

Consolation Another Step in Magic Chef's Fabulous History

By HENRY J. BECHTOLD
UPI Financial Editor

New York — (UPI) — The recent consolidation of Magic Chef and its parent, Dixie Products, Inc., marked just another event in the fabulous history of Magic Chef. The surviving company is Magic Chef, Inc., now one of the nation's largest manufacturers of gas and electrical ranges.

A leader in the appliance cooking field for many years, Magic Chef became an industry giant overnight in 1901 when nine manufacturers merged. Magic Chef was then known as the American Stove Co.

The predecessor companies had been prominent in the gasoline and oil stove industries as early as 1870, and held most of the patents in the field for efficiency and safe operation of gasoline and oil stoves.

Oddly, the company's success began to decline during the early 1900s because of

Henry Ford's successful introduction of the Model T. Ford's gasoline and oil supplies then were limited and the gasoline industry naturally focused its efforts on the newly-born, gasoline consuming industry. Gasoline became scarce for stoves and the industry was faced with a severe problem. But, as fate would have it, another inventor, Thomas A. Edison, struck a blow to the gas industry at the same time, with the invention of his electric light bulb. Gas utilities, originated mainly for the purpose of illumination, found themselves faced with a bleak future.

American Stove and the gas industry solved their problems with the introduction of the gas range. Technical improvements and design changes for gas ranges were few during the early years, and it was not until 1913 that a technical advance revolutionized the range industry.

New Invention
An American Stove employee invented a device that would measure and regulate heat at a predetermined degree, and this device changed the whole concept of gas range manufacturing.

Consumer reaction to the

regulator was so favorable that every other range manufacturer was forced to adopt similar devices. But there again followed another lag of new devices and improvements that American Stove finally solved with the introduction of the Magic Chef in 1929.

Magic Chef then wrote most of the records in the industry until 1958 when it was purchased by Dixie Products, maker of gas and electric ranges, home freezers and soft drink vending machines. Now, the consolidated company is in the incipient stages of building a diversified line of appliances. It will market a combination refrigerator-freezer for the first time early in February, and also will introduce a line of "package kitchens," including built-in ranges, ovens and cabinets.

Magic Chef President S. B. Rymer Jr. said the latter move will enable appliance dealers to offer budget-priced kitchen remodeling services to customers who do not want the expense of a complete remodeling job.

Rymer said that the company will also broaden its appliance lines in the near future to achieve the goal of producing a complete Magic Chef kitchen.

Bureau Holds District Meet; Director Speaks

Farmers should take care of their own programs before someone does it for them, F. W. Costello, field director of the 12 western states for Farm Bureau, told about 80 persons attending the Dec. 2 regional meeting in the Jackson hotel. There have been more changes in agriculture in the last 10 years than in the previous 60, he pointed out. It is up to agriculture to see it gets what it needs out of future changes, Costello said. Scott Lamb, state information director, stated that the next three years are the crucial ones in all departments of farming as more rules and regulations will be forced on the food grower. He said not to discount the possibility of having to secure a license to farm. It is urgent that the farmer tell his own story, he added.

Root Gives Talk
Robert Root, a new member of the Oregon Farm Bureau staff, serving as tax and legislation expert, said agriculture is at the crossroads. All concerned must be alerted to the directions it can take, he said.

Cliff Wright, state organization director was master of ceremonies. Representatives from Klamath, Douglas, Josephine and Jackson counties were present. County organization directors present were: Mrs. Blaine Johnson, Glen Dale, Robert Lytle, Ashland, and John Urbach, Klamath Falls.

Douglas county is far ahead in the 1961 membership drive, it was reported. It is the only Oregon county reaching and passing the quota.

Bakers Receive Size Orders

Salem — Effective since November 23 is the administrative order of the state department of agriculture revising bread pan sizes.

The new order defines a "pan" as including pans, frames, screens or any type of container in which bread is baked in Oregon.

Bread pan sizes as defined by the new regulations do not apply to pans used to make round loaves or French, Vienna or Rye loaves, unless these breads are baked in pans which make them look like standard sized loaves. Then the specialty breads must meet the same specifications as the regular loaves.

The order was made following a public meeting held by the department at which bakers and their representatives from all over Oregon discussed the matter. Some bakers had been "ballooning" their bread which other bakers and the department felt was unfair to the public. "Ballooned" bread is a one pound loaf baked in a one and one-half pound pan so that the finished product looks bigger than it really is. The new order was drawn to stop this practice before it became widespread.

TELLS OFF GUNMAN
Champaign, Ill. — (UPI) — A woman cashier in a pharmacy Monday told a gunman to get out and he got. When the bandit told cashier Caroline Covar to hand over the money in the register, Miss Covar slammed and locked the register drawer and told the gunman to beat it. The intruder pocketed his gun and fled.

Food Price Range Gets Explanation

Washington — (UPI) — The housewife knows that if she is to save money on the food bill, she must look for in-season bargains when plentiful supplies mean low cost foods.

