

Printing Company Expands into Book Publishing With Three Church Texts

A Medford printing company has expanded into book publishing with the recent publication of three texts for use by the Lutheran church—Missouri Synod.

Merville E. Morse, owner of Morse Press, Inc., 1511 North Riverside ave. and member of St. Peter's Lutheran church, first started printing church bulletins in 1951. His newest project is also for the Lutheran church—Missouri Synod.

The first, entitled "Adventuring in the Church," is a loose leaf confirmation guidebook in a red plastic covered notebook. It was edited by William Backus, Paul Malte and Wayne Saffen and uses a liberal amount of black and white and light brown and white drawings. It is for youth.

Two Other Books

The other two books are for adults. They are "Life with God" by Herman C. Theiss, a manual for the religious instruction of adults, and "Perspective" by Backus and Malte, a guide for in-depth growth in the Christian faith.

Morse said that 25,000 copies of each will be off the presses by Aug. 1.

A review of "Adventuring in the Church" in the March issue of the Theological Monthly, calls it "the best confirmation guidebook for our youth available in our circles. It is especially suited for the first year of confirmation instruction."

The review starts by saying that "there are many things to say about this manual for confirmation instruction for children—and they are all good."

Guide Available

With the book, a teacher's guide is available. The symbolism and artwork is by Richard R. Caemmerer Jr.

Morse's newest project is a pamphlet called "Get Ready for Church." Divided into eight sections, it prepares a person for the next Sunday's service through daily study.

This publication, as the church bulletins, is based on the ancient calendar which uses a prescribed liturgical form, and any denomination which follows that calendar may use them. The local printer said that he is aiming for 100,000 weekly distribution of the pamphlets.

The church bulletins, which Morse started printing in 1951, were a "first" to use the symbols used by the church through the years. Now five large publishing houses are printing similar church bulletins, Morse explained. Although he still supplies some 400 Missouri Synod churches in the United States and Canada, he added that he is having trouble coming up with new ideas for it.

Cutting Back in Field

"I am cutting back in this field," Morse stated, "as we now need only 8 to 10 days a month at the shop to print them. Our main effort is the publishing of the books, then



BOOKS PRINTED—The three books, printed by Morse Press Inc., Medford, are pictured here. "Perspective" and "Life with God" are for adults while the loose leaf book at the bottom is a confirmation guidebook for the Lutheran Church—Missouri Synod. The latter, "Adventuring in the Church," was called the "best confirmation

guidebook for youths available in our circles" by a reviewer in the Theological Monthly, church publication. The other new project by the local company is the pamphlet "Get Ready for Church," (upper right) which follows a prescribed liturgical calendar with daily study in preparation for the Sunday service.

I am working on some other ideas."

The Morse print shop recently moved to its new location, the third since 1951. At that time he was on South Central ave. and moved in 1957 to South Grape st. The new building is the first of three planned on the 194 by 173 foot lot. It will be the main printing shop with a storeroom to the rear of the lot. Editorial offices will be in front of the present building.

Among his equipment, in addition to the covers and folding machines, is a Minibinder, the only binder made by the English firm on the West coast. No sewing is required when it is used, Morse explained, since the machine plus, puts on the covers and binds the book all in one operation. This is the same process by which paperback books are made, he said.

The Medford printer stressed that he does little local printing, only for those customers he has served for years. The majority of his printing goes into material for national distribution.

Importance of Inland Roads Noted at Lunch

The economic importance to southern Oregon of additional inland roads from the coast, particularly with the nearing completion of the Winnemucca-to-the-Sea highway, was pointed out Friday noon at a luncheon in Medford.

Medford business officials and members of the Medford Chamber of Commerce attended the luncheon with the delegation from Coos county. Ernest Payne, harbormaster for Coos Bay port, stressed that the future growth of coastal cities through increased shipping depends on finding markets for products in the inland populated areas.

He explained that the problem is with imports rather than exports and this is where better roads will increase distribution facilities. He explained that in 1961 the port shipped 500,000,000 board feet of lumber which was 100,000,000 board feet less than the previous year.

He added that coastal and intercontinental shipping is declining, while exporting to the east is rising.

Payne said there are plans to increase the present 30-foot channel to 38 feet.

George Burr, Coquille, said construction is under way for approximately one-half of Highway 42 with the five-year project expected to be completed by 1967.

