

Jiffy-Cut Food Broker Carves Big Niche In Industry in Past Decade



By HENRY J. BECHTOLD

New York — (UPI) — The food broker has carved out a big niche for himself in the food industry the past decade.

And one of the prime reasons behind the boom in brokerage is the pressure on profits from rising costs in an increasingly competitive market.

More and more food and grocery manufacturers are using food brokers. Some, like General Foods, assign only a few products to brokers. Other giants sell all their products through brokers.

The broker, an independent sales agent, represents the company in a specific local market, performing for several manufacturers the sales functions otherwise handled by each company's sales force. The company pays brokerage, a commission—usually 5 percent of sales.

Effective Marketing
The popularity of the food brokerage firms has also been helped to a large extent by the way many of these firms have equipped themselves to do an effective marketing job, according to the head of the Grocery Manufacturers of America.

Close to 80 percent of the association's members use food brokers for at least some products. Indicative of the trend in recent years, one out of four companies reported turning to brokers during the past 10 years.

There simply is not enough room on the food shelves to pour into the nation's food stores at the rate of at least 8,000 a year.

Costly Struggle
Getting distribution and winning a place in the store under these conditions is a costly struggle, according to Food Enterprises, Inc., of Rye, N. Y. It noted that the broker, by pooling sales and merchandising efforts and dividing costs for several manufacturers, offers for many the best prospect for getting into or staying in the battle.

Supermarket buying is, to a large degree, impulse buying, the firm said. Thus, the product with the largest space on the shelf, or the biggest displays in the store, has the better chance of being bought.

During recent years, food brokers, as a descriptive for food enterprises as for others, has been a partial misnomer. The account has been increasingly on non-food products as food stores open their shelves to a great variety of packaged goods.

Small Worlds Around Us
By Lynn M. Watkins
(Register and Tribune Syndicate 1961)

It was such a happy home. And then... Tragedy.

He was so happy he could hardly contain himself. What more could he ask than a snug little nest in the tall vine, some ten feet above the ground, secure and reasonably safe? And a little brown wife who was comfortably snuggled in the nest. Under her, four eggs, nearly ready to hatch into four, naked, big-mouthed little cardinals. Why shouldn't he be proud?

The nest site was free from danger of prowling cats, the stems of the vine were tangled and strong; it would take a much lesser animal than a cat to climb to that nest.

The human observers in the nearby house had watched the building of the nest; and then waited for the young to arrive. The event occurred on schedule and the parents got busy. Counted trips.

The observing eyes behind the picture window watched with quickening interest. They counted the number of trips each parent bird made during every day. It took many hundreds of insects, worms and insect eggs to satisfy, even temporarily, the ever-gaping.

TORNADO TOLL 420
Deca, East Pakistan — (UPI) — The government Monday put the death toll of last week's tornado at 420.

State of Oregon CAR - TRUCK PUBLIC AUCTION
SATURDAY, MAY 20, 12:30 P.M.
Medford — State Hwy Shop — Hwy. 99
North side of Medford City Limits
FORD — CHEV. — INTL. — WAGON
1—Station Wagon, 20 Sedans (1954-1959), Pickups, Traveler, Suburban, 5—Dump Trucks, State rack trucks, Scoopmobile loader.
Inspection: 2 Days: Friday May 19, 9 a.m. to 5 p.m.
Saturday May 20, from 8 a.m.
Complete payment due by May 25, 1961

LEGAL NOTICES

NATIONAL FOREST TIMBER FOR SALE

Butte Falls Ranger Station, Butte Falls, Oregon, on June 16, 1961, up to and not later than the hours shown below for each sale, for all merchantable timber marked or designated for cutting on each of three separate and distinct sale areas as particularized below, all located within the Butte Falls Ranger District, Jackson County, Oregon, Rogue River National Forest. The tabulation below presents for each sale the estimated volume by species or species groups, the unit of measure, the minimum acceptable bid per unit of measure, and the breakdown between stumpage (including deposit for sale area betterment) and for slash disposal (D.S.).

Sale No. 1, Mud Springs No. 2, embraces 60 acres, more or less, within Section 4 & 5, T. 35 S., R. 4 E., W.M., surveyed, Jackson County, Oregon. Time for receipt of bids is 2:00 P.M. Required payment is \$1,000.00.

