

They'll Do It Every Time



Shopping Center Is Sizeable Enterprise Developer Notes

"These things just don't happen overnight." Mark Goldy, Medford real estate developer, said Monday that shopping centers "... are the result of much planning." Goldy discussed the development and future of the Medford Shopping Center at a luncheon meeting of the Medford Chamber of Commerce Roundtable. The speaker reviewed the origin of the center, discussed present construction plans, explained the financing of the center and noted its contribution to Medford. Goldy addressed approximately 60 persons, which is considered to be one of the best-attended Roundtable meetings. First Steps The first steps in the development of the shopping center, located at Jackson St. and Biddle rd., were taken in 1947, according to Goldy. A Seattle Investment firm contacted the speaker at that time and asked him to acquire property for them. Several acres of land between South Riverside and South Central aves. were acquired and cleared. This was expected to be the first home of Sears Roebuck and company within two or three years. Sears was confronted, however, with rapid expansion of their other stores, which postponed construction and development of new branch stores, Goldy explained. Then in 1952-53, Sears realized that the Medford area was growing faster than they had anticipated. The firm then saw the need for a store here, but felt more land would be needed to meet the needs of the growing community. Economically Unfeasible Goldy was authorized to secure options on land south of the original site, but the local developer found it "economically unfeasible" to purchase the land due to increased costs in the downtown area. This factor eventually kept the Medford Shopping Center outside of the "so-called up-town area," Goldy revealed. The shopping center development was spearheaded by two "anchor stores" — Sears and Safeway Stores Inc. Each store had enough "drawing power" by itself to form the nucleus of the center. The next problem, as Goldy saw it, was finding a location for the center other than in the immediate downtown area. Some 50 acres between Medford and Central Point were at first optioned for the center, but it was later decided that it was too isolated. Finally, about 28 acres east of Bear creek facing Jackson st. were acquired for the center. It was considered still close enough to the downtown area so it wouldn't "split up the town." Nationwide Negotiations Goldy emphasized that the amount of work and nationwide negotiating that was involved in planning the center.

Booklet Explains Federal Reserve's Role in Economy

New York — (UPI) — Money, money, money. There are few individuals who ever think that they have enough of it. But there's an even bigger problem always with the population as a whole: When does the country itself have enough, not enough, or too much money to keep the economy in a healthy state? The Federal Reserve Bank of New York has issued a new booklet explaining the role that the Federal Reserve System plays in the United States in the task entrusted to it: Keeping the money healthy. It also explains in some detail how the Federal Reserve goes about it, in its dealings through the commercial banks of the nation and their credit facilities. Designed For Schools Designed specifically for teachers in secondary schools, it also could be of interest to any post-school citizen who wants a fuller understanding of the Federal Reserve System and what it means to him and to the economy in which he lives. The system, in attaining the goals of high but sustained economic growth, reasonably full employment and stable prices, helps "by adding money to the spending stream when the economy is sluggish, and by restraining the growth of the money supply when exuberant money spending threatens to push up prices." But how does the Federal Reserve keep its fingers on the economic pulse? How does it determine when to pump in and when to pump out? Regular Meetings Held Every three weeks, the presidents of the 12 reserve banks meet with the board of governors in Washington at a meeting of the open market committee. There, it is explained, they consider "not only the best economic intelligence that research staffs can provide but also expert opinion from all major sections of the country." And these items of "economic intelligence." The governors, and the 12 reserve banks, have research staffs keeping a constant eye on indicators which help them see the balance between spending and production. To determine income, these staffs watch how many people are working, how long they work each week and what they are paid. They examine the income of farmers, small businessmen and corporations. The Department of Commerce gives monthly estimates of personal income from all sources. Sales figures tell how income is translated into sales. GNP Watched Closely Every three months the Department of Commerce estimates the value of the total national output — gross national product — but because these figures are subject to a necessary delay, the board has developed a monthly index, the industrial production index. It is available within about two weeks after the end of each month. In that index are figures on the output of factories, mines, gas and electric utilities. And in between times, the economists examine figures on electrical power production, automobile, steel and paperboard output. The staffs watch retail sales and manufacturing to determine whether manufactured goods is piling up on shelves, or moving. With these and other figures, it then goes to work on its regular task of determining what to do about the amount of bank credit in the economy. ENLISTS Kent Mathewson, son of the Rev. and Mrs. K. L. Mathewson, recently enlisted in the U.S. Navy and is in San Diego, Calif., where he is undergoing an eight weeks training period. He left here July 31.

Radiation Report Given At London Research Meeting

Portland — Speaking at the second International Congress of Radiation Research in London this week, Dr. Makoto Sato of the University of Oregon medical school reported on studies of the effects of radiation on nerve cells of the central nervous system. The research was directed by Dr. George Austin, head of the division of neurosurgery and conducted by Dr. Sato, research associate in the division and Dr. Walter R. Stahl of the school's radiology department. Although there have been earlier studies done on effects of radiation on the central nervous system, the University of Oregon medical school investigators' study is one of few to have been done at the synaptic level — the synapse being the junction point on the nervous system where nerve impulses pass from one cell to another. Radiation Subjection In this study, single nerve cells in the spinal cord of a laboratory animal were subjected to varying doses of radiation for periods of one minute. Immediately following the administration of the radiation the excitability of the cell was measured and recorded. It was found that even a small dose of radiation (200 roentgens) increased the excitability of the nerve cell considerably. This was true also of doses up to 40,000 roentgens. Doses larger than this caused the cell to become depressed. In this particular study only the immediate effects of radiation were considered. Basic research in effects of radiation, such as this study, is being conducted under support of the U.S. Atomic Energy commission in an effort to gain a better understanding of how radiation affects the body functions of mammals. Following the London congress, Dr. Sato will attend the International Physiological meeting in Leiden, The Netherlands, and will visit physiological laboratories and medical centers in that country as well as France, England, Germany, Italy and Sweden.

