

## Preliminary Estimates Of Forest Damage Done

The Rogue River National forest suffered considerable damage from the storm which recently swept over the area.

Preliminary estimates of damage have been made, which will be followed by a more detailed estimate during the next week, forest service officials said.

Rough estimates show about 67 million board feet of timber blown down; considerable damage to campground tables, toilets, and stoves; and 14 summer homes heavily damaged.

In addition there are many miles of streams clogged by debris; severe erosion and damage to 56 miles of roads in the Ashland Watershed; and an additional 126 miles of roads damaged by water or

slides. About 450 miles of roads are closed by blow-down. Forest service crews worked 24 hours a day opening roads so hunters could get out. More than \$5,000 was spent on this item alone, officials noted.

Damage to buildings and forest service telephone lines is estimated to be in excess of \$14,000.

The preliminary estimates are being verified and plans being made to salvage the timber and repair damaged roads and other facilities, officials said.

### SCIENCE IS FINED

Newcastle, England — (UPI) — John Silence, 20, was fined three pounds (\$8.40) Wednesday for making too much noise.

## Mrs. Bullock Speaks At Society Dinner

Mrs. Helen Duprey Bullock, Washington, D.C., of the National Trust for Historic Preservation, spoke last Friday in Portland at the annual meeting of the Oregon Historical society.

She spoke earlier last week in Jacksonville. Mrs. Bullock spoke on the need to preserve "realistically and permanently our few remaining buildings of historic, architectural and aesthetic interest."

Four national awards were presented during the meeting, as were awards of special recommendation. New officers were announced including John W. Snider, Medford, member-at-large.

C. B. Stephenson, retiring president, said the most important undertaking of the nationally known Oregon Historical society was the long-sustained and therefore sub-

stantial collections of the state-planned construction of "a stantial building for the enormous society."

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OVERLOOKING UNION SQUARE

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**GIRAFFE BORN**—A 66-inch, 160-pound giraffe colt named "Admiral," born at Chicago's Brookfield Zoo Oct. 16, stays close to his proud mother, "Pamela." This is Pamela's third colt. Keeper Morris Ryzenka waves a branch but succeeds in attracting the attention of only the mother. (UPI)

## Your Money's Worth

By SYLVIA PORTER  
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### SHOWCASE FOR U.S. GOODS OPENING IN COMMON MARKET

The United States next month will take a significant new step to boost future sales of made-in-the-U.S. products within the Common Market by tens of millions of dollars a year.

On Nov. 13, the government will open its first permanent trade center—a permanent showcase—for American-manufactured products in Frankfurt, Germany. Until Dec. 7 more than 30 U. S. manufacturers of electrical appliances will display products ranging from electric knife sharpeners to food freezers in a newly constructed 10,000-square foot hall in the heart of Frankfurt's downtown business district.

The government is starting an advertising-publicity drive right now to pull in buyers from all over the Common Market to the center. Salesmen and representatives of the U. S. firms will be constantly on hand to explain the virtues of the wares, take orders for immediate delivery. A key purpose of the exhibition will be to obtain for the U. S. companies overseas distributors for their goods. Another prime purpose will be to help smaller U. S. businessmen get into the Common Market. Side by side with such giant exhibitors as Westinghouse and Carrier will be such lesser-known firms as Hupp Corp. of Cleveland, Swing-A-Way Manufacturing of St. Louis (makers of a can opener for the home).

As Secretary of Commerce Hodges remarked in announcing the November opening of the miniature merchandise mart today, "This is an outstanding example of government-business cooperation" to expand U. S. exports and a "marketing advance of major importance."

The Frankfurt showcase will be the third we've set up in this era of acute awareness of the need to expand our overseas sales goods so we can create more U.S. jobs and paychecks as well as bring our international accounts into balance. (All of the products to be shown must be entirely made-in-U.S.; companies with plants within the Common Market cannot exhibit goods made at those plants at the center.)

The first trade center we established was in London in June 1961, to tap the United Kingdom market. The product promotions at London resulted in additional sales in the first year alone of over \$3 million. One U. S. company in a housewares display made a sale of \$300,000, another a sale of \$250,000. "Most important," said a Commerce department official in an interview, "has been the extent to which hundreds of American manufacturers have located overseas agents to continue pushing the U.S.-made products abroad."

