



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

JULY CAR SALES HIGHEST SINCE '55. The nation's new car dealers sold \$11.700 American made cars in July, up nearly 22% from the 420,000 sales a year earlier, reports The Wall Street Journal. The July total was the best for the month since 1955, when 624,000 cars were sold, and it was the first time since then that July sales have topped half a million. The sales pace last month, 20,468 deliveries in each of the 25 selling days, was down 12.7% from the June selling rate. However, July sales traditionally decline from June. In the previous three years, for example, the July-from-June sales drop averaged 22%. Industry sales in the final third of last month totaled nearly 195,000 U. S. made autos, up 36% from the same period last year.



MAX WHITE, CO-CHAIRMAN of the technical committee of the Indianapolis Speedway, and A. J. Shepherd, well-known professional race car driver in the Indianapolis "500," will each have a taxicab bill of approximately \$20,000 in September, but they won't have to pay it.

White and Shepherd are official United States Auto club observers for "The Longest Cab Ride in History." The ride, sponsored by Montgomery Ward & Co., is using two taxicabs to dramatize the long tread-wear Ward's Riverside tires will provide in cross-country driving during the hottest months of the year.

Each cab will call on one Ward store a day except Sundays as they follow a 40,000 mile itinerary across the United States.

They will arrive in Medford Thursday, August 16, at the local Montgomery Ward retail store at 117 S. Central.

Riverside tires for the ride were selected by the observers and the drivers at random from regular stocks in one of Ward's stores chosen by them in the Detroit area. Serial numbers of tires were recorded by White and Shepherd.

Trademarks and tread patterns were photographed and tread depth measurements were recorded at the start of the ride in Detroit. Frequent measurements will be made during the course of the store-hystory tour.

The "Longest Cab Ride" will demonstrate the results of a recent tire test in which Ward's Riverside ST-107 tire proved to be the outstanding value in its category. The test of all lines of five competing brand tires was supervised by the West Texas Auto Co., and the South Texas Test Fleet, impartial testing companies.

NATION'S GROWTH CHARTED TO 1980. Projections just released by the U. S. Census Bureau, indicate that the nation's population will be 225,963,000 to 235,275,000 in 1975 and 245,736,000 to 259,584,000 in 1980. These estimates enable planners in business and other organizations to estimate future requirements for goods, services and capital equipment. The bureau previously announced that in 1965 the population will be 194,454,000 to 196,217,000, reports the New York Times. Five years later the population will be 208,931,000 to 214,222,000.



F. L. "FITZ" BREWER, well known Medford man and active in recent years in food sales in this area, has become associated with A. J. Prince Company, food brokers. He is a partner in the firm and manager of the southern Oregon and northern California area. Other offices are located in Portland and Eugene.

A resident of Medford for the past 29 years, Brewer is a graduate of Medford high school and the University of Oregon. He is a veteran and lives in Medford with his wife and four children.

A. J. Prince Company, Inc. will aggressively represent the Rogue River Valley Packing Company of Medford, packers of pears and peaches grown in this area under the familiar quality labels of "Medford," "Rogue River," "Crater Lake" and "Gold Hill."

Brewer's firm also is broker for the Oberti Olive Company, Hafnia Ham Company and Regina Wine Vinegar. CHB (California Home Brands) include mayonnaise, syrup, preserves, cooking oil and pickles and Riviera Food Products, comprising chili beans, ravioli and lasagna are also among the Prince Company lines.

TIPS AND TRENDS. Overseas visitors to the United States in the first four months of 1962 totaled 147,000, an increase of 16% over the same period last year. . . . Brown from beige to deep-dark, is the undisputed winner in girls' back-to-school clothes, and camel-and-gray combinations are big in sportswear and dress categories. . . . Wall accessory sales hit \$150 million last year. . . . Sixty-one per cent of U. S. families own their own homes. . . . Some 10% of the 46.5 million women in the nation between the ages of 15 and 54 have hair dryers. . . . There are 6,000,000 golfers in America who play a minimum of 12 rounds a year. . . . Some 40% of all brides and 12% of grooms are under 20.

PUT CHARACTER INTO YOUR HAMBURGERS.

It's pat to party time in the Rogue River Valley and, whether it is a family get-together or the neighbors are invited, hamburgers are always a favorite. They become even more a distinctive delicacy when dressed with a savory sauce, and the makers of Regina wine vinegar urge the backyard chef to be sure to use nippy, flavor rich vinegar to give it zest.

Here is an all purpose barbecue marinade suggested by Regina:

- 2 teaspoons sugar
- 1 teaspoon black pepper
- 4 whole cloves
- 1 teaspoon chopped parsley
- 1/4 teaspoon garlic powder
- 1 teaspoon onion powder
- 2 teaspoons Monosodium Glutamate
- 1/4 teaspoon crushed bay leaf

Blend all ingredients in the order given and shake well in a covered jar. This gives you about 2 1/2 cups of sauce. Add about half a cup to the ground meat during mixing, and let it stand in the refrigerator for a couple of hours if possible. Then broil or pan-fry as desired. At the table you can add more sauce, either hot or cold.

