

Narcotics Agents Seize Heroin Cache

New York — City and federal narcotics agents Thursday night seized \$1,500,000 worth of pure heroin in a Chinatown gift shop run by a former seaman and his beautiful young wife, a former Hollywood hopeful.

You Hong Ting, 37, and his wife, Leung Tam Yung, 24, were arrested when agents found nearly 10 pounds of pure heroin in a jade-decorated tea can in Ting's gift shop.

Sun 'n' Fun Set



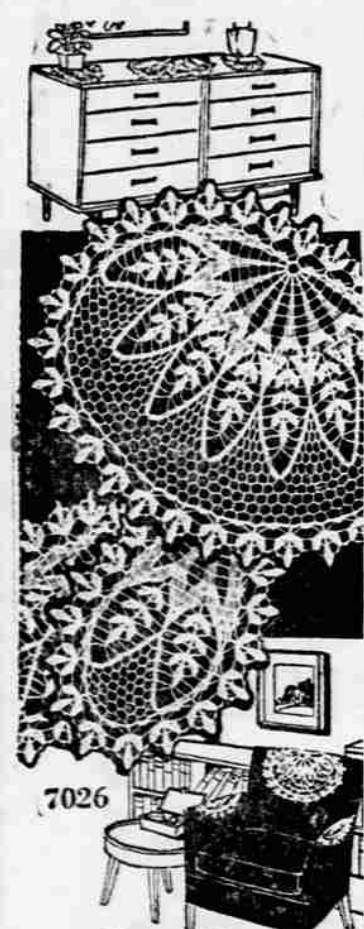
9077 SIZES 2-8
by Marian Martin

EASY-sew, easy on your budget! Very little fabric, very little time are required for this adorable set. Top is easy to put on—buttons all the way. A Printed Pattern, of course.

Printed Pattern 9077: Children's Sizes 2, 4, 6, 8. Size 6 top requires 5/8 yard 35-inch; shorts 3/4 yard.

Printed directions on each pattern part. Easier, accurate. Send THIRTY-FIVE cents (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Medford Mail Tribune, Pattern Dept., 232 West 18th st., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

Unusual Doilies



7026
by Alice Brooks

Something new for your home—fillet crochet doilies that are different. They have many uses.

Start at the center—crochet round and round. Pattern 7119: crochet directions; chart for 2 doilies in string or finer cotton, according to size desired.

Send THIRTY-FIVE cents (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune, Household Arts Dept., P.O. Box 168, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

Send TWENTY-FIVE cents more for a copy of our Alice Brooks Needlecraft Catalogue. Two complete patterns are printed right in the book... plus a variety of designs that you will want to order: crochet, knitting, embroidery, huck weaving, quilts, toys, dolls.

Waiting for Price Declines on Market May Be Wrong Step

By ELMER C. WALZER
United Press Financial Editor
New York — Waiting for price declines to purchase almost anything may be the wrong procedure.

At least that's what some experts think when it comes to the stock market. It could well apply elsewhere, because there are so many built-in costs that price reductions are difficult to make without inviting bankruptcy.

Take the stock market. Here's an interesting slant put forth by one of Wall Street's experts, L. O. Hooper, analyst for W. E. Hutton & Co.

Stock Scarce At Low

"Some of the buying psychology is peculiar," says Hooper. "For instance, one large institution has been thinking in terms of picking up 100,000 shares of a certain blue chip over a period."

"It expects this stock to go 10 to 15 points lower. But it is buying every day now because the buyer feels that he never would be able to buy more than a few thousand shares at the low."

Perhaps that buyer is wrong, and Hooper notes that some of the present institutional buyers of stocks might not be as enthusiastic when they find the recession is last-

ing longer than they now estimate, and when they see little evidence of major heavy industry recovery.

The price problem is a bigger one outside the stock market these days.

Prentice-Hall tells businessmen how to woo the reluctant buyer and its formula goes like this:

—Strong price appeal with impressive price cuts.