Species	Est. Vol. Unit	Min. Bid Stumpage B.D.	Min. Bid Stumpage B.D.
Douglas fir	240 M bd. ft.	\$30.45	\$22.25
White fir	150 M bd. ft.	\$25.00	\$18.75
White fir & others	45 M bd. ft.	\$18.10	\$15.90

Sale No. 2, Misfit Spur Sale embraces 38 acres, more or less, within Section 4 & 5, T. 35 S., R. 4 E., W.M., surveyed, Jackson County, Oregon. Time for receipt of bids is 2:00 P.M. Required payment is \$1,000.00.

Species	Est. Vol. Unit	Min. Bid Stumpage B.D.	Min. Bid Stumpage B.D.
Douglas fir	150 M bd. ft.	\$30.45	\$22.25
White fir	80 M bd. ft.	\$25.00	\$18.75
White fir & others	60 M bd. ft.	\$18.10	\$15.90

Sale No. 3, Goss Road Sale embraces 45 acres, more or less, within Section 32, T. 34 S., R. 4 E., and Section 5, T. 35 S., R. 4 E., W.M., surveyed, Jackson County, Oregon. Time for receipt of bids is 2:00 P.M. Required payment is \$1,000.00.

Species	Est. Vol. Unit	Min. Bid Stumpage B.D.	Min. Bid Stumpage B.D.
Douglas fir	225 M bd. ft.	\$30.10	\$22.85
White fir	115 M bd. ft.	\$25.00	\$18.75
White fir & others	80 M bd. ft.	\$18.10	\$15.90

CONDITIONS COMMON TO ALL SALES: A money order, bank draft, cashier's or certified check in the sum indicated above must accompany the bid. The bid, to be applied on the property or otherwise, is subject to application to any claim for damages, according to the conditions of sale. The right to reject any and all bids is reserved. Forest Service rules and regulations apply to all sales. The minimum acceptable bid per unit of measure, the conditions of sale and the submission of bids must be obtained from the District Ranger, Butte Falls, Oregon, before bids are submitted.

Embezzled Money Ruled Subject To Federal Tax

Washington — (UPI) — The Supreme Court ruled Monday that embezzled money is subject to federal income tax.

By today's 6 to 3 vote, the court overruled a 1946 decision to the contrary. An opinion has been "thoroughly de-validated" by later reasoning.

At the same time, the court reversed the tax evasion conviction of Eugene C. James, Chicago labor official, found to have embezzled more than \$738,000 from 1951 through 1954 from his union and an insurance company with which the union did business.

The vote on overruling the James conviction was 8 to 1. Justice Tom C. Clark cast the minority vote.

Warren's opinion said James could not be held to have acted "willfully," as the law specifies, so long as the law contained "the gloss placed upon it" by the court's 1946 decision.

The decision has a bearing on government charges against former Teamster Boss Dave Beck. Beck's appeal from an income tax conviction is now pending in the Ninth U.S. Circuit Court of Appeals. Beck drew five years in jail and a \$100,000 fine in 1959.

GAGARIN HOT SELLER
Moscow — (UPI) — The hottest seller on the Soviet record market is a disk called "Gagarin in Space," the reports radioed back by the world's first spaceman. More than 100,000 copies have been sold, with commentaries in six languages.

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red-lined mouths of the greedy youngsters.

From first dawn to late dusk, the parent birds shuttled back to the nest from nearby bushes and weed-beds. Each homeward trip resulted in at least one open mouth receiving a morsel of worm, bug or egg.

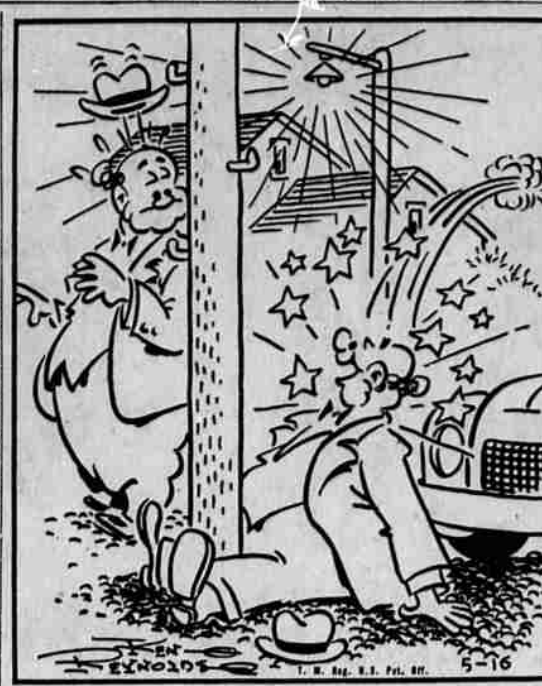
Then, one day the little male cardinal seemed to be working alone. The human eyes behind the picture window watched in vain for the female cardinal's appearance. They watched the male, hopping in and out of the tangled vine, constantly uttering his shrill whistle.

