

Enough Money, Inside Dope Can Save Shirt in Stock Market

By ELMER C. WALZER
UPI Financial Editor

New York—UPI—No one can lose his shirt in Wall Street provided he has enough money and inside information.

So states Mrs. Morton Seidel of Beverly Hills, Calif., who has made a study of the women's problems in the world of finance under the tutelage of her husband, an investment banker.

She is perturbed over the stock buying by women who make their stock selections on rumors of splits or stock dividends, increases in dividends, new products, new orders, and so on.

She realizes that investigation of big business is a difficult task for the average woman. But the woman investor can ask questions of the right people and get the right answers, she avers.

An investment adviser or investment banker can answer the questions on management of big companies. The woman's own bank can tell her of the character of the men who run small businesses in which she might want to invest.

"Having determined this

objective," Mrs. Seidel says, "a woman's next problem would be to compare the company with the industry as a whole. Although this seems simple, there are so many complex studies that still remain to be made that it is almost impossible for a woman to make a decision on what stocks she should purchase without the aid of an expert on finance, she holds.

"However, in knowing how to ask questions, investing will be made interesting and exciting and will increase the woman's education and know-how."

Then comes the problem of knowing whether to invest or to speculate. If a woman is going to speculate, can she afford to take losses, asks Mrs. Seidel. "Or is she willing to take losses as gracefully as she invests in a purchase that is made primarily for continuity of income and stability of price. In other words, for a reasonable return on money invested as well as continued income.

"A woman who thinks she is investing properly because the market is going up does not realize she is speculating, and could very easily lose money.

Everybody Wins

"She speaks of gains, but rarely of losses. She thinks that the price will be higher but not that the price could go lower. Every woman wants to make money. But can she afford to lose?

"What is worse, she knows

that the market will be going up. She expects it. Then she waits because the market takes a dip, and she cannot afford to lose. Too late. She brushes aside the idea that a purchase of stock could be a speculation. She doesn't want to lose any money, but she will take the advice of a layman instead of listening and learning from the trained investment counselor or investment banker whose business is to know or to investigate."

Mrs. Seidel related the case of a wealthy woman who takes \$10,000 for her and her granddaughter to speculate. If she loses the entire amount, it makes no difference.

"She plays the market with money she has set aside for that purpose in the same way she plays a game of bridge," Mrs. Seidel explains. "That is the fun for her and good for her broker. She cannot be hurt financially and fun is had by all.

"If a woman wishes to gamble in the market and if she is sufficiently astute, and courageous, she can purchase when business is bad and sell when business is good. If she can do that, she should go ahead."

Frankfurter Said
Making Good Recovery

Washington—UPI—Supreme Court Justice Felix Frankfurter sat up in bed Monday and is making a good recovery from his heart ailment, his office reported.

Frankfurter was hospitalized last Monday. There is still no word as to when he may return to the bench.

The court is in recess this week. It meets again Dec. 8.

Florence Logger
Fatally Crushed

Florence—UPI—Ed Green, about 30, Florence, was fatally crushed Monday in a logging accident between Canacy and Reedsport on Five-Mile road.

Green, a worker for the Swiss Home Logging company, was setting a choker when a log rolled over him, according to the coroner's office.

Survivors include his wife and six children.

AXLE-RIDING ROOSTER
Atlanta—UPI—Ted Samples, 12, has found the bantam rooster he was given as a pet on Thanksgiving Day. The frightened bird, possibly fearful he would go the way of the turkey, had been riding for two days on the rear axle of a neighbor's car.

MAIL TRIBUNE, Medford, Oregon, Tuesday, December 2, 1958 3

AID NOISE ABATEMENT
Osaka, Japan—UPI—The Association of Pachinko (pinball) Operators today signed an agreement to remove the bells from their pinball machines in order to cooperate with the city's anti-noise campaign.

We Give GREEN STAMPS
CENTRAL REXALL DRUG
Main and Central



Elmer Walzer

117 S. Central
SP 3-7301

WARDS
MONTGOMERY WARD

USE OUR FAMOUS **lay away Plan**
purchase held 12 Dec. 15

Old-fashioned Christmas Values
80 CHRISTMAS-NEW, 50 CHRISTMAS-RIGHT—AT 100% OLD-FASHIONED SAVINGS!