—Easy credit terms, particularly with minimum or no down payments.

—Door-to-door selling since many people are nursing nickels, cutting down on travel to downtown and outlying shopping areas.

—Guarantee against repossession in case of layoffs.

—Stripped-down versions of more expensive products to bring them into price ranges feasible for low-income groups.

—Used product lines and rentals.

That economic service has other suggestions on the sales siren that will take to win the auto, house, mortgage, appliance, gadget, and gimmicked consumer, and industry is following some of them already.

Prentice-Hall suggests improved quality and less repair-prone items; longer service guarantees, greater mark-and-differentiations, aggressive development of new products, and a close look at growth areas in the nation and community to take advantage of changes.

Panty Salesman Finds Use for Wasted Time; Authors Book About Salesmen

By DOC QUIGG
United Press Correspondent
New York — How do you spend your waste time—the time you are forced to waste while doing your regular job? Maybe we could all

take a lesson from David Delman. Delman is a salesman. He sells ladies' panties. He works for a pantie house in Philadelphia, and for eight years he's been on the road selling

to lingerie buyers, big and little stores, in the East.

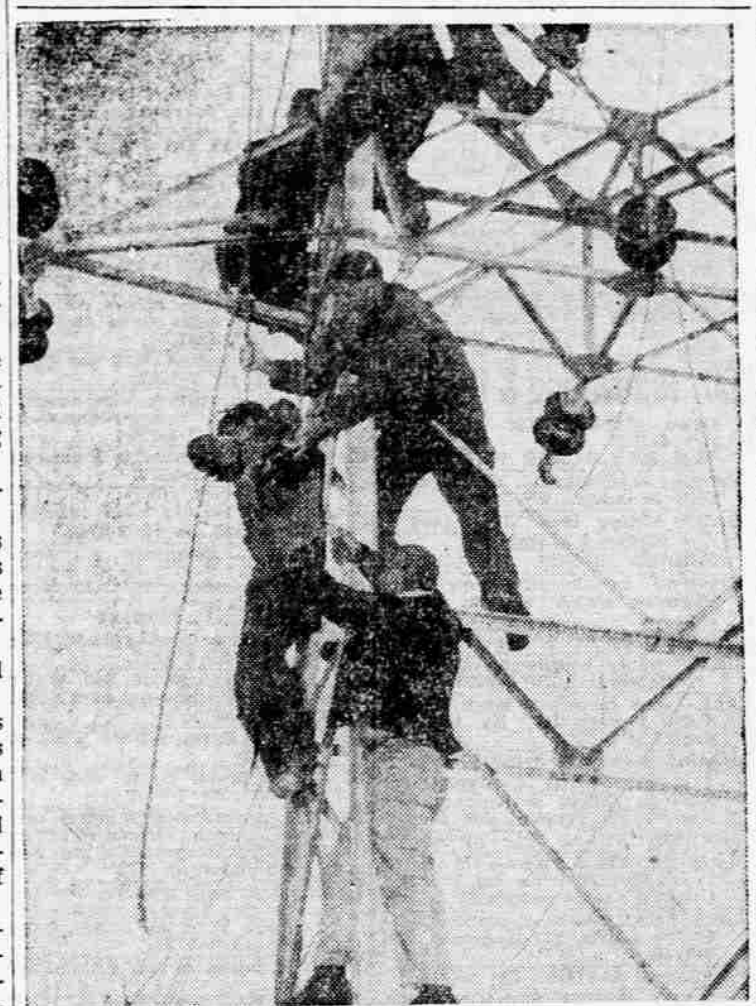
Something about the job made him think of the old saying among GIs (he was one) in World War II: "In the army, it's hurry up and wait." As he explains it:

"I thought of it many times—the pretty close parallel between the Army and the lingerie business. You hurry up, break your neck, to get someplace and then wait. I decided to do something with the wasted wait-time. I started writing, whenever I got a free minute."