The second was established in Bangkok, Thailand, this past April to tap the Southeast Asia market. The third is this Common Market center and the fourth will follow in 1963 in Tokyo.

Why the decision to start out with electrical appliances? Because a survey made for the government emphasized that the Common Market can absorb millions of dollars more of these products. For instance, there are only 23 radios for every 100 Europeans in the Common Market against 95 for every 100 of us. There are only six refrigerators for every 100 Common Market residents against 28 for every 100 here.

"The Common Market center should easily create more than \$3 million of extra sales the London center developed in the first year," said the Commerce department official. After the appliance display will come an exhibit of made-in-U.S. auto equipment in January, then an exhibit of made-in-U.S. toys and games in February. So it will go.

Even though we're already selling \$4.5 billion a year of goods in the Common Market—more than twice our imports from this area—there are immense opportunities for expansion. Particularly open are such fields as dental and medical equipment, auto maintenance equipment, camping goods, toys and games, do-it-yourself items. Of West Germany's \$11 billion of purchases from other countries last year, the U.S. share was only 14 per cent. "We should be able to raise this to 20 per cent in the first year," the official estimates.

Other countries are far ahead of us on this. Just in New York City 20 nations maintain permanent product displays. But we're finally moving aggressively to expand our export trade, and with the trade act now law we'll be bargaining down tariff walls soon too.

This is one clear way to make U.S. jobs, paychecks, profits. And among the biggest gainers may be our smaller businessmen who, without the U.S. Government's assistance, wouldn't get in on this at all.

### TAKE TO THE HILLS

South Hadley, Mass. — (UPI) — About 1,600 Mount Holyoke college coeds took to the hills Tuesday for the annual observance of Mountain Day, a custom originated in 1839.

The unannounced ritual began when the chapel bell rang at 8 a.m. The girls dropped their books, donned hiking boots and headed for a day in nearby hills — Mt. Tom, Mt. Holyoke and Mt. Greylock.

## Halloween Carnival Plans Are Noted

White City — Plans for the 12th Annual VAVS Halloween Carnival, scheduled Friday, Oct. 26, from 7 to 9 p.m. in the Veterans Administration Domiciliary theater, have been announced by C. T. Jackson, director.

Sponsoring organizations, with chairman and co-chairman, include: American Gold Star Mothers, Margaret Eakin and Mary Parker; Blue Star Mothers of America, Mrs. Ardena Kretschmer and Eula Middlebush; Disabled American Veterans, Pat Graham; Disabled American Veterans Auxiliary, Bertha Neff and Hazel Rawls; Fifty Plus club of Medford, Mrs. Rita Holmes and Martha Bowker; Junior Red Cross, Mrs. Fred Darby and Mrs. John Day; Military Order of the Lady Bugs, Helen Lusk and Amber Sutherland; American Legion auxiliary, Myrtle Hall and Lorena Leach; Veterans of Foreign Wars auxiliary, Frances Zundal and Faye Allison; United Spanish War Veterans auxiliary, Augusta Barnhurst and Hazel Anderson; World War I auxiliary and department, Dorothy Lentz and Mabel Lynch.

The recreation staff of the Domiciliary will assist in the program. Prizes will be awarded members participating in games of darts, baseball, pool, fish pond, beauty parlor, and other events. Refreshments will be served by volunteer organizations participating.



### NEXT WEEKEND

October 21st Issue  
**Family Weekly**

1963 AUTO SHOW

"What You Should Know About Auto Insurance"

"How to Relax on the Road"

"You Can Have Anything in Your Car"

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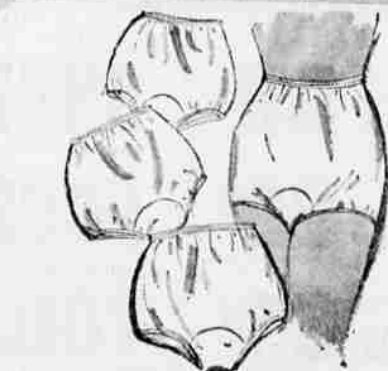
**TWO DAYS ONLY!  
FRIDAY AND SATURDAY**

**BE SURE TO COME IN EARLY AND SAVE!**

In many of our previous Money-Saver events we have sold out the first day on some of the items. We cannot always get big quantities of values like these. Come in early and be sure to get what you want!

