



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

NEWSPAPERS TAKE LION'S SHARE OF AD EXPENDITURES. Final figures for 1961 show a slight drop in total advertising expenditures — off 0.7% from 1960 to \$11,845,000, according to a study prepared for Printers' Ink by McCann-Erickson, Inc. Last year 30.6% of all advertising money was invested in newspapers. Magazines accounted for 7.8%; TV received 13.6%; radio accounted for 5.9%; regional farm publications, 0.3%; direct mail, 15.8%; business papers, 4.9%; outdoor, 1.5%; miscellaneous, 19.6%. Based primarily on first quarter data, total ad volume in 1962 is expected to pass the \$12 billion mark for the first time. Total volume is estimated at \$12.3 billion, up 4.4% over 1961. Total investments by national advertisers is expected to reach \$7.5 billion, up 3% over 1961; local advertising volume is expected to reach \$4.8 billion, for a gain of 6%.



"THEY WENT THAT-A-WAY" pistol-totin' shopkeeper Joe Materie tells Wells Fargo stage coach driver George McEne on Medford streets recently when Montgomery Ward's 90th Anniversary celebration got underway. Shown above are Caroline Russell, one of Ward's lovely "Indian" girls in the drivers seat, attractive Kitty Taylor, who left Ward's store to pose as a paying passenger, and Kermon Kennedy on the stagecoach top.

Montgomery Ward's store took on a gala dress for the anniversary party. Leaving the store at 117 South Central, the stagecoach headed along Medford streets with Ward Manager Joe Materie riding shotgun. Ray Baker, manager of J. C. Penney Company, and Joe Sanford, assistant manager of Sears were "kidnapped" and given complimentary rides in the Wells Fargo-Montgomery Ward stage.

Ward's unique observance of the company's 90th birthday attracted widespread attention throughout southern Oregon and will be featured in a future issue of the firm's magazine.



FRED JEDDELOH

FRED JEDDELOH. Gold Hill manufacturer and businessman was recently appointed to the position of associate director-advisor with Stockman's Life Insurance Company of America.

A large ad in the Mail Tribune Sunday, September 9 announced the sale of common capital stock in the company to Oregon residents only. The insurance firm is a new Oregon legal reserve life insurance company based in Portland. One million shares of stock are being offered to Oregon residents.

The ad explained that this move is made to reverse a trend, to stop sending the bulk of Oregon's insurance premium dollars out of the state for investment elsewhere. More about the company can be obtained by sending for a free prospectus of company plans, goals and people at Box D-2337, Medford Mail Tribune, Medford, Oregon.

Jeddeloh is a partner in Jeddeloh Brothers Lumber Company at Gold Hill and will make recommendations at board meetings on matters of policy as they pertain to the Grants Pass, Medford and Ashland areas.

THE RICHFIELD OIL CORP. has come up with an original and very convincing test car to illustrate the carburetor cleaning qualities of its premium gasoline, Boron with MPA.

So sure is Richfield of the Boron cleaning qualities, the oil firm guarantees this improved product will keep a carburetor clean or Richfield will pay costs for a "boil-out."

In order to permit service station operators and motorists to witness improved Richfield's Boron at work, a fleet of 1962 six-cylinder, Chevrolet Bel-Air station wagons have been equipped with specially built dual Plexiglass carburetors. The carburetor fed with Boron is clean and clear, while the carburetor fed with an unnamed competitive major premium brand of gasoline containing neither Boron or MPA — multipurpose additive No. 2 manufactured by the Ethyl Corp. — has dirty deposits on glass.

Each test unit is equipped with two gasoline tanks, two fuel lines, two fuel pumps and two glass carburetors. These two complete fuel systems feed a common manifold to run the stock Chevrolet engine.

THE TEA THAT NAMED ITSELF.

The big swing these days is to a very special tea with orange and spice. You sip and discover these ingredients have been skillfully blended for a bright new taste in tea, the recipe for which actually dates back several centuries. But only for the past ten years has it been "pre-packaged" by a well-known manufacturer. Here's the story on "Constant Comment," the tea that literally named itself.

The lady responsible for its subtle blend was a "tea-taster" at heart. She felt something was missing from tea . . . something which if discovered would make tea an even more popular beverage. Ruth Campbell Bigelow, right, recalled that in early American days, the special treat in the teacup was a slice of orange and carefully selected spices. These were added AFTER the tea was brewed, but fortunately in those days there were servants at hand to attend to such niceties. However, Mrs. Bigelow wanted a convenience package for the modern homemaker, with the delicious orange and spice flavors already "packaged in."

