

### Electric Utility Growth Seen in Spite of Economy

New York—(AP)—The electric utilities have grown in good times and bad and are expected to keep that trend alive in spite of the economic clouds gathering on the 1961 horizon.

Many of the leading business research organizations have gone so far as to say that the utility business has an "unlimited growth" potential built into its makeup.

Even if the economy should cause a temporary dip in industrial demand in the early months of 1961, there will be sufficient gains in the residential and commercial sectors to offset that loss.

Demand for power is relatively insensitive to fluctuations in economic activity, a recent industrial survey showed. The very same regulatory regimen that puts a ceiling on earnings also puts a floor under profits.

During the past six years, which included two recessions—those of 1954 and 1958—kilowatt-hour sales of investor-owned utilities shot up more than 60 per cent or about 10 per cent a year.

At the same time, net income available for common stocks showed an average yearly gain of nearly 9 per cent.

Unlike most businesses which frequently are forced to cut prices in difficult times, the electric utilities are in the envied position of being able to hold their best customer—the home owner—even when unit volume shrinks.

#### Defensive Qualities

For this reason, utility shares are good havens for capital in troubled times. Their defensive qualities have enabled many of the utility stocks to move against a trend of generally soft market prices in recent months.

As a matter of fact, the utilities as a group paid out some 69.3 per cent of available earnings in dividends in 1959, compared with about 71.5 per cent the year before.

One leading investment research organization believes that with the longer-range outlook for earnings promising, the policy of liberalizing payments periodically is likely to continue.

There still is no wakening of confidence that atomic energy will someday play a major role in supplying the nation's power requirements over the long-term. At the start of 1960 electric utilities were participating in 16 nuclear power plants.

#### New Goals

However, while new goals aim at making nuclear power competitive by 1968, it is likely, allowing for differences of opinion, that atomic reactors will supplement rather than replace power generated by conventional methods in view of the burgeoning power needs of the nation.

Capital costs for nuclear plants proposed for service through 1964 are expected to range from \$300 to \$400 per kilowatt, compared to costs for conventional plants of from \$115 to \$180.

For this reason, economical nuclear plants are only deemed feasible in areas where cost of fossil fuel is high.

### Stiffer Admission To Colleges Hinted

Monmouth, Ore.—(AP)—Chancellor John R. Richards of the state system of higher education said Wednesday if the 1961 legislature does not hike faculty salaries and cut class loads the result may be stiffer admission requirements at the state's colleges and universities.

Speaking to a group of legislators here, Richards endorsed budget plans of Gov. Mark Hatfield which call for higher salaries for higher education employees.

He said if the legislature adopts the recommendations, current admission policies could remain in effect.

### School Employees Propose Measure

Salem—(AP)—The Oregon School Employees Association proposes a bill for the 1961 legislature setting up a 40-hour work week for employees of schools in a non-teaching capacity.

Purpose is to stop school districts, particularly small ones, from working such employees as janitors, cooks and bus drivers more than 40 hours without overtime.

#### STAMPS FOR PICNIC

Conyers, Ga.—(AP)—Members of the Conyers Methodist Church are receiving green or yellow "trading" stamps for each attendant. After Easter, those with the most stamps will be given a picnic outing at Warm Springs, Ga.

# CUT FOOD COSTS

## HERE!

SAVE! SAVE!

PLUS "THRIFTY" Green Stamps

|                      |                        |                     |
|----------------------|------------------------|---------------------|
| <b>COFFEE</b>        | Butternut 1-lb. tin    | <b>59¢</b>          |
| <b>MARGARINE</b>     | TASTEWELL Golden Cubes | <b>6 LBS \$1.00</b> |
| <b>MELLORINE</b>     | Jorgensen's 1/2 gallon | <b>39¢</b>          |
| <b>Luncheon Meat</b> | PICNIC 12-oz Tins      | <b>3 FOR \$1.00</b> |
| <b>SALAD OIL</b>     | Jewel qt. bottle       | <b>39¢</b>          |
| <b>SHORTENING</b>    | CREAM FLAKE 3-Lb. Tin  | <b>59¢</b>          |