Steel - Nerved Man on Tobacco Wagon Finds Self Drawn Into Heroic Camaraderie

By DICK WEST Washington — (UPI) — A man who is lion-hearted, steel-nerved and iron-willed enough to quit smoking finds himself drawn into heroic camaraderie with other lion-hearted — steel-nerved, iron-willed men who have given up tobacco. We rejoice with each other in our triumphs and encourage one another in our tribulations. But mostly we talk about how lion-hearted, steel-nerved and iron-willed we are. Those of us who are endowed with these attributes naturally feel superior to our spineless, craven brothers who remain slaves to nicotine. But at the same time we pity them. We would like to help them, if only they would listen to us. They, however, look the other way when they see us coming, or leave the room, or make little transparent excuses to avoid our company. In the six weeks that I have been courageously abstaining from cigars, cigarettes and pipes, I estimate that I have given 47 unsolicited lectures on this subject to my friends and colleagues. The only friend and/or colleague with whom I now have any sort of rapport is one who began courageously abstaining about the same time that I did. The others just don't seem to care. The strangest aspect of the entire experience, however, has been a letter I received from a reader who claimed to have been off the weed for something over seven weeks. It was, of all things, written by a girl. I had to laugh it was so ridiculous. Whoever heard of a lion-hearted, steel-nerved, iron-willed girl? This girl was telling me how quitting smoking had played hob with her social life. She now only makes dates to go to the movies, which sort of limits her appeal. The reason is that smoking is forbidden in the theater. She couldn't smoke there before she quit smoking; therefore, it's the only place she doesn't miss it now that she has. This girl also passed along a tip she said I might have overlooked. "I have found it helps if I leave off certain foods and beverages that had previously induced a desire to smoke," she wrote. "I have stopped drinking coffee, tea, milk, water, cokes and cocktails. I have stopped eating meat, bread, vegetables, poultry, fish, eggs, salad and desserts. I'm living on lemonade and yogurt." This girl certainly sounds like an authentic ex-smoker, all right, but I simply can't believe a member of the weaker sex could endure the travails I have conquered these past six weeks. I'll bet anything she still sneaks a few puffs on the sly.



DELIVERS GIFT—Lovely Debbie Bryant, "Miss Teen of 1962," acts as emissary for Paul Mitchum, mayor of Kansas City, Kan., as she delivers a Kansas City sirloin steak as greeting to Los Angeles Mayor Samuel Yorty, Debbie, a 16-year-old high school senior from Overland Park, Kan., is in Los Angeles to receive the contest award. (UPI)

Rich Appointed To University Position

Eugene-A. McKay Rich of Idaho has been appointed research associate in charge of the Portland branch office of the bureau of municipal research and service, University of Oregon. His appointment was announced by Herman Kehrl, bureau director. The Portland office specializes in studies related to metropolitan area problems and administrative problems of the city of Portland. Rich has been attending the University of Idaho for the past two years working toward a doctorate in political science. He received his bachelor of science and master of science degrees from Utah State university and was a high school teacher in Utah and Idaho. While in Idaho, Rich was active in professional and governmental affairs. He served one term in the House of Representatives in the Idaho legislature, was a member of the city council of Montpelier, Idaho, and was active in the Idaho Education association. He served in the U.S. Army Air Force in 1944-45, and spent one year in Italy.

Electrician Killed On Bonneville Job

Portland — (UPI) — Wayne M. Eshelman, 34, Warren Dale, Ore., was electrocuted Tuesday afternoon when he came in contact with a transformer terminal at the Army Corps of Engineers Bonneville housing project. Eshelman had been employed by the Corps as an electrician for two years. Walter Mackie, project engineer at Bonneville dam, said Eshelman was working on relocation of service power lines in the housing project area. He was alone at the time of the accident, Mackie said. He is survived by his widow and four children.

10 Per Cent Excise Tax Ordered for Nevada Keno Games

Reno — (UPI) — It has come up double zero for Nevada's gambling industry which has been told that it must pay 10 per cent excise tax on all money bet on keno games. Keno reportedly accounts for \$25 million profit annually, or about 9 per cent of the industry's total gross. The bombshell was dropped when the Internal Revenue Service said that as played in Nevada actually is a numbers game and therefore qualifies under the wagering tax law of 1951. On Gross Receipts The tax would be levied on gross receipts and in addition, operators would have to pay a \$50 head tax on keno writers and runners. District IRS Director Dalmon Davis said it would yield about \$8 million annually. Davis said the Nevada brand of keno differs widely from church or charity bingo which qualify for excise tax exemption. Nevada keno, he said, is essentially a lottery or numbers game since the player buys a ticket on a specific number (or numbers) and does not have to be present while the game is being played. He can pick up his winnings weeks later. Effective date of the ruling has not been announced. The gambling industry has answered the ruling in surprise and anger. One proprietor said that "unless the ruling is reversed, it means the end of keno in Nevada." Could Modify Odds But Davis said that if keno profits really become crippled by the tax, operators can either raise the price of keno or modify the odds to restore some of the profit. In four days, the issue has become the key one in the Nevada political races. Incumbent Sen. Alan Bible and Rep. Walter S. Baring, under attack for allegedly being asleep at the switch when the new IRS edict was announced, have interrupted their campaigning in order to meet with Internal Revenue Service officials. Bible says he will seek federal legislation exempting keno games from the wagering tax if the IRS does not modify its position. The original pledge of allegiance to the flag was written by Francis Bellamy and used at the dedication of the Chicago World's Fair Grounds, Oct. 12, 1892.

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