By the way, this barbecue marinade is excellent on steaks, chops, chicken, game—almost any kind of meat or fowl you wish to broil or barbecue. It has a tenderizing effect on less expensive cuts, too. Meats are so flavor-rich that they need only a salad and a tasty bread to round out the meal.



1/2 cup Regina Champagne Wine Vinegar 1 1/2 cups dry red wine 2 tablespoons salad oil



CARL ELLIS of 1107 Jolissa, Medford, was the lucky recipient of a 13 cubic foot Norge two door refrigerator in a recent statewide contest conducted by Electrical Distributing, Inc. of Portland and the Norge Corporation.

Mr. Ellis was presented the refrigerator by Hal Krueger and Steve Hess of Feldman & Olson Electric, 920 South Grape Street, Norge dealers for this area since 1935. Ellis was born in Medford and is now a driver-salesman for Snider's Dairy.

IT'S A MAN'S WORLD, at least as far as the automobile business is concerned in the Rogue River Valley. But recently attractive Lena Campbell has joined the sales staff of Dean & Taylor Pontiac, on South Pacific highway 99, and has thus invaded a heretofore exclusive male domain.

Lena Campbell, who came to the Rogue River Valley eight years ago from Texas, is not new in the sales field. She sold appliances in her home state, but when her family toured the Pacific Coast on a vacation trip, they fell in love with Medford and decided to make their home here. Mr. Campbell is a carpenter by trade.

Mr. and Mrs. Campbell's son, Leonard, is a technical sergeant at Schilling Air Force Base, Salina, Kansas, and their daughter, Ann, is married to an officer at the Wright Patterson Air Force Base.



LENA CAMPBELL

Credit Defined As Status Symbol Speaker Reports

"It is no longer a stigma to be in debt," the manager of the Medford Credit Bureau said Monday. "Rather it has now become a new kind of status symbol."

Speaking to the Chamber of Commerce Roundtable luncheon, Hugh Rogers said that American consumers continue to increase their debts every year.

Referring to figures contained in a recent issue of "Credit World," a financial trade publication, Rogers said that as of April 30, 1962 the current consumer debt totaled \$56,650,000,000, an increase of \$2,900,000,000 over the same month last year.

Of the total consumer debt, the speaker pointed out, \$18 billion is for auto loans, \$13 billion is for personal loans, \$4 billion is for repair and modernization work, \$14 billion is for non-installment purchases, and \$7.5 billion covers all other kinds.

Defined Credit

Rogers defined credit as the medium by which we move the finished product to the consumer.

"If it were not for credit," he said, "most American people would be unable to afford a car, a home, a television set, or most major appliances."

The speaker ran through a list of items that people purchase on credit: 98 per cent of the homes, 95 per cent of the autos, 87 per cent of the home appliances, 83 per cent of the furniture, 57 per cent of the wearing apparel, and 43 per cent of all groceries consumed in the country.

The condition moved a national magazine to state recently, Rogers recalled, that "never had so many owed so much to so many for such a wide variety of things."

While the ability to buy things on credit seems to act like heroin to some, the speaker said, the great majority of Americans handle it well.

Schwensen Third Man in Death Row

Salem — **Richard Schwensen**, 27, Monday became the third man in the State Penitentiary's death row.

Schwensen was brought here Monday. He was convicted in Portland of the slaying last September of Mrs. Jean Rosaria Bussey, 29, whose body was found in her parked car.

No date for Schwensen's execution will be set until after the State Supreme Court hears an automatic appeal of his conviction.

Also on death row are LeRoy Sanford McGahuey, who is scheduled to die early next Monday for the slaying of a 2-year-old boy in Central Point, and Larry West Shipley, convicted in the killing of a young girl near Otis Junction.

Also under sentence to die and being held in the women's section of the prison is Jeanne June Freeman, convicted in the slaying of one of two children whose bodies were thrown into the Crooked River Gorge.

Oregon has not had an execution since 1953.

Coos-Curry Power Project Proposed

Washington — **The Federal Power Commission** said today the Coos-Curry Electric Cooperative Inc., Coquille, Ore., has filed an application for a preliminary permit to build a hydroelectric project in the Siskiyou National Forest.

The proposed Buzzard's Roost project would consist of a dam and an underground powerhouse with an estimated generating capacity of 200,000 kilowatts. It would be located on the Illinois river in Curry and Josephine counties, about 4 1/2 miles upstream from the confluence of the Illinois and Rogue rivers.