Swift Premium Fully Cooked

# PICNICS

4 to 8 Lb. Average

## 33¢ lb.

|                       |                     |           |                        |
|-----------------------|---------------------|-----------|------------------------|
| Medford's Finest—Pure | <b>GROUND BEEF</b>  | 49¢ lb.   | 3 lbs. / <b>\$1.39</b> |
| Country Style         | <b>SAUSAGE</b>      | 39¢ lb.   | 3 lbs. / <b>98¢</b>    |
| Morrell's Palace      | <b>SLICED BACON</b> |           | 2 lbs. / <b>98¢</b>    |
| USDA Good & Choice    | <b>LOCKER BEEF</b>  |           | Eastern Oregon         |
| HALF                  | <b>49¢ lb.</b>      | FRONT 1/4 | <b>43¢ lb.</b>         |
|                       |                     | HIND 1/4  | <b>63¢ lb.</b>         |

CUT, WRAPPED AND QUICK FROZEN—FREE OF COURSE

| MIX OR MATCH 'EM AND SAVE!              |      |          |      |
|---|------|----------|------|
|   | Reg. | Multiple | SAVE |
| Sliced Pineapple Typhone No. 2          | .29  | 4/1.00   | .16  |
| Crushed Pineapple Sits No. 2            | .29  | 4/1.00   | .16  |
| Sliced Pineapple Summer Isles No. 1 1/2 | .23  | 5/1.00   | .15  |
| Peaches Fairplay Sliced Cling No. 303   | .19  | 7/1.00   | .33  |
| Applesauce Appletime No. 303            | .15  | 8/1.00   | .20  |
| Fruit Cocktail Del Monte 303            | .27  | 5/1.00   | .35  |
| Apricots Del Monte Halves, No. 303      | .29  | 4/1.00   | .16  |
| Pork & Beans Drows No. 2 1/2            | .23  | 5/1.00   | .15  |
| Green Beans Silver Cut No. 303          | .16  | 8/1.00   | .28  |
| Kidney Beans Drows No. 300              | .15  | 8/1.00   | .20  |
| Diced Beets Vernal No. 303              | .15  | 8/1.00   | .20  |
| Hominy Drows Golden or White No. 300    | .13  | 9/1.00   | .17  |
| Peas Hunt's Tender Garden No. 300       | .19  | 6/1.00   | .14  |
| Peas Cottage No. 303                    | .17  | 7/1.00   | .19  |
| Blackeye Peas Drows No. 300             | .14  | 8/1.00   | .12  |
| Yams Hume Whole and Cut No. 303         | .23  | 5/1.00   | .15  |
| Spinach Del Monte No. 303               | .16  | 7/1.00   | .12  |
| Tomatoes Blue Sky No. 2 1/2             | .25  | 5/1.00   | .25  |
| Tomatoes Deluxe No. 303                 | .15  | 8/1.00   | .20  |
| Tomatoes Del Monte No. 303              | .25  | 4/ .89   | .11  |
| Stewed Tomatoes Del Monte No. 303       | .25  | 4/ .89   | .11  |
| Salad Veggies Del Monte No. 303         | .22  | 5/1.00   | .10  |
| Oysters Tiny Whole Spruce 8-oz.         | .31  | 4/1.00   | .24  |
| Mackerel Fortune No. 1                  | .23  | 5/1.00   | .15  |
| Vienna Sausage Star Pak 1 1/2           | .13  | 10/1.00  | .30  |
| Tomato Sauce Del Monte 8-oz.            | .10  | 12/1.00  | .20  |
| Tomato Sauce Del Monte No. 300          | .17  | 7/1.00   | .19  |
| Tamales Peter Pan No. 1                 | .28  | 4/1.00   | .12  |
| Catsup Del Monte 14-oz.                 | .23  | 5/1.00   | .15  |
| Catsup Del Monte 20-oz.                 | .33  | 3/ .89   | .10  |
| Dog Food Chubby No. 1                   | .10  | 13/1.00  | .30  |
| Dog Food Skippy No. 1                   | .10  | 11/1.00  | .10  |
| Zucchini Del Monte No. 303              | .27  | 4/1.00   | .08  |
| Spaghetti & Cheese Nalley No. 1         | .17  | 7/1.00   | .19  |
| Corned Beef Hash Royal Pak No. 1        | .39  | 3/1.00   | .17  |
| New Potatoes Mission No. 303            | .13  | 9/1.00   | .17  |
| Mandarin Oranges Spruce 11-oz.          | .25  | 5/1.00   | .25  |
| Syrup Oregon Food Maple Flavor, 22-oz.  | .39  | 3/1.00   | .17  |
| Green Lima Beans Vernal No. 303         | .19  | 6/1.00   | .14  |
| Pork & Beans Drows No. 300              | .15  | 8/1.00   | .20  |