She went to work in her kitchen, adding a bit of orange — dashes of spices — brewing tea, tasting, testing, again and again. In her search for the perfect blend, she served the tea to her family, friends — even idle passers-by — then asked for a name to give this unusual new tea; and as the experiments grew, so did the list of names.

However, on the great day of the unveiling, the tea which has since become famous all over the United States had to be served "nameless" to a large social gathering. But — imagine! — the constant comment it created actually suggested its name . . . "Constant Comment" Tea.

UP GOES AUGUST FURNITURE SALES. Volume from the traditional August furniture and clearance sales at department and furniture stores across the county topped last year's figures in a majority of large cities, reports Home Furnishings Daily. Of the stores surveyed, most appeared to have had their best business from bedroom furniture during the month, though upholstered goods moved best for a number of merchants. Convertible sofas were top for some reporting stores. In a number of instances, the stores indicated best sales from bedding; while dining room furniture fared well for only a limited number. Sales gains in New York ranged from 5 to 10% above the same period last year. August furniture sales also pulled strongly in San Francisco, with retailers reporting the month's figures from 10 to 18% above 1961. Cleveland merchants report furniture sales even to slightly ahead of last year. Steady interest has been noted in the heavy advertised sales, which have such titles as "mid-year sales for the home" and "midsummer sales." Customer response to August furniture clearances in Los Angeles was good. Department and furniture stores generally are running ahead of figures for comparable events of last year.

THORNTON ON TOUR

Salem — Atty. Gen. Robert Y. Thornton, Democratic gubernatorial nominee, is on a six day campaign swing through Eastern Oregon.

DRIVER FAILURES

Chicago — In about 35 per cent of the collisions of trains and motor vehicles, grade crossing studies show that the motor vehicles ran into the sides of trains in motion.

CAPITOL SITE

Washington — The U.S. national Capitol building is located on a hillside in Washington, D.C. that was known in pioneer times as Duddington's pasture.

APPAREL SALES UP IN FIRST HALF. Women's and children's wear departments, upstairs store, chalked up a gain of 5% in total dollar volume in the first six months of 1962 compared with the same 1961 period; while basement department sales were up 2%, according to the Federal Reserve Board. Sales of women's specialty stores registered a 4.3% gain for the first half of this year, indicates the U.S. Department of Commerce. Last year the first six months accounted for 44.8% of the year's total volume done by specialty stores and 43.8% of the department store women's wear business, reports Women's Wear Daily.



izes in ranch property. Both have been in real estate for some time. Ann Rice and Ellen Barker are the brokers and the agency is a member of Multiple Listing Service.

Richard McGuire, owner and operator of McGuire's Home Furnishings proudly announced the opening of his new parking lot facilities last week.

The new off-street parking lot will handle over 20 cars and is located adjacent to the store on the north side. "We're delighted to offer this service for our friends and customers," McGuire said. McGuire's Home Furnishings is located on Bartlett Street next to the Greyhound depot. The shop handles fine furnishings and decorating services.



The Family Council

Editor's note: The Family Council consists of a judge, a physician, three clergymen, three editors and a women's editor. Each article is a summary of a family disagreement presented to the Council. The Council deals with problems, major and minor, encountered by guidance counselors and social workers. Edited by Mrs. Alma Denny. (Copyright by General Features Corp.)

Ken W. — I'd get them out of bed if they skipped their home duties.

Bess W. — The help they give me isn't worth the nagging I must do.

Ken W. — When I get home late and find Bess all tucked out from doing chores the kids were supposed to do, I'm ready to wake them up and find out what gives. They slip up to their rooms and, before Bess has checked up on them, it's 10 o'clock and they're in dreamland. Meanwhile, the garbage hasn't been put out, the wash hasn't been taken off the line, and the supper dishes are still soaking. Bess must carry on, and, of course, I pitch in too.

We have four youngsters, two boys, 14 and 8, and two girls 11 and 9. We assigned them each a few reasonable duties as their part of the housekeeping job. When I'm around, I take no excuses for ducking work. But their mother considers it a Big Deal whenever they come through as they're supposed to. And they know it.

Bess W. — Sometimes I don't know whose character is being developed by our household chore system — mine or the children's. It takes a lot of restraint on my part not to dust where Susie's supposed to and not to wash the bowl for Johnny's cat. And then, to check up on who's done what each day requires a staff of inspectors. Maybe we need a new system where they check up on each other, instead of waiting for me to raise a rumpus when they cheat. But that would turn them into squealers, and that's not good either.

