

BUSINESS Memo

Edited by the Mail Tribune Advertising Department

FAMILY INCOME HITS NEW HIGH. The average family income in the U.S. last year rose to a record \$7,020, the Commerce Department said, reports The Wall Street Journal. This is up from an average of \$6,840 in 1960, and \$4,900 in 1951. The 1961 figure is an average of the before-tax income of 56.6 million families and single persons considered as "consumer units." These recent figures show that more families are continuing to work into higher income brackets every year. In 1961, 17% of all families and unattached individuals had before-tax income of \$10,000 or more, up from 16% the year before, and 10% in 1955. At the other end 12% of the families had income below \$2,000 last year, compared with 16% in 1955. As in the two previous years, the largest group, 22%, was in the \$4,000 to \$8,000 income bracket.



SALUTE TO OREGON—Oregon and California state seals made of pure Hawaiian cane sugar symbolize close ties between Hawaii and other West states. The 50 state seals will encircle the world's largest cake (25,000 lbs.) at Seattle's World's Fair. Sugar artists Don Duncan and May Belle Butler show seals to K. G. Mattice, and H. North-west manager, who donated 8,500 pounds of pure cane sugar for the cake and its decorations.

RETAILERS WILL FEATURE STRONG MOTHER'S DAY ADVERTISING. Mother's Day will be given its usual strong advertising and promotional send off by merchants throughout the nation despite its closeness to Easter this year, reveals Fairchild

News Service. The majority of retailers participating in the check view the three weeks which separate Easter and Mother's Day (the spread was six weeks in 1961) as offering ample time to promote and sell gift merchandise. In some cases, merchants see an advantage in the closeness of the dates, pointing out that they will be able to push extra accessories for still-new Easter outfits, as well as new summer goods. A minority of retailers fear that the effectiveness of special Mother's Day promoting will be somewhat diminished because Easter purchases put a crimp in customers' budgets, the breaking of post Easter sales, and the introduction and promotion of summer merchandise. Main floor accessories, lingerie, sleepwear and cosmetics are items mentioned most frequently as being on the schedule for heavy promotion.



STUDEBAKER GOES "AVANTI" INTO THE FUTURE!

AVANTI, TRANSLATED FROM THE ITALIAN, MEANS "FORWARD!" Forward is Studebaker's new Avanti, introduced last Thursday at the New York Auto Show. From the fastback rear to the tip of the grille-less hood, its sculptured lines taper forward in a flying wedge. The Avanti, while standing still, has an appearance of speed arrested in a moment of time. The waist of the car describes an aerodynamic inverse curve, a design feature formerly seen only on supersonic aircraft. Inspired by Sherwood H. Egbert, Studebaker President and designed by famed Raymond Loewy, (shown lower right), Avanti is a car of sophisticated design and elegance. To this it adds the advantage of high performance and built-in safety features. The two door Avanti has bucket seats forward and contour seats in rear, carrying four adults in what its makers claim to be the safest transportation package built today. The car's interior is virtually all padded and nothing protrudes from the airplane style instrument panel. A built-in steel rollbar is concealed in the roof, surrounding the passenger compartment. Front wheel caliper disc brakes and a stabilized suspension system complement its performance potential. Its reinforced fiberglass body mounted on a heavy duty X-member steel frame, the Avanti has a wheelbase of 109 inches and an overall length of 132 7/16 inches. Width is 70 3/4 inches with height of only 53 1/2 inches. Driver legroom, however, is 47 inches—enough for the big man. Easy entrance is marked in the 46 inch doors, among the largest and most rigid doors ever built into a modern automobile. Door and pillar are united by a cone and socket forged door latch which makes accidental opening all but impossible. Avanti's 289 cubic inch engine displacement generates a 9.1 compression ratio with supercharger and 10.1 without the optional blower. Standard equipment includes a 40-ampere alternator, four-barrel downdraft carburetor and dual exhaust. High lift cams and heavy duty crankshaft bearings help boost Avanti's high performance. Fast and precise steering requires only 3.5 turns from lock to lock—full left to full right. The new Avanti will be introduced in May to dealers across the country with a Jet-assist C-62 "Flying Boxcar" transporting the cars to dealer showings in 28 cities.