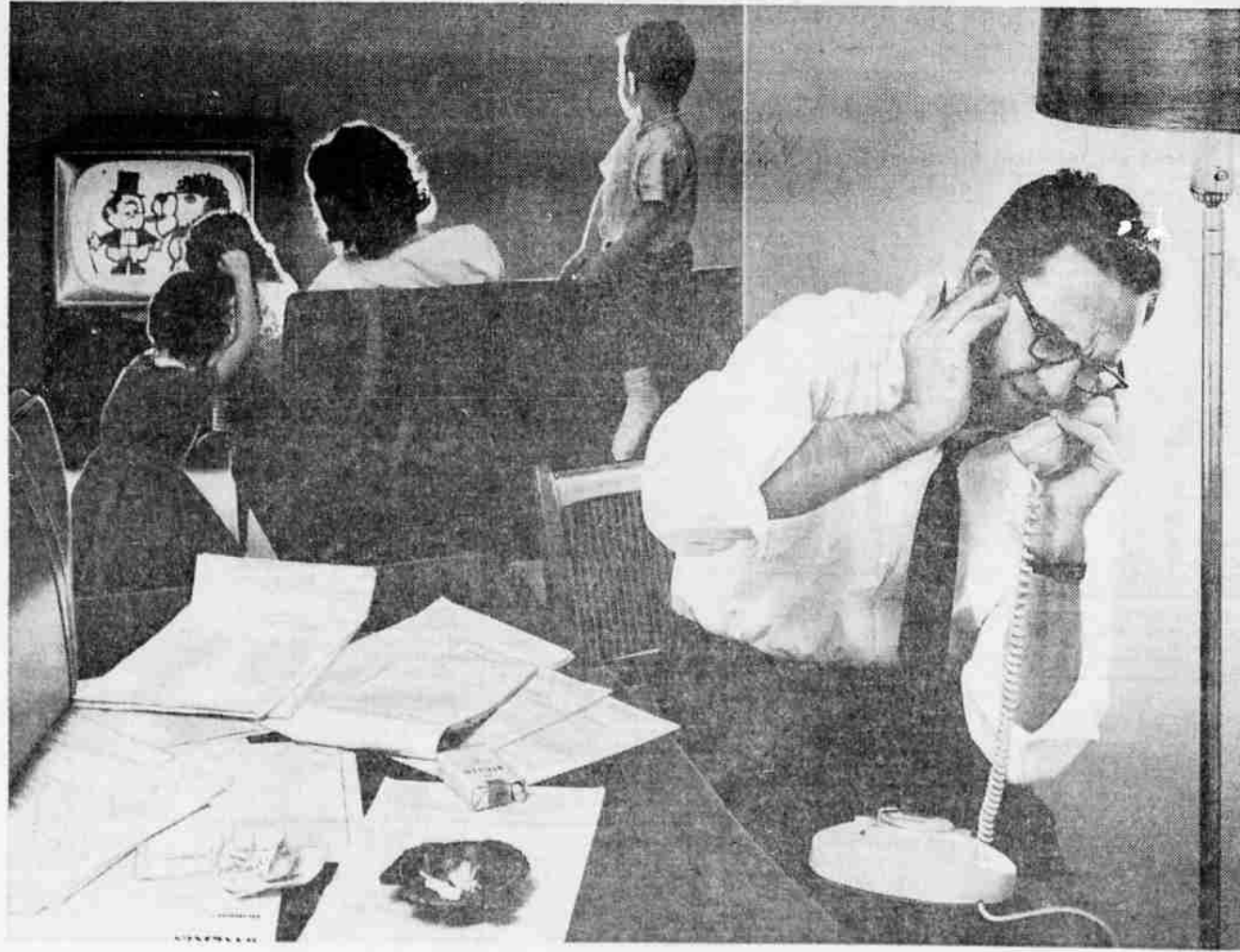
A smaller dam 1 1/2 miles downstream would regulate the flow released from the powerhouse and provide facilities for handling fish. A preliminary permit does not authorize construction, but gives the holder priority of application for an FPC license while the holder studies the feasibility of the project.

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Good reason for giving your wife a bedroom phone. There's only one way to win out over the hustle-bustle of the living room when you have work to do. *Give up!* Next morning, play the considerate husband and order her a bedroom extension. It will save her stairs and steps and minutes in the daytime—give her a vital link at night to police, firemen, doctors. It's only \$2 a month plus tax and installation for the Princess. She'll go along because she's always wanted a bedroom phone, and you can *each* enjoy using it in the privacy of the bedroom. Order her bedroom phone today. Enjoy it in a day or two. *Like this:*



PACIFIC NORTHWEST BELL

Lumbermen Gather To Press Claims

Portland — **Northwest lumbermen** gathered to press their case for tariff and shipping changes today at meetings here and in the nation's capital.

A delegation of lumbermen here was armed with statistics aimed at convincing field representatives of the U. S. Tariff Commission that temporary tariffs are needed against Canadian imports.

In Washington, D.C., lumbermen from the Northwest discussed the need for shipping adjustments that would

make them more competitive with Canada.

The northwesterners hoped to convince senators and congressmen from the south that amendments to the Jones Act would not flood southern markets with western lumber. The westerners want an amendment to let them ship lumber to the east coast on cheaper foreign vessels.