"I wrote on the backs of order blanks, longhand—in trains, planes, hotel and motel rooms, and waiting outside buyers' offices. When I wasn't composing, I would copy from the order blanks into a notebook I carried with me."

The product of this waste-time energy has been three novels. The first two never got published. One was historical, the other about newspaper life (he once was a sports editor in Norristown, Pa.).

Then he decided to write about something he really knew about, from the hem up to the elastic. His novel, "The Hard Sell," about a pantie salesman, his wares, woes and wiles, has just been



RESCUE—Edward Masterson, 16, is lowered down tower in semi-conscious state after suffering severe leg-burns as the result of climbing high-tension tower on a dare in Taunton, Mass. Hospital reported both legs amputated.

See Ad on Page 4

published (by Julian Messner, Inc., New York).

Delman figures about half of this book was set down while waiting in, or traveling between, Philadelphia, Baltimore, Washington, Pittsburgh, Harrisburg, Scranton, and southern New Jersey during 10 months.

Now that he's been published, Delman the author is getting some help from Delman the salesman.

Back he went to the lingerie counters of the stores he knew. He had a proposition he hopes will work. Put up a counter card displaying, at one end, the book, and at the other, what he calls "a live pair of panties." On each pair there's to be a tag reading, "the pantie that became a novel."

Finest Major Gasoline



Use Any Major Oil Credit Card

On the Point — South Riverside and South Central — Open 24 Hours

CHECK TICKETS NOW!
FOR FREE FORD
NUMBERS POSTED 7 DAYS — HURRY!

Drawing
8:30 P.M.
April 30

SAVE NOW! EVERYTHING GOES!

CLOSE-OUT SALE

TERRIFIC REDUCTIONS!

We Are Closing Our Retail Store Operation and EVERYTHING GOES! There Are Bargains Galore for Everyone! Save \$\$\$ on Lawnmowers, Garden Tractors, Chain Saws, Logging Supplies, Camping and Outdoor Equipment and Many, Many Other Items. Don't Wait... Come in Tomorrow and See These Terrific Values!

ALL SALES FINAL

ALL SALES CASH, PLEASE!

Come In and Check Our Low, Low Prices on These Items!

- Simplicity Garden Tractors
All Priced for Quick Sale!
- McCulloch Saw Parts
- McCulloch, Oregon, Atkins Chains
Sizes to Fit All Saws
- Heeler and Nicholson Files
Round, Flat and Bevel Styles
- Eagle Gas Can, 1, 2, 2 1/2, 5 Gal. sizes
- Pump Oilers • Safety Cans
- Hirsh - Weiss Water Bags
- ROE and Evans Tapes and Refills
- MacMillan Motor Oil
- Fire Extinguisher Recharge Kits
- Safety Hat • Nylon Cord
- Lubriplate Grease and Oil

The Famous McCulloch
CHAIN SAWS
ALL MODELS... ALL SIZES
Prices Slashed!

4 LB. & 4 1/2 LB. DOUBLE BIT
Swamping Axe
PRICES SLASHED
From \$8.55 to ONLY
\$5.35
Other Sizes and Models Available

JOHNSON LAWN MOWER
18" Deluxe Reel Types
Reg. Price \$119.95
Now \$89.95
ROTARY MOWERS ALSO REDUCED!

EXTRA SPECIAL! McCULLOCH
Chain Saw Oil
NOW ONLY 19¢ Per Can

ROE 100 FT.
White Face TAPE
Reg. Price \$6.50
Prices Slashed \$3.75 to Only

WOOD WEDGES
OAK
Special at 7 for \$1.00
Arkansas Hickory
Special at 7 for \$1.45

These Are Just a Few of the Many Outstanding Values You'll Find at

SOUTHERN OREGON EQUIPMENT CO.

3540 North Pacific Highway

OPEN SAT. TILL 6 P.M.

Phone SP 3-3633