Students Record Comics for Blind

Paterson, N.J.—(UPI)—A gun bangs, a dog barks, a small, worried feminine voice cries: "Sandy!"

What's going on? It is mayhem or murder? No. Those are the sounds of magnetic tape faithfully unreeling the trials and tribulations of ageless "Little Orphan Annie" and her dog, Sandy.

The taping of "Little Orphan Annie," "Dick Tracy," "Blondie," "Winnie Winkle" and other comic strips is a New Jersey school project undertaken by student volunteers for the benefit of blind children.

This is Operation Comic Strip at Eastside High school here. It is administered by a director of student activities, Joe Frank, who is himself blind, and 50 students.

After School

Most of the rehearsing and recording is done in students' homes after school hours. The completed tapes are delivered to the New Jersey Camp for the Blind at Marcella and to Paterson's School No. 2.

What is the response? One note from a blind boy simply read:

"Thank you for the tapes. I liked the comics. Some of the comics are funny. We listen to the tapes on Friday. Even your practice tape was good. Tell the children I like the tapes very much."

Typed

The note had been carefully typed on a raised-dot Braille typewriter.

And one of the student volunteers said of Operation Comic Strip:

"The expressions on these kids' faces as they listened to our recording are something I'll always remember."

The students use three tape recorders to dramatize the comics. One recorder has prerecorded sound effects, with dogs barking, guns booming or whatever a comic strip situation might call for. A second recorder has a prerecorded tape with lead-in music by the school's band and by the choral groups. The third recorder captures all the sounds and dramatizations of the comics.

A reel of tape runs about 50 minutes, but each tape takes four hours of rehearsal. Non-serialized comics are recorded every two weeks during the school year. Serials are recorded once a month to give four weekly episodes in one tape.

Frank, because he knows the problems of the blind, cautions his volunteers that their voices must make up for in sound what blind children can't see. "All visual expressions must be brought out through your voices," Frank admonishes. "You have to make your voice denote excitement, fear, or whatever emotion is necessary to the comic strip."

Frank has answered inquiries from more than 50 schools wanting to start Operation Comics Strips of their own and has prepared his own detailed how-to-do-it memorandum available to anyone who asks for it.

One congratulatory note held in high esteem by all the student volunteers reads in part: . . . "If we but look around us, there is so much we can do to show our love and concern for our neighbor, and the activities of these boys and girls in providing, by means of Operation Comic Strip, such unique entertainment for the blind children of their community is to be commended indeed . . ."

The letter was in reply to one sent by Marsha Cohen, an Eastside student. It was signed by Ralph A. Dungan, special assistant to President Kennedy.

Dennis the Menace

Try and Stop Me

—By BENNETT CERF—

A RETIRED ARMY GENERAL, unaccustomed to speaking before civilians, was trapped into being the guest of honor at a huge testimonial dinner and, of course, had to acknowledge all the flowery tributes paid to him by the other speakers. Before he arose, the general confided to the master of ceremonies. "I'm scared for the first time in my life. I know I'm going to blow this."

The m.c.'s encouraging reminder was, "It doesn't make much difference what you say, General. After all, nobody expects much!"

• • •

Two married men were comparing notes on their respective wives. "I took mine out to the racetrack for the first time Saturday afternoon," boasted one, "and she won four races." "Remarkable," admitted his friend. "My wife gets winded after one cha-cha."

• • •

"You're cured," an analyst told his long-time patient cheerily. "Never again will you suffer from the delusion that you are President Kennedy."

"What wonderful news," exulted the patient. "Where's your phone? I must call Jackie and tell her at once!"

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Yturri Released From Salem Hospital

Salem – (UPI) – State Sen. Anthony Yturri (R-Ontario) was released from the Salem Memorial hospital Sunday.

Yturri, 48, the senate minority leader, was taken to the hospital from the Capitol Building Friday morning after complaining of feeling ill. Dr. Ralph Purvine, his physician, said he was suffering from fatigue.

LEGAL NOTICES

NOTICE

The Petition set forth below will be presented to the County Court of Jackson County at its regular meeting in the Jackson County Courtroom, Medford, Oregon at 10:30 a.m. on the 29th day of March, 1963.