I'm glad when they turn in a lick and a promise just to show they get the general idea that they must help. It's simpler to finish up myself than to nag.

The Council: Here are a pair of stout-hearted parents, following what the book says about teaching children to share family responsibilities, but forgetting that "the book" hands out ideas in the abstract and that it's up to each family to work out a how-to that works. Bess is right. The W.'s need a new system. Handing out assignments and allotting duties is only a drop in the scrub bucket. It's the follow-up that starts the elbow grease flowing.

Perhaps confusions is basic to the children's attitude. Dad considers their house chores a no-nonsense must, while Mom is wish-washy — mostly wish. So the first step would be to draw up a new list of routine responsibilities, reduced to a minimum, but easily checkable by Bess. Then the youngsters could expect some consistency in enforcement of the house rules.

Next, since all four children can presumably read and write, how about giving them an element of choice, so that they can "sign up" for a type of work they prefer? And, should they regret their choice or weary of it, the record-book may be re-opened each month for some rotation. The 11-

year-old, for example, might like to switch from Folding The Laundry to Sewing On Buttons. The big boy could swap Sweeping Off The Front Steps with the little guy, for Changing The Guppies' Water.

Then each should have one duty, or be invited to include one, which involves working alongside a parent. Nothing makes a kid feel so "tall" as to be the other member of the team making the cake, or fixing the car, or taking down the screens. Working in that context has rich emotional "fringe benefits" all round.

And finally, each should have one small assignment for which he is solely responsible, with no ifs, ands or buts. Knowing, for example, that no one else will water this patch of garden, and if he doesn't — the plants will die, provides a wonderful discipline of its own. The sad results of shirking, not Dad, will wake him up.

Under some such program as this, the two purposes of work obligations may be fulfilled — developing a feeling of family responsibility in the children, and producing some real, not just "token," help for hard-working parents.

RABBI REELECTED

New York — Dr. Julius Mark, senior rabbi of Temple Emanuel in New York City, has been reelected president of the Synagogue Council of America, the national coordinating agency for the conservative, orthodox and reform rabbinic and congregational organizations.

CONSUMPTION RATE

Washington — A 1,000 horsepower airplane engine will consume about 100 gallons of high test gasoline per hour when it is operated at full throttle.

CROWN ROOM

Any night can become a special occasion — by coming here for supper.

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Bias-Tape Pair



by Alice Brooks

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Enjoy making these pictures now — have ready as gifts. Use bias-binding scraps. Pattern 7356; transfer of two 11x14-inch pictures.

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, Medford, Oregon, Dept. P. O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

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CROWN ROOM

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Dinner \$3.50

A Chef Rogers
SPECIAL
Enjoy Your
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Suit or Separates

9358 2-10



by Marian Martin

What a clever detail — the jacket buttons to the pleated skirt. This 3-piece outfit is designed for a little girl with lots of places to go.

Printed Pattern 9358: Children's Sizes 2, 4, 6, 8, 10, 12. Size 6 jacket, skirt 1 1/2 yards 54-inch; blouse 3/4 yard 35-inch. **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 18th St., New York 11,

Genealogical Group Being Organized

An organizational meeting of the Oregon Genealogical Society will be held Saturday, Sept. 22, at 2:30 p.m. at the Eugene Water and Electric Board building, 500 East Fourth st.

At two recent planning meetings a group of researchers pointed out the need for the establishment of a genealogical library in this part of Oregon. The group plans to provide such a center and give assistance to anyone interested in family history and research.

Persons may obtain details by writing the society at Box 1214, Eugene.

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(3) CAT. MOTOR PATROLS

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(2) CAT. 463 CARRYALLS

(New 1958 and 1960)

CAT. 977 TRAXCAVATOR

2 1/2 yd. (New Nov. 1960)

(4) Euclid Motor Scrapers

Model S-18, GMC 61-10 Engines

Allis Chalmers HD21

(4) Euclid End Dumps

Model 80FD, Cummins engines

CRAWLER CRANES

LORAIN L-50K CRAWLER

Diesel engine (New 1957)

LINK BELT LS-90

BAY CITY 3 1/2 YD. (New 1955)

HANSON Model 31 CRAWLER

Diesel engine

NORTHWEST 800 with Murphy

ME-6 Diesel Engine

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