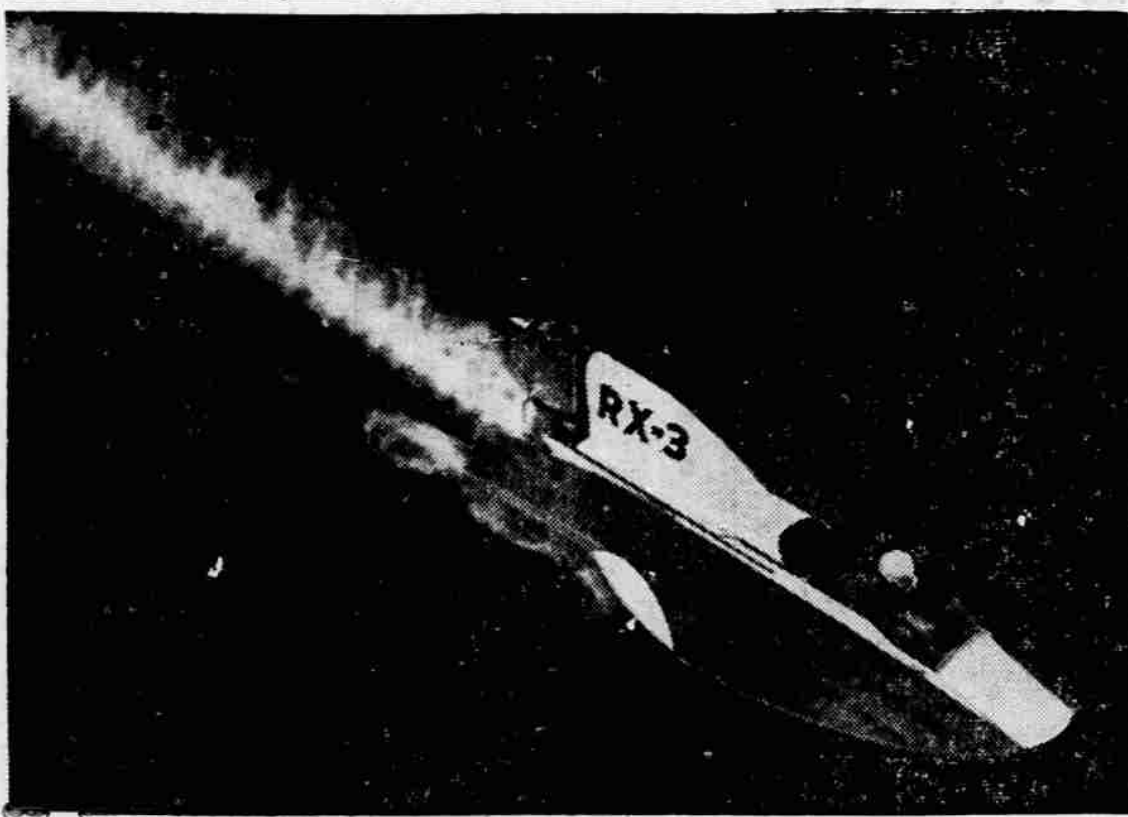




PAST BOAT—Hugh Entrop crouches over the controls of his highly streamlined outboard motor boat as he makes run to set a new world's record for this type craft. Entrop claimed over Lake Washington, Seattle, Wash., at 107.821 mph. Former record was held by Italy.

Post Exchanges Offer Chance For Development of Markets

By ELMER WALLER
New York—UPI—There's a billion-dollar, depression-proof, consumer goods market in the Army, Air Force, and Marine post exchanges throughout the world. And that market is one that molds buyers of the future. Here's where young America learns how and what to buy and how to shop.

It's a market that can be entered by those who process consumer goods. But the youngsters and their wives in the various posts throughout the world are brand-minded, so the chief requisite of hitting the big market is to have a well-known, nationally advertised product.

Circle the Globe
These exchanges, "PX" for post-exchange in the Army, and "BX" for base exchange for the Air Force—circle the world.

In the United States there are 179 main exchanges with 1,113 retail outlets, 280 cafeterias, 424 snack bars and soda fountains, and 442 various service outlets, including guest houses, automotive service stations, and nearly 3,000 concessionaires operating such activities as barber shops, beauty parlors, shoe repair shops, watch repair, radio repair, laundry and dry cleaning, etc.

