

Your Money's Worth

By SYLVIA PORTER
Copyright, Hall Syndicate, Inc.

WHAT FATHER WANTS FOR HIS DAY

Assuming the stock market has not already made a serious financial dent in wifely and filial spending habits in our country, the American Father this coming Sunday will receive more than \$1 billion gifts amounting to the awesome total of almost \$1 billion.

To my utter surprise, and I suspect to yours, Father's Day ranks as the second largest non-Christmas gift occasion in total number of gifts given—exceeded only by birthday celebrations.

This Sunday in June ranks as the fourth largest non-Christmas gift-giving occasion in dollar volume—exceeded only by birthdays, weddings and Mother's Day. It accounts for about 10 per cent of the total non-Christmas market and 5 per cent of the overall gift market of more than \$18.5 billion annually.

Each father this coming Sunday will receive an average of two gifts with an average value of \$8.90 per gift, or approximately \$18 per papa. That \$8.90-per-gift figure is well above the \$5.37 cost of the average Christmas present, and only the per-gift cost of weddings, anniversaries and Mother's Day tops it.

Finally, Father's Day is one of the three major occasions when the man of the house receives presents. The other two are Christmas—which absorbs 43 per cent of the entire gift-giving market—and his birthday.

These are the key findings of the Tie-Tie division of the Chicago Printed String Co., the world's largest maker of decorative paper and ribbons and, therefore, a company anxious to learn all it can about the gift-giving market. And therefore also a source eager to report, as Sol Weiner, president of CPS, put it to me, that "Men as well as women prefer the gift itself to a gift certificate and are becoming more aware of the esthetic importance of wrapping gifts as an indication of the givers' attitude."

The survey comes up with several obvious as well as unexpected items—all of which may be helpful hints to housewives and the kids.

The finding which Tie-Tie thought most startling was that almost one in five fathers (17 per cent) did not receive a present on this day last year. "They apparently were either ignored, forgotten or just plain left out." Clear message: give him something, don't undermine his morale.

The finding which I found most interesting was one that Tie-Tie didn't even bother to take out of a table. It was that, when asked what they wanted "throwing price and all inhibitions to the wind," a "chair, books" got equal rank with an "airplane, helicopter" and "camera, projectors."

Admittedly, "books" received only a scant 2 per cent of the votes, was dwarfed by the 35 per cent expressing desire for a new car, but still, to see books ranked with such dream items as an airplane and helicopter warms the heart of this reporter.

As for obvious aspects of practical shopping concern to you, the giver, what men prefer most for Father's Day gifts are items of clothing. Specifically, shirts, 42 per cent; socks, 25 per cent; pajamas, 21 per cent; ties, 21 per cent; handkerchiefs, 21 per cent. By more than two to one, these staples are preferred to such accessory items of clothing as belts, wallets, cufflinks.

Despite all the jokes about it, the tie ranks way up there. Although, according to CPS, men receive an average of four ties a year as gifts and in one eight receives more than 10 ties a year, the tie still is high on the "most wanted" Father's Day list.

If you're going in for non-clothing items, select sporting goods equipment, camera or camera equipment, tools, TV, radio or a phonograph to give him this Sunday. The survey says this is what he wants most.

Incidentally, on that gift tie, the CPS study discloses that this is one area where men prefer to get a gift certificate (34 per cent) or even to buy their own (48 per cent) than to receive the tie itself as a gift. CPS makes no effort to emphasize this finding, but it does include it in the body of its report.

For its honesty in so doing, Cris and I will now go out and splurge at least \$8.90 each on two ties for Father which we'll wrap with CPS decorative paper and ribbons. These he'll probably return for two others which will again be fancy-wrapped and beribboned and CPS is sure to make money on One Man's Family anyway.

Four Accidents Are Reported in City

Four accidents were investigated by Medford city police Friday and Saturday. No injuries were reported.