He seemed to sense the fact that something was very wrong; his mate had never stayed away so long before. His call became a little frantic; he became so preoccupied he forgot to forage for the young who clamored pitifully in the nest.

Lonely Call
All during the long afternoon, and late into the early evening, he called his plaintive invitation to "come home." It was a lonely call, and it went unanswered.

Darkness fell, the eyes behind the picture window turned away as darkness blotted out the familiar scene, but they could still hear the sad whistle.

Came the morning; the people who had watched for so long went to the vine, climbed up to look into the broken home. One little dead bird remained in the nest; there was no sign of the others. Two heart-breaking catastrophes in a single day. The little male chirped forlornly; he was now alone; such a tiny creature to bear so heavy a burden.



"Man! That garage in the Classified Ads—knows how to fix brakes!"

Classified Rates

Minimum Size: Two Lines

1 day per word	15c
2 days per word	12c
3 days per word	10c
4 days per word	8c
5 days per word	7c

By Line Per Month \$3.00
(Minimum Cash Ad 80c)

Box Number Service Charge 50c

Business Directory
Each line per month — \$2.25
Minimum per month — \$6.75

Dead Line on Classified Ads 5:00 p.m. for Monday day, except 10 a.m. for Monday; for Sunday noon Saturday. Classified Ads—10:00 a.m. Saturday for Sunday and Monday.

APPROVED CREDIT CHARGES BILLED BY FINE LINE

Minimum Charge — \$1.20

A-Too Late To Classify
FOR SALE — BUNDLES of old newspapers 20c each. Medford Tribune Office, 33 N. Fir.

"OIL TO BURN"
S & H Green Stamp, tool MEDFORD FUEL CO. SP-2-7331

FOR RENT — 3-Bdrm. duplex between Central Point & White City Water & garage, free. Call 4-1325.

SAVE
Pabeo 3-lb roofing, \$7.50 & 88¢ net. Aluminum screen doors. Complete with Closer, \$12.50. \$1x10 Clear Mahog. Lap Siding. Only \$189 per m.

MEDFORD LUMBER CO.
3rd at Fir St. SP-2-7331

NOTICE — Commercial spraying of all kinds. Fruit trees and shrubbery. Withrow SP-2-3378

C-Card of Thanks
Our heartfelt thanks to all who extended comforting sympathy and help in our recent sorrow. For the beautiful floral offerings, and other kindnesses, we are deeply grateful.
Mrs. Bonnie Brown & Family
Norman Brown
Mrs. Shirley Newell
Omar Brown
Ernest Brown
The St. Clair Family
And Relatives

We desire to express to our kind neighbors and thoughtful friends our heartfelt thanks for their many expressions of sympathy, and for the beautiful floral offerings, and other kindnesses, we are deeply grateful.
Mrs. R. Chapin
and Family

2-SPECIAL CLUB EVENTS
WESTMINSTER Presbyterian Women's Association. Hummingbird Sale — Wed. 17th, 12:30 to 5. Thurs. 18th, 9 to 4 — Pehl Bird. Good quality, clean items available.

1-LODGE NOTICES
Stated Communication Central Point Lodge No. 135, A.F. & A.M. Wed. May 17, 7:15. Family night. Refreshments. Dinner 6:30 p.m. Meat furnished. Sojourning. Refreshments. Refreshments. Refreshments.

FOR SALE MISCELLANEOUS
Building Supplies 40
Furniture 41
Musical Equip. Radio, TV 42
Sports and Hobbies 43
Miscellaneous 44
Dogs and Pets 45
Livestock 46
Wanted Livestock 47
Hay, Grain and Feed 48
Fruits & Vegetables 49

Automotive & Equipment
Machinery and Tractors 50
Logging Equipment 51
Equipment for Rent 52
Parts and Accessories 53
Cycles and Scooters 54
Cars and Trucks 55

UNCLASSIFIED COPY
For Sale Real Estate 56
Business Directory 57
Card of Thanks 58

12-MALE OR FEMALE HELP

WANTED — Man or woman. Can earn \$3 to \$4 profit per hour, full or part time. No investment needed. Will help you get started. See E. Keith, 718 Grant St., Medford, or write Raleigh's, 306 Oakland, Oakland, 20, Calif.