Overseas there are 18 exchange systems which operate a total of 1,467 retail outlets, 1,763 feeding activities, including cafeterias, snack bars and soda fountains, 1,170 various service outlets, and nearly 2,770 concessions.

World-wide the exchange

service employs 21,000 American civilians and more than 44,000 indigenous personnel overseas.

The services are self-sustaining, thanks to a markup of six to seven per cent on average. Items of necessity are marked up only small amounts while the convenience items have markups running to 25 per cent.

Some of the revenues are put back into the business and the remainder is used in welfare funds for off-duty, on-post recreational activities.

The boys spend about 25 cents of each dollar that goes into the exchanges in the cafeteria. And here may be a reason for the world-wide spread of so-called American items.

Area Auditors Are Attending Meeting

Clifford F. Metz, Medford, supervisor of contributions for area four, and the seven-man staff of the State Unemployment Compensation commission auditors in southern Oregon, are in Salem this week for the 20th annual training meeting for field auditors.

Accompanying Metz are Robert W. Kenner, Medford, and Fred L. Gibbs, Gaylord D. Hibbs, Charles Kelley, John S. Moore, Eleon O'Donnell and L. D. Sem, all southern Oregon.

The group is meeting at the Capitol building with field auditors from all parts of Oregon for training sessions on such phases of their work as collections, employer status, public relations and auditing.

Mrs. Cecelia P. Galey, chairman of the Unemployment Compensation commission, will keynote the sessions with a speech on "An Effective Field Staff."

For example, last year the boys and their dependents at the posts consumed 220 million cups of coffee, 55 million hamburgers, and 26 million hot dogs. Pizza pies are going strong too. And so is ice cream.

In addition to that 25 cents spent in the cafeteria, here is a breakdown of the dollar spent in the PXs for other items by an average soldier or airman: four cents for magazines and stationery, 16 cents for tobacco, 15 cents for clothing and insignia, nine cents for bottled drinks, four cents for jewelry and watches, eight cents for toiletries, three cents for candy, and 16 cents for miscellaneous items.

The average airman or soldier spends roughly 20 per cent of his monthly pay at the exchanges, officers around 10 per cent.

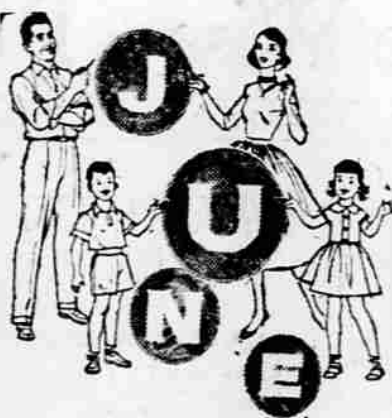
A Young Market
This is a young market—average age 23 years. It's brand-conscious. It makes foreigners conscious of American products where the PXs are abroad.

Headquarters of the Army and Air Force exchange service in New York, suggest that recession-plagued, consumer-product manufacturers ought to aim their products at the military man.

They must have a well-known product and the price must be right. It's a good way to get some foreign outlets and the companies that have them right now in other fields are thriving better than those with only United States outlets.

PLANER BLOX

Clean—Quick Delivery
Medford Fuel Co.