The total project is estimated to cost between \$13 and \$19 million dollars. Money for the new highway is being financed by a \$4,000,000 state bond issue, \$4,000,000 federal funds and \$1,000,000 annually from other sources.

Among others in the delegation of 12 was Robert King, Coos Bay, with Pacific Power and Light. Purpose of the trip was to promote the development of highways from Winnemucca to the coast. The delegation spent Friday night in Klamath Falls, visited in Lakeview Saturday and reached Winnemucca, Nev., last night.

Attending the luncheon were representatives from Jackson and Josephine counties, Murray Gardiner, Medford Chamber of Commerce president, presided at the meeting.

Value of Building Permits Increases

Amount of building permits increased in Medford during May, 1962, compared to May, 1961, according to a report of the University of Oregon bureau of business research.

The total for this year was \$384,398, and for May last year the total was \$328,345. Permit figures from all of Oregon came to a total that was 22 per cent lower than last year. This total was \$24,676,709. Last year the total was \$24,729,477.

Ride Coolly Elegant
Arrive fresh!
MARK V AUTO-AIR CONDITIONING
Dick Knight Co.
8th at Riverside

On the Air

By ELEANOR WIESE

Although there is nothing particularly outstanding on the TV horizon this week, there are several shows today that sound like better than average light-hearted entertainment.

"The Ed Sullivan Show" for one at 7 p.m. on KBES-TV. Every performer is a show-business celebrity on hand to pay tribute to Sullivan on the 14th anniversary of his program, television's longest running variety show.

The antics on stage by such master buffoons as Jack Benny, Jerry Lewis, Phil Silvers, Red Buttons, Tennessee Ernie Ford, Jack Carter, Steve Allen, with Bing Crosby, Kate Smith, and Kathryn and Arthur Murray, are supposed to be a surprise to Sullivan, who will be seated in the audience.

To add zest to the "TV Guide Award Show" on KMED-TV at 8 p.m., Art Carney and Judy Holliday will appear in a series of comedy sketches making fun of TV's effects on American life.

Dave Garroway will serve as host and narrator for the show which offers 45 minutes of entertainment to 15 minutes of awards. The winners in 8 categories were determined by viewers' votes.

Following this at 9 p.m. on KMED-TV, Fred Gwynne and Joe E. Ross (Officers Muldoon and Toody) step out of "Car 54" to star with Jayne Meadows in George M. Cohan's melodramatic farce, "Seven Keys to Baldpate."

Cohan adapted this tongue-in-cheek mystery from the novel by Earl Derr Biggers in 1913 to perplex and amuse the most devout detective addict. It deals with a mystery writer challenged to spend one night in eerie Baldpate Inn to collect a \$5,000 bet. Strange intruders threaten the plot.

CONCERT HALL, 2 p.m. Sunday K-SHRA radio. A new weekly feature. Today's selections include two Mozart concertos for piano and orchestra, No. 15 and No. 17 in G Major, with Leonard Bernstein conducting the Columbia Symphony Orchestra.

WIDE WORLD OF SPORTS 4 p.m. Sunday KMED-TV. The National Men's AAU track and field championships. First and second place finishers will face the Russians in a dual meet in July.

TWENTIETH CENTURY, 5 p.m. Sunday KBES-TV. "Minister of Hate," the story of Joseph Goebbels who as Hitler's Minister of Propaganda had absolute control over the press, radio, films and the theater. He masterminded the Nazi myth of a master race.

SIR FRANCIS DRAKE, 7:30 p.m. Sunday KMED-TV. British actor Terence Morgan plays the title role of the 16th century adventurer who led an amazing life as a mariner, soldier, pirate, explorer and spy. This new series is the summer replacement for "Car 54."

STARLIGHT CONCERT, 8 p.m. Sunday KBOY-FM radio. Tonight's concert will be a special summer show of operettas and lighter classics. Highlight will be Gershwin's "Porgy and Bess" with Harry Belafonte and Lena Horne.

HOLLYWOOD SPECIAL, 10:15 p.m. Sunday KBES-TV. Robert Mithum and Julie London star with Gary Merrill and Pedro Armendariz in "The Wonderful Country," the story of a Texan adopted by a Mexican politician, based on the best-selling novel by Tom Lea.

KRAFT MYSTERY THEATRE, 8 p.m. Wednesday KMED-TV. Academy Award winners Macmillan Schell and Joan Fontaine appear in "Perilous," a spy drama set in pre-war Berlin, based on the novel by journalist William C. White.

