

New Multi-Color Ad Appears Today

The newest, most modern method for inserting multi-color advertising in daily newspapers makes its debut in southern Oregon with today's issue of the Mail Tribune.

The unique method brings new and appetizing Duncan Hines cake mixes shown in full color on "slick" magazine stock paper, inserted into each paper with added black and white printing on the Mail

Tribune big 48-page Scott press.

The method is called "The High Fidelity Color Process for Daily Newspapers," supplied by American Can company of Wisconsin. The full color portion of the Duncan Hines ad was prepared by Compton Advertising, Inc., of New York.

The use of color in newspaper advertising shot upward 25 per cent in 1960 over

the preceding year, and the number of U.S. newspapers offering full color service increased to 653 during the year. More than 49 million readers were reached through papers offering color in 1960.

The full color "Hi-Fi" advertisement in today's Mail Tribune was fed through the Scott press simultaneously with the regular edition with a coupon printed along side the color portion and a regular page on the reverse side.

School Carnival Set In Jacksonville

Jacksonville - Jacksonville Parent - Teacher association will sponsor a school carnival Friday, April 21, from 6 to 9 p.m. in the school gymnasium. Proceeds will be used for summer recreation for all Jacksonville area children.

The evening's entertainment will include prizes, games, hamburgers, hot dogs, coffee and other beverages for all ages.

MEDFORD MAIL TRIBUNE

SECTION B MEDFORD, OREGON, THURSDAY, APRIL 20, 1961 PAGES 1 to 10

EDUCATION FACTOR

New York - American married women who have graduated from high school are more apt to remain childless than those who have attained only grade school educations.

Coal generates almost half the nation's electricity.

Damages Denied in Woman's Fall Down Shaft of Elevator

Salem - (UPI) - A woman who wandered from her hospital bed and fell down an elevator shaft was denied \$18,152 in alleged damages from a Dallas doctor by the Oregon Supreme Court Wednesday.

A decision written by Justice William Perry reversed Polk county Circuit Judge Fred McHenry and a verdict for LaVell Marshall.

Dr. I. D. Bartell successfully appealed.

The woman had been seriously hurt in a car accident and hospitalized in a semi-conscious state. Three days after the mishap she walked from her bed and plunged into an open elevator shaft, falling about two feet onto the top of the elevator.

After being discharged she had further X-rays taken and they disclosed a compressure fracture of two vertebrae in the lower back.

She sued the physician.

Justice Perry noted that all of the testimony was to the effect that the fracture could have been caused either by the fall into the elevator shaft or by the auto accident.

The woman contended that the doctor's examination of her in the hospital after the mishap did not disclose the fractures. But the supreme court said there was "not the slightest evidence" that the type of examination given after the accident would have disclosed the fractures and that the jury could only speculate on whether the examination was made for the purpose of determining the type of fracture the woman was later found to have suffered.

Held in Error

The court said the trial court was in error in submitting the back injury issue to the jury.

Other decisions:

Bernice B. Kowaleski, appellant vs. Antone Kowaleski, appeal from Multnomah county; opinion by Justice George Rossman; Judge Frank J. Lonergan reversed; judgment for the defendant in action brought by a wife against her husband's employer based on the husband's alleged negligence reversed; wife was hit by a car belonging to her husband's employer and driven by the husband.

Robert R. Rodgers and Thelma M. Rodgers, appellants vs. Rich L. Reimann and Joy E. Reimann; appeal from Polk county; opinion by Justice Kenneth O'Connell; Judge Fred McHenry affirmed; suit to enforce a building restriction in connection with lots in Kingwood Heights in West Salem, decree dismissing Rodgers' complaint affirmed.

Bacon Speaks at Rotary Meeting

Although the per capita expenditure for library service here is below the amount recognized as necessary for good service, the library system in Jackson county is exceptionally good.

This observation was made by Omar A. Bacon, librarian, in an address Tuesday before the Medford Rotary club on the occasion of National Library Week.

Already this year, 1,400 new users have been added to list of the Medford library and nine branch outlets.

Speaking at the Rogue Valley Country club, Bacon reviewed some of the problems of successful library administration. There is the continuing job of acquiring books and materials suited to the needs of the area served. Added to this are the need for suitable organization of material, a system of distribution throughout the community and assuring proper return, and the job of letting the public know just what is available for their use.

Listed among the advantages of book and periodical reading, Bacon said that users of the library may choose the time and place to read, may read at their own pace and select the material desired for education, information and enjoyment.

The speaker was introduced by Library Board Chairman Otto Ewaldson, who reminded Rotarians of the free return of overdue books to the public library during National Library Week.

Assistant Engineer For Area Is Named

Robert L. Poindexter, state highway draftsman in the construction division at Salem, has been promoted to assistant resident engineer at Medford, the Oregon state highway department has announced.

Poindexter worked with electrical engineering in the Navy, and graduated from Oregon State college with a major in physics in 1949. Poindexter joined the state highway department in 1950.

Short Course Is Offered Agencies

Portland - A short course in criminal investigation for law enforcement officers will be conducted by James Crowder, veteran in investigative work and training, starting Monday under auspices of the general extension division's Portland center.

The weekly evening sessions will cover psychology in police work, fingerprints at scene of crime, other traces of evidence, investigation of homicide, interrogation of suspects, surveillance, polygraph and legal aspects of raids, searches and seizure.