C. W. McDonough, Ralph A. James, George A. Loftin, Ray M. Bruton, B. F. Barrow, W. E. Bartsch, L. W. Rice, Thomas A. Klarin, Bernice F. Sollinger, Robert W. Lewis, Milton A. Sanderson, Edgar Pleasant, Floyd S. Beers, George Vukich, Albert H. Harrison, James D. Straus, Frank M. Straus, Burle M. Burreson, Dale P. Schutz, V. J. Thums, S. A. Nelson, Earl Peffley, J. W. Fitzgerald, Ethlyn Conn, May G. Vara, L. J. Ledden, James H. Golden, Joseph R. Perry, Harold H. DeVos, Frank B. Bain, Gilbert A. Mack, George E. Bush, Elwood E. Abbott, Robert R. Humphrey, V. R. Bonham, Earl L. Bigham, J. E. Hannah, Edgar W. Abernathy, Beatrice E Sanner, Isabelle M. Tisch, Margarett D. Arnold, Jessie M. Rush, Albert L. Straus, Roy Patton, William C. Watkins, John T. Newsom, Lloyd R. Dusenberry, E. J. Korner, Meta Pelton Simon, George J. Lyons, Gladys P. Lyons.

PETITION FOR THE FORMATION OF AN IRRIGATION DISTRICT

IN THE COUNTY COURT FOR THE COUNTY OF JACKSON STATE OF OREGON

IN THE MATTER OF THE PETITION OF CERTAIN LAND OWNERS WITHIN THE BOUNDARIES OF A PROPOSED IRRIGATION DISTRICT

Comes now your petitioners and petitions this Honorable Court as follows:

I

That the lands within the following described boundaries be organized into an irrigation district under the provisions of the Irrigation District Act of Oregon as amended.

BOUNDARIES

For boundary description, see Exhibit A attached hereto and made a part hereof.

II

That all the lands included within said boundaries lies entirely with the County of Jackson, State of Oregon.

III

That no incorporated City, Town or platted subdivisions or parts thereof adjacent thereto chiefly available for residence purposes and platted in tracts of less than one acre is included in said proposed irrigation district.

IV

That the lands within said boundaries are susceptible of irrigation from a common and combined source and by the same system of works.

V

That your petitioners are desirous of forming an irrigation district embracing the lands within the above described boundaries and utilizing the waters of Rogue River and its tributaries for the purpose of irrigation and reclamation of said lands, and it is the purpose of the undersigned petitioners to organize an irrigation district under the provisions of the Irrigation District Act of Oregon as amended.

VI

That we propose that the name of the Irrigation District shall be Sams Valley Irrigation District, and that the number of Directors thereof shall be three.

VII

That we, the undersigned, are 50 or more in number, and are owners of land susceptible of irrigation within the proposed district boundaries and which we intend to be included in said proposed district, and said lands are susceptible of irrigation from a common and combined source and by the same system of works from which the lands will be irrigated in said described district.

VIII

That presented with this petition is a good and sufficient bond in double the amount of the probable cost of organizing the district, conditioned that the bondsman will pay all such costs in case the organization is not effected.

IX

That we, the undersigned are duly qualified electors under the laws of the State of Oregon for organizing irrigation districts.

WHEREFORE, we pray that the Court will organize an Irrigation District under the Irrigation District Act of Oregon and order all things necessary according to the law to effect such organization.

C. W. McDonough, Ralph James, Edgar Pleasant, Robert R. Humphrey, B. F. Barrow, L. J. Ledden, Robert W. Lewis, Lloyd S. Beers, V. R. Bonham, Walter E. Bartsch, Milton A. Sanderson, Edgar W. Abernathy, George G. Moore, Frank E. Lambrecht, Earl L. Bigham, George Vukich, Elza A. Perkitt, Ray M. Bruton, Elwood E. Abbott, J. E. Hannah, Fred Clark, Edwin Sollinger, Thomas A. Klarin, L. W. Rice, Charlotte R. Sweet, Leslie J. Bigham, Albert Straus, George E. Bush, Charles W. Duggan, Isabelle M. Tisch, John T. Newsom, E. J. Korner, William C. Watkins, Roy Patton, Jessie M. Rush, Margarett D. Arnold, Lloyd R. Dusenberry, Beatrice E. Sanner, George A. Loftin, Albert H. Hamson, Burle M. Burreson, Meta Pelton Simon, Gladys Pelton Lyons, Gilbert A. Mack, J. W. Fitzgerald, Earl Peffley, S. A. Nelson, V. J. Thums, Frank B. Bain, James H. Golden, John C. Vara, Ethlyn Conn, Frank M. Straus, James D. Straus, Dale P. Schutz, Joseph R. Perry, Harold H. Dallas

