

War Widows Due Increased Benefits

WASHINGTON (UPI) — Approximately 122,700 widows of men who died during or as a result of military service will get increases averaging from 8 to 10 per cent in their compensation checks, effective at once.

The raise resulted from a general military pay boost that became law last week and a separate widows' benefits bill that was signed into law by President Kennedy yesterday.

MADE SURE
TUNBRIDGE WELLS, England (UPI)—Ronald Newick was fined \$8.40 Monday for damaging an outdoor telephone booth despite his plea that "I was told the phone was out of order so I made sure by pulling the wires out."

Executive Secretary Of Photoengravers Dies

PORTLAND (UPI) — Charles H. Miller of Oregon City, executive secretary of the Oregon Photoengravers for more than 30 years, has died at a hospital following a short illness. He was 65.

Funeral service was to be held today.

Ukrainian Prayer Houses Closed

MOSCOW (UPI)—Two hundred churches and prayer houses have been closed in the past three years in one section of the western Ukraine, the Soviet communist party newspaper Pravda announced Monday.

Approval Expected For Education Bill

WASHINGTON (UPI) — A three-part education bill was expected to receive Senate approval today despite the efforts of several senators to "improve" the measure by amendment.

At least three senators indicated they would offer amendments, including one to ban funds from racially segregated facilities. All were expected to be turned back.

The bill provides authorizations of up to \$1.4 billion for a five-fold expansion in federal matching grants to states for vocational training to combat youth unemployment.

In addition, the bill would extend for three years the National Defense Education Act, increasing funds available for student loans by \$35 million the first year.

Outdoor Advertising Discussed At Luncheon of Local Chamber

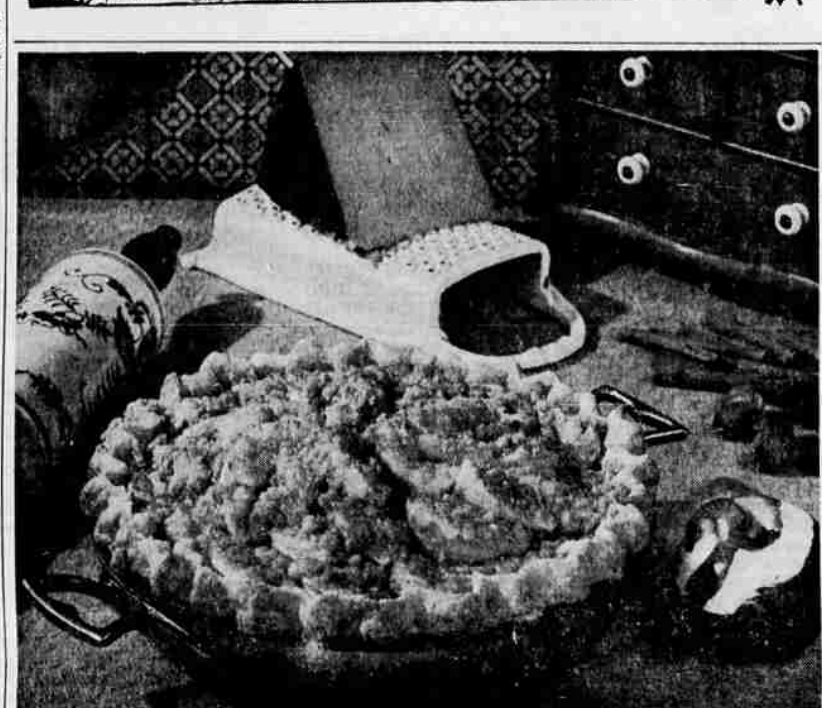
A talk entitled "Outdoor Advertising — America" was delivered before the noon luncheon of the Medford Chamber of Commerce Roundtable Monday by Andy Hawver, branch manager of Ryan Outdoor Advertising.

Hawver said he felt there was "more misunderstanding and confusion" about the industry of which he is a member than almost any other in the country.

