

## Fickleness of Consumer Driving Businessmen To Tranquilizers

New York — The fickle consumer has the nation's businessmen reaching for tranquilizers.

They've found it exasperating to anticipate Joe Smith's whims and fancies.

Many economists looked for heavy consumer spending this year on cars and other durable goods. Instead, Joe Smith has been spending more than ever before for services of all kinds — maid service, taxi rides, laundry and vacations.

Some companies have made a fortune by guessing right or by being lucky enough to have the right product in the right place at the right time — like the New York wholesaler who had a warehouse full of coonskin caps when the Davy Crockett craze hit the nation.

**More Leisure Sought**  
In the year the economists thought Joe Smith would be plunking down for refrigerators and such like, he is buying outdoor grills, hi-fi sets, swimming pools and other items enabling him to better enjoy his leisure time.

This helps to explain disappointing auto and appliance

sales this year in the face of the biggest consumer expenditure in history — an estimated 277 billion dollars.

Dr. Marcus Nadler, consulting economist to the Hanover Bank, says the trend toward services is a principal factor in the economy at present.

He notes that consumption expenditures for services reached an annual rate of \$102,700,000,000 in the first quarter of 1957, against \$96,700,000,000 in the same period of 1956.

In other words, the American consumer is spending some 6 billion dollars more for services annually than he did a year ago. They include services rendered by doctors, lawyers and dentists. They also include movies, transportation and utilities, like gas, water, electricity.

**Living Standard Rising**  
Economists point out that many of the services now being purchased mark another step in the consumer's upgrading of his standard of living.

Consumer spending is one of the key props beneath the nation's dynamic economy.

Economist A. W. Zelomek, a visiting professor at Virginia

University's Graduate School of Business Administration, says consumer spending this year will hit a record high, topping last year by \$10 billion or more.

He says that sales of summer merchandise will be the greatest in history, a favorable omen for increased production and sales in the spring and summer of 1958.

Most economists now believe the second half of the year will be better than the first half.

## Applications Needed For District Change

Parents of children living in non-high school districts must apply for eligibility certification before attending high school in another district, the county school superintendent's office said today.

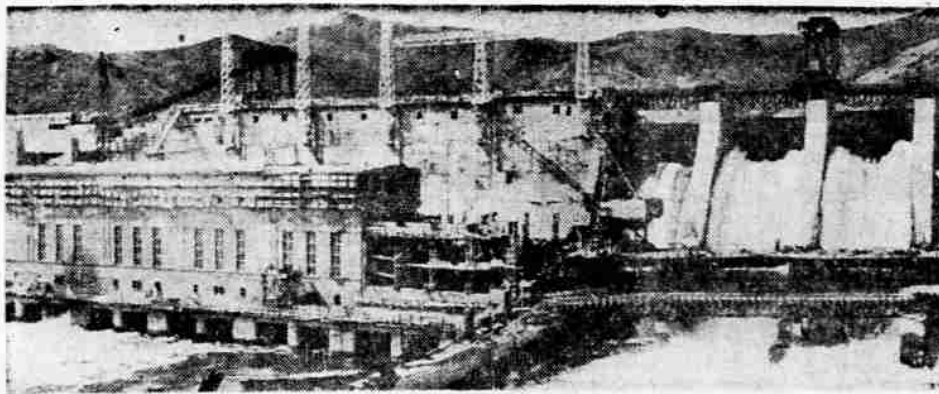
Application is made through the school clerk of the district in which each pupil resides, officials explained. The application must be signed by the parent or guardian.

If the district clerk does not have information blanks, they may be obtained from the county school superintendent in the courthouse annex.

County school officials urged that application be made by Aug. 30 to prevent delay in registering.

Pupils certified last year do not need the school district clerk's signature. However, they do need to file a renewal application to show their residence is the same as last year, officials added.

**BARBECUE BAN URGED**  
Detroit — A "treatment instead of a treat" was the way Councilman Eugene I. Van Antwerp described outdoor barbecue pits Tuesday. Van Antwerp told the Smoke Abatement Department that the backyard pits should be banned because "burning food smells the same," whether it's dished up by an amateur chef or the city disposal plant.



OLD REDS DON'T DIE, THEY'RE EXILED—Georgi Malenkov, top-ranking victim of the recent Kremlin purge, is now the manager of the Ust-Kamenogorsk hydro-electric station (above) in Soviet East Asia, about 2000 miles from Moscow.

## MEDFORD MAIL TRIBUNE

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## Harried Hanks of Hot-Weather Harangue

By DOC QUIGG

**United Press Correspondent**  
New York — Harried hanks of hot-weather harangue: "You know what's the trouble with American business. It's the three - martini lunch, that's what's the trouble," said the man at the bar to the bartender. He suspended his martini glass in midair and continued:

"I will venture the opinion that a great many business decisions in this country are made by brains that are to some degree under the influence of alcohol. And that goes for government decisions, too, and I mean government at all levels—local, state, and national."

"Um-hm," said the bartender. "Have another before lunch?" "Of course," said the man, "now you take . . ."