EXHIBIT A

BOUNDARY DESCRIPTION OF PROPOSED SAMS VALLEY IRRIGATION DISTRICT

Beginning at the southwest corner of Section 1, Township 36 South, Range 3 West, Jackson County, Oregon; thence North along the West line of said Section 1, to the Southwest corner of Section 36, Township 35 South, Range 3 West; thence North along the West line of Sections 36 and 25 to the ¼ Section corner to Sections 25 and 26; thence West to the center of Section 26; thence North to the ¼ Section corner to 23 and 26; thence East to the Southwest corner to Section 24; thence North along the West line of Sections 24, 13 and 12 to the Northwest corner of Section 12; thence East along the North line to the Northeast corner of Section 12; thence South along the Section line between Sections 7 and 12 to the Southwest corner, of Section 7; thence East along the South line of Sections 7, 8 and 9 to the Southwest corner of Section 10; thence North along the West line of Sections 10 and 3 to the Northwest corner of Section 3; thence East along the North line of Sections 3, 2 and 1, to the Southwest corner of Section 31, Township 34 South, Range 1 West; thence North along the West line of Sections 31, 30, 19 and 18, to the Northwest corner of Section 18; thence East along the North line of Sections 18 and 17, to the Southwest corner of Section 9; thence North along the West line of Sections 9 and 4 to the Northwest corner of Section 4; thence East along the North line of Sections 4, 3 and 2 to an intersection with the Westerly bank of Rogue River; thence Southwesterly along the westerly bank of Rogue River to an inter-section with the South line of Section 6, Township 36 South, Range 1 West; thence West along South line of Section 6 to the Southeast corner of Section 1, Township 36 South, Range 2 West; thence West along South line of Sections 1, 2 and 3 to the ¼ Section corner to Sections 3 and 10; thence North to the North ¼ Section corner to Section 3; thence West along the North line of Section 3, to the Northwest corner of Section 3; thence South to the ¼ Section corner to Sections 3 and 4; thence West to the ¼ Section corner to Sections 4 and 5; thence South to the Southeast corner of Section 5; thence West along the South line of Sections 5 and 6 also Section 1, Township 36 South, Range 3 West to the point of beginning.

Excepting therefrom that portion of land located in Section 3, Township 34 South, Range 1 West, Willamette Meridian, Jackson County, Oregon, known as Rogue Acres an official subdivision recorded in Volume 5, Page 57 in Jackson County Recorders Office; and that portion of land located in Section 16, Township 34 South, Range 1 West, Willamette Meridian, Jackson County, Oregon, known as Lots 4 to 13 inclusive of Hillside Add to Edgewood Park an official subdivision recorded in Volume 5, Page 14 in Jackson County Recorders Office; also that portion of land located in Section 30, Township 35 South, Range 2 West, Willamette Meridian, Jackson County, Oregon, known as Orig. Plat of Sams Valley an official Plat recorded in Volume 2, Page 54, in Jackson County Road Records in Records Office; and that part consisting of public highways.

NOTICE OF FINAL HEARING
PROBATE NO. 11094

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY

IN THE MATTER OF THE ESTATE OF E. A. LITTRELL, Deceased

Notice is hereby given that the United States National Bank of Portland, executor of the above estate, has filed in the above entitled Court and cause its Final Account and Report and said Court has fixed April 15, 1963 at the hour of 9.00 o'clock a.m. in the Court Room of said Court at the Courthouse in Medford, Oregon, as the time and place for hearing objections thereto and for the settlement thereof.

Dated this 11th day of March, 1963.

The United States National Bank of Portland, Executor
Farrell, Blackhurst & Hornecker
Attorneys for Executor

NOTICE OF HEARING
UPON FINAL ACCOUNT
NO. 11028

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY, Probate Department

In the Matter of the Estate of
BESSIE GARVIN JETER,
Deceased.

Notice is hereby given that The First National Bank of Oregon, Portland, executor of the estate of Bessie Garvin Jeter, Deceased, has filed in the Circuit Court of the State of Oregon for Jackson County, its Final Account as such executor of said estate, and the 29th day of March, 1963, at the hour of 9:30 A.M. in the Courtroom of the said Court at the Courthouse, Medford, Jackson County, Oregon, has been fixed as the time and place for hearing of objections to said First and Final Account, and all persons having objections thereto are hereby required to make or file the same on or before said time.

DATED February 25th, 1963.