WEYERHAEUSER EARNINGS UP—Weyerhaeuser Company Monday reported first-quarter net income of \$7,490,000, an increase of 2.7 per cent over earnings of the first three months of 1961. Sales of \$126,155,000 were 12 per cent higher than during the corresponding quarter a year ago.

A report to shareholders attributed part of the sales improvement to inclusion of Hamilton Paper Company figures. Sales of Hamilton, which Weyerhaeuser acquired last year as a subsidiary, were not included for the first quarter of 1961. "Price increases in lumber, plywood and containerboard during the first quarter were encouraging and the outlook in these products has improved," the report said.

"The annual rate of housing starts in March recovered nearly all the ground lost since last fall. Rising employment and incomes, a gradual rise in household formations and better-than-expected availability of mortgage funds are expected to increase home building as well as home improvements in coming months, with corresponding increases in demand and prices for the company's lumber, plywood and manufactured panel products," the report said.

The report said the market for shipping containers and containerboard has improved considerably. World ship prices continue to remain down because of an abundant world supply, the report added.



OREGON WOMAN GRAND PRIZE WINNER OF NALLEY'S CONTEST—As her family watches, Mrs. Carroll Greeninger of Hubbard, Oregon, accepts a check for \$5,000 and the 25' Owens cruiser in the background from Maynard Worrick, Oregon district manager for Nalley's foods. Mrs. Greeninger was grand prize winner in the recent Nalley's Country Cupboard Contest. She was born in Montana but her parents moved to Klamath Falls when she was quite young and she was graduated from the Klamath Falls High School. The Nalley's contest was featured in large color ads last fall in the Mail Tribune.

YOST JOINS REALTY COMPANY—John Leonard Yost Jr. has joined the staff at American Home and Land, according to Jim Nistler, broker. Yost was previously with Harry B. Marshall agency and is a senior at Southern Oregon College. A major in Business and pre-law, Yost is single and will specialize in residence property sales. He is a member of the Seventh Day Adventist Church and has worked with his father at Yost Brothers Logging.



ECONOMY HOUSING GROWING FAST—More than fifty IEH homes have been built or are under construction in this area since Economy Housing was established here, according to officials of that firm. IEH (Institute for Essential Housing) was organized recently as a subsidiary of Certain-feed Products Corp. and has entered into the housing field in all of the 48 continental states and Canada. The new multimillion dollar business is claimed to be one of America's fastest growing suppliers of low cost homes.

Economy Housing, with offices at their model homes at 32 South Central avenue, was formed by Chester Hubbard, Bruce Bauer and Earl Yoakley, three well known Medford businessmen. Lloyd Calkins is sales manager of the new firm and Tom Helman, general manager. Economy Housing represents IEH in Jackson, Coos and Klamath counties, Oregon, and in northern California.

IEH, according to Economy Housing officials, provides fully financed homes, custom constructed and designed, with building materials and nationally recognized brand appliances and equipment, and features nearly thirty different designs to meet the needs of families of all sizes. IEH's model home, "The Holly Hill," won a first place regional award in Parents' Magazine's 12th annual builders competition. The contest was centered around the theme "Best Homes for Families with Children."

OLDS AT SEATTLE'S WORLD'S FAIR—



OLDS IS OFFICIAL FAIR CAR—Designated as the official car for the 1962 Seattle World's Fair, the 1962 Oldsmobile will be as familiar a sight to visitors as the spectacular Space Needle. The Starfire convertible is one of a large fleet of Oldsmobiles that is on official duty during the international event. Oldsmobile's Starfire, available as hardtop coupe or convertible, is a custom-appointed bucket seat sports series that has been a selling sensation since first introduced last year. Local dealer is J. R. Whitney Oldsmobile.

NOW IT'S THE 2-HOME FAMILY—Two-home families may one day be as commonplace as two-car families in America. The idea started with the summer home or cottage some time ago. Builders today are reporting a snowballing trend to this mode of leisure living. Air travel and super highways have helped tremendously to spur this boom by bringing within easy reach of city dwellers many remote sections once considered too distant. Shortened work weeks, longer vacations, increased earnings and earlier retirement by many people today have helped, too.

The trend will be given a big boost this spring by Pittsburgh Paint dealers, who are offering summer homes as free prizes in a \$100,000 sweepstakes, it is reported by T. M. Riley, Pittsburgh Paint executive.

