

Intelligent Use of Color Key Factor In Modern Merchandising, Expert Says

New York—(U.P.)—It's next to impossible to sell red socks in New York, red-handled tooth brushes to the rich, or a black car in boom times.

These are some of the conclusions of Howard Ketcham, a color and design engineer, whose unique color whirls have boosted the sales of everything from whiskey to groceries.

Ketcham in an interview with the United Press, said the "intelligent use of color is a key factor in modern merchandising." He said the great majority of Americans are "impulse buyers."

The head of the consulting firm of Ketcham, Inc., said psychological factors also play an important role in people's response to color and illumination. **Sales Spurt**

Nationwide surveys of color preferences have revealed that bright colored cars are the most in demand in prosperous times, while sombre-hued autos are in greatest demand during bad times.

For restaurants and bars faced with sluggish business, Ketcham recommends walls with a specific shade of red or orange. He explained these colors tend to induce a "persistent" thirst in customers.

Ketcham was retained recently by a big telephone company to spruce up their olive drab telephone booths. Soon after the paint job, the company reported a 600 per cent jump in revenues.

Stripes Guide Customers

A chain store recently sought his services to doctor listless sales. Ketcham toured the firm's stores and suggested it tone down the elaborate decor, which he figured was scaring off customers who assumed the stores must be very expensive. They took his advice, and sales spurted almost immediately.

He said one psychological color strategem has paid big dividends in supermarkets. By

Use Tribune Want Ads Easy, Just Dial 2-6141

painting broad colored stripes on the floors, persons are unconsciously lead to items on which the store makes its biggest profits.

The impact of color has some far-reaching effects, he said. He recalled that a bridge in London which had an alarming rate of suicides was repainted from black to green. The number of jumpers declined 33 per cent.

City Manager Says Population Growth Big Problem in Planning

By 1970 it is estimated the country will have 63 million more people and Medford will get its share of that number, according to City Manager Robert Duff, guest speaker Monday noon at the Jackson County Chamber of Commerce Roundtable session in the Jackson hotel.

Duff discussed development in areas recently annexed by the city of Medford.

The biggest problem in planning the city will meet, Duff explained, is the eventual rise in country and city population.

To accommodate the anticipated growth, the city has been working with the county planning commission and consultants, Duff said, adding progress has already been made in water, school and sanitary facilities.

Plans Intensified
During the last three years, he said, the city has intensified plans to expand its boundaries. One hindrance in expanding housing and recreational facilities in Medford is that most all property in Medford has been built on.

The largest area to be annexed was the Southeast Medford annexation, annexed at the beginning of this year, which included about 1,100 acres, he said. The City Manager noted several accomplishments in the water department since that annexation. Since the first of the year, he said, the water department has planned the installation of 16,200 feet of water mains. He said 8,000 feet of this has already been completed and about 2,000 feet is presently under

Ike Backs Ban on Visits to Red China

Washington—(U.P.)—President Eisenhower has thrown his full weight behind the State Department decision to deny passports to American newsmen invited to visit Red China.

The State Department announced the President's decision today following the disclosure that three reporters plan to make the trip behind the Bamboo curtain with or without passports.

The department Aug. 7 declared that it would not issue passports to 15 newsmen who received invitations from the Peiping regime to visit Red China.

But leading newspapers and news agencies, including the United Press, protested the ban on the grounds it would infringe the rights of newsmen to get the truth wherever it may be.

Jackie Johnson Wins First in Talent Show

Jackie Johnson, singing an original song, was first place winner Friday evening in the amateur talent show sponsored by the Junior Chamber of Commerce.

Lou Thurston placed second for a tap dancing act and Sandy Sanner placed third for a record pantomime.

Each of the winners received a large trophy with each of the other 33 participants being awarded a loving cup.

Twenty-three acts were presented to approximately 150 persons who attended.

This is the first year the talent show was presented. It is planned by the sponsoring group to make it an annual affair as it was reported well backed by the local business men.

Douglas Fir Production 148,759,000 Board Feet

Portland—(U.P.)—Douglas fir region sawmill production averaged 148,759,000 board feet per week last month, or 80.2 per cent of the 1951-55 average, the West Coast Lumbermen's Association has announced.

Average weekly production during June was 182,683,000 board feet, or 98.5 per cent of the 1951-55 average.

Lumbermen Complain Of Decrease in Orders

Bend—(U.P.)—A decrease in lumber orders, said by Oregon lumber mill operators to be the result of tight credit, has been brought to the attention of Treasury Secretary George Humphrey in a letter from Rep. Sam Coon (R-Ore.).

Coon said that many Oregon lumbermen have complained to him about the situation. He quoted the lumbermen as saying that it is caused by a serious lag in home construction.

Mahoney was bound over to the grand jury yesterday on a charge of manslaughter in the death of Charles Sanders who died as a result of a fractured skull and brain injury some 36 hours after the altercation.