THE FIRST NATIONAL BANK OF OREGON, PORTLAND, Executor
Robert D. Dames, Attorney
Medford, Oregon

NOTICE OF HEARING ON FINAL REPORT AND ACCOUNTING

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY, IN PROBATE.

IN THE MATTER OF THE ESTATE OF CORA EDNA REED, also known as Cora Edna Holmes, Deceased. Notice is hereby given that April 8, 1963, at the hour of 10:00 o'clock a.m. in the Circuit Courtroom of the Jackson County Courthouse at Medford, Oregon, has been by Order of the Honorable James M. Main, Circuit Judge, dated and filed the 27th day of February, 1963, set as the time and place for hearing on said Final Report and Accounting, and all persons having objections thereto should file the same with the said Court on or before said date of hearing. Date of first publication of this Notice, March 4, 1963. Edith L. Wigren, Administratrix. Sherman S. Smith, Attorney for Administratrix, 127 N. W. "D" Street, Grants Pass, Oregon.

SUMMONS FOR PUBLICATION
No. 63-74-E
Suit in Equity to Foreclose Executory Contract of Purchase and Sale

In the Circuit Court of the State of Oregon for the County of Jackson

THE UNITED STATES NATIONAL BANK of Portland, a corporation, Executor and Trustee of the Will of JOHN E. WESTLUND, deceased,
Plaintiff,

vs.

JACK SMILEY, JANE DOE SMILEY, his wife, if married, BOYD SMILEY, JANET ROE SMILEY, his wife, if married, and R. L. CLOWER and IRENE M. CLOWER, husband and wife,
Defendants.

To Jack Smiley and Jane Doe Smiley, husband and wife, and Boyd Smiley and Janet Roe Smiley, husband and wife, the above named defendants:

IN THE NAME OF THE STATE OF OREGON: You, and each of you, are summoned to appear in the above entitled court and cause, and answer the complaint of the plaintiff on file herein against you within four weeks from February 21, 1963, the date of the first publication hereof, and you will hereby take notice that if you fail to so appear and answer for want theerof, plaintiff will pray to the court for the following relief against you and as prayed for in plaintiff's Complaint on file herein, and specifically referred to hereby and by this reference made a part hereof, a succinct statement of which is as follows, to-wit:

Plaintiff prays for an interlocutory decree of this court providing that there is the sum of $15,371.89, together with accrued interest thereon at the rate of six per cent (6%) per annum from May 16, 1962, until paid, together with the sum of $750.00 as plaintiff's attorneys' fees, and plaintiff's costs and disbursements herein to be taxed, due and owing on said executory contract, and that all thereof are now due and payable unto the plaintiffs, and that the plaintiff upon the entry thereof be permitted to go into possession of said premises and hold the same subject to any redemption on the part of said defendants, for the purpose of preventing said premises from being deteriorated, run down or damaged in any particular and that the said defendants be given 45 days from the date of the entry of said interlocutory decree herein within which time to redeem said premises by paying the amounts specified herein, together with accrued interest thereon, together with plaintiff's attorneys' fees and costs and disbursements herein to be taxed, and upon their failure so to do that this court decree that any and all right, title, estate, lien and interest that said defendants, and each thereof, might have or claim to have in and to said premises be foreclosed, barred and held for naught and that they be declared to have no further right, title, estate, lien or interest in and to said premises, and that in case of their redemption that the plaintiff be required to make, execute and deliver a good and sufficient deed as required under the terms, conditions and provisions of such said contract, and for such other, further and different relief as to the court may seem meet and proper in the premises.

This summons is published in the Medford Mail Tribune, a newspaper of general and regular circulation published in the City of Medford, Oregon, once each week for a period of four weeks consecutively, and said defendants herein above named are required to appear and answer as herein provided, under and by virtue of an order duly made, rendered and entered by the Hon. James M. Main, Circuit Judge of the State of Oregon in and for Jackson County, on February 19, 1963.

Roberts, Kellington, Branchfield & Heffernan
Attorneys for Plaintiff
Address: 711 East Main St.
Medofrd, Oregon.

P-70-63
NOTICE TO CREDITORS

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY

IN THE MATTER OF THE ESTATE OF
SARAH E. BAKER, Deceased

NOTICE IS HEREBY GIVEN that by an order of the above entitled court dated March 7, 1963, the undersigned was appointed executor of the estate of Sarah E. Baker, deceased, and all persons having claims against said estate are hereby notified to present the same to said executor at 230 Franklin Building, Medford, Oregon, properly verified as provided by law and within six months from the date of first publication hereof.