Outdoor-living homes of very modern design, complete with built-in kitchens, baths, decks and wood-burning fireplace, will be awarded to winners by the Pittsburgh Paint Division of Pittsburgh Plate Glass company. Four designs are being offered. They were developed by the Douglas Fir Plywood Association, and are planned for vacation and weekend use, and retired people.

Mr. Riley announced that the sweepstakes is open to all local residents and that there are no requirements to purchase or write anything. Details and entry blanks are available at Pittsburgh Paint stores in this section. In addition to the second homes, more than 1,000 prizes will be awarded. They include Rambler American convertibles, G.E. whole-house air conditioners, sound movie outfits, carpets, electric blenders, fishing rods and reels, and radio-controlled garage door openers.

NEW PRODUCT FROM MEDFORD ICE—Medford Ice and Storage is introducing a new packaged processed ice, which will be available in supermarkets, service stations and resorts in the Southern Oregon area.

Louis Thurman, manager of the local firm announced that two package sizes will be available: the popular 10 lb. bag of processed ice and a 15 lb. cake, made especially for weekend campers and trailer families. Deliveries to include Medford, Ashland and Grants Pass. All be made by Valley Fuel Co. and Pacific Fruit Co.

Ice merchandisers, shown right, have been placed at several locations and more will be added as requests are received. Medford Ice is located at 535 South Fir Street.

World's Balance of Power Is In Africa, Speaker Says

"The balance of power in the world today rests in Africa," declared the Rev. Rene Bozarth, Episcopal minister, in an address at the Monday noon meeting of the Chamber of Commerce Roundtable.

Further, Mr. Bozarth said, the most controversial problems with which the world is confronted today come out of Africa.

Among these, the speaker said, is the doctrine of apartheid, which Mr. Bozarth described as being "controversial and vicious." The doctrine which purports to be based on God's law, provides for the separation of races and cultures. It is most prominently instituted in the Union of South Africa.

Much basic information about Africa is "badly misunderstood," the speaker declared. The popular notion, for example, that "Africa is just one big jungle," is totally erroneous, Mr. Bozarth said, for actually the continent is 80 per cent semi-arid and only about 20 per cent of it—the rain forest—is considered tropical. Partly because of these geographical conditions, the continent is faced with a acute water shortage.

World's Sickest—The African population (by that term he said he meant the blacks) is the "world's sickest" out of every 100 natives, some 68 will be seriously ill, mostly with diseases which have been conquered elsewhere in the world, Mr. Bozarth said. Most prevalent is tuberculosis, with such scourges as venereal disease (which the natives refer to as the "white man's gift"), encephalitis, malnutrition and diseases from animals also

taking a dreadful annual toll. Partly because of the disease problem, Africa has one of the highest infant mortality rates in the world, and the life expectancy of the average native male is about 34 years.

Different Languages—Mr. Bozarth, author of many articles on Africa, said that one of the principal barriers to progress and unity in Africa is the fact that about 237 different languages, few of their related, are spoken on the continent.

"The Africans are a warm, friendly, gregarious people," the speaker said, "but their thought patterns and culture are so totally different from ours that anyone who goes to Africa to teach, rather than to learn, is doomed to failure." In recognition of his contribution to the African peoples in terms of medical aid, the Bishop of Damara (South West Africa) sponsored a world tour for Mr. Bozarth and the Rev. John Andrew (who was present with him at the Roundtable meeting), in late 1961.

The Bishop conferred the honor of Canon of Damara upon Mr. Bozarth, making him the only American citizen to be so named in the history of Africa. After visiting in Africa in late 1961, Canon Bozarth has now agreed to spend up to three months annually in South West Africa supervising the medical and educational work there of the Anglican church. He will begin undertaking that work in 1963.

The most southern point in the United States is now Kalahe which is situated on the island of Hawaii.

Meal Sack Looks Good

By DICK WEST

Washington—UPI—The charms of Mrs. Orville L. Freeman, wife of our agriculture secretary, are such that on her a meal sack looks good. I was therefore rather disappointed that she did not choose to appear in a corn cobb bathing suit. In that I'll wager she would have been a knockout.

Mrs. Freeman, I should explain, does not wear meal sacks in the ordinary course of her public appearances. The New Frontier has not gone that far yet.

She did, however, model a dress made of meal sacking at a recent "Research on Parade" exhibit sponsored by the Agriculture Department. The dress and a swim suit whose fiber was made from corn cobs, are among the products the department has assembled to show how research can improve the basic appearance and value of many materials.

