



TIGER BATHED—Bhat Bhat, a tiger donated to the Portland Zoo, playfully chews on a hose during its homecoming bath, administered by its former owner, Lt. Col. E. H. Patterson. The big cat, acquired as a cub in Cambodia, was raised as a house pet by the Pattersons and their three children. (UPI)

TAKES OWN LIFE
New York—(UPI)—Police said a 55-year-old woman, suffering from multiple sclerosis, committed suicide Thursday by putting a plastic bag over her head and fastening it with a rubber band. The body of Helene Ferezis was found in the hotel room where she had lived during the 12 years of her illness. A note requested that her eyes be donated to an eye bank and her wheelchair to the multiple sclerosis fund.

All coniferous trees are not evergreen. Such conifers as western larch, tamarack and southern cypress shed their leaves annually.

THE BIBLE SPEAKS TO YOU

Sunday, 9:00 a.m.
K-SHA — 860 kc

This week's Christian Science program
"You Are Not Alone"

Dennis the Menace



"IS HE DEAF OR SOMETHIN'? I SAID I'M OKAY NOW!"

Contract for Howard Prairie Lake Reviewed by Johnston

Following is the full statement issued by Robert Johnston, concessionaire of the recreation area at Howard Prairie lake, in which he reviews and clarifies the contract under which he operates, and further discusses the potentials and needs of this and similar areas:

The public interest requires that we review and clarify certain provisions of the contract under which we operate at Howard Prairie lake.

First of all, the details of our contract were planned and approved by the Jackson county parks and recreation commission, the parks director, the Jackson county court, the executive vice president of the Cal-Ore Recreational Development Association, and representatives of the bureau of reclamation, bureau of land management and the National Park Service.

These people represent the most qualified judgement that is available to deal with such a document. Experts in real estate and business leases were also invited in by the county court to act in an advisory capacity as regards a fair percentage of sales for the lease rental portion of the agreement.

Agreement Reached

An agreement was reached, signed by all members of the county court and the principals of Johnston Stores. It was then referred to the various Government bureaus for official signature to be affixed as per a prior agreement reached before the document was cleared for legal verbiage by the county district attorney.

The entire agreement was negotiated in a complete spirit of cooperation and understanding of the responsibilities involved. While one member of the county court was not in original agreement with the opinions and decisions of the others, he too signed the agreement in its final form as returned by the district attorney.

Since a few of the details of the contract have been reported questioned by various individuals before and after the agreement was finalized, we wish to review these points.

We have agreed to pay Jackson county a minimum of 4 per cent of our gross receipts, which percentage accelerates with volume to a maximum of 10 per cent. We further agreed to pay a minimum amount of \$1,800 year—regardless of our sales volume.

This lease-rental percentage amount compares with or exceeds metropolitan retail leases. Since costs of operation in a remote area are higher than in an urban area, we know that the lease we agreed to is

a most fair one to Jackson county. One of our responsibilities under the contract is to provide maintenance of the area. It was agreed by those involved in the formulation of the contract that the major costs of maintenance of the area should be borne by the users of the area. It was agreed by the majority, however, that the central area would not require a users fee.

Boat launching and the central area picnic grounds are open for use without charge to the visiting public. The campground areas require a user fee of \$1 per car per day for their use. This fee enters our gross retail sales and a percentage is returned to the county to apply to capital investment by the county, in road maintenance, tables and area facilities.

The remainder of the fee provides the supplies and labor to service and maintain the area in a sanitary and protected condition. These costs to us are high throughout all six months of the season and cannot be absorbed by the gross profit of merchandise sold by us in the area. If such were required of us, the prices of goods and services would be too high and unfair to the public who patronize us!

Volume of Goods

High prices, to absorb area maintenance, would also create a condition of diminishing return to both the operator and the county because visitors would bring their own supplies from town. We have been able to develop an increasing volume of goods and services throughout our term as concessionaire.

This volume does not happen automatically. Such a volume is a result of serving the public needs. In this regard we have spared neither capital expense nor labor to serve all the wants and needs of the public. We have long since learned, as experienced retailers, that when a retail business earnestly devotes their entire efforts to serving the public, the return for such efforts take care of itself.

We do not make a profit in this business, we earn a return on capital invested and a wage for our personal industry directed by experience and sound business principles.

Feel Like Farmer

Apart from the business aspects of our responsibilities at Howard Prairie, we also feel much like the farmer, who derives a great enjoyment watching his hard tilled and tended crops mature and flourish as a result of his efforts. We sense that such pride is as important to him as his financial returns. We think that our county officials

feel the same way, and we further believe that they should receive proper recognition and approval of their efforts toward making Howard Prairie one of the county's great assets. We would like to encourage the expansion of this nucleus into a great industry for Jackson county.

Summer Surprise Sale

PRESTO AIR COOLER!

Keeps cool air sweet as Springtime!

Exclusive new Air Bath Purifier ends that "swampy" odor, keeps air clean and sweet. Rustproof tank, cabinet and grill designed in high-impact polystyrene.

Reg. \$5.95
Holiday Featherweight \$4.88

\$15.50 Icy-Hot Chest \$12.95

\$18.95 Icy-Hot Chest \$15.95

\$27.95 Thermos-Steel \$23.95

\$25.95 Thermos-Alum. \$21.95

Efficient Picnic Jugs
Newest Lightweight Styles
All at DEEP CUT Prices.

Superior
\$2.95 QUALITY!

AIR MATTRESS
Inflatable, Built-in Pillow, Special \$1.99

\$2.69 Air Mattress Without Pillow \$1.77

CORICIDIN D
For Hay Fever, Relieves sneezing, runny nose, headache
12 Tablets 69c

BAN DEODORANT
Stops odor 24 hours
49c

PRESTO ROOM COOLER \$29.95

PRESTO ROOM COOLER \$38.95

PRESTO ROOM COOLER \$47.95

No Trade-in Necessary! Just Super Discount Prices.