He termed outdoor advertising "a precise science," an effective, responsible member of the communication media upon which "mass production" economy depends for continued existence.

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Planned for Research
"About \$120 billion will be spent over the next 10 years in research and development of new products, a sum more than



CHEESE CRUMBLE APPLE PIE — Pie plate, 9-inch
1 package pie crust mix
1/2 cup sugar
1/2 cup firmly packed brown sugar
3/4 teaspoon cinnamon
3 tablespoons butter
2 cups shredded Cheddar cheese
6 medium-sized cooking apples (about 3 pounds), peeled and sliced
1 tablespoon flour
Freshly grated nutmeg

For crumbling topping: measure 1 cup of pie crust mix and combine with sugars and cinnamon. Cut in butter thoroughly. Set aside. For crust: mix 1 cup Cheddar cheese into remaining pie crust mix. Blend with 2-2 1/2 tablespoons water. Roll dough and line pie plate, make rim about 3/4 inch high to hold in juices. For filling: carefully arrange apples in pastry lined pie plate, sprinkling flour evenly through them. Sprinkle with nutmeg and cover with half of crumble mixture. Sprinkle remaining 1 cup Cheddar cheese over all. Top with remaining crumble mixture. Bake about 40 minutes or until apples are tender.

NOTE: This makes a thick apple pie. The crumb topping absorbs the juice from the apples; putting pie tape or an aluminum foil collar around the pie plate will hold crumb topping until apples cook down.

THINGS ARE POPPIN' AT THE KARMEKORN SHOP — Pedestrians between Front and Central on Sixth street are treated each day to the distinct aroma of Karmekorn as it waits from the Karmekorn Shop at 116 E. 6th.

New owners of the shop are "Goldie" and Audrey Noble. The Nobles make their own candies in the shop and carry a full line of candy and party treats. "Goldie" has sloganized the shop "Where things are Poppin'."

Previously, Noble was a representative for a pharmaceutical house and manager of Foster's Jacksonville Drug Store. He has lived in this area for 12 years. Audrey Nobel works as a receptionist for Dr. Bishop.

Football fans can sample Karmekorn at all high school home football games in this area. The student bodies of Phoenix, St. Mary's, Crater and Medford High schools are selling Karmekorn by special arrangement with the Nobles.

ARLYN COLE NOW CHAIRMAN OF THE BOARD — Arlyn E. Cole has been elected chairman of the board of Cole & Weber, Inc., Pacific Northwest advertising and public relations agency, according to an announcement made yesterday from the firm's headquarters in Portland.

Succeeding Cole as president of the agency is George H. Weber, formerly executive vice president and manager of the Seattle office. The company's third office is in Tacoma.

Cole will continue active participation in the company, residing in Portland, while Weber will remain in Seattle.

The new board chairman is an original partner of the agency, founded in 1931 as Mae Wilkins and Cole. Its present name has been utilized since 1952. Active in civic and business affairs, Cole is past president of the National Advertising Agency Network, and in 1962 was named Ad Man of the Year by the Oregon Advertising Club.

Weber is a native of Portland and a graduate of the University of Oregon. An active civic leader, he is past president of the Seattle Ad Club, past treasurer of the American Association of Advertising Agencies and presently serves as president of the University of Oregon Development Fund.

Cole & Weber, Inc. is the largest advertising agency based in the Pacific Northwest. The firm last year reported more than \$9 million in billings. It serves more than 40 industrial and consumer clients from its three offices.

ANN RICE HONORED BY NATIONAL INSTITUTE. Ann G. Rice, Medford Realtor, has just been accepted as a member of the National Institute of Farm and Land Brokers, its President, Jack Justice, announced today.

Members of this Institute must adhere to high ethical standards set up by the Board of Governors of the Institute regarding integrity and experience in the field of buying, selling, managing, appraising or developing agricultural property for others. As a safeguard to the general public, each member is subject to the standards and discipline of the Institute.