Frank L. Teuton, who runs the demonstration, said the laboratories have succeeded in making wool look like cotton and cotton look like wool. Show Impresses.

I am not certain I understand how that is going to benefit mankind, but most of the models were a raincoat made from hog hair. The next step presumably will be to change the composition of rubber so that we can cook with it.

Fiber that won't stain, perfumed insecticides and canned fruit with 40 or even fewer calories are other triumphs attributed to agricultural research.

One of the models wore a raincoat made from hog hair. The next step presumably will be to change the composition of rubber so that we can cook with it.

Because for many people, with their clocks differing from one neighborhood to another—it's just going to be "the wrong time and the wrong place" for the rest of the summer.

Of Oregon's 25 largest cities, six are on legal daylight saving time, eight are ruled by unofficial fast time, and eleven are staying on the standard time standard.

Many a traveler will just have to snatch at local cues and clues "as time goes by" along with the scenery, perhaps noting ruefully that "times have changed."

As a motorist driving from Portland to Salem "as quickly as a wink" might put it, there's "time on my hands." A lot of folks may be a bit unhappy about the whole situation, and if clocks are going to be this confusing, they'd as soon see "the end of time." At least it seems a prettier sure bet than "summer's come and gone."

But in the meantime, about the only thing to do is to be sporting about the whole thing, saying good-naturedly, "my time is your time" until the summer ends.

Because as everybody knows, "it's a long, long while 'on May' to September."

My Time Is Your Time In Good Old Summertime

By A. H. PEARSON

UPI Correspondent

It's "the good old summertime" again in Oregon—and the predicament is summed up in timely tunes written some time ago.

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Court Records

JUSTICE COURT
Ashland District
William J. Hernein, expired vehicle license, \$3.
Elmo J. Brown, disobeyed stop sign, \$10.
Paul B. Kothoff, overload, \$20.
Del B. Marz, overload, \$22.
Keith W. Carline, no PUC permit, \$10.
Merle R. Dutcher, overload, \$24.
Neil O. Carstensen, no PUC permit, \$10.
Neil W. Burrill, no muffler, \$10.
Gordon D. Lewis, overload, \$30.
Gran P. Stewart, overload, \$22.
John E. Long, overload, \$26.
Roy M. Pelkoff, no operator's license, \$10.
James E. Deaton, overload, \$15.
Robert L. Wells, overload, \$22.
Rex B. Wyatt, overload, \$20.
Wendell Y. Goble, overweight, \$15.
Patrick A. Thomas, overload, \$22.
Robert E. Fox, failure to display PUC permit, \$10.
William B. Marum, overweight, \$15.
John P. Romero, overload, \$15.
John F. Lloyd, overload, \$26.
Richard W. Burger, overload, \$26.
Ulber A. Rogers, disobeyed stop sign, \$10.
Onis B. Boyd, exceeding declared weight, \$5.
Robert B. Moore, overload, \$22.
Marvin J. Utter, overload, \$26.
Joseph A. Lillard, expired vehicle license, \$3.
Larry C. Coggins, no operator's license, \$5.
Charles L. Anderson, overload, \$10.
Charles L. Huffman, overload, \$30.40.

JUSTICE COURT
Gold Hill District
Harvey Willard Smith, permitting unlicensed motorist to operate vehicle, \$5.
Stephen Gallier Dippel, violation of basic rule, \$10.
Helen Kay Berry, no operator's license, \$5.
Harold Jean Shultz, no horn, \$10.
John Valente Lindsey, operating vehicle on wrong side of highway, \$10.
Charles Clyde Swan, truck speeding, \$5.
Sandra E. Hernandez, disobeyed stop sign, \$7.50.
Helen Hull Jones, passing with insufficient clearance, \$10.
Donald Roy Heaver, obstructed view, \$10.
Leon P. Kirstein, violation of basic rule, \$15.
Clarence C. Sickler, violation of basic rule, \$15.
Vincent Thomas Sakralda, failure to justify equipment, \$25.
Gertie Virginia Bollinger, no horns, \$5.
Howard Hoyd Marshall, obstructed view, \$5.
Jerry Lyle Bennett, driving while operator's license suspended, \$100.
Arden Richard Lynn, failure to obtain Oregon operator's license, \$25.
Morris Marion Jones, disobeyed stop sign, \$10.
Timothy James M. J., no operator's license, \$10.
Raymond Frank McGee, no vehicle license, \$10.
Dick Orval Rhoden, no muffler, \$5.
Richard Joseph Camden, disobeyed stop sign, \$7.50.
Gladys Ruth Ferrell, disobeyed stop sign, \$10.
Vernon Buck, improper clearance, \$10.
Ralph Leroy Fisher, no stop light, \$10.
Hubert Joseph Cook, no operator's license, \$5.
Marvin Lewis LeMaster, permitting unlicensed motorist to operate vehicle, \$15.
MEDFORD MUNICIPAL COURT
Joyceann Riggs, disobeyed traffic signal, \$10.
Arden Richard Lynn, failure to obtain Oregon operator's license, \$25.
Robert Vincent Wagner, expired vehicle license, \$10.
Louise Williamson Jones, failure to yield right of way, \$15.