Medford's Finest Produce

## BANANAS

Golden Ripe Hands

# 10¢ lb.

Oranges Sweet Calif. Navels

## 5 lb. bag 59¢

Cauliflower Large Snow White Heads

## 19¢

Carrots Fancy No. 1 Cello Bag

## 10¢ ea.

SPUDS U.S. No. 2 Klamath

## 10 lbs. for 29¢

|   |   |
|---|---|
| <p><b>PEACHES</b></p> <p>All Gold—Sliced Cling</p> <h2 style="font-size: 2em;">5 No. 2 1/2 tins \$1.00</h2> | <p><b>APRICOTS</b></p> <p>Blue Sky Whole</p> <h2 style="font-size: 2em;">5 No. 2 1/2 tins \$1.00</h2> |
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|   |   |
|---|---|
| <p>Large AA Farm Fresh</p> <h2 style="font-size: 2em;">EGGS 63¢</h2> <p>DOZEN</p> | <p>Spreckels</p> <h2 style="font-size: 2em;">SUGAR 89¢</h2> <p>10-LB. BAG</p> |
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| <p>Crescent</p> <h2 style="font-size: 2em;">FLOUR 79¢</h2> <p>10-LB. BAG</p> |
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| <p>CAPITAL</p> <h2 style="font-size: 2em;">MILK 10¢</h2> <p>TALL TINS</p> |
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| <p>HILLTOP RIPE PITTED</p> <h2 style="font-size: 2em;">OLIVES 5 No. 1 tall tins \$1.00</h2> |
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| <p>Golden Poppy Sliced Cling</p> <h2 style="font-size: 2em;">PEACHES 4 No. 2 1/2 tins \$1.00</h2> |
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THRIFT DEPT.

WOODEN Salad Bowls

Reg. 29¢ **4 for 89¢**

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BALL BEARING Rolling Pins

Reg. \$1.29 **98¢**

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CINCH IRONING BOARD Cover Holders

Reg. 98¢ **88¢**

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SHAVING OR Make-Up Mirrors

Reg. 89¢ **77¢**

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ALUMINUM CAKE Decorator Sets

Reg. 49¢ **39¢**

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MEN'S LUNCH PAILS With Thermos

Reg. \$2.99 **\$2.79**

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6 ALL COTTON Dish Cloths

Reg. \$1.20 **98¢**

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MALLORY Flashlight w/Batteries

Reg. \$1.99 **\$1.49**

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GLASS WATER Tumblers

Reg. 2 for 25¢ ea. **10¢**

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ELECTRIC Coffee Makers

2 to 13 Cup—Reg. \$9.99 **\$7.95**

|   |   |
|---|---|
| <p>ALCOA Aluminum Foil 12 in. x 25 ft. <b>35¢</b></p> <hr/> <p>ZEE Toilet Tissue 4 roll pak <b>39¢</b></p> <hr/> <p>ZEE Wax Paper 200-ft. roll <b>39¢</b></p> <hr/> <p>HERSHEY Instant Cocoa 1-lb. tin <b>45¢</b></p> <hr/> <p>Trend Powder giant size <b>49¢</b></p> | <p>Trend Liquid quart size <b>69¢</b></p> <hr/> <p>Purex Bleach gal. <b>53¢</b></p> <hr/> <p>4 CATS Tuna 6 1/2-oz. 3 for <b>31¢</b></p> <hr/> <p>WHITE STAR CHUNK Tuna 6 1/2-oz. tin <b>33¢</b></p> <hr/> <p>NALLEY'S Chili Con Carne 15-oz. <b>29¢</b></p> |
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| <p>OREGON FOOD "NEW" DETERGENT giant pkg. <b>59¢</b></p> <hr/> <p>Warranty Solid Pack Light Meat</p> <h2 style="font-size: 2em;">TUNA 4 No. 1 1/2 tins \$1.00</h2> |
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| <p><b>PRESTO LOGS</b></p> <h2 style="font-size: 2em;">12 for \$1.00</h2> |
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| <p>Shurfresh</p> <h2 style="font-size: 2em;">Cottage Cheese pt. 25¢</h2> <p style="font-size: 0.8em;">PRICES EFFECTIVE THRU SUNDAY</p> |
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# OREGON FOOD STORES

★ MEDFORD

13th and Central

★ ASHLAND

1475 Siskiyou Blvd.