The hot news from Rome is that the new styles for women feature knee-length skirts and shapeless dresses. Well, voh-de-oh-doh, bee's knees. And cat's pajamas — as long as we're returning to the 1920s in one field,

let's return in another. Will Tin Pan Alley please, for the sake of suffering humanity, take a heavy cudgel to rock 'n' roll and brink back some of the 1920 song standards that go with the knee-high hemline? I could even stand another blurt of "Yes, We Have No Bananas" if it would knock off just one caterwauling janglepatee.

This, by decree of one segment of the cosmetics industry which has its eye on men's scalps, is "National Save-Your-

## Talent Youths Are Arrested by Deputies

Two 16-year-old Talent youths have been released to the custody of their parents after being apprehended on charges in connection with the theft of gas, according to Jackson county sheriff's officers.

One of the pair was arrested Monday by deputies in connection with the theft of gas from heavy equipment at Lininger's gravel pit off Highway 99, south of Talent, and from Dunham's warehouse on Mill rd. near Ashland.

The other youth was arrested in connection with the theft of gas from Dunham's warehouse gas pump, deputies said. He was arrested yesterday.

They are to appear in juvenile court later, deputies said.

## Court Considering Committee Names

Remaining members of the county water use committee probably will be named to the county court tomorrow.

County Judge Rodney Keating said today the court spent several hours last night considering possible candidates. The county court expects to go over the names again today and mail out letters requesting acceptance of the appointments to the committee.

July 17, William Jess, Eagle Point, was appointed to head the committee. Other officers appointed were Gerald P. Latham, Medford, vice chairman, and W. E. Davies, Eagle Point cattleman, secretary-treasurer.

Approximately 10 subcommittees are to be appointed to study various water uses in the area. They will present their findings to the state water resources board at a hearing this fall.

## Leland Linn Takes Sutherland Position

Ashland — Former Ashland school superintendent, Leland P. Linn, has been elected superintendent for the Sutherland district effective Aug. 1.

Linn has been on the administrative staff of the Norwalk, Calif., school system the past year and wash Ashland superintendent for 11 years.

The Sutherland district comprises five schools with a staff of 63 teachers.

## Seven Measles Cases Reported in Medford

Seven cases of measles in Medford and six in Phoenix were reported to the county health department during the week ending July 19.

One case of infectious hepatitis was reported in Eagle Point; two pneumonia in Ashland; one whooping cough and two chicken pox, Medford; one mumps, two strep throat, and three influenza, Ashland; and one impetigo, Shady Cove, according to Dr. A. Erin Merkel, county health officer.

Washington — President Eisenhower will not hold a news conference this week.

## Acid Stomach

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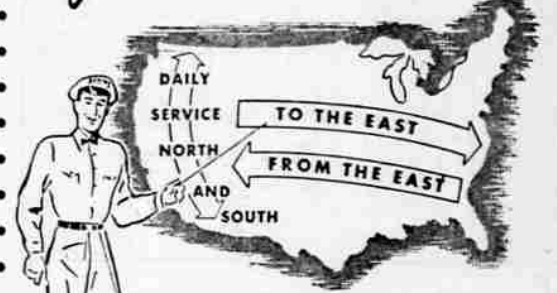
## Forest Lookout Construction Planned

A forest service lookout house will be erected this month on Hall point, five miles northwest of Prospect, according to Carroll Brown, supervisor of the Rogue River National forest.

The structure was one of eight lookout towers and houses on which bids were opened in Portland last week. It will be a standard 14-by-14-foot glass enclosed unit and will replace a temporary house now at the site, Brown said.

T. C. Flory, Medford contractor, was low bidder with an estimate construction cost of \$1,365.

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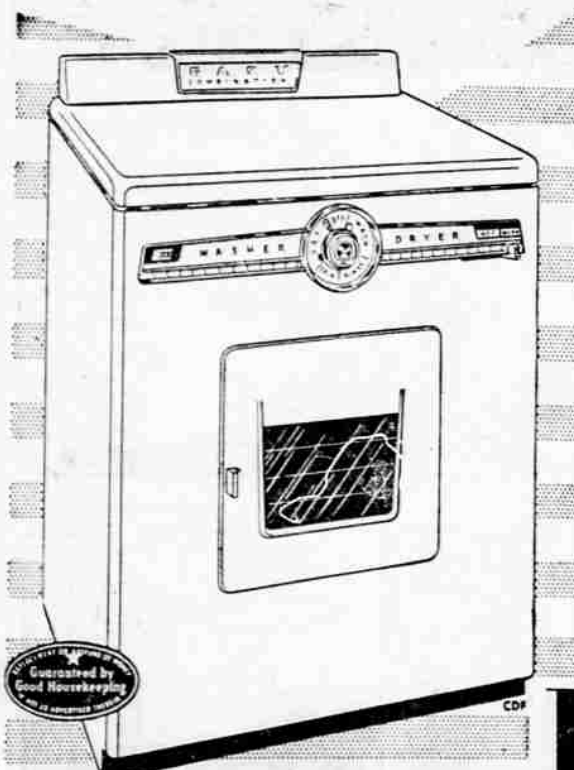
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