your new

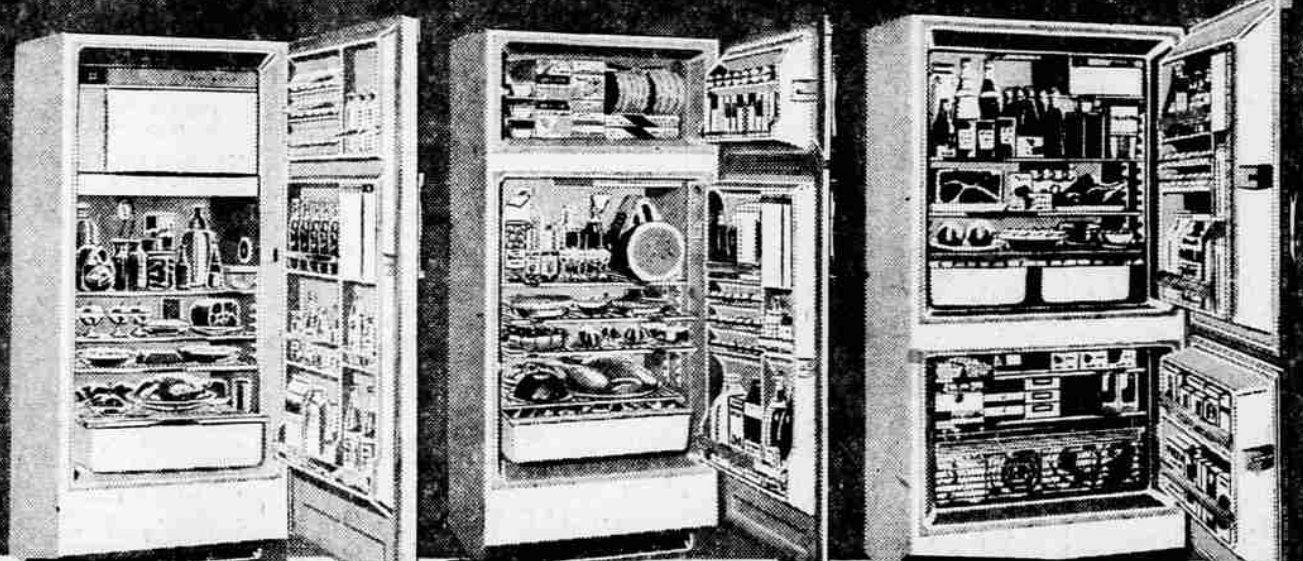
WARDS

FAMILY SAVING DAYS

LADIES FREE PERFUME

Our gift to you for visiting Wards appliance department.

3 Outstanding TRU-COLD refrigerator values
One's right for your needs... and your budget!



NOT A 9... NOT A 10...

BUT A BIG FAMILY SIZE

12 CUBIC FOOT

FEATURE PACKED MODEL

SAVE 80.95

list price 279.95

with trade

\$199

Straightline refrigerator with 59-lb. freezer compartment. 3 adjustable shelves. Full length door has egg racks, butter-cheese keeper.

NOT A MANUAL DEFROST

NOT A SINGLE DOOR, BUT

A BIG 2-DOOR FULLY

AUTOMATIC COMBINATION

SAVE 150.95

list price 449.95

with trade

\$299

Freezer holds 101-lbs., has juice-package shelves in door. Adjustable refrigerator shelves glide-out. Door has decanter and butter keeper.

FOR THOSE WHO WANT THE

ULTIMATE IN CONVENIENCE

BIG REFRIGERATOR ON TOP

161-lb. FREEZER ON BOTTOM

SAVE 190.95

list price 589.95

with trade

\$399

Freezer has large basket, ice ejector, juice-package racks in door. Automatic defrost refrigerator with meat saver, twin porcelain crispers.

NO DOWN PAYMENT WITH TRADE

15 cubic foot chest freezer

\$218

\$10 down 10.50 month
Holds 525-lbs. Temperature control for safe storing. 5-year warranty on sealed unit.

15 CUBIC FOOT UPRIGHT FREEZER

\$299

\$10 down \$14 month
Convenient book-shelf storage, has fast freeze shelves. Holds 525-lbs.

SALE! Wards new compact portable

\$99

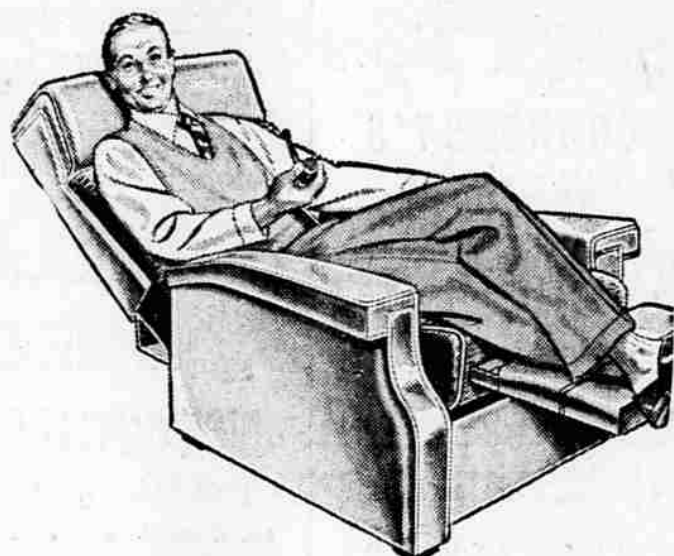
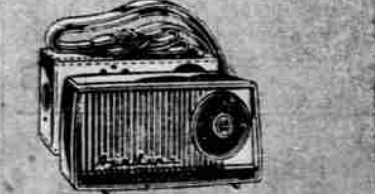
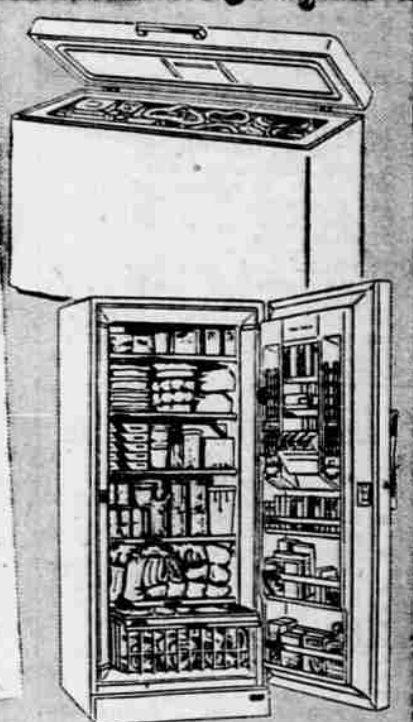
\$5 down \$5 a month
Weights only 40 lbs. Removable safety glass. Yr. guarantee on tubes.