The Institute is a part of the National Association of Real Estate Boards and its membership is comprised of over 1900 Realtors located all over the United States and Canada.

TOTAL RETAIL DOLLAR VOLUME REMAINED THE SAME during the 7-day period ended Wednesday, October 2, as the corresponding week last year. Dun & Bradstreet reported today.

National Percentage Changes varied from the corresponding level of a year ago by the following percentages: —1 to +3%. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: Pacific —7 to —3; West North Central —3 to +1; East North Central and New England —2 to +2; East South Central —1 to +3; Mountain 0 to +4; Middle Atlantic +1 to +5; South Atlantic and West South Central +3 to +7. Department Store Sales were up 3% for the week ended Saturday, September 28, over those of the same week a year ago.

LIGHTER SHADES SEEN FOR MEN'S CLOTHING. Men's clothing will be lighter and brighter next spring as the industry intensifies its efforts to stimulate the sales of suits, sport jackets and trousers, reports The New York Times. Following about seven years in which dark tones were featured, the lighter shades are again coming into prominence. Gray, olive, and such descriptive tones as mustard, clay, putty and wheat are among the colors that will be advertised and promoted by the industry in spring, 1964. However, there will still be a good selection of darker shades, particularly in the traditional ranges, in men's clothing stores. Again, the three basic suit styles will be featured. First is the natural shoulder style, or the ivy look. The second style is the moderate or classic look, and the third is the forward or advance fashion look. Among the characteristics of the latter style are side vents, shorter jackets and slanted side pockets. Industry sources indicate that about 20% of men's suit sales this spring will be in natural shoulder styles, 35% in forward fashion styles and the rest in moderate or conservative category. Sales of men's and boys' clothing totaled \$9.1 billion last year, up \$300,000,000 from 1961.

has been spent in all the years since 1776," he said. "Fifty per cent of grocery sales will be for products not now in existence," he forecast.

He said that outdoor advertising will play a major role in presenting the new products to the consumer.

Hawver displayed two models of outdoor billboards used by his industry — the 25 by 12 1/2-foot "poster panel" and the "painted bulletin," a 12 1/2 by 40-foot outdoor sign.

Mainstay of Industry
The poster panel is the "mainstay" of the industry, he said.

Four persons were hospitalized and a fifth was treated and released following three automobile accidents Sunday afternoon.

Reported in good condition at Sacred Heart hospital are Edward Clair Fogel, 23, of 634 1/2 Hazel st., and Arline Marie Parrack, 20, of 1424 Thomas rd.

According to Oregon state police, the two car accident occurred about 8 p.m. at the intersection of Highway 99 and Mace rd. Vehicles involved were operated by Harold Lee Reed, 31, of 741 North Third st., Central Point, and Fogel. Police said that the Reed car, southbound on Highway 99, attempted to make a left turn onto Mace rd., turning in front of the northbound Fogel vehicle. Arline Parrack was a passenger in the Fogel car.

Treated and Released
Reed was treated at the hospital and released. A passenger in his car and another passenger in the Fogel vehicle were not injured.

Taken to the Klamath Falls hospital by Medford Ambulance after a 3:30 p.m. accident on Highway 86 at Pinehurst were Gilbert Royal Davis, 31, and Vivian Mae Davis, 23, both Keno, Ore. According to state police, the car hit a bank as it rounded a curve and turned over, throwing both persons out.

In the third accident at 4 p.m. Carol Ann Hoecker, 9, of 1815 Prune st., escaped injury when her horse and a car, operated by Orner Howard Haugen, 1796 Thomas rd., collided near the intersection of Cherry lane and Prune st.

Train Accident Suits Settled
SPOKANE (UPI)—Suits totaling more than \$65,000 brought by two postal employees after a fatal train derailment in Northern Idaho have been settled out of court.

The suits had been brought by Millard D. Odegard and George W. Lindelhof, Spokane, against the Northern Pacific Railway Co.

Both were hurt when the NP's North Coast Limited plunged into Granite lake in March, 1962, killing two train crewmen.