SAVE 6.97

OVAL TAPER . . . LADIES LUGGAGE

3-Pc. Set **37⁸⁸** 10% Tax

FREE lock and horn set with any HAWTHORNE bike

Hawthorne new 26-in. English "Stylemaster"

51⁴⁵

\$5 DOWN a month

Sleek, light and racy model with modern Duo-Bar styling. 3-speed hub makes pedaling easier . . . you shift gears just like a car! Fingertip controls give you instant braking action. Boys' bright red and white. Girls' shiny blue and white.

26-in. Pullman

Save \$21 Big, family-size 5 accessory pockets. Solid brass locks.

15⁸⁸

Boys', Girls' 26" Hawthorne Flo-Bar bike

44⁴⁵

\$5 DOWN a month

American made, extra strong, built to take a beating. Modern design, pedal brakes. Unbreakable frame. Boys' black/white. Girls' green/white.

21-in. Overniter

Save \$21 For weekend trips. 5 large accessory pockets.

11⁸⁸

Roller Skates
Guar. 500 mile ball bearings
\$3.79

AIR RIFLE
450-shot. Rack, 595 targets, 85%
\$3.79

Handy train case

Save \$21 Light, compact. 3 section tray, mirror. Washable lining.

All 3 pcs. of plywood construction with vinyl covering

10⁸⁸

\$3.50 down, \$3 a month

For that final touch to holiday decor!

SALE! Wards CERTIFIED* spray lacquer
3 cans for 3.66

For decorating Christmas trees, ornaments, wreaths, mistletoe. Dries in 3 minutes. 3 metallic colors: copper, gold, silver. 1 can. \$1.59
***Be Satisfied . . . Buy Certified!**

CRATER DEPT. STORE QUILTS!

QUITTING BUSINESS!

ENTIRE FINE STOCK AT COST! NEAR COST! BELOW COST!

OPEN DAILY
9 A.M. to 9 P.M.

WE QUIT! EVERYTHING MUST GO, LOCK, STOCK AND BARREL, INCLUDING FIXTURES! TO ASSURE QUICK AND POSITIVE BUYING WE HAVE SLASHED EVERY ARTICLE TO THE BONE! WE MUST LIMIT SOME ITEMS. FIRST COME, FIRST SERVED. ARTICLES ON SALE ONLY WHILE QUANTITIES LAST! BE EARLY FOR THE BEST SELECTIONS! HURRY! BUY NOW FOR CHRISTMAS! HURRY AND SAVE!

BUY BELOW COST! BUY FOR CHRISTMAS! HURRY! CLOSING OUT TO THE BARE WALLS! SLASHED PRICES! SALE CONTINUES 'TIL COMPLETELY SOLD OUT!

