Oregon. The objectives will be to help secure large research and development contracts and to recommend the distribution of these contracts among Oregon's college and industries. The purpose of ORA will be to unite the resources of Oregon's solidly established educational institutions and industrial firms into research teams for broad scope research and development.

ORA's center facility is currently located in the state office building in Portland. Through its associates it can draw upon a total of 750 professional personnel and some 10,000 technical employees to form industry-academic teams which combine state-of-the-

Medford Student Elected to Post

Corvallis—Ailene D. Weber of Medford has been elected to one of the top coed leadership positions for the coming year at Oregon State college.

She will be treasurer of the Home Economics club on campus.

Miss Weber is a junior in the school of home economics this year. Her home address is 2009 Suzanne ave. The new coed leaders will take office at the beginning of spring term in April.

art knowledge with industrial application.

The three types of research required are basic, applied, and developmental. The later two types are specifically adaptable to Oregon Tech's type of educational program and the qualifications of its instructional personnel.

OREGON IS THIRD
Portland—UPI—The National Education association has listed Oregon third in academic achievement. An announcement by the Oregon Education

department said Oregon has been among the top three states for several years ranked to compare the quality of education received by students throughout the nation.

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Mergers Force Many Firms Into New Era of Trademarks

By HENRY J. BECHTOLD
UPI Financial Editor

New York — (UPI) — Mergers do not solve all the problems of the companies involved. In fact, they even bring about some new problems.

Mergers or acquisitions make it difficult for the corporate look to keep up with the corporate personality.

Through these deals many firms end up with many new product lines, which usually leave them with a host of weak or misleading trademarks without any unifying theme.

New Symbol Needed

Many firms are in such a different business than they were a few years back that the original corporate symbol no longer applies and maybe even the name of the company has to be changed.

For the above reasons, and because corporate images are playing an ever increasing part in the fight for the consumer's dollar, many companies are plunging into a new area of trademark application—the corporate identity system.

Lippincott & Margulies, Inc., New York industrial designers, notes that "corporate identity" is a system in which all of the media under corporate control—packaging, signs, advertising and promotion; stationery and forms; buildings and equipment—are integrated through design into a consistent projection of the corporate image.

Major Growth Factor

The company said the growing demand for this kind of design work was a major factor in the 30 per cent growth of its overall design business the past year.

While a company cannot really control its corporate image, since it consists of the sum total of impressions of a company among its many publics, it can control what these publics see, the industrial designers said.

If you are GE, USS, IBM, or Coca-Cola, you have it made because these top corporate symbols, coupled with well developed programs for their use, will bring consumer recognition in the 90 per cent range.

But there are many firms that do not have a symbol, let alone a corporate identification system.

Lippincott & Margulies said the great importance attached to the end results makes it important that the design of corporate symbols be left up to the professional.

Quick Decisions

It cited supermarkets as an example of the importance of "maximum identification." In these stores corporate marks and brand-marks are the "silent salesmen" in the struggle for survival among a great variety of competitive brands. Buying decisions are made in split seconds and symbols with low visual appeal die very quickly, according to Lippincott.

There also is the tremendous competition among design firms. There are 10,000 diamond symbols kicking around, plus countless numbers of look-alike squares, torches, hexagons and other devices that have become shopworn in their imagery.

PLYE BIOGRAPHER DIES

Washington — (UPI) — Lee G. Miller, former managing editor of Scripps Howard Newspaper Alliance and biographer of the late Ernie Pyle, died Saturday of pneumonia at Washington hospital center.



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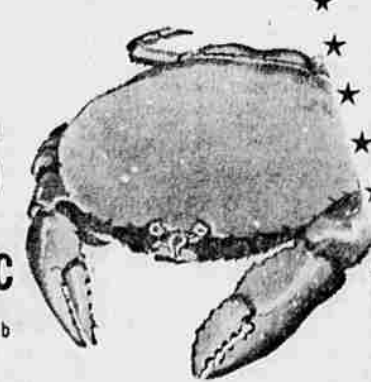
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