



BUSINESS Memo

Edited by the Mail Tribune Advertising Department

APRIL AUTO SALES SCORE NEAR RECORD. New car sales in April totaled 621,141 cars, reports The Wall Street Journal. This puts last month's U. S. auto sales at 35% ahead of 460,315 sales a year ago. It is only the second time that April sales have reached the 600,000 level, although last month's sales trailed the record set in April, 1955, when 702,000 U. S. made autos were sold. New car inventories in dealers' lots and shipments in transit totaled 953,300 on May 1, a 38-day supply at April's car selling pace. A year earlier, the stockpile was 915,500, but this was a 50-day supply at the selling rate then. In recent months the inventory, both in terms of units and in days' supply, has dropped as sales have risen.



OFFICIAL VISITS—On his semi-annual visit to the Medford Oregon office Mr. H. H. Sender, resident vice president of Waddell & Reed Inc., was met at the Medford, Oregon airport by Oliver Gustafson, Medford manager of the local office. Accompanying Mr. Sender is Mr. Joseph Edge, company employee from Vallejo, California, who pilots Mr. Sender's airplane. Waddell & Reed, Inc., is the principal underwriter of United Funds, Inc. The fourth largest group of investment funds, with over 350 offices coast to coast with assets over one quarter billion dollars. It is interesting to note that Mr. Sender, formerly from Portland, Oregon, has staffed most of his California offices with "Oregonian" managers.

VILLAGE GREEN BUSY—Fifteen conventions and group meetings are planned this month at THE VILLAGE GREEN in Cottage Grove, Ore. Included in this group are: Pontiac Division of General Motors, Willys Sales Corporation, Dodge Truck Division of Chrysler Motors, Oregon Art Alliance, University of Washington Office of Short Courses and Conferences, Combined Insurance Company of America, Oregon Funeral Directors Association, Oregon Medical Association, and Oregon State Laundry Association. THE VILLAGE GREEN recently expanded their facilities to 100 rooms and suites to accommodate an increasing number of conventions and tourists.

25,000,000 HOTPOINT APPLIANCES! This is the 25 millionth appliance produced by Hotpoint division of General Electric Co. Helping celebrate the event are (left to right) William Lagowski, a 32-year employee, H. T. Hulet, general manager, kitchen and laundry appliance department, and Mrs. Helen Hruska, a 15-year service employee. Medford dealer for Hotpoint is The Appliance Mart, 132 South Central.

MINIATURE CARS RACE AT TOY HOUSE—The Toy House will be Medford's official headquarters for the Ford-Aurora 406 Grand National competitions, Al Bonotto, proprietor, announced today. The Ford-Aurora competitions, the first national miniature car racing contest ever held in the United States, officially opened in April throughout the country. The Toy House will open its doors to racing on Friday nights, at 6 p.m. Sponsors of the contest, the Ford Division of Ford Motor Co., and Aurora Plastics Corp., are looking for the greatest miniature car racing driver in America. To find him—or her—they have come up with a contest full of the spills and thrills of speedway racing. Millions of contestants driving 2" long, electric-powered Fords are expected to test their skill on Aurora's miniature "Model Motoring" race courses. Racing the little cars, contestants will take "S" curves and banked turns at death-defying speeds; they'll let 'em out on the straightaways, zoom them into the homestretch, drive to victory on the fastest race track ever built. Coming up for the grand prize winner will be a brand new 1962 Ford Thunderbird and an all expense paid trip to New York. Entrants should register for racing at the Toy House on or before May 25. There will be nine nights of racing at the end of which, some speedy racer will win the Toy House title and trophy and be eligible for the state championship.



C. H. SIGMAN
President



A. C. SMITH
Secretary-Treasurer



MARSHALL BESSONETTE
Building Contractor

BIG Y CELEBRATES GRAND OPENING—This week, and continuing through Sunday, the Big Y Shopping Center will observe the completion of an ambitious remodeling and expansion program. To celebrate the opening of the attractive new center, one of the largest in the Northwest under one roof, the Big Y is featuring exceptional buys in all departments, free orchids for the ladies, free cookies and cakes and balloons for the children. Three hundred bags of groceries, 1,000 loaves of bread and other prizes will be given away plus a four-minute shopping spree. Sometime this month a millionth book of Silver Dollar stamps will be redeemed in Southern Oregon and \$100.00 will be paid to the person who submits this book. Tabulators will automatically determine the millionth book, and the winner will be notified. In commenting upon the grand opening of this new, attractive Big Y Shopping Center, Marshall Bessonette made this comment: "Our friends of the Rogue River Valley and the State at large, it is with a great deal of pride that Mrs. Bessonette and I came to the conclusion of this tremendous remodeling project. The new and beautiful Big Y Shopping Center is now ready to present to the real bosses, you, the general public."