POCKET RADIO
4.50 down \$44.88
\$5 a month

Sale! Has 7 transistors! Unbreakable case.

CLOCK-RADIO
2.50 down \$25.88
\$5 a month

Sale! Wake to music—doze off—alarm re-awakens you every 7 minutes!

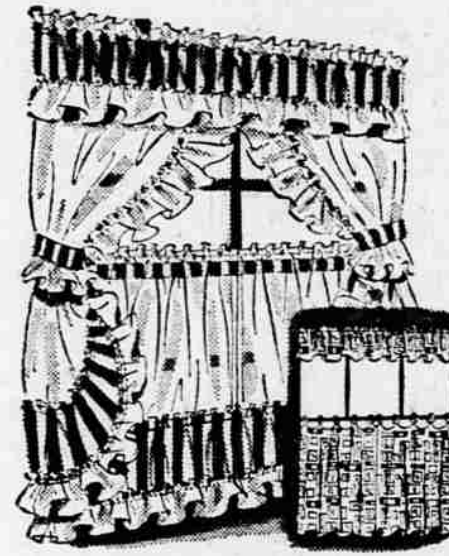


"Vibrating" Stratolounger recliners
Nationally Advertised at 99.95

\$5 DOWN, \$6 A MONTH

Feature luxurious vibrator massage with choice of color and fabrics. Deluxe 99.88. King size 149.88

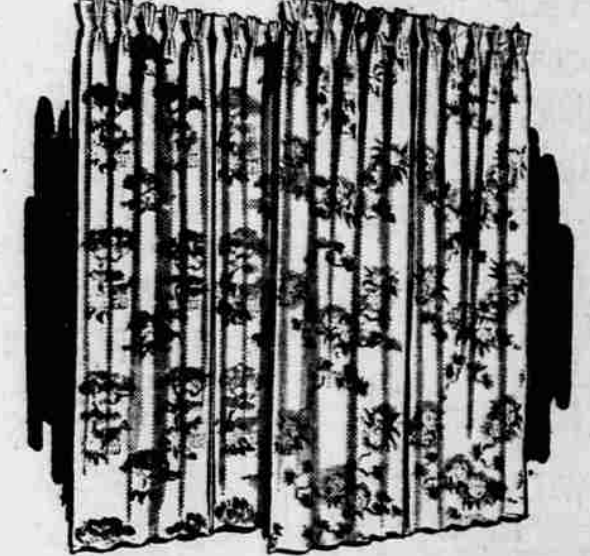
79⁸⁸



Sale! Cheery kitchen curtains
regular 2.79 sash curtains

Colorful, long-wearing nylon-chintz. 33x36" matching valance 78c. 1.98 cafes, tiers. 1.58