Odegard's suit was to have gone to trial in Federal District Court here Monday and Lindelhof's today.

Their attorney, Roland Wightman, declined to reveal the amount of the settlements but said both were "satisfactory."

The railroad had admitted liability in both cases.

Odegard sought \$21,000 and Lindelhof \$44,000. Both have returned to their jobs.

SUIT SETTLED
LOS ANGELES (UPI)—Actress Cyd Charisse has settled for an undisclosed amount a \$14,000 suit against 20th Century-Fox Film Corp. charging she was not fully paid for her role in the movie "Something's Got To Give," it was learned today.

and is in common use. Such a display with individual copy may be leased for one to two weeks, or for 12 months period.

The painted bulletin, a large billboard on which the copy is painted, is usually leased for a one or three year period.

Hawver said the more responsible members of the industry have formed an organization called the Outdoor Advertising Association of America Inc., and have drafted a Code of Practices in an effort to upgrade the quality of their displays. The code is as follows:

—We share the public interest in natural beauty, parks, and historical monuments. We do not erect our advertising displays in such areas.

—We locate our structures in urban areas only where business exists or is permitted under zoning.

—We build displays in rural areas a long highways only where other business exists or is permitted by state or local regulation.

—We observe rigid standards of design, construction and maintenance so that our displays will be attractive.

—We only display outdoor advertising which is truthful in every respect and in accordance with high moral standards.

—We actively and continuously support worthy public causes through our contribution of outdoor advertising displays.

—We are proud of the industry's contribution to public and community service," he said.

The speaker said his firm, Ryan Outdoor Advertising, a subsidiary of Ryan Petroleum Co., was just a year old last July, having bought out Foster and Kleiser after first studying the outdoor advertising industry carefully for five years.

Miss Gladys Durrant, Business and Professional Women's club "Beep of the Week," attended the luncheon along with several other members of the BPW.

is permitted by state or local regulation.

—We locate our structures with discretion and good taste with respect to frequency and concentration.

—We place outdoor advertising displays only upon property we own or lease for that purpose.

—We observe rigid standards of design, construction and maintenance so that our displays will be attractive.

—We only display outdoor advertising which is truthful in every respect and in accordance with high moral standards.

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Missile Explodes Following Launch
VANDENBERG AFB, Calif. (UPI) — Air Force investigators today attempted to determine what caused a giant Atlas-D missile to explode shortly after it was launched from this Pacific missile range base Monday.

The big intercontinental ballistic missile exploded on a 5,000-mile mission downrange into the Pacific. An Atlas-F blew up at the same missile base during liftoff last Thursday night.

There were no injuries to base personnel or damage to ground missile installations from either explosion.

Continue Progress
ABERDEEN, S.D. (UPI)—All five Fischer quintuplets continued doing fine today.

St. Luke's hospital said all of them were tolerating their food well and all five were still on the bottle. Mary Ann, the first born and the smallest, became the fifth quint to go on the bottle Sunday.

The quint was born Sept. 14 to Mr. and Mrs. Andrew Fischer, parents of five other children.

BUSINESS Memo

Edited By The Mail Tribune Advertising Department

OREGON CHEESE FESTIVAL WILL BE OBSERVED—Oregon's dairy farmers and cheese manufacturers have planned the most ambitious promotion in the history of this fast growing industry. Oregon's Cheese Festival will be announced in next Thursday's Medford Mail Tribune with a full page in four colors, and Rogue River Valley food retailers will tie-in with special displays of Oregon's world famous cheeses.



Governor Mark O. Hatfield not only says "cheese" when he poses for October Cheese Month picture, he also takes a healthy bite of Oregon cheddar to complete the job. Here he receives novel "cheesebarrow" from Oregon Dairy Princess, Linda Olsen, to launch first cheese promotion month sponsored by Oregon's 12 cheese manufacturers and dairy farmers.