"Many years ago, 1934 to be exact, we started a modest business on the Big Y corner and started to dream of bigger things to come. With the help of all our good friends and customers, in the various ventures we have promoted at this Highway Junction, the Big Y has grown into what is probably the largest completely "home owned," "independently operated" shopping center under one roof in Oregon. To be found here for your shopping pleasure and convenience, is a complete stock of quality merchandise in a wide variety of items."

"Again we are real proud to be able to say it's all a home built, home made, home owned enterprise and we want to take this opportunity to congratulate the present operators, the Sigmans and the Smiths upon their first anniversary in the Big Y."

PEPPERIDGE FARM READY-TO-BAKE CAKES—For a quarter of a century Mrs. Margaret Rudkin, president of Pepperidge Farm, has enjoyed the reputation of being an extremely fine baker. She has held a commanding position in the field by adding one fine product after another to her line of premium quality baked foods. Now it would appear as though she has surpassed herself. For her new, ready-to-bake cakes have true, old-fashioned flavor plus modern convenience. Seven different batters are frozen in their own foil baking pan ready for immediate baking. These are: Date nut loaf, banana nut loaf, yellow cake with chocolate icing, pineapple upside down cake, apple spice cake with maple cream icing, chocolate cake with chocolate icing, cinnamon nut coffee cake. They sound delicious and they taste delicious. Their fine flavor is only equaled by the inviting aroma which fills the kitchen as they bake. And since psychologists tell us that a pleasing fragrance is the first step in enjoying good food, it seems assured that the new, ready-to-bake Pepperidge Farm cakes will be enjoyed to the utmost. Top quality ingredients, skillfully blended, is the answer to the superb quality of these cakes. It is no secret that Mrs. Rudkin uses only the finest available ingredients. In addition to country fresh dairy products these ready-to-bake cakes also contain rich chocolate, pure Vermont maple sugar, choicest peaches and hazelnuts, fresh apples and bananas, high grade spices and pure vanilla. Since all the measuring, mixing and cleaning up has been done there is only one final step for today's homemaker to complete. And that is, baking.

BOENNINGHAUSEN MANAGER OREGON EGG PRODUCERS—Appointment of Al Boennighausen as general manager of the Oregon Egg Producers was announced this week in Portland by President Fred Petersen. Boennighausen assumed his new duties on May 1, succeeding H. R. Rohe, who retired after 39 years with the farmer-owned co-operative. Rohe had served as general manager since 1950. Boennighausen joined the co-operative's staff in 1948 as a salesman in the egg department. In 1951 he became manager of the co-op's Albany branch and a year later took over supervision of its Eugene operation. He returned to Portland in 1955 as manager of the Egg Department. From August 1960 to his promotion to the co-op's top management post Boennighausen had served as assistant general manager.



WELCOME MAT for Oregon visitors is out at U. S. National Bank, first firm to order "tourist catching" items as part of green carpet treatment asked this week by Gov. Mark Hatfield. Placing mat at head office is Milton W. Rice, senior vice president, who said "welcome" decals, bumper strips and lapel pins will be sent to more than 2,200 employees in 82 statewide banking offices.

BLUE BELL RECORDS—The Blue Bell Potato Chip Company is offering its customers an exclusive 12-inch LP record worth \$3.98 for just \$1, plus the words "Blue Bell" from any size pack of potato chips, as a "pre-Memorial Day to July 4" promotion this year, according to Tom Ray, Blue Bell sales manager. Entitled "Memories of That Summer," the album features such musical luminaries as Rosemary Clooney, Pearl Bailey, Tony Bennett, the Hi-Lo's, Johnnie Ray, and the Norman Luboff Choir. The same record is being offered on a similar arrangement by S & W Baked Beans. Blue Bell will promote the album offer with extensive radio advertising, and large quantities of full-color point-of-purchase materials. Featured will be rack cards with special boxes to hold redemption blanks, and 12½"x18" full-color soft sheets with the actual record jacket covers tipped on. Special grocer drop-in mats have also been designed. In announcing the promotion, Ray added that Blue Bell's outdoor advertising program has just been expanded into seven Northwest cities, with particularly dramatic embellishments in Seattle and Portland.