Mahoney told police that he had picked the name from birth announcements in a Seattle newspaper.

At the time of his arrest Mahoney claimed to be Richard D. Mitchell, 26, Seattle.

Read and Use Classified Ads... The Community's Biggest Marketplace

Suspect in Portland Death Said AWOL

Portland—(U.P.)—A 25-year-old man charged with manslaughter in the death of a 62-year-old man in a tavern altercation here Friday night, told police yesterday that he is an Army sergeant AWOL from Ft. Benning, Ga.

He said that his real name was William Sheridan Mahoney and gave his home as Boston. Earlier he had told police he was from Seattle and gave them another name.

Mahoney was bound over to the grand jury yesterday on a charge of manslaughter in the death of Charles Sanders who died as a result of a fractured skull and brain injury some 36 hours after the altercation.

Mahoney told police that he had picked the name from birth announcements in a Seattle newspaper.

At the time of his arrest Mahoney claimed to be Richard D. Mitchell, 26, Seattle.

Read and Use Classified Ads... The Community's Biggest Marketplace

Direct Argentine
NUTRIA
Imports Available
All Mutation Colors
WHOLESALE PRICES
Use idle property to raise this profitable fur-bearing animal.
Write
NUTRIA IMPORT, INC.
15 N. 8th West
Salt Lake City, Utah
Dead line Sunday Classified is at noon Saturday, 10 a.m. Monday for Monday; other days 5:30 previous day.

MEDFORD

PENNEY'S

ALWAYS FIRST QUALITY!

OPEN WEDNESDAY NIGHTS TILL 9 P.M.



"YOU SAW ME IN LIFE"

Less Homework for Mother with WASH 'N' WEAR PLAIDS

Little Penney price for machine-washable Dan River cottons, Dri Don finished to jiffy-iron or get away with no ironing! 7-14, 3-6x, 2.98.



less homework for Mother with EASY-CARE PLAIDS

Penney's prices are low yet quality's the best. Mam! Just look... famous Dan River Wrinkl-shed cottons, newest styling, top-notch tailoring! Machine washable. Sizes 7 to 14.

2.98



"You saw me in LIFE"

WARM ORLON® CARDIGANS come thru suds true to size!

Penney's nifty, thrifty orlon sweaters wash in minutes, need no blocking... never shrink, never stretch. And they keep true to their glowing colors, too! Sizes 7 to 14. Also sizes 3 to 6 x 1.98.

3.98



less homework for Mother with EASY-CARE COTTONS

Terrific Penney Price for such "high-fashion" styling, such quality cotton! Novel print 'n' stripe patterns, expensive details, full hems. Machine washable. Gayest color combines. Sizes 3 to 6x.

1.98

Sizes 3 to 6x



Pretty little pretender... looks 2-part, is 1-piece! Made of real fine famous mill gingham plaid though! Machine washable. 3 to 6x.

2.98



Bright young styling... low Penney price! Fine combed gingham plaid with adorable details, flare-away skirt. Machine washable. 3 to 6x.

2.98



Makes a neat showing from social studies to soda socials... Stays comfy, too, because it machine washes... color-fresh!

7 to 14, 3.98



Most likely to succeed in catching the eyes... the miss who whirls through fall in Penney's bright wash'n wear Lucina cotton!

7 to 14, 5.90

Only SPEED QUEEN

gives you

3 WRITTEN GUARANTEES



STAINLESS STEEL MIXING BOWL

\$1.08

See a Speed Queen demonstration and get this 3 qt. Stainless Steel Mixing Bowl for only \$1.08. (actual value is \$2.75.)

1 STAINLESS STEEL TUB guaranteed for life. Rust-proof — chip-proof. Agitator is polished aluminum.

2 TRANSMISSION guaranteed 5 years. Proved in over three million washers.

3 Washer carries 1 year guarantee. Has proved itself America's most dependable automatic.

Plus NEW "FLOTATION" RINSE that out-rinses ALL competition



Eliminates need for lint-filtering devices. Dirt and lint are floated over top and down drain before spin operation starts. During "power" rinse, fresh water overflows tub with agitator working — removing every last trace of lint, soap and soil.

PRE-SELECTS:

- ✓ WARM or COLD wash water.
- ✓ HOT or WARM wash water.
- ✓ 11, 7, 4 or 2-minute washing time.
- ✓ "HI" or "LO" agitator and spin speed in either cycle.
- ✓ "NORMAL" or "SHORT" cycle
- ✓ 13, 11, 9 7 or 5 gal. tub fill

Porcelain Top and Porcelain Interior

Washer can be equipped with Casters at slight extra cost

"SUDS-SAVER" extra

Open Wednesday Nite Till 9 p.m.

Trade Now!

Terms to Suit

COUEY'S APPLIANCE STORE

225 E. 6th St. Medford Phone 3-5433