She is somewhat puzzled, however, at the way the retail price of milk, for example, changes so little from one end of the season to another, while the price of such products as tomatoes changes sharply through the months. Although milk is perishable and production is heavier in the spring than in the fall, the consumer sees little change in the retail price of milk. Here's why.

Milk that can't be sold in the fluid market during peak production goes into manufactured dairy products. In diverting some of his production, the farmer helps balance his supply with demand and smooths out the ups and downs of prices. So, the customer sees only a slight drop in prices from the fall peak to the spring low.

Fruits and vegetables, and especially tomatoes, are at the other end of the range with wild swings in retail prices, farm value, and marketing margins. Prices are down in the summer when tomatoes

are produced in abundance throughout the country. In the winter, most of our tomatoes come from Florida, with some imports to supplement the crop. Shorter supplies and longer distances to market mean higher farm prices and marketing costs.

Frying chickens are in the intermediate group with a somewhat more active seasonal swing in farm and retail prices. Production and farm prices usually are on the rise during the first half of the year and hit their peak in the summer. But at this point, the supply-demand relationship takes a new turn.

Even though production is at a seasonal peak — and the farm value is on the way down — the retail price continues fairly high for two reasons. The retail price of red meat is at its seasonal high at this time and fried chicken is a summertime favorite. Taken together, these facts mean the demand for frying chickens is up during the summer, even though supplies are near their peak.

Come autumn, the retail price of chicken begins to follow farm prices to their seasonal low at the end of the year. Red meat such as choice

grade beef has the same moderate rise and fall in supply and price, though the ups and downs come at different times of the year. Ten or 15 years ago, retail prices of beef during peak marketings in February would drop as much as 8 per cent below the nearly average, and would rise to 7 per cent above average in August and September when few animals were going to market. Today, the seasonal swing in prices is much smaller, largely because of a more even supply of beef throughout the year.

Follow Erratic Course
Farm prices follow a more erratic course throughout the season than either retail prices of marketing margins. For most commodities, changes in retail prices lag behind changes in farm prices. Consequently, seasonal variations in margins tie more closely to the retail price than to the farm value. As a result of the delayed response, retail prices and marketing margins for many products

— Continue to rise after farm prices start down, and

— Continue to decline when farm prices turn up.

According to the agricultural marketing service, "Agriculture still lives by the calendar, but research in better storage, handling, and distribution is helping to make our food supply a more reliable affair."

State Releases New Grain Report

Salem — Over 8,000,000 bushels of incoming grain were received at Oregon inspection points during November according to report by the division of grain inspection of the state department of agriculture. The total is somewhat less than that in October. Portland inspections included 7,651,598 bushels; Astoria, 259,700 bushels; and in Pendleton, 255,934 bushels. Bushels received by truck came to 710,041; by river barge, over 1,000,000 bushels. Export shipments of grain inspected total 17 cargoes, almost 6,000,000 bushels with wheat over 5,000,000 bushels and barley over 400,000 bushels.

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Few Complaints About Dogs Heard

Dog control ordinances became effective Wednesday for some Jackson county areas, but few complaints have been reported so far, according to Chris Hagler, county dog control officer.

"We think it was due to the holidays," Hagler said. "We received only the usual number of complaints, but probably people were so busy shopping and preparing for Christmas they didn't pay much attention to the dog problem."

Wednesday the ordinance became effective for all precincts of Medford, Precinct 88A and Rogue River.

All dogs in those areas must be kept in their owner's yards, on leash or under their owner's control when off the premises, or muzzled if allowed to run at large. First offense is \$10, second \$25 and any offense thereafter is \$25, District Attorney Thomas J. Reeder noted.

Sometime before March, ordinances become effective in Ashland, Eagle Point, and Precincts 57, 58B and 60, according to Hagler. He is expecting many more complaints this week as attention shifts from the holidays to more routine matters. Two complaints were received yesterday, he noted.

Birth Documents To Omit Racial Data

New York — (UPI) — Birth certificates issued to babies born here starting in 1961 no longer will contain reference to race or color.

New York will be the first community in the nation to eliminate racial information from birth documents, according to health commissioner Leona Baumgartner, who announced the change Monday.

The action resulted from protests by minority groups, including the National Association of Colored People and the Urban League. They held that such information tended to promote discrimination.

Two to Go!



7246

by Alice Brooks

Travel right into Spring in this pretty, packable hat. It's smart in one or 2-color contrast.

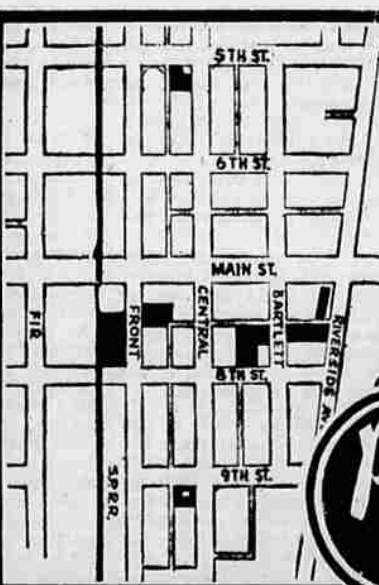
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