U. S. STEEL HOUR, 9 p.m. Wednesday KBES-TV. "Scene of Crime" with Harry Townes and Betty White. Released from jail after serving 20 years for the murder of the woman he loved, Martin Keller, convinced of his innocence, returns to the boarding house where the crime was committed.

DAVID BRINKLEY'S JOURNAL, 9:30 p.m. Wednesday KMED-TV. In New York

City Brinkley visits the organization which teaches English to foreign professional people and helps them find a place in their professional trade.

ALL-AMERICAN GAME, 8:30 p.m. Friday KMED-TV. College football's top performers of 1961 will be in action on the East and West teams.

Polishing Starts On Shakespearean Play Rehearsals

Ashland-Compressed preparation schedules have accelerated the work of all participants at the Oregon Shakespeare Festival in Ashland. With opening night for the theater's 22nd season four weeks away, the main Shakespearean productions are entering polishing rehearsals and blocking has begun on the music-dance opus, "A Thieves' Ballad," set to join the repertory Aug. 6.

Going into nightly rotation on July 21 are "Comedy of Errors," "Henry IV, Part II," "As You Like It," and "Coriolanus."

General Manager William Patton said an excellent choice in seating is available for all 44 nights of the 1962 run, with a particularly wide selection remaining for the first two weeks of the Festival.

Rise in 'Drop-ins'

"Traffic to and from the Seattle World's Fair—increasing daily—is expected to peak during the period of the Ashland event, pointing toward a sharp rise of "drop-in" customers at the Festival's box office.

Patton, aware of the potential high tide of first-time visitors, has urged all of the Festival's regular patrons to complete their reservations immediately. Mail orders from distant audience members are being processed without delay.

Ticket price ranges remain the same as last year: \$3.20, \$2.40, \$1.80, and \$1.20. Reservations may be made by mail, through any of the Festival's branch agencies throughout Oregon and California, or at the central box office in Ashland.

Illustrated information regarding the current season is available by writing "Shakespeare," Ashland. Reservations may be made in Medford at Mann's Department store.

Observatory Road To Be Improved

Yreka—Residents seeking improvement of the road to the Siskiyou Amateur Observatory reached part of their goal Thursday night when the Yreka city council agreed to improve that portion of the road in the city limits.

The city will improve a 300 foot portion with gravel and oil.

A petition is now being circulated seeking improvement of the balance of the road, which is located outside the city limits. The petition is scheduled to be presented to the Siskiyou County Board of Supervisors Tuesday.

The observatory, built through volunteer work and donations and dedicated about a month ago, is located on a hill southwest of the city.

Work of School Reorganization Group Acknowledged by State

The state board of higher education recently acknowledged the contribution to education that the Jackson county committee on school district reorganization has made during the past five years.

In a letter to Keith N. Hockersmith, the committee chairman, James L. Turnbull, secretary to the board, reported that "... at the last meeting of the state board of higher education attention was given to the fact that the Jackson county committee for the reorganization of school districts had made substantial progress in the school district reorganization program in Jackson county since the committee was selected in the fall of 1957.

"The state board of higher education has had the opportunity to observe first hand the school district reorganization program in all areas of the state. It has been impressed with the work done by the Jackson county committee and the results accomplished under the committee's leadership.

Expresses Appreciation

"The board has directed me to convey to the members, the alternates and the secretary of the Jackson county committee its sincere appreciation and commendation for the contribution that the committee has made in the program of school district reorganization.

"The board wishes to thank the committee for its leadership and dedicated service during the past five years."

The original nine members of the committee were Hockersmith, J. A. Hoffbuhr, D. H. Barber, G. W. Smith, W. H. Prentice, O. H. Bohnert, R. C. Gail, Archie Fries Jr., and Douglas Finch. Alf B. Mekvold, county school superintendent, has served as executive secretary for the committee.

Five alternates for the committee also were selected in 1957 when the committee was formed. They are Dr. Robert Tolle, Dr. F. L. Mellish, Cecil Kee, A. MacKintosh and D. S. Collins.

During the five years, four members of the original group have left the committee—Hoffbuhr, Barber, Fries and Finch. The three alternates who have served are Tolle, Mellish and Kee. In addition, two others have been appointed to the board—Carroll Smith and Dean Anderson, ceases to exist.