Dated and first published this 11th day of March, 1963.

George W. Baker
Executor
Farrell, Blackhurst & Hornecker
Attorneys for Executor

NOTICE OF PUBLIC HEARING

Pursuant to ORS 477.045, notice is hereby given that a public hearing will be held at the offices of the Southwest Oregon District Headquarters, Medford, Oregon, on Tuesday, March 19, 1963, at 10:00 A.M., for the purpose of providing all owners of lands an opportunity to be heard on matters pertaining to the budgeting of moneys required to defray the cost of fire protection and suppression within the boundaries of the Southwest Oregon State Forest Patrol District and for privately owned lands in Jackson and Josephine counties within the boundaries of the Rogue River and Siskiyou National Forests. A copy of the tentative budget for the fire district may be inspected at the Southwest Oregon District Headquarters, Medford, Oregon.

OREGON STATE
DEPARTMENT OF FORESTRY
D. L. PHIPPS,
STATE FORESTER

NOTICE TO CREDITORS
NO. P-68-63

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF JACKSON

In the Matter of the Estate of
FRANK LeROY SPANGLER,
Deceased

Notice is hereby given that the undersigned, by an order of the above Court duly made and entered on March 6, 1963, was appointed Executor of the above-named estate, and that the undersigned has duly qualified as such Executor. All persons having claims against said estate are hereby notified to present the same, with the proper vouchers, to The First National Bank of Portland, Oregon, 1 East Main Street, Medford, Oregon, within six months from the date of first publication of this notice.

Dated and first published March 11, 1963.

The First National Bank of Portland, Oregon, Executor
Van Dyke, Dellenback & McGoodwin
110 E. Sixth Street
Medford, Oregon

P-71-63
NOTICE TO CREDITORS

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY

IN THE MATTER OF THE ESTATE OF
JEANNETTE BRUCE GIBBONS,
Deceased

NOTICE IS HEREBY GIVEN that by an order of the above entitled court dated March 7, 1963, the undersigned was appointed executor of the estate of Jeannette Bruce Gibbons, deceased, and all persons having claims against said estate are hereby notified to present the same to said executor at 230 Franklin Building, Medford, Oregon, properly verified as provided by law and within six months from the date of first publication hereof.

Dated and first published this 11th day of March, 1963.

Marrs R. Gibbons
Executor
Farrell, Blackhurst & Hornecker
Attorneys for Executor

NOTICE OF FINAL ACCOUNT

In the Circuit Court of the State of Oregon for the County of Jackson

In the Matter of the Estate of Cameron A. Parr, deceased.

Notice is hereby given that the undersigned has filed her final account in the above estate, and that the court has fixed March 25, 1963 at 1:30 p.m. in the Circuit Court Room of the Jackson County Court House as the time and place for hearing of objections to such final account. All persons interested are required to make or file their objections to said final account, if any they have, at or before said time. Dated and first published this 18th day of February, 1963.

Jeanette Marshall
Administratrix With the Will Annexed

NOTICE TO CREDITORS

IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY, PROBATE DEPARTMENT

In the Matter of the Estate of Thomas Roseberry, deceased.

NOTICE IS HEREBY GIVEN that I have been appointed Executrix of the above estate by an order made therein on February 19, 1963; all creditors having claims against said deceased are hereby notified to present the same, duly verified, and with proper vouchers attached, to me at the office of Roberts, Kellington, Branchfild & Heffernan, 711 East Main Street, Medford, Oregon within six months from the date of this notice.

Dated at Medford, Oregon, this 4th day of March, 1963.

Mary Kellington
Executrix.

NOTICE TO CREDITORS

Notice is hereby given that the undersigned has been appointed Administrator of the estate of Josie M. Smith, deceased. All persons having claims against the said estate are hereby required to present them, with proper vouchers within six months from the 4th day of March, 1963, the date of the first publication of this notice, to the undersigned at 34 N. Central Avenue, Medford, Oregon.

Walter E. Drennen,
Administrator.
J. F. Fliegel, Jr.,
Attorney for Estate.

A—Too Late To Classify

LOST—Small Yellow Dog. About 13 lbs., Medium short hair. Last seen No. Riverside area. $10 reward for return. 772-4909.

STRAYED—From 416 N. 4th, Central Point. Brown male Chihuahua. Please return or ph. 664-2764 after 5. Reward.

A—Too Late To Classify

RUMMAGE SALE, FRI. Mar 15, 9 to 4. Fehl Bldg. By 2nd Ward Relief Society, L.D.S. Jewelry, plants, clothing, misc.

