

**Home Inspection Continues in City**

Home inspections by the Medford fire department continued Monday on streets extending north and south. Of the homes visited, no one was at home at 208. 30 occupants declined the offer. 76 had no hazards, and 47 residents were given recommendations.

**HEADS OSU ALUMNI**

Corvallis - Ed Lewis of Salem will head the Oregon State University Alumni association for the next school year. He is a former star basketball player at the school. Also elected were Bob Swan of Portland as first vice president and Mrs. Mae Copenhagen of Lake Oswego as second vice president.

**Simple to Quilt**



7456

by Alice Brooks

You've admired, longed for a spread elegant as this. Make it easily for a fraction of the cost to buy it.

Sunburst spread decorator luxury! Easy to quilt by hand or machine. Pattern 7456; transfer 12 motifs, directions.

THIRTY - FIVE CENTS (coins) for this pattern-add 15 cents for each pattern for first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P.O. Box 163, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

1963's Biggest Needlecraft Show stars smocked accessories - it's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Plus free pattern. Send 25c now!

**Swiftest to Sew**



9366 10-18

by Marian Martin

"Jump" suit - slim, simple one-piece style for sun, sport, daily exercising. No waist seams, zips up back, and is extra-easy to sew. Send now! Printed Pattern 9366: Misses' Sizes 10, 12, 14, 16, 18. Size 16 requires 1 3/4 yards 45-inch fabric.

FIFTEY CENT in coins for this pattern - add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 16th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

FREE OFFER: Coupon in Summer Pattern Catalog for one pattern free - anyone you choose from 300 design ideas. Send 50c now for Catalog.

# What can anyone say about a newspaper strike?

*Stores and newspapers can't do without each other. We all knew it, but it took the costly New York strike to remind everybody all over again. • "The daily newspapers and retail stores are equally dependent upon each other for the success of their enterprises." • "The stores were not able to mount an effective fashion campaign without the daily newspapers." • "... it is essential to stimulate consumer interest through massive newspaper advertising or a generally depressing effect on sales will set in. The recent strike was aptly called 'a creeping disaster'." • "The downtown area of any major city is a unified shopping center whose prosperity depends upon the traffic-pulling power of big store advertising. When this advertising is not present, as in the recent strike, the entire area feels the effects." • "Without advertising, especially newspaper advertising, retail merchandising would be in a chaotic state." • "There is no substitute for the daily newspaper as the major medium for retail advertising."*

Excerpts from a talk by Mr. Edward F. Engle, the annual convention of the National Retail



Manager of the Sales Promotion Division, NRMA, at Merchants Association in Hollywood, Florida, April 24th