Mekvold, in commenting on the letter, noted that the committee ceases to exist July 1. The 1961 legislature placed the responsibility for further reorganization on the county-wide rural school board.

The committee will have its last meeting June 26 at the county school superintendent's office, at which time they will complete their work as far as possible under existing reorganization laws.

The superintendent pointed out that five administrative districts were formed by the committee. They are Phoenix (District No. 4), Medford (549), Ashland (5), Central Point (6) and Prospect (59).

In addition, the committee hopes to complete forming administrative districts No. 35 (Rogue River) and No. 9 (Eagle Point) soon.

It was emphasized that the work of the committee has reduced the total number of districts to 11. Approximately 98

per cent of the children in the county will be in fully-reorganized administrative districts.

"The committee has done an outstanding piece of work," Mekvold added. "They have worked long and hard for the betterment of education through reorganization."

The members of the committee deserve credit for their reorganization work, he continued. It was pointed out that Fries was chairman of the committee at first. Hockersmith replaced Fries shortly after the committee began functioning.

AT WOODBURN SENIOR ESTATES

"Happy Days Ahead" FOR YOU...

active retirement on a modest income!



OPEN NOW...COME AND VISIT

At Woodburn Senior Estates you can retire, buy a lovely, modern new home and live a comfortable, full and active life with friends your own age...all on a low retirement income. It's a way of life more enjoyable than you ever dreamed possible.

Here you can golf, fish, pursue your hobbies, shop with leisure, visit the beaches or mountains...indulge in all the pleasures you have wished for...retirement dollars go farther here.

- You own house and lot—no founders' fees
- A new home only \$275 down—\$67 a month—including principal, interest and taxes
- Your own Golf Course... Club House and Recreation Center... Shopping Center
- 25 minutes to Portland—12 to Salem
- Carefree low-cost Natural Gas

Second Section SOLD OUT! Third Section ready for your selection.

CHOOSE YOUR HOUSE AND SITE NOW!
HOW TO GET TO WOODBURN SENIOR ESTATES...
Turn off Portland-Salem Freeway at Woodburn Exit—follow Market Road No. 214 to the Estates entrance.

Market Road No. 214

WOODBURN SENIOR ESTATES

call Woodburn YUKON 2-8301

1275-H Market Road No. 214 • Woodburn, Oregon

WRITE or PHONE for your FREE BROCHURE about this new way of life

Woodburn Senior Estates
1275-H Market Road No. 214
Woodburn, Oregon
I am interested in Woodburn Senior Estates. Please send me, without any obligation on my part, your FREE COLOR BROCHURE describing in full detail Woodburn Senior Estates.

Name _____
Address _____
City _____ Zone _____ State _____

NOW IS THE TIME

To Build Your Own . . .

APOLLO POOL

A New Concept in . . .

- Style! ● Shape!
- Beauty!

With LIFETIME Guarantee

\$935
Only

Per week for 14x23 foot in-the-ground pool. Larger sizes available.

Model Pool Open!

575 AURORA AVENUE in GRANTS PASS — Greenwood 6-6535

Directions: take first exit to Grants Pass, turn left heading back toward Medford for one-tenth mile. Turn right at top of hill on to Aurora Avenue. It's the last house on the street.

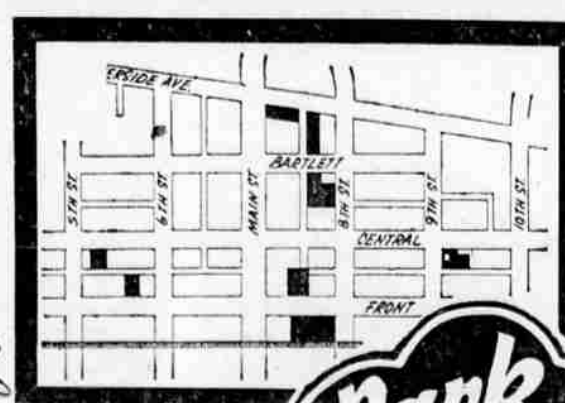
International Swim Pool Co.



WISE SHOPPERS SHOP IN DOWNTOWN MEDFORD



Don't Meter Hop, PARK & SHOP



Park & Shop

PARK & SHOP is provided for your convenience. There are 8 large parking lots in downtown Medford—all eager to serve you. Shopping can be a pleasure when you don't have to worry about parking meters. And you park FREE with any \$2 purchase at any one of the many PARK & SHOP MEMBER STORES.