The state-wide cheese promotion is spearheaded by the Oregon Dairy Products Commission, with headquarters at 0123 West Hamilton street in Portland. Grant Thuemmel Advertising Agency of Portland is handling the program with Charles Marks, account executive, supervising arrangements.

Here are two of many delicious cheese recipes from the test kitchen of the American Dairy Association sent to the Mail Tribune by the Oregon Dairy Products Commission:



CHEESE AND CORN PLAY MAJOR ROLE IN HARVEST SOUFFLE — "Indian Summer comes at last, among the peaceful harvest days."

With the golden October sunshine come two bounteous foods, corn and cheese—long standing favorites of the harvest season. And what better combination could there be than to have golden corn and zesty cheese compatibly blended into a sunshine spattered cloud-like souffle?

Souffles are not as difficult to make as one might think, especially this luscious Harvest Souffle. The two important points to remember are, 1. Keep your oven temperature steady so the souffle won't fall. This helps prevent the egg whites from separating or falling and, 2. Allow the full baking time so that the souffle may be completely cooked, right through the center. Of course the souffle should be served immediately after baking.

Why don't you try your hand at it? Start by making a heavy basic white sauce, add the corn and seasonings and cook the mixtures until it is thick. Then melt margarine and substitute into the mixture by adding Cheddar and Provolone cheeses and carefully add egg yolks to bind. Lastly fold fluffy egg whites into the mixture — for a light and airy touch — and bake it.

Serve your golden Harvest Souffle immediately, accompanied by a crisp salad of fresh variegated greens, handsome hard rolls and butter. For dessert, offer fall apple pie, complemented by a thick wedge of Cheddar cheese. Ummmmm, you'll reap a harvest of compliments.

HARVEST SOUFFLE
5-6 servings
Preheated 350° oven
Casserole, 2-quart
1/4 cup (1/2 stick) butter
1/2 cup flour
2 cups (1-lb. can) cream style corn
1/2 cup milk
1/4 teaspoon salt
1/4 teaspoon garlic salt
1/2 teaspoon Worcestershire sauce
1 1/2 cups shredded Cheddar cheese
1/2 cup shredded Provolone cheese
5 large egg yolks, slightly beaten
5 large egg whites, beaten stiff

Melt butter and stir in flour until smooth. Add corn, milk, salt, garlic salt and Worcestershire sauce and stir until thick. Add cheese and stir until melted. Blend beaten egg yolks into sauce. Cool slightly. Gently stir 1/4 of beaten egg whites into cheese sauce. Carefully fold remaining egg whites into sauce until just blended. Pour into ungreased casserole and bake 45-50 minutes. Serve immediately.

Dennis the Menace



SHE OUGHTA DO SOMETHIN' 'BOUT HER NERVES!

Try and Stop Me

By BENNETT CERF

THERE WAS a fire in the kitchen of an off-Broadway chop house recently, but it was speedily extinguished by Manhattan's crack fire laddies. Two of the latter exited



After John Mason Brown had concluded one of his bright, never-failing speeches, a little white-haired lady hobbled up to the podium to tell him how wonderful she thought he was.

Minister at funeral: "Friends, all that remains here is the shell. The nut is gone."

OVERHEARD:
Little boy leaving a movie: "I like television better. It's not so far to the bathroom."

At a reunion of the class of 1917: "Looks like Ruker beat us to the punch."

Dignified Harvardite resisting the advances of an ardent Wellesleyan: "Please, Miss Arbutnot; you're steaming my glasses."

Minister at funeral: "Friends, all that remains here is the shell. The nut is gone."

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GROUCHO MARX



provides an insight into love plus zany "expert" advice in

A MANGY LOVER'S HISTORY OF LOVE

Know about the cave man who discovered women, or how a picture of Tuesday Weld lured Columbus to America? For the answers to these important questions and others, don't miss reading this hilarious article in the

OCTOBER 13TH
Weekend Issue of
Family Weekly
with your copy of the
Medford
Mail Tribune