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Cool, sheer, they have heat-resistant elastic at legs and waist. Wash, dry in a jiffy. White, pink, maize and blue. In sizes S-M-L. Save!

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COMFY CAR COATS**

Gorgeous collection of rayon-cotton blends and 100% cotton poplin. In beige, olive, black, 8 to 18. **8<sup>90</sup>**

**QUILT LINED  
GIRLS' JACKET**

Wind and rain repellent cotton poplin. Quilt nylon lined. Collar converts to hood. 3-6X 7-14 **6.44** **5.44**



**2-PC. CORDUROY  
CRAWLER SET**

Washable cotton corduroy. Pants have button suspenders, snaps on inside leg seams. 9-24 mos. **1.68**



**REG. 1.49 41x81"  
DACRON PANELS**

Easy-care white tailored panels. Choose from 3 sizes. 41x54" reg. 1.19. 41x45" **90c** reg. 98c. Save.

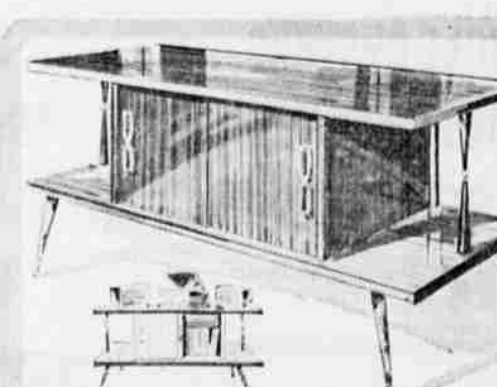


**CHRISTMAS CARDS  
BY THE BOX!**

Reg. 2.50 to 6.25 a box. Over 50 designs, slim & French fold. 25 to a box with envelopes. Save! **1.66** a box

**REG. 2.98 MEN'S  
FLANNEL SHIRTS**

100% cotton stays new looking after repeated washings! Long sleeves. Newest plaids. Sizes S-M-L-XL. **1.88**



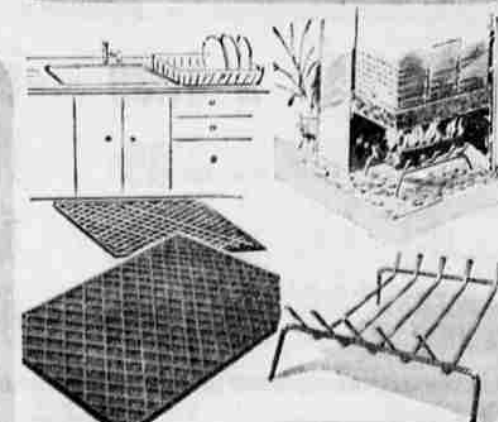
**anniversary saving**

**VERSATILE ALL-PURPOSE CABINET**

Full 40-inches long. Can be used as hi fi or TV stand, liquor cabinet, etc. Stores over 200 records. In Modern, French Provincial or Early American stylings.

**17<sup>88</sup>**

Hurry! quantities limited



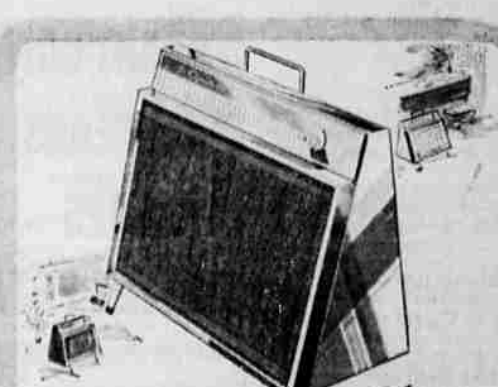
**RUBBER MAT FOR  
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Dozens of uses! Big 13 x 17-in. size in durable rubber with smart waffle design. Only **29c**



**FIREPLACE GRATE  
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Gleaming black five-bar steel with 19-in. front and 17-in. rear. Unbeatable low price! **99c**



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**HANDY ELECTRIC PORTABLE HEATER**

Fast 1,650 watt heating element offers quick, safe heat. Powerful fan circulates heat. Automatic thermostat turns unit on and off, for desired heat.

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