

FIRST PRESBYTERIAN CHURCH
Robert Olmsted, pastor
Sunday:
9:45 a.m.—Church school
11 a.m.—Worship service
Noon—Coffee hour

PENTECOSTAL CHURCH OF GOD
Fifth and Pine sts.
Andrew W. Rahn, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Morning worship
7:30 p.m.—Evangelistic service

EAGLE POINT
COMMUNITY BIBLE CHURCH
B. street
Warren L. Christensen, minister
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship
8 p.m.—Evening service

GOLD HILL
ASSEMBLY OF GOD
Fifth ave.
Charles Pearson, pastor
Sunday:
9:45 a.m.—Church school
11 a.m.—Worship service
7:30 p.m.—Evangelistic service

CHRISTIAN CHURCH
Corner Fourth st. and Sixth ave.
Miss Jean Cunningham, minister
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
7:30 p.m.—Bible study and prayer

CHRISTIAN SCIENCE SOCIETY OF GOLD HILL
Fifth st. and 4th ave.
Sunday:
9:30 a.m.—Sunday school
11 a.m.—Morning service
8 p.m.—Testimonials

COMMUNITY METHODIST
Corner 4th st. and 4th ave.
Loren Gregory, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service

JACKSONVILLE
ASSEMBLY OF GOD
Fifth and Blackstone
O. Summers, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship
6:30 p.m.—Youth service
7:30 p.m.—Evangelistic service

FIRST PRESBYTERIAN CHURCH
King K. Jones Jr., pastor
Sunday:
9:30 a.m.—Sunday school
11 a.m.—Worship

ST. JOSEPH'S CATHOLIC
27 W. Main
Sunday:
9 a.m.—Mass

PHOENIX
CHURCH OF CHRIST
1st and B sts.
Everett R. Cade, minister
Sunday:
9:45 a.m.—Bible school
11 a.m.—Worship
5 p.m.—Board meeting
6 p.m.—Junior and senior youth group
7:30 p.m.—Evening service

FIRST SOUTHERN BAPTIST
Corner First and Rose sts.
A. L. Craig, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
6:30 p.m.—Training union
7:30 p.m.—Evening service

SHADY COVE
OUR LADY OF FATIMA
CATHOLIC CHURCH
Sunday:
10 a.m.—Mass

ST. MARTIN'S EPISCOPAL
John S. Power, vicar
Sunday:
9:15 a.m.—Family service

TALENT
ASSEMBLY OF GOD CHURCH
C. Arnett, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Morning worship
6:30 p.m.—Children's service
7:30 p.m.—Evangelistic service
7:30 p.m.—Prayer and praise meeting

FIRST METHODIST CHURCH
First and Wagner sts.
Mrs. Violet Bolliger, minister
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
6:30 p.m.—Junior MYF
Wednesday:
7:30 p.m.—Prayer meeting

FRIENDS CHURCH
A. Clark Smith, pastor
Roland S. Hartley, assistant
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
7:30 p.m.—Evening service
Wednesday:
7:30 p.m.—Prayer meeting

RURAL CHURCHES
BAREAN BAPTIST CHURCH
(Conservative)
White City
Crater Lake hwy. & Avenue A
Richard A. Haden, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Morning worship
6:30 p.m.—Baptist youth fellowship
7:30 p.m.—Evening service
Wednesday:
7:30 p.m.—Midweek prayer service

COUNTRY CHURCH
Midway Four Corners
6255 Table Rock rd.
Ernest E. Ralls, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
7:30 p.m.—Evening service
Wednesday:
7:30 p.m.—Bible study and prayer

FOREST ACRES COMMUNITY CHURCH
Affiliated with American Sunday School Union (non-denominational)
Seven miles North of Medford, one block East of Table Rock road.
Kenton Adams, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Morning worship
6:30 p.m.—Young people
7:30 p.m.—Evening worship
Wednesday:
7 p.m.—Midweek prayer and Bible study

GIBBON ACRES PENTECOSTAL CHURCH OF GOD
230 Gibbon rd.
Benoy Ivey, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
7:30 p.m.—Evangelistic service
Wednesday:
7 p.m.—Bible study

MEADOWS UNION SUNDAY SCHOOL
Junction of Meadows and Ramsey Canyon rds.
Lester Wilcox Jr., pastor
Sunday:
11 a.m.—Sunday school
11 a.m.—Worship service

GUEST TO SPEAK
Gold Hill — The Rev. O. L. Kendall, retired Methodist minister, will be guest pastor at Gold Hill Community Methodist church on Sunday at 11 a.m.

World War I Veterans May Convert Insurance

World War I veterans 65 or older holding Veterans Administration USGLI term insurance policies may now convert to a lower-cost form of insurance as the result of a bill signed into law by President Kennedy on July 25. R. J. Novotny, manager of the Portland VA Regional office, said the new plan of insurance, called "Special Endowment at Age 65," primarily provides death protection only. The premium, which remains level throughout the life of the policy, is lower than the premium for the term policy which is being exchanged. Not All Should Change Novotny warned that not all holders of USGLI term policies should make the change. Certain disabled veterans should keep their original term policies which provide a monthly income in the event of total permanent disability while at the same time waiving the insurance premium. At time of exchange a provision for premium waiver in case of total permanent disability may be added to the new policy at an extra premium. It will not be necessary for World War I term policyholders to write or telephone the Veterans Administration regarding the new plan of insurance. The VA will notify all eligible policyholders and will send them full information concerning conversion of present policies, Novotny said.

Dr. Hammond Plans 'Reflections' Talk

Ashland — "Reflections on Henry IV" will be the sermon subject of Dr. P. Malcolm Hammond, minister of the First Methodist church, Ashland, Sunday. A potluck dinner will honor the capella choir from St. Joseph, Mo., Tuesday at 6:30 p.m. Following the dinner, at 8 p.m., the group will present a concert. Sunday's Bible discourse of the Medford Jehovah's Witness is entitled "Who is Responsible for World Woes" and will be given by H. N. Davidson, guest speaker from Glendale. The ministry school will begin at 7:30 p.m. Friday. The service meeting will follow, and the theme will be "Keeping International Unity Under God's Kingdom."

Witnesses Schedule Glendale Speaker

The closing program of the vacation Bible school will be held at the Berean Baptist church, White City, tonight at 7:30 o'clock. At the 11 a.m. Sunday service, Pastor Richard Haden will speak on the subject "Face to Face With Reality." Chaplain John Frazier of the veteran's domiciliary will speak at the 7:30 p.m. service in the absence of the pastor.

Indian Springs Site Of Methodist Camp

The Methodist summer camp at Indian Springs, attended by children from throughout Oregon was held recently. Dean of the camp this year was the Rev. William Walker, North Bend. Among the faculty were Dr. P. Malcolm Hammond, Ashland; Dr. and Mrs. Ray Balcomb, Corvallis; the Rev. David Poindexter, Portland; the Rev. Robert Kinsbury, Eugene; the Rev. David Coulter, Ashland; the Rev. and Mrs. Gerald Nelson, Medford; and the Rev. Hills Slaymaker and daughter, Carrolle, Coquille.

Prospect Baptist (Southern Baptist) Community Hall

Kirk Snider, interim pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Worship service
6:30 p.m.—Baptist Training union
7:30 p.m.—Evening worship
Wednesday:
7:30 p.m.—Prayer meeting.
SAMS VALLEY COMMUNITY (interdenominational) School house.
Sunday:
10 a.m.—Sunday school.
10 a.m.—Sunday Gospel (Nondenominational) Gordon Peterson, pastor
Sunday:
11 a.m.—Morning worship
7:30 p.m.—Evening worship
TRAIL COMMUNITY CHURCH
John S. Klases, pastor
Sunday:
9:45 a.m.—Sunday school
11 a.m.—Morning worship
7 p.m.—Evening service
Tuesday:
7:30 p.m.—Young people's meeting.
Wednesday:
7:30 p.m.—Bible study and prayer service.

Your Money's Worth

By SYLVIA PORTER
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MADISON AVENUE IN MOSCOW
Quite a to-do has been made in our press recently over the fact that the Soviet Union in late July handed \$16,175.20 in hard cash to three American newspapers to pay for full two-page ads in which the Kremlin printed the text of Premier Khrushchev's 13,000-word oration before the World Peace Congress July 10. The editorial reaction here was a mixture of shock and puzzlement that 1962's disciples of Karl Marx — who loathed marketing costs because they added to the prices of goods — would condescend to advertise anything, even a Khrushchev speech. But the U.S. editorial response is based on ignorance of the fascinating fact that in the last few years, advertising, advertising agencies and advertising training courses have been flourishing in the USSR. As Dr. Marshall Goldman, a Wellesley College economics professor and an associate at Harvard University's Russian Research Center, put it in an interview, "Advertising by Soviet enterprises in Russia today is not only permitted but actually encouraged and nurtured. Despite the clear ideological injunctions against it, advertising will continue to expand."

This is in direct conflict with the widespread impression throughout the West but here are facts to confirm the point, collected by Goldman for a new book, "Soviet Marketing — Distribution in a Controlled Economy," to be published next year. Soviet enterprises will spend \$30 to \$40 million on advertising in 1962, piracy with the \$12 billion U.S. enterprises spend but enormous against the totals they were spending only a decade ago. There are now 30 to 40 independent advertising agencies in the USSR which since they are all state owned perform, in addition to preparing and placing ads, many of the functions of our trade associations. All the large department stores have advertising departments which take care of window displays, decorations, store layouts, writing ads, etc. To consolidate and coordinate advertising activities, an "advertising agency" has been set up in the Ministry of Trade. For a commission, this or any of the independent agencies will prepare advertising copy for magazines, posters, billboards, local newspapers, as well as radio and TV commercials. In 1961, schools began to offer special courses in advertising. Why? Goldman has four major explanations. First, the Kremlin has found advertising helps raise the quality of consumer goods. Manufacturers are now compelled to identify their goods with production marks, are encouraged also to use trade marks and to advertise goods under their own names. If the products are inferior, the manufacturer "exposes himself to criticism and punishment" — which spurs more attention to quality. "The costs of advertising," Goldman observes, "are more than offset by savings in inspection and administration controls."

Second, while the introduction of self service stores has eliminated the cost of sales clerks, it also has left the Russian consumer in a maze. Consider this quote from a Soviet publication: "Advertising permits an improvement in the culture of Soviet marketing. Thanks to well-organized advertising, the consumer can move rapidly, find the goods he needs, purchase them with a smaller expenditure of time and select the goods according to his particular taste." Could Madison Avenue ask for higher praise? Third, even in Russia's extreme seller's market, surpluses have piled up. The most startling disclosure came from Khrushchev himself at the 22nd Party Congress in 1961 when he complained there were over 1.5 billion rubles' worth of shoes backed up in USSR warehouses — 40 per cent of annual sales. Also piled up are cameras, watches, bicycles, aluminum pots and pans, electric irons, meat grinders. How to move these goods? Advertise. Finally, the Russians have found out that the quickest, cheapest way to sell new products is to advertise them to the public. Advertising is still small in Russia but the trend is plain and, emphasizes Goldman, if the Russians couldn't do without it in their scarcity economy, they'll find they need it more and more as their production of consumer goods mounts and average family incomes increase. Who knows? Somewhere in the USSR, a Soviet counterpart of Vance Packard may even now be working on a Russian version of "The Wastemakers!"

The Medical Roundup

by Walter Alvarez
Emeritus Consultant in Medicine
Mayo Clinic
Professor of Medicine
Mayo Clinic
(Register and Tribune Syndicate, 1962)

Are There Cancer Families?

Every so often I see a patient with cancer who says he thinks he has a familial tendency to the disease because he has three or four relatives suffering from it. I never can be sure that this means anything because, by the law of chances, this sort of thing ought to turn up every so often. Recently, Douglas P. Murphy and Helen Abbey wrote a book, "Cancer in Families" (Harvard University Press). They based this book on a study of male and female relatives of 200 women who had suffered from cancer of the breast. One hundred and ninety-eight other families were studied as "controls." This careful study satisfied the investigators that the relatives of a woman with a cancer of the breast have no more danger of getting cancer than has the average person. In some other similar studies the investigators found what looked like a greater-than-average tendency to cancer in the relatives of cancer-bearing people — which shows how hard it often is to achieve unanimity. Arthritis Common Disease

Good News! ALL FOR 2¢

At the recent meeting of the American Rheumatism Association, Dr. William M. Mikkelsen reported that a survey made in Michigan showed that a third of both the males and the females, aged 6 years or over, told of having had spells of joint pain and aching, while about a sixth had had some swelling of one or more joints. Some persons had a morning stiffness of some joints. The frequency with which arthritis affected people ran from less than 1 per cent in children to approximately 65 per cent in the older women, and 45 per cent in men who are over 70. Definite rheumatoid arthritis was found in only 0.39 per cent — at all ages, but the rate increases slowly with age. To know more about this dread disease, read Dr. Alvarez' booklet, "Arthritis and Rheumatism." To obtain it, send 25 cents and a stamped, self-addressed envelope with your request to Dr. Walter C. Alvarez, Dept. MMT, The Register and Tribune Syndicate, Box 957, Des Moines 4, Iowa.

Phone 773-3813

and Make Your Appointment!
Bring your children . . . BABY SITTERS will be at your disposal at the Bloodmobile to take good care of them while you give your blood. MEDFORD'S QUOTA for the two days is 300 pints. We Will Pick Up Blood Donors Within A Ten Mile Radius of Medford

Senate Approves Recreation Fund

Washington — (UPI) — The Senate Thursday approved a bill that would authorize a \$50 million program of aid to the states for planning outdoor recreation programs under the new Federal Bureau of Outdoor Recreation. The bill now goes to the House. One of the most beloved of birds, common throughout the greater part of America, often is mistaken for a mouse. In fact most observers who catch fleeing glimpses of the tiny brown form flitting along the lower rail of a fence think they are seeing a woods rodent, when actually the fast moving, secretive little creature is the winter wren.

Small Worlds Around Us

By LYNN M. WATKINS
(Register and Tribune Syndicate 1962)
The rock wren has a sweet-singing neighbor, the so-called Stump Wren. A true woods creature, the winter wren builds in a stump, or even in the rotted out center of a fallen tree, and is called a stump wren. The winter wren, its short, ridiculous tail held at a sharp angle over its back, is much darker in color than Jenny wren of the back yard, but it sings as sweetly. Wherever found, and its range is of considerable distribution, the wrens are beloved birds by all who know them. There are at least 200 species numbering among the members, some with peculiar habits and characteristics. There is a little grayish-brown mem-

Russia Explodes Another Bomb

Uppsala, Sweden — (UPI) — The Soviet Union today exploded the third nuclear bomb in its latest series of tests in Siberia, the Uppsala Seismological Institute announced. The institute said it registered the explosion of a 3-megaton bomb at 1:26 a.m. (PST). A megaton is equivalent to 1 million tons of TNT. Today's blast was small compared to the first explosion of the current series, estimated at between 30 and 40 megatons.

Shop Tonite

6:30 to 9 at
Barker's

STOP



Phone 773-3813
and Make Your Appointment!



Jenny Wren Has Many Cousins — Beloved by All

One of the most beloved of birds, common throughout the greater part of America, often is mistaken for a mouse. In fact most observers who catch fleeting glimpses of the tiny brown form flitting along the lower rail of a fence think they are seeing a woods rodent, when actually the fast moving, secretive little creature is the winter wren. The illusion is just as startling when we observe the bird in another of its favorite haunts—a brush pile. Here it bobs out of sight, only to reappear again almost immediately in another place.

Wherever found, and its range is of considerable distribution, the wrens are beloved birds by all who know them. There are at least 200 species numbering among the members, some with peculiar habits and characteristics. There is a little grayish-brown member of the family, known to live as the rock wren. For unusualness of nesting sites, however, there is another wren that takes first place—the cactus wren. The house wren may build a nest in a flower pot or even in a discarded water dipper, but the cactus wren lives dangerously by constructing her nest in among the cliffs and mountains, and has been known actually to place small stones and rock chips in its nest. This wren more often is heard than seen as it hides among the rocks, and is colored like them. Besides being "cute," the wren family is also versatile.

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Since our recent opening date the nature of many inquiries suggest that a clarification of our service is advisable. Because we are new in concept, as compared to the established definition of a nursing home, it is understandable that our function as a medical care facility is not generally familiar. Our service includes a superior level of the complete range of nursing home care. Basically, we differ from the facility which specializes in care of the aged through having combined with this function a complete physical therapy department. This expands considerably the scope of service provided. Our rates do not exceed those of the conventional nursing home. Rates include meals and all supplies and materials necessary to patient care except medications, physical therapy, X-Ray and medical laboratory charges. This information is offered in response to inquiries most often made. For more complete details call 773-7711, or write to:

HAWTHORNE CONVALESCENT AND REHABILITATION CENTER

625 STEVENS STREET
Medford, Oregon

LET SOMEONE LIVE

The Red Cross—
BLOODMOBILE
Will Be at the Medford Red Cross Building — 60 Hawthorne
AUGUST 13 and 14
MONDAY—2 pm to 6 pm
TUESDAY—10 am to 2 pm

Help Jackson County meet its blood quota. The blood you donate will be used to meet the needs in Jackson County's four hospitals.
Please — Do YOUR Share
MEDIATION MAIL MEDIATION
MEDFORD TRIBUNE