WANTED — Chauffeur to Kansas, June 30. SP-3-5631

13-WANTED SITUATIONS
Housework wanted. Experienced. SP-3-5575 after 6:30.

Secretary-Stenographer. Extensive experience. Wants full or part time position. No Saturdays. SP-3-3550.

MOULDING plant bandaw filter wishes part-time filling. Call Roseburg Orchard 2-2395 before 4 p.m.

321 Effic. SP-3-6442

HOUSE WORK — Live in or out. SP-3-5657, Mrs. Hammons.

YARD WORK, moving, pruning. Call E. Keith, 718 Grant St., Medford, or write Raleigh's, 306 Oakland, Oakland, 20, Calif.

ROTATING GARDENS & lawns. SP-3-5007.

YARD WORK, HAULING. Fertilizer for sale. SP-3-5766.

HOUSEWORK BY HR. References. SP-3-5623

CARPENTER WORK & ODD JOBS. SP-3-4332

Carpenter work, new or remodel. cabinets. Jorde, T. 4-4784.

CUSTOM tractor & farm work. SP-3-2600 or SP-3-3715

LET an experienced Yard & Handy man do your work. SP-3-6402.

ROTATING Earl Lenz SP-3-7550

WANTED — 1-man work, hedge trimming or other yard work. SP-3-3216.

REMODEL NOW! All labor & material guaranteed. New additions. Foundations. Finishing up to 5 yrs. NO 4-1654. SP-2-5972

ROOFING, all types, guaranteed. Insured. Bill Miller. SP-3-2765

LARGE Rotovator, gardens, yards. Garwood. SP-2-7449. TR-8-2281.

WANTED — BULLDOZER WORK. Clearing, leveling, road construction, logging or mining. L. J. Conley. SP-2-7266

SLIP COVERS made to order. Reasonable prices. SP-2-6558

SPRINGS on lawn mower sharpening. We pick up. SP-2-5320.

TYPING — my home. SP-3-2933

TRACTOR WORK. Ernie Mallum. SP-2-4310

DRESSMAKING — ALTERATIONS. Mrs. Shepard. SP-3-4863

CARPENTER WORK — Remodeling, new additions, roof, re-roofing, re-siding, re-siding. Call SP-2-8400 or NO 4-3070

CHILD CARE. My home. SP-3-8495

NEW LAWNS — TILTING. EXPERIENCED. SP-2-7881

ALL types carpenter work No job too small. SP-3-5245. SP-3-6362

IRONING. SP-2-7456

FOR CEMENT WORK, any kind, call NO 4-1170.

GARDEN & YARD WORK. Local. Call SP-2-2288

CARPENTER, remodeling, additions, by job or hour. NO 4-1944.

14-Wanted Miscellaneous
SMALL foreign car, 1955 or newer, cash deal. Call HI 6-1330.

WANTED — TO BUY TV'S cash. Call 5-5311

USED PIANO wanted. Will pay cash. Ernie's. SP-2-4296.

WANT BARKIE POLES. Contact us for prices & specs. Call 3-1111. Box 30, Grants Pass, Or 9-6886

CASH for refrigerators, ranges, washers. Etc. SP-2-1444

WALNUTS, Johnson's. Model Bakery, 203 W. Main

CALL US. SP-3-8218

WE NEED FURNITURE. SP-2-2058 or SP-2-8760

FOR a better deal on your coins. THOMPSON. SP-2-9782

OLD COINS — ANTIQUES. BAILEY. 482-0099

BEST CASH DEAL for Furniture—Appliances—Misc. OAK GROVE FURN. SP-2-1584

Wanted buy wheel chair. SP-3-1548

20-FOR RENT HOUSES

FURNISHED CABINS (Utilities pd.) KE 5-1468

FOR RENT — 2-bdrm. home near new hospital. \$85 mo. Doran Real Estate, 124 E. 8th. SP-2-7200.