List Price \$39.95 PRESTO ROOM COOLER \$29.95

List Price \$49.95 PRESTO ROOM COOLER \$38.95

List Price \$59.95 PRESTO ROOM COOLER \$47.95

\$2.98 quality

FOAM RUBBER PADDED Floor Runner

Viscose rayon in a "tweed" weave—24 by 72-inch. **1.99**

High Quality Comfort at LOW PRICE!

\$9.88 ZERO 10 INCH OSCILLATING ELECTRIC FAN

QUIET AIR-COOLED MOTOR WIDE, WELL-BALANCED BASE

COMPARE! DOLLAR FOR DOLLAR YOUR BEST VALUE!

Powerful Rugged Quiet Tip-Proof ZERO FULL 8-INCH \$4.88

AUTOMOBILE Air Conditioner
Comfort for Your Vacation **\$38.88**

HAIR CARE BEAUTY NEEDS

\$2.00 TONI HOME PERMANENT, plus
\$1.49 Curlers **\$1.49**
Both for **\$1.49**

MAX FACTOR'S CURL CONTROL, Soft-Set, or Natural Wave—Your Choice \$59c

\$1.00 SHAMPOO—Suave, Thawed or Marvelous \$59c

\$1.50 CHARLES ANTELL CREME RINSE \$59c

39c Wild Root Wave Set 29c

60c White Rain Lotion Sham. 19c

\$1.50 Adorn Hair Spray 97c

"Zorri" THONGS
Foam rubber sandals, all sizes, for men, women and children. **25c**

ONE SILVER DOLLAR TRADING STAMP

The World's Fairest At . . . HOWARD PRAIRIE LAKE

Oregon's finest trout fishing in a setting that is being acclaimed by visitors from near and far. Invite your friends and enjoy a visit to the "Pride of Jackson County."

BOATS and MOTORS for Rent TRAILER-CABINS Among the TALL TREES for Rent Completely Furnished TENTS, TOO!

Restaurant Open 24 Hours a Day
With The Following Supplies . . . Also Available Day And Night.

- GROCERIES
- ICE
- BEVERAGES
- DRUGS
- SUNDRIES
- FUEL
- CAMPING SUPPLIES
- TACKLE
- LICENSES

Courteous, Experienced Personnel To Serve You Throughout The Area!

PUBLIC BOAT LAUNCHING and PICNIC AREA
(No Use Fee Required)

CLEAN, QUIET CAMPGROUNDS
Modern Rest Rooms, Tables, Fireplaces, Fuel, Maintained And Patrolled By Our Personnel.
\$1.00 per Car per Day

ENJOY . . . FISHING . . . SWIMMING WATER SKIING Outdoor Living at It's Best!

Information and Reservations Available at
JOHNSTON STORES
Phone 773-8818
Medford, Oregon and at Howard Prairie Lake

'Second Squeeze on Profits' Described

New York—(UPI)—The words "profit squeeze" have been a part of a businessman's language for many of the post-war years, but today, report two business study specialists, the words represent a different situation from what they did even in the middle 1950s.

Writing in the current issue of the Harvard Business Review, J. Roger Morrison and Richard F. Neuschel describe the struggle of business to make money now as "The Second Squeeze on Profits." The authors are principal and director, respectively, of McKinsey & Company, Inc.

"While the question of what is an appropriate level of profits is a highly technical one—with abundant room for difference of opinion—there is a widening concern that profits might turn out to be a limiting factor in our economic growth rate," they report; since the beginning of the "fabulous fifties," the gross national product has about doubled, but the profit segment of GNP has shrunk more than a third.

Competition, they find, has resulted in something different from the traditional wage-price squeeze; and the second profit squeeze is uneven in its effect from industry to industry. It is also sensitive to management action.

Morrison and Neuschel find that four interrelated pressures in the competition of business fits the description of the second squeeze on profits. These are:

—Fewer companies are able to increase profits by sales of established products in established markets.

—More companies are operating in industries which have substantial unused capacity—that could produce more than they are producing—even when business activity is high.

—For many industries, foreign competition has increased.

—Prices remain relatively stable even when business is turning up sharply.

Superior

\$2.95 QUALITY!

AIR MATTRESS
Inflatable, Built-in Pillow, Special \$1.99

\$2.69 Air Mattress Without Pillow \$1.77

Bothered and Bewildered by Bugs?

Here's How to Knock 'em Out Fast!

\$1.50 Slug-A-Bug \$1.19

98c Bug Bomb 69c

69c Off Insect Repellent 49c

98c Aerosol Repellents Skram or Di-Chloricide 79c

49c INSECT FOE Liquid Repellent 19c

TROUBLE LAMP
Heavy Duty 20-Ft. Cord \$1.98 Value **\$1.29**

\$1.95 Black Magic INSECT CONTROL
Complete Kit includes Light Fixture with Cord, Vaporizer Bulb and 60 Days Supply of Pellets. **69c**

Pharmacy First
When you bring a prescription to us, you are attended to by a registered pharmacist who gives his immediate and undivided attention to dispensing your medicine.

WESTERN THRIFT

By RESCRIPTION SPECIALISTS MEDFORD'S ORIGINAL DISCOUNT STORE 30 N. CENTRAL 773-5371

OPEN WEEK DAYS 8 TO 9 — SUNDAYS 9 TO 2

HAVE AN EXTRA KEY

KEYS

MADE WHILE YOU WATCH IN ONE MINUTE

OPEN TONIGHT!

ACME HARDWARE

SPECIALISTS IN HOMEWARES!
245 S. Central at 10th