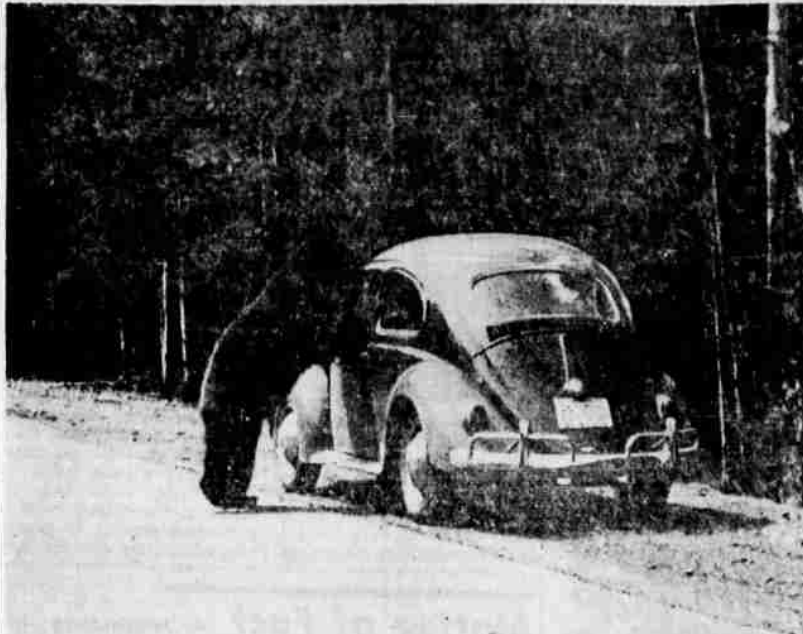
Saturday about 11:28 p.m., a vehicle operated by Jack Hervey Randolph, 42, of route 4, box 457E, Medford, struck a fire hydrant in front of 1244 North Riverside ave. Randolph was cited by police for not having an operator's license in his possession.

Another Saturday accident occurred about 3:30 p.m. on Central ave., between Main and Sixth sts., and involved vehicles operated by Lewis Morris Foulke, 72, of 813 French st., Yreka, and Robert Leroy Abel, 23, of 101 Vancouver ave., police reported.

About 3:16 p.m. Friday,

automobiles driven by William Edward Shepherd, 24, of Little Butte Star route, box 225, Eagle Point, and Irene Ann Tenbrook, 21, of 1317 South Peach st., were involved in an accident at the intersection of Riverside ave. and Fourth st. No citations were issued, police said.

The other Friday accident involved a car and a Pacific Power and Light company power pole. Police said the accident, which occurred about 11:38 p.m., involved a vehicle operated by Arden Darly Thurston, 30, of 636 B st., Eagle Point, and a power pole at the intersection of Elm and Main sts. The driver was cited by police for violation of the basic rule.



HUNGRY BEAR—No, as scarce as rangers for a "compact" lunch. Visitors enjoy watching the bears stop traffic but park rules prohibit feeding them. (UPD) This bruin is just sizing-up a "compact" car

Program Office for New Laboratory at Oregon State Opens

Corvallis—A program office for a new U.S. Public Health Service laboratory to study Northwest water quality has been opened on the Oregon State university campus, President James H. Jensen has announced.

The new laboratory, expected to cost more than \$2,000,000, will be built at Oregon State university to serve as area headquarters for Public Health Service research in water pollution control. When completed in mid-1964, it will have a staff of some 150 scientists and other personnel and will serve pollution control needs throughout the Pacific Northwest.

In charge of the office being opened here will be John W. D. Gray, recently named by the Public Health Service as program operation officer for the laboratory. Gray will help supervise the planning and construction of the laboratory as administrative officer for the project.

The OSU laboratory will be one of seven regional facilities established by the Department of Health, Education, and Welfare under authority of Public Law 87-88, passed by the Congress last year as amendment to the Federal Water Pollution Control Act. Localities for three other regional facilities have been announced for Fairbanks, Alaska; Ada, Oklahoma; and Athens, Georgia.