Wraps To Fit



9490
WAIST
24"-32"

by Marian Martin

Summer's favorite skirt—boldly pocketed and back-wrapped! Whip it up swiftly in denim, poplin, pique, rayon to team with your sun-tops. Printed Pattern 9490: Misses' Waist Sizes 24, 25, 26, 28, 30, 32. Size 28 requires 3½ yards 35-inch fabric.

THIRTY-FIVE CENTS in coins for this pattern—add 10 cents for each pattern for first-class mail. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 16th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

Extra Big Summer Pattern Catalog—over 108 styles for all sizes, occasions. Send 35c.

Surprise Mom



7419

by Alice Brooks

Greet a new arrival with this cozy set in a simple, enjoyable pattern stitch. See diagram—cap, jacket, both straight pieces. Choose soft contrast for border and bows. Pattern 7419: crochet directions 6 to 12 month size.

THIRTY-FIVE CENTS (coins) for this pattern—add 10 cents for each pattern for 1st-class mailing. Send to Alice Brooks, care of Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

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Ocean Plants To Receive OSU Study

Corvallis—The tiny plants of the ocean—so small one needs a microscope to see them but so necessary that there could be no marine life without them—will draw special attention from the Oregon State University department of oceanography during coming years.

A \$67,500 three-year grant has been received from the National Science Foundation to support the basic research on phytoplankton. Herbert Curl Jr. and Lawrence F. Small of the oceanography staff will be in charge.

Phytoplankton are the first link in the food chain of the ocean, Curl explained. The tiny, floating plants are eaten by small fish and animals, which, in turn, are food for larger fish and aquatic animals.

Eventually, the cycle completes itself as the remains of dead fish break down and serve as nourishment for the plankton, he noted.



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Dr. Jensen Tells Rotarians About College Problem

"Higher education is the most important problem facing the United States," Dr. James H. Jensen, president of Oregon State University, said in an address before the Medford Rotary club Tuesday.

"Our education system stands as the best system in the world, and is the most important factor to the well-being of the United States," he continued.

"Higher education faces its greatest challenge in the next 10 years," he said. "Whereas in 1962 there are 48,000 students in college in Oregon, in 1972 there will be 85,000. There even could grow to be as many as 110,000 students if the present trend toward college training continues. One hundred years ago, one student in 1,500 attended college. Today 1 student in 3 goes to college."

Million In College Speaking of the situation in the United States, Dr. Jensen said that in 1963, 1,000,000 students will go to college. In 1973, however, 2,000,000 may be expected in the colleges.

"Oregon State University is now geared to handle 8,400 students in terms of staff and classrooms. At present it has 9,036 students. For the year 1963-64 it already has applications for 2,000 students, or 1,000 more than anticipated," Dr. Jensen said.

The tremendous increase in college students is not a problem of gloom only. It can only be viewed as a great opportunity, to serve the youth. "There are many bright spots in the picture," he said. Many experiments are under way which will reveal ways to effectively teach the great number of students.

Tries Experiment Massachusetts Institute of Technology has tried an experiment in which each student was given an electronic kit and directions to use in his dormitory room. The results were more initiative and accomplishments by the students and the saving of an entire laboratory.

In other experiments, closed circuit television is bringing savings in staff and facilities with no loss in accomplishment. Learning machines, too, are being developed that hold great promise, he said.

Oregon State University has a new library under construction now, and "we should be planning the next major addition at this very time," Dr. Jensen said.

"The great increase in college enrollments is a great challenge," Dr. Jensen said. "It is one that will be met by the educator and the citizen. There is no doubt that the challenge will be met."

RED ADMIRAL DIES Moscow—(AP)—Adm. Arseny Golovko, first deputy commander in chief of the Soviet navy and World War II head of the Russian northern fleet in the Arctic, died Thursday.

SOBBING SIMS Says: Blast Off on a Telescope Trip

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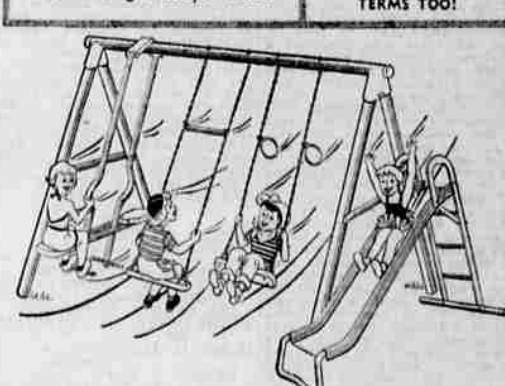


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