3 RMS. FURN. 216 LINCOLN

NICE clean, 1-bdrm. furnished garage. Inquire 406 N. 5th. Jacksonville. SP-3-4168

COZY FURN. GUEST HOUSE 1 bdrm. Eastside. Water, garage. pd. Adults. \$50. SP-3-5995 or SP-3-5776

2-BDRM. furnished duplex close in. N. Holly. \$65. SP-2-2568.

1-BDRM. home, East side, close in. 2145 Vancouver. SP-2-4313.

NICE clean furn. 1-bdrm. apt. \$45. 110 "O" St., Jacksonville.

Clean, single, private apt. SP-3-5203

NEW 2 bdrm. duplex, large rooms. Lots of storage, carpets, near high school. \$44 Whitman. SP-2-4182 or SP-2-4183

FURN. COTTAGE — 5170 Crater Lake Hwy. SP-3-3709.

UNFURN. houses, \$50, \$45, \$40. 132 Almond. Adults. SP-3-4168

2-BDRM. home, Appliances furn. 1019 Narragansett. \$60 mo. Call SP-3-1215.

3-RM. FURN. HOUSE, \$50 1485 Spring. SP-2-9721

REASONABLE RENT to responsible people for adequate care of our home this summer. Completely furnished and well located. SP-3-5189.

21-FOR RENT APARTMENTS
BACHELOR or BACHELORETTE. Want an apt. nicer than average. Cleaning service available, too. UNIQUE APT.

21 Central SP-2-4373

CLEAN cool, roomy furn. 2-bdrm. downstairs apt. Adults. No pets. \$65 lease rate. Water & garbage. SP-3-1784 or SP-2-0778

2-RM. furn. home, small, clean. modern. One adult. 410 B Hamilton. SP-3-1215.

2-BDRM. furn. & cook stove furn. \$50 mo. 145 S. Ivy.

FURN. or unfurn., 1-bdrm. court. adults. 208 Hawthorne. SP-2-2384.

Redeveloped 1-bdrm. apt. Utilities paid. 328 N. Central.

FURN. APT. Adults, S. Holly Most utilities pd. SP-2-9190

2 BDRM. unfurn. Stone, Refrig. Most Util. Adults. SP-3-6865.

FOR RENT — Furn. Apt. for lady. SP-3-2990.

WEEKLY & MONTHLY RATES FURNISHED 3 rms. & bath. All elec. close in. \$80. 11 N. Peach.

FURN. Apts. 2 & 3-rm. Steam heat. No children. Call 5-5311.

FURN. 3-rm. apt. Close in. Adults. SP-3-2801.

1-BDRM. furn. apt. Upstairs. Adults. \$40. SP-2-6889. 113 E. 11th.

5-Rm. furnished, redecorated, stove & refrig. electric heat. No children. 722 King. To call SP-2-0975 or SP-2-9170.

MEDFORD PLAZA APTS. 10th & Oakdale. Furn. or unfurn. Utilities pd. Cable TV at small additional charge. Clean, bright & comfortable. "A really good place to live." SP-2-9748.

LARGE, nice 2-bdrm. court apt. stove & refrig. & good floor. SP-2-9895 after 5 p.m.

7 1/2 ACRES
New Cult. High, all cultivated, \$2,000. High, all cultivated. Subd. possibilities.

3 BEDROOM
134 bath. Forced air, double garage, patio, built-in oven and range. Limestone fireplace, carpeted. Select your own colors. Terms or trade.

EASTSIDE 3 BR.
Near Hedrick Junior High, \$13,500. Will trade or excellent terms. Real Bargain.

1500 SO. IVY
3 BR, bath and half, fireplace, near Jefferson school.

FULL BASEMENT
With rough plumbing, deep lot, fenced back yard, 2 fireplaces. Beautiful Eastside view. 3 B.R. Good terms.

BY HIGH SCHOOL
3 BR., fireplace, corner lot, real nice! Terms. Low down.

416 BOND!
MUST BE SOLD! Large 3 bedroom over 1200 sq. ft. Extra large bedrooms, fireplace with glass doors, 50x156 lot. Assume GI loan, \$9,250, terms. MUST BE SOLD! Washington school district. Fenced yard. See it today.

LARGE 3-BR., 1/2 ACRE
929 Beall Lane

MUST BE SOLD! Double garage, fireplace, large covered patio, irrigation, large garden, fenced yard. Lots of trees. Magnificent school district. LOW, LOW, FIVE! TERMS — MUST BE SOLD! Our