Crowder is a former instructor of the U.S. Army counter-intelligence school at the Presidio in San Francisco. He also has experience as an insurance fraud investigator and counter-intelligence agent.

Enrollment will be limited, according to Donal McIntosh, coordinator of business and public administration programs at Portland Center. He said that information is available at the extension center office.



Shelton Stroller

TRAVELS COOLLY THROUGH SUMMER IN SCENIC PRINT JERSEY OF WASH 'N' WEAR NYLON

Pack 'n' go, romp or relax... this Stroller knows no limit for casual, comfortable, carefree living. Thanks to its new, non-metal, on-in-a-jiffy zipper front, you step into it easily. Entering a room or touring the world, it makes just the right impression. Two roomy side pockets add a welcome convenience to the gracefully flared skirt. And no matter how active your day, you can count on your Stroller to stay fashion-fresh, wrinkle-free. Washable, it drips dry, needs no ironing!

Green with coral, brown with lime, aqua with green, blue with lilac.

sizes 10-20
12½ - 22½

12.95

MANN'S-MEDFORD-SPRING 3-7484

Please send me Shelton Stroller at \$12.95, in size _____ color _____; (state second color choice) _____ Name _____ Address _____ City _____ Zone _____ State _____ ☐ Charge ☐ Cash

USE YOUR MANN'S CHARGE ACCOUNT

Mann's MEDFORD

GRANDVIEW

Warm Room LOCKERS Available Here

BANANAS!

Golden Ripe

10¢

Pound



Perfect on a Picnic or in a Meal at Home

TOMATOES

25¢ lb.

RADISHES and GREEN ONIONS

5¢ Bunch

NEWTOWN APPLES

The All-Purpose Apple! 10¢ 40-lb. Box lb. \$3.49



Limit Rights Reserved

FISHING SEASON OPENS SATURDAY APRIL 22

FISHING TIME IS PICNIC TIME!

Wonderfood Marshmallows One lb. 4 pkgs. \$1.00

Solid Pack Light Meat Tuna (in brine) No. 1/2 Spruce brand 4 cans \$1.00

SWEET PICKLE CHIPS Del Monte 22 oz. jar 49¢

HALEY BEANS (303 cans) • Kidney • Garbanzo • Lima • Chili Beans 7 for \$1 Mix or Match

SALAD DRESSING Kraft's 8 ounce • French • Catalina • Roka • Italian 4 for \$1 Mix or Match

SOFLIN FACIAL TISSUE 400 Count Assorted 5 pkgs. 95¢

PORK and BEANS



Van Camp's No. 2 1/2 cans Reg. 27¢ can

5 cans 95¢ SAVE 40¢

Grandview Brand Jumbo 24-oz. Can CHILI 39¢

Boneless Sardine Fillets Sea Boy 6 1/2-oz. cans 3 cans \$1.00

RELISH Nalley's 12-ounce for hamburgers or hotdogs. 29¢

9" White Dinner Paper Plates Dixie 40 ct. 59¢ pkg.

DIXIE GOLD CUPS 9-oz. 25 pk. 39¢ pkg.

DIXIE HOT CUPS 9-oz. 15 pk. 39¢ pkg.

All Popular Brands of Cigarettes

Regulars \$1.69 ctn.

King size and Filters \$1.79 ctn.

Also complete tobacco dept., cigars, pipes, etc.

Good Fishing to You From Grandview

Redeem Your CHASE & SANBORN 10¢ COUPON at Grandview (See Coupon Ad on Page 10-C)



See DUNCAN HINES CAKE MIX ad on page 3-B. CLIP THE COUPON - REDEEM IT HERE!

Occident Flour 25 \$1.79 lbs.

32-Ounce TREND LIQUID 69¢ TREE TEA 48-Bag Pkg. 43¢

JUMBO FRANKS Oregon Chef Old Fashioned 39¢ Pound

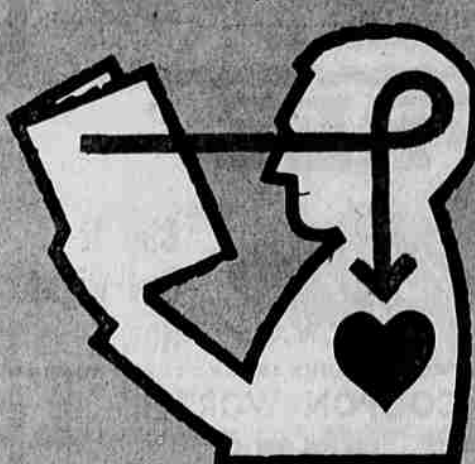
Oregon Chef 8-oz. POLISH RINGS 3 for 89¢ Oregon Chef 8-oz. BOLOGNA RINGS 3 for 79¢ Nebergall's ALL MEAT WIENERS full 1 lb. package 49¢

★ LOCKER BEEF ★

1/2 or whole 49¢ lb. Front quarter 43¢ lb. Hind quarter 59¢ lb.

Select your food plan at our service meat counter-Swift's U. S. Good and Choice-federal inspected and graded!

for a richer, fuller life



READ

NATIONAL LIBRARY WEEK APR. 16-22

Limited resources for education and information endanger free people. Be glad you live in a country where the press is free to print and you are free to read. "For a fuller, richer life - Read!"

Medford Mail Tribune