Work at the laboratory at Corvallis will be directed particularly to the water pollution problems encountered in the Northwest, including protection of Northwest fisheries, recreational resources and the area's lumber, food, chemical and other industries. The laboratory staff will work closely with other Federal water resource agencies, with State and local agencies, with industrial groups and with all university and college programs in the region.

The new laboratory will be one of a number of research facilities and programs at Oregon State university devoted to research in water and related fields. Among these are studies in sanitary engineering, oceanography, water resource protection and fish and game management. A Public Health Service project in aquatic biology has been carried on at the university for a number of years.

Gray, who will head the laboratory's administrative staff, is a career member of the public service whose most recent assignment was as chief of the Division of Surplus Property Utilization of the Department of Health, Education, and Welfare. He is a native of Madras.

Former Local Pastor Gets Danforth Grant

The Rev. Kenneth F. Korby, pastor of St. Peter's Lutheran church here from the early 1950s until June, 1958, has been named a fellow of the Danforth Foundation and was one of two recipients of the Valparaiso University, Ind., Alumni award of \$1,000.

Mr. Korby, assistant professor of religion at the university since he left Medford, will study at Concordia Theological seminary this summer and go on to Yale Divinity school, New Haven, Conn., in the fall.

The Danforth award means a gift of a full year's study which will cover expenses of the family. Mr. and Mrs. Korby have three children, a son and two daughters.

Mr. Korby will work toward his doctorate of philosophy degree.

ATTORNEY'S INSTITUTE
Salem—The 10th annual Oregon district attorney's institute will be held here June 23-29, according to Atty. Gen. Robert Y. Thornton. Banquet speaker will be former Gov. Charles A. Sprague, Salem.

Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate 1962)

You Can't Sit Under The Bamboo Tree (It's Grass)

Sure, you can fish with a blade of grass; you can climb one, or sit under a blade of it. You can eat it, make a house of it, or use it for hundreds of other purposes.

It is the tallest grass—may grow to 100 feet—and they call it bamboo.

There are over 200 varieties of it, distributed over all the warmer sections of the earth. It's about the most versatile of all the grasses, with as many or more uses than any other plant, all as'de from lawn use or pasture.

Primitive man probably made use of bamboo at about the time he found a way to make a fire. In his own crude way he sought ways to make his life a little easier, and bamboo helped him.

With bamboo he could build the framework of a boat or a shelter, furniture, or cooking utensils. From a section of this hard grass he made a blowgun by which he could secure his food or shoot his enemies. Over his shoulder he carried a quiver of bamboo, and in it probably were bamboo arrows.

By removing the little doors that grow at every joint in a bamboo blade, a very serviceable water pipe was made by which water could be piped from a remote spring right up to or into his home. By splitting the stem in two, lengthwise, an eaves-trough was readily constructed. By taping a growing bamboo stem, he collected a plant juice he believed helped cure many common human ailments.

Like all the members of the grass family, the bamboo has a jointed, hollow stem. There is one variety commonly called the "pygmy bamboo" used for lawns, and is mowed occasionally just like any lawn. Bamboo under favorable conditions of warmth and moisture, grows remarkably fast.

The small, tender shoots are gathered and used as food, much the same as asparagus. In a humid climate

a bamboo shoot really does shoot; may grow two or three feet in a 24-hour period.

Fern-Like Foliage
All the varieties of bamboo have the typical fern-like foliage that gives the plant a plume-like appearance. A songsmith once wrote a popular song, "Under the Bamboo Tree," an impossible place to be because the bamboo is never a tree. What he meant was, "Under a Blade of Grass." Grass it is, but a quantity of it is seldom referred to as a lawn. Usually it is described as a "clump of bamboo."