SELL OR TRADE for best pickup offered. 14 ft. glass boat, 5 H.P. motor, oars, & top carry. 773-4772.

FOR RENT—3 rm. furn. apt. $45. 631 Palm. 772-7005.

WANTED—Carpenter to contract labor to build houses. 773-3717.

FOR SALE — Eastern Hard Rock Maple dining table with drop leaves opened 40"x72". 2 extension leaves. Flemish finish, very good condition, $95. Eves. 773-7411 ext. 448.

FOR SALE — 1955 Olds 88 2-dr. hardtop. New paint $235. 103 Lozier Lane.

VACUUM CLEANERS
Many makes & models, new & rebuilt, liberal trade in. Bags, parts & repairs for all makes.
FREE ESTIMATE
STARK'S
622 No. Riverside 772-4998

FOR RENT—3 Bdrm. house at 141 So. 7th St., Central Point. To be shown Wednesday.

SELL OR TRADE equity in 63 Mercury Comet. 446-1505.

CLASSIFIED

PERSONAL

Lodge Notices 1
Special Club Notices 2
Personal 3
Lost and Found 4
Instructions 5
Wanted Male Help 10
Wanted Female Help 11
Male or Female Help 12
Wanted Situations 13
Wanted Miscellaneous 14
Financial & Loans 15

REAL ESTATE

For Rent Houses 20
For Rent Apartments 21
For Rent Furnished Rooms 22
Rent Rooms and Board 23
For Rent Miscellaneous 24
Wanted To Rent 25
Medford Realty Board 30
For Sale Real Estate 31
Business Opportunities 32
Wanted Real Estate 33

AD DIRECTORY

FOR SALE MISCELLANEOUS

Building Supplies 40
Appliances 41
Furniture 42
Musical Equip., Radio, TV 43
Sports and Hobbies 44
Miscellaneous 45
Nurseries 46
Dogs and Pets 50
Poultry 51
Livestock 52
Wanted Livestock 53
Hay, Grain and Feed 54
Fruits & Vegetables 55

Automotive & Equipment

Machinery and Tractors 60
Logging Equipment 61
Equipment For Rent 62
Trailers 70
Parts and Accessories 71
Cycles and Scooters 72
Cars and Trucks 73

UNCLASSIFIED COPY

Too Late to Classify A
MONDAY ONLY
Business Directory b

1—LODGE NOTICES

Medford Bodies, Scottish Rite, Monday, March 11, 1963, 8:00 P.M. Stated Lodge & Chapter. Election officers Lodge. Refreshments. Visiting brethren welcome.
Fred A. Purdin, Secretary.

Stated Convocation Table Rock Council 15, R & S Masters, Tuesday evening, March 12th, Pot-Luck Dinner at 6:45 P.M. Visiting Companions welcome.
M. Patrick Dunn,
Illustrious Master.

Medford Lodge No. 63, I. O. O. F. meets Tuesdays, Mar. 12, at 8 p.m. Visitors welcome. Refreshments.
E. B. McNew, N.G.

2—SPECIAL CLUB EVENTS

RUMMAGE SALE Wednesday, March 13, from 9:00 A.M. to 4:00 P.M at the Fehl Bldg., N. Ivy St., sponsored by the WSCS of St. Luke's Methodist Church of Medford. Many good items of clothing, books, and toys.

RUMMAGE Sale Sponsored by Eleanor Roosevelt League, Fehl Bldg. Tues. March 12, 9 a.m.-5 p.m. Bring Rummage to Bldg. before 9 p.m. Mar. 11, or for Pickup call Liz Poston 773-4760 or Pat Miller 773-3949.

BIGGEST REACH

99 Million Consumers Read a Daily Newspaper Each Weekday

These readers make up the largest audience available to any advertiser in any medium. A recent study* of this national newspaper audience shows that it includes 80 per cent of all men and women over 21 . . . and 72 per cent of all teenagers, age 15 and over. This huge and consistent readership can be depended upon by advertisers because the daily newspaper is a habit with most people . . . an established part of their everyday lives. For the national advertiser, this amounts to almost the **total** market for **any** product. For the local advertiser, this massive readership symbolizes the local reach of his own local newspaper – into almost 9 out of 10 homes every day. No matter what the product or service an advertiser wants to sell, more people can read about it in the pages of the daily newspaper.

*"The Daily Newspaper And It's Reading Public," Audits and Surveys Co., Inc.

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