Alvin Leshe Lehman, violation of basic rule, \$10.
Angel Lingo, excessive noise, \$10.
Nancy Ann Inghausen, violation of basic rule, \$10.
Earl Bruce Stewart, driving with suspended operator's license, \$30.
Gerald Dennis McCollum, violation of basic rule, \$10.
Rosemarie Agnes Atterbury, violation of basic rule, \$10.
Russell Clayton Fair, no operator's license in possession, \$25.
Robert Morris Darby, violation of basic rule, \$10.
Thomas Edward Ross, inadequate muffler, \$5.
Norton Elwyn Price, violation of basic rule, \$25.
Charles Ray Brainerd, violation of basic rule, \$25.
Mary Alice Cheney, disobeyed stop sign, \$5.
Freida Ellen Fontaine, violation of basic rule, \$25.
Eugene Clyde Rotan, no operator's license, \$25.
Roy Burton Gibbins, failure to apply for an Oregon operator's license, \$25.
Herbert Chandler Drew, violation of basic rule, \$25.
Frank R. B. B., no operator's license in possession, \$25.
George Nelson Gitzen, violation of basic rule, \$25.

NOTICE TO CREDITORS
Estate of WAYNE R. WELTY, deceased.
Notice: The Circuit Court of the State of Oregon for the County of Jackson has appointed the undersigned as executor of the estate of Wayne R. Welty, deceased. All persons having claims against said estate are required to present them, with proper vouchers, to me at the office of Van Dyke, DeWitt & McArthur, 110 East Sixth Street, Medford, Oregon, within six months from April 24, 1962.

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Agriculture Research Produces Improvements in Many Materials

When that happens, we will surely be on the brink of the millennium.

Thanks to science, you can now get bat diarrhea that have a twogway stretch. Researchers have found a way to make paint out of grapefruit rinds.

Women who don't care about setting the world on fire can dress in cloth that is flame resistant. For night-time pedestrians there is a cloth that reflects the light of automobile headlights.

Bamboo that grows an inch an hour may someday provide pulp for paper. Apples can be made to change colors, and imitation diamonds can be made from peanut butter.

Yams can be packaged in flakes like soap. All a little water and you've got a sweet potato soup.

Experiments with cattle indicate the time may be coming when doctors can throw away their hypodermic needles. All they will need to do is rub some medicine on a patient's arm and it will be absorbed into his internal plumbing.

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Students Attend DECA Conference

Four Medford students participated in the 16th annual national leadership conference of the Distributive Education Clubs of America in Chicago April 26 through 28. They were accompanied by their teacher-coordinator, John J. Crabb.

The students are Royce Payne, son of Mr. and Mrs. Guy Payne, 818 West 14th st.; Dave Redmond, son of Mr. and Mrs. Clarence Redmond, Griffin Creek rd.; Daniel V. Miller, son of Mr. and Mrs. C. E. Miller, and Pamela Ann Mickey, daughter of Mr. and Mrs. Charles Mickey, 148 South Ivy st.

The four students were selected to represent their state for outstanding leadership shown during the past year in chapter and state DECA activities.

DECA is an educational youth organization of students training for careers in marketing, management and distribution. Membership in DECA is available to students enrolled in a distributive education program offered in the public schools.

Students study fundamentals of marketing and distribution in the classroom and then receive, in addition, supervised training experiences in a local retail or wholesale business or service firm.

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