The outer surface of a bamboo stem is exceedingly hard, almost flint-like. It possesses great strength without excessive weight. A well-seasoned blade of this grass makes an ideal spear handle or fish pole.

At every joint of the blade, a fibre-like sheath forms. Under this parchment-like material a fine white powder forms. This was collected by primitive maidens and used as a talc. With a little flower fragrance added, it rivaled a fine cosmetic, and it took the shine from a dusky complexion.

Subscribers

To report improper or non-delivery of the Mail Tribune in Medford, phone 772-6141; Ashland, call at 1224 Iowa st. or phone 462-3062; Montague and Yreka, phone Globe 9-3171, before 6:45 p.m. daily and 10:30 a.m. Sunday.

If regular delivery arrives shortly after you call please notify office, thus eliminating special messenger service.

Hallmark
FATHER'S DAY
CARDS FOR SUNDAY, JUNE 17
When you care enough to send the very best
Swem's 217 E. Main Medford



Brings you automatic transmission at no extra cost! Check prices! Buick LeSabre is the lowest priced U.S. car that doesn't say "optional at extra cost" for its automatic transmission! Also, check... do you get finned aluminum front brakes (world's safest)? A 401 cu. in. V-8 engine? Advanced Thrust engineering (engine moved forward) for straight tracking, flat cornering, easy handling? A front floor so flat? All at no extra cost? Check your Buick dealer. He'll be happy to take a good trade today!

BUICK LESABRE IS THE BUY

See America's Top Golf Pros—Buick Open—NBC TV—Sunday, July 8

SKINNER BUICK-CADILLAC 143 S. Riverside

Big selection! Big values! See your Buick Dealer for Double Check Used Cars!

Free! HELP ON

- Planning
- Designing
- Financing
- Savings on

HOME IMPROVEMENT

Don't Move! IMPROVE
For as low (per week) as:

MODERN BATH
\$2.50 Per Week

NEW KITCHEN
\$3.00 Per Week

Wall-to-Wall CARPET
\$2.50 Per Week

ADD A ROOM
\$5.00 Per Week

YOU NAME IT!
If it will improve your home... WE DO IT!

You merely phone 773-3912—a skilled home consultant will help plan, design, and arrange for a payment plan to fit your budget.

And It's Like Money In the Bank!
Your remodeling makes your home so much more valuable for your present needs or future sale.

Free Estimates — No Money Down
As Long as 5 Years To Pay

—ONE CONTRACTOR
—ONE PROFIT
—ONE LOW PAYMENT

Home Improvement Center

"Formerly Dyke's Floor Covering"
1228 No. Riverside
Call 773-3912 for Estimate
IT'S FREE!

SHOP OUR BARGAIN ROOM FOR REAL SAVINGS:

- WOOL CARPET \$4.95 sq. yd.
- NYLON CARPET \$2.49 sq. yd.
- Inlaid Linoleum \$1.99 sq. yd.
- FORMICA 25c sq. ft.

86 PROOF • ECHO SPRING DIST. CO., LOUISVILLE, KY.

ECHO SPRING

BOURBON 7 years old

ECHO SPRING

The success of the "Ages"

ECHO SPRING

SAY IT AGAIN, AGAIN AND AGAIN!

\$4.65 Fifth
\$2.95 Pint

Three Appear In Circuit Court

George Lang, 54, Truckee, Calif., was placed on probation in Jackson county circuit court yesterday and imposition of sentence was suspended for two years on charges of grand larceny.

Lang earlier pleaded guilty to taking a pump Nov. 4, 1961, belonging to the Red Blanket Lumber company.

A trial date will be set for Helen Fossett Rodgers, 41, of 433 Granite st., Ashland. She pleaded innocent yesterday to charges of uttering and publishing a false check. She was released this morning on her own recognizance.

A pre-sentence report was ordered on Geraldine Driskell, 20, of 234 Manzanita st., Central Point, who is charged with burglary not in a dwelling. She pleaded guilty.