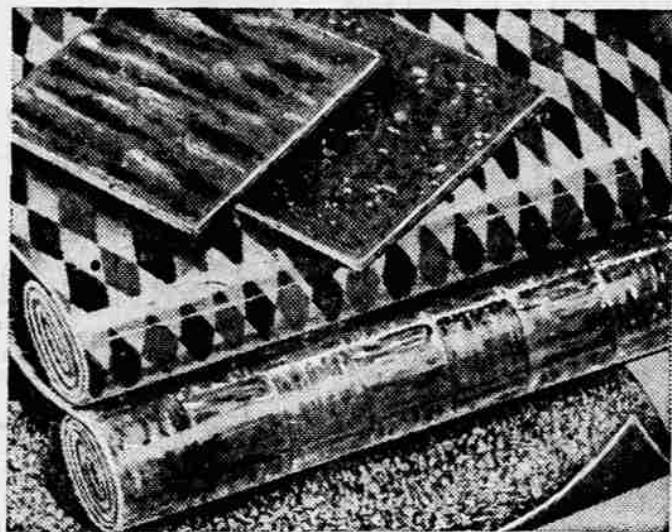
2.18



Homemakers! Ready-to-hang draperies
Reg. 5.98, sale-priced group!

Give your windows new beauty—acetate prints and solid colors. Some are lined! 48" wide to pair.

4.99 pr.



Liquidation sale—save 25 to 50%
on hard surface floor coverings

Choice of inlaid and felt base linoleum and linoleum tile floor coverings in a wide selection of styles, patterns and colors. 1.05 Armstrong Quaker linoleum, now only 78c sq. yd.



Folding aluminum chaise

Firestone Velon web, resists weath., wear. Adjusts to 4 positions.

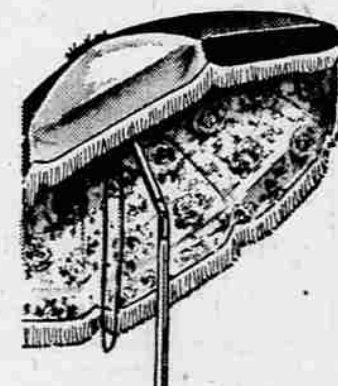
12.88



7-pc. dinette set
bronze or black

\$99⁸⁸

Full 35 x 60" size. Mar resistant top. Padded seats. 35 x 72" size Reg. 129.95, 109.88



7' Vinyl Umbrella
Floral lining

\$27⁸⁸

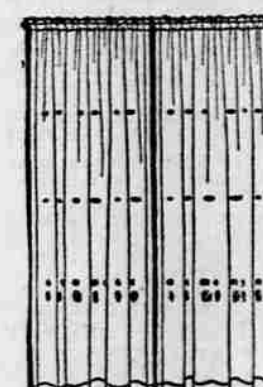
Two-tone outside, floral pattern inside. Push-button tilt. Pull cord to open, close.



24.95 "Vinyl clad" table

Mar-resistant linen-like top bonderized to steel. Non-tip legs.

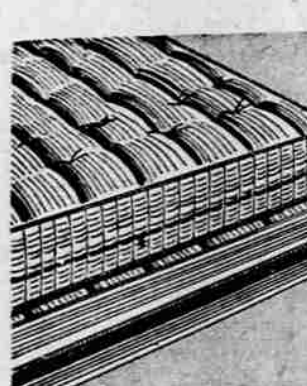
20.88



Fine washable panel curtains

\$66⁸⁸

Ivory-white permanent finish rayon acetate curtains. Generous hems. Each 42x81".



Wards King-O-Sleep
Full, Twin Sizes

\$34⁸⁸

312-coil construction, sag resisting border. Box Spring . . 34.88 Matt., Spring . 68.88



Feather pillow sale!

• Soft plumage filled
• Floral linen ticking
• Reduced for sale

99c

SAVE NOW—PAY LATER—WITH WARDS MONTHLY PAYMENT PLAN

SAVON
Big Major One



Use Local Major
Oil Credit Cards

ON THE POINT—SOUTH RIVERSIDE & SOUTH CENTRAL—OPEN 24 HOURS

WELL KNOWN MAN WINS \$1000 BOAT



NO. 3 TICKET WINS—NO. 1 NEVER CHECKED IN!

Mr. Wilson "Smitty" Smith, Southern Oregon Representative for Merck, Sharp & Dohme, is the LUCKY one. Smitty is pictured above with his two children. They all say "It's hard to believe that he could be so lucky. We've been wanting a boat for the past two years." The Smiths have named the boat after the Fortune Station, calling it Miss Good-Fortune.

NEXT FREE FORD June 25

NEXT FREE BOAT July 30

Just Drive In for FREE Tickets—No Need to Buy!