



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

NEW HIGH SCORED BY CHRISTