

Adult Education Classes for Winter Term Are Announced

Courses to be offered during the winter term of the adult education program of the Medford public schools have been announced by Lindsay Vinsel, director.

Advertising Goal For Kapers Set At \$6,000 for '63

The goal of the Medford Kiwanis club for 1963 Kiwanis Kapers program advertising is \$6,000, according to Jim Obenour, Kapers advertising chairman.

An organizational meeting was held Monday where team captains and special committee chairmen were briefed about the Kapers program advertising campaign.

The advertising sales campaign will be conducted over a two-week period.

Kiwanis Kapers General Chairman Dr. Doug Phillips said that as of Jan. 2, the Kiwanis Dental Clinic has produced \$125,000 worth of dental work for boys and girls in need of dental care.

Campaign Workers

Advertising campaign workers are Jim Obenour, advertising committee chairman; Adam Richter and Vic Milnes, assistant chairmen; team captains include Charles McCuan, Jack Rowbottom, Royce Krusiswyk, Paul Smith, Dick Lamont and Carol Allen. Special committee chairmen include Karl Clinkinbeard, attorneys; Frank Benesh, auto dealers; Dwight Houghton, banks and savings and loans; Dr. Paul Dix, dentist; Dr. Larry Buonocone, doctors; Jack Moreland, electrical appliances; Willard Hunter, fruit industry; Fred Gatter, insurance; The Rev. Harvey Coover, ministers; Tom Lorenz, retail grocers; Sam Richardson, retail gas distributors; Bill Brooks, retail lumber; Jerry McGrew, wholesale lumber.

The 1963 Kiwanis Kapers will be presented at Medford High school Feb. 27 and 28 and March 1 and 2. The show is entitled "Well, Flip My Wig."

Registration will be held at the first class meeting. Unless otherwise noted, classes will be held from 7:30-10 p.m. in the Medford High school. Tuition will be \$10 per course.

The course name, day of meeting, room number and instructor for each follows:

Business law, Wednesday, room 252; Brian Mullen; speed reading, (two classes), Tuesday and Wednesday, room 209; Oliver Erickson; public speaking I, Tuesday, room 35; Thomas Schuyler; conversational German I, Tuesday, room 252; Bert Kurtz; conversational French I, Tuesday, room 23; Hugh Shurtliff; conversational Spanish I, Tuesday, room 206; Dick Carter; conversational Spanish II, Monday, room 206; Carter; English review, Wednesday, room 213; Miss Delie Whisenant; arithmetic review, Monday, room 213; Miss Whisenant; algebra I, Wednesday, room 34; Floyd Pawlowski; algebra II, Wednesday, room 35; James Shoemaker.

Others include rocks and minerals I, Wednesday, room 233A; Norman Peterson; photography I, Tuesday, room 233A; Edward Klimko; oil painting I, Wednesday, room 224; Miss Catherine Fonken; oil painting II, Tuesday, room 224; Miss Fonken; drawing and sketching I, Tuesday,

Portland Police Surprise Burglars

Portland—UPB—Portland police surprised three men in the act of burglarizing a home near Waverly Country Club Monday night. One was arrested and two escaped in a bullet-punctuated flight across the golf course.

Floyd K. Peterson, 47, was arrested and charged with burglary in a dwelling.

Police fired at the other two, but said they did not believe either was struck. At the height of the manhunt, the city police had seven cars of officers, state police had several units, and the Clackamas county sheriff's office had deputies and a 30-man sheriff's reserve unit on the scene. The reserve unit had just completed a regular training session when the call for help went out.

Police said they had had the trio and the house under surveillance for several days after reports that suspicious-looking individuals had been seen in the area.

Feeding the Family

By ZOLA VINCENT
Food Editor

More Ways To Buy Better: Save Money

When you shop during the slow hours (mornings and early afternoons) and go on slow days (early in the week) when possible.

Check shelves and refrigerator for items needed and write 'em down on one side of an adequate piece of paper instead of on bits and scraps like your sister-in-law does.

Many think it vital to shop for meat first since other purchases often depend on this choice. Learn the government grades. Ask meatman to explain cuts and quality or to give you meat "folders" if you're uncertain.

If you shop in a self-service department, pick the package up, read the labels; make comparisons of quality and weight to best serve your family at the lowest cost.

Watch for in-season specials in fruits and vegetables. Plentiful are piled higher; offer the best values; vary from week to week as harvested.

Take advantage of introductory sales and of multiple unit savings. They are carefully merchandised. Try new items. If the family likes them, go back for more while the "special" or "deal" is still on.

Store fresh and frozen food properly and promptly after getting them home.

Follow package directions. Food companies take infinite care to provide directions and recipes designed to produce the most nearly perfect results for you - so that you will return again and again for their product.

Use tested recipes and avoid costly mistakes.

Keep an emergency shelf. A meal on the shelf or in the freezer saves much money wasted by hasty shopping for a few items.

Cook to retain the food val-

ues you bought. Use low heat, small amounts of water. Don't overcook. Don't pour all those good vitamins and minerals down the drain.

As a courtesy and great help to those "super" women at the check-out stand, keep packages price-side-up. Place groceries on check-out counter with canned and bottled goods first; then bulky items and perishables; then items on which there is a special tax. Have money ready.

Holiday Nut Care

Because (tree) nuts are a favorite at the holiday season, we give tips on storage of any varieties you may still have around the house.

Nuts in shell keep better than shelled nuts and unsalted nuts keep better than salted. All nuts keep better at cool temperatures.

A small quantity of nuts keeps better in the refrigerator than out on a warm shelf in the kitchen. Nuts in vacuum-packed containers keep longer than those exposed to air.

Filberts, almonds and peanuts are better than pecans and walnuts so why not use up the shell and/or opened pecans and walnuts first, keeping them cold and in tight containers in the meantime.

Soften two envelopes unflavored gelatine in one cup of hot water. Add one cup of cold water, one-fourth cup sugar, one-fourth teaspoon salt and one-fourth cup lemon juice. Stir to dissolve gelatine. Chill until about as thick as fresh egg whites.

Thoroughly beat one cup (eight-ounce package) creamy cottage cheese, one-half cup crumbled Roquefort cheese and one-fourth cup mayonnaise together. Stir into gelatine mixture. Fold in two cups whole, seedless or halved seeded grapes.

Turn into a one-quart mold. Chill until firm and ready to serve. Turn out on a serving plate. Garnish with salad greens and tiny clusters of grapes. Makes six servings.

West Coast Bounty

Prices at food stores should average about the same as during 1962 and USDA economists believe food will continue to take only 19 cents of the typical family's take-home pay. This is seven cents less than the share paid for food a dozen years ago.

If it grows in the temperate zone and is edible, it is likely to be found growing in profusion on our coastal slopes and in our verdant valleys. Here, sun, soil and rain conspire to produce much of the nation's abundance of foodstuffs.

As consumers, we rejoice in being near the source of supply where quality is consistently higher, costs are consistently lower than in other parts of the country. Short hauls, fast transportation and good super market merchandising are major factors.

Frozen Foods: Frozen poultry, meat, fruits and vegetables in many forms are increasing in demand and supply. There's an abundance of concentrated frozen fruit juices right now though reevaluation of recent damage to Florida citrus fruit may change that picture. Right now there's a surplus of 41 million gallons as compared to the date's average of 21 million gallons.

Canned Foods: We're eating more canned foods in more varieties than ever before and in ever increasing variety. It's inventory time in super markets, so watch for opportunities to buy advantageously "by the half dozen," "by the dozen." Red tart cherries, cranberry sauce, apple sauce, grapefruit segments, sweet corn, snap beans and most tomato products are likely to be special.

Red Meat: Beef and pork are seasonally increasing in supply and markets will continue to vie with each other for your meat "trade." West coasters eat more lamb than anybody and supplies and costs will remain about the same.

Poultry: Plentiful continues the word for broiler-fryers, stewers and for turkeys.

Dairy Products: Our state continues to star in production of fluid milk, nonfat dry milk, buttermilk, cottage cheese, butter, ice cream, cheese in fine variety.

Few Hours Sewing



9161

by Marian Martin

Want a new dress now? Sew this slim, sleek, easy sheath in a few hours! Two main pattern parts - no waist seams. 3 smart necklines.

Printed Pattern 9161: Misses' Sizes 10, 12, 14, 16, 18. Size 16 requires 3 yards 35-inch fabric.

FIFTY CENTS in coins for this pattern - add 10 cents for each pattern for first-class mail. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

FREE OFFER! Coupon in Spring Pattern Catalog for one pattern free - any one you choose from 300 design ideas. Send 50c now for Catalog.

Search Continues For Lost Fisherman

Springdale, Ore. -UPB- A wide-ranging search using skin divers, diving crews and a helicopter was continued today for a fisherman who is believed to have drowned in the Sandy river Sunday.

The man was Vernon Rutherford, 32, of Gresham. He was last seen about 11 a.m. Sunday one mile south of Viking Park on the Sandy river.

Palace Complains On Store Dummies

London -UPB- Three distinguished-looking mannequins were gone today from a London tailor's shop window - removed because of their resemblance to President Kennedy, Prince Philip and Prime Minister Harold Macmillan.

The shop, Montague Burton's, took the mannequins out of its display window Monday when Buckingham Palace complained that one

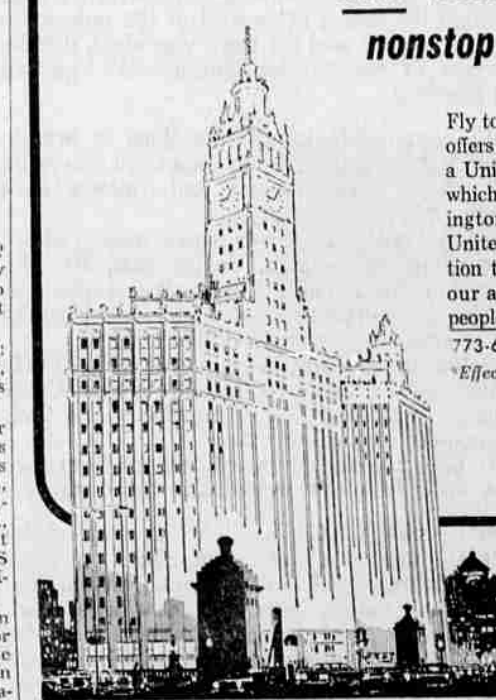
of the dummies looked like Prince Phillip, Queen Elizabeth's husband.

English law forbids the display of likenesses of the royal family for advertising purposes.

George Stammers, Burton's store manager, said the dummies had been in the window for seven months and no one had complained before.

Our early morning flight to Portland...

now connects to our nonstop jet to Chicago!



Fly to Portland where United now offers a convenient connection with a United jet nonstop to Chicago* which then continues on to Washington/Baltimore. And on every United flight you enjoy the attention to your individual needs... our attitude of Extra Care - for people. For reservations, call us at 773-6233, or your Travel Agent. *Effective Jan. 13



THE EXTRA CARE AIRLINE



Your Money's Worth

By SYLVIA PORTER
Copyright, Hall Syndicate, Inc.

MESSAGE TO BUSINESS: WE DEMAND QUALITY

We, America's consumers, are sending one message, loud and clear, to our nation's businessmen in 1963: we want quality products, we are willing and we are able to pay for them.

After years of futile grumbling about toasters that won't pop, dress seams that come apart on a first wearing, pot roasts that defy the carving knife, we are letting our money tell our tale for us.

Despite the crash in the stock market in mid-1962, we bought enough accessory-laden, bucket-seat cars to make 1962 Detroit's second best year on record. Despite widespread talk of imminent recession last fall, our demand for high-style apparel in luxurious fabrics sent cautious store buyers scurrying back to garment manufacturers for re-orders. Despite dreadful weather in many parts of the country, bitter newspaper strikes in Cleveland and New York, we handed retailers a record Thanksgiving-Christmas season—mostly because of our purchases of higher-priced hard and soft goods.

As a result, startled manufacturers and retailers are finally telling each other at their business meetings and in their trade magazines what tens of millions of us already know:

We are upgrading our buying, increasingly demanding quality goods and services. This is no flash in the pan but rather a long-term trend. While we cannot anticipate how our demands for quality will change in the future, we are now determined that the products and services we buy live up to our expectations for them—and we will doom to bankruptcy the businessman who ignores this vital point about us.

Today's American consumer "is demanding far different goods than even 10 years ago," writes George H. Struthers, vice president-merchandizing of Sears, Roebuck & Co., in a recent issue of International Nickel Co.'s trade publication, and "her changes in taste fall into many areas."

"Our industrial designers talk of 'cleaner' designs. Products must have more features; they must do more. They must be readily serviceable. They must be attractively packaged. Some of these changes add to product cost, and American consumers have indicated a willingness to pay this added cost, since we regularly see them passing up the less expensive goods."

A provocative sidelight to this change in our tastes is that it is a worldwide phenomenon. Retail executives in both Britain and Canada, writing in the same issue of the INCO magazine, report similar demands for quality goods in their countries.

Says Sir Hugh Frazer, chairman and managing director of Britain's 75-store House of Fraser: "In Britain, as elsewhere in a free society, the initiative has largely passed to the consumer; in fact, the more educated and sophisticated tastes of the consumer enjoying a full purse have largely transformed the conditions that obtained in this country 30 years ago... so today we talk of an 'affluent society' in a consumer economy."

Adds Walter A. Smith, manager of economics and marketing research for T. Eaton Co. in Toronto: "Various interpretations may be placed on the word quality as it applies to merchandise. First of all, there is the acquisition of gadgets and household appliances designed to ease the work load in the home and provide more time for leisure activities... In another sense, buying better quality means seeking better intrinsic value in a product—finer material and technically correct design, which result in improved, trouble-free and longer-lasting performance... In a third interpretation, better quality means better in an artistic sense—a move away from purely utilitarian values toward the more decorative; from brash gaudiness to simple elegance in design."

In all the industrialized, advanced nations of the West, the demand for better-designed, higher quality products is reflected in store sales figures.

To give just two illustrations out of tens of thousands, in Canada, the substitution of a lining of deep Orlon pile for a quilted lining in a boy's winter coat, requiring a 30 per cent hike in price, resulted in a three-fold increase in unit sales of the coat. In the U.S. rarely does a store sell an ordinary electric iron—it has to have automatic heat controls for different fabrics and be easily switched from dry to steam.

Our message is obvious. We are earning the highest incomes in history, we are growing up to quality, we are ready to pay extra for it and we will insist on more than an apology when a product advertised to us as "quality" fails to meet its advance billing.



Not a penny lost

Since 1934, when Congress established the Federal Savings and Loan Insurance Corporation, no one has ever lost a penny in insured savings accounts in any of America's F.S.L.I.C.-Insured Savings and Loan Associations. We are F.S.L.I.C.-Insured—and we offer excellent earnings, too! Where you save does make a difference!



Investment made by the tenth earns as of the first

CURRENT DIVIDEND 4% PER ANNUM

First Federal Savings

and LOAN ASSOCIATION
201 West 6th

Free Customer Parking in Our Lot

Robert F. Kyle, Mgr.

TAX WORK MADE EASY

- Rent or Lease
- Adding Machine
- Typewriter
- Calculator

VOIGHT'S

8th & Grape 772-4100
Easy Parking Green Street

Crater Lake Motors

6th and Fir Medford

—SET SAIL FOR YOUR FORD DEALER'S... THE TRADE WINDS ARE BLOWING!—