REGULAR \$1.98
WORK SHIRTS
Tan or Grey
97¢

DOOR CRASHER VALUES TO \$2.50
TIES BELTS
Out They Go
88¢

QUICK SELLOUT REGULAR 39¢
WORK SOCKS
Nylon Reinforced
27¢

EARLY BIRD REGULAR \$2.95
TENNIS SHOES
Boys or Girls
\$1.88

REG. \$4.95 BOYS'
CORD PANTS
Assorted Colors
\$2.88

REGULAR \$5.75 VALUES
CAMPUS SPORT JACKETS
OUT THEY GO!
\$2.88

REGULAR \$3.95 — CANVAS
LACE or SLIP-ON OXFORDS
THICK RUBBER SOLES
2.88

REGULAR \$7.95 VALUES
WOOL PLAID SHIRTS
WASHABLE—OUT THEY GO
4.38

REGULAR \$2.95 SANFORIZED
QUALITY DRESS SHIRTS
TRU-VAL WHITE OR COLORS
\$1.88

VALUES TO \$14.95
DRESS and WORK SHOES
WHILE THEY LAST
\$6.88

VALUES TO \$5.95
FANCY SPORT SHIRTS
Plain or Western Style
\$3.88

REGULAR \$7.65 VALUES
BASKETBALL SHOES
Quality — B. F. Goodrich
\$4.67

REGULAR \$4.95 VARSITY
Polisheen Cotton SLACKS
For Hard Wear — Hurry
\$3.28

REGULAR \$13.95 VALUES
All Weather—Heavy JACKETS
Rock 'N' Roll Style
\$9.88

REGULAR \$4.45
RAIN RUBBERS
Heavy Quality
99¢

REGULAR \$2.95 VALUES
DRESS SPORT SHIRTS
Campus — Wash 'N' Wear
\$1.57

REGULAR 85¢ VALUES
FANCY DRESS SOCKS
Smart Colors! — Hurry!
57¢

REGULAR \$3.98 VALUES
INSULATED KNIT UNDERWEAR
Each Pc. Shirt or Drawers
\$2.67

REGULAR \$6.95 VALUES
LONG UNDIES
Ankle Length
\$1.97

VALUES TO \$4.98
XMAS TOYS
GUNS — GAMES LARGE ASST.
\$1.44

VALUES TO \$1.25
Large Assortment
TOYS
CHESS SETS WIND UPS
33¢

VALUES TO \$3.98
WORK JEANS
LEVIS STRAUSS WRANGLERS
\$3.24

REGULAR \$2.98
WORK PANTS
Tan or Grey Non-Rip Seam
\$2.38

REGULAR \$2.98
LONG UNDIES
Ankle Length
\$1.97

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DRESS SPORT SHIRTS
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CENTRAL POINT, OREGON

In the Day's News

By FRANK JENKINS

Significant news:
The United States has made its full range firing of an INTERCONTINENTAL ballistic missile capable of carrying a deadly hydrogen warhead.

IT WAS an Atlas. It was fired from Cape Canaveral in the neighborhood of 9:30 Friday evening. Its course was tracked by electronic recording devices spotted on ships and islands. Its nose cone dropped into the South Atlantic near lonely Ascension island about 30 minutes later.

The defense department announces that it HIT A DESIGNATED TARGET AREA. The size of the target area was not definitely specified, but unofficial reports indicated that it landed within about a 30-mile radius of the pinpoint aimed at. The spot at which it landed was 6300 statute miles from the point at which it was fired.

Landing within 30 mile of the bullseye is pretty accurate shooting at that range.

LET'S put it this way: If it had been aimed at Moscow and had carried a hydrogen bomb in its nose, it would have done a LOT of damage if it had landed 30 miles from the city's center.

And — Suppose 100 of them had been launched at the same time!

WHY is the missile so important? This is the answer: When perfected, intercontinental missiles WILL ENABLE US TO ABANDON OUR AIR BASES ON FOREIGN SOIL. These bases are causing us immense trouble and immense worry. Every time some tricky little bandit chieftain kicks up a ruckus in some insignificant foreign country, we have to worry that he will grab off one of our strategic bases — maybe starting a world war in the process.

It is from the neighborhood of these bases that the disturbing cries of AMERICAN GO HOME so often arise. These bases are a constant irritant in our foreign relations and will remain so as long as we are obliged to maintain them as take-off points for conventional bombers or short range missiles.

When intercontinental missiles become standard operational weapons, we will be able to fire them FROM OUR OWN SOIL.

SO MUCH for our side of the missile story. Let's now look at the other side.

It must be assumed that Russia also has an intercontinental missile, possibly in about the same stage of development as our Atlas. She says she has, and we can't afford to assume otherwise.

It must be assumed that at any given time in the future Russia will have as many intercontinental missiles as we have. It must be assumed that whatever we can do to Russia, Russia will be able to do to us.

Any other assumption would be fatal.

SOMETHING else must be assumed. It must be taken for granted that warning devices will be so perfected that if and when Russia starts flights of nuclear-bomb-bearing missiles toward us we will be able more or less instantly to start flights of nuclear-bomb-bearing missiles toward Russia.

That will be such SOBERING knowledge that possibly NEITHER ANY RUSSIAN NOR ANY AMERICAN WILL EVER BE WILLING TO ACCEPT THE AWFUL RESPONSIBILITY OF PUSHING THE BUTTON THAT WILL START THE FIRTS OFFENSIVE FLIGHT OF BOMB-BEARING MISSILES.

In that possibility lies mankind's hope of a future.

SALE! HAWTHORNE SLEEPING BAG
3 lb. Dupont dacron. Long-wear. Lining. 34x78-in. **17.88**

SALE! 5.98 PING PONG SET
4 rubber-faced bats, 66" net. Steel post, 2 balls. **4.88**

SALE! 5.95 DARTBOARD SET
20 point game and baseballgame. 6 brass darts. **4.88**

SALE! 12.79 BADMINTON SET
4 rackets, 2 double presses, 3 birds, mesh net, poles. **10.88**

SALE! UTILITY EXTENSION CORD
9 ft. long. For lamps and fans. Brown or Ivory **44¢**

SALE! INSTANT LIGHTING TORCH KIT
Flit light triples life of fuel tank. UL approved. **8.99**

SALE! 1.99 EACH
Save up to 25%... all gift boxed!

SALE! 19⁸⁸ EACH
12 1/2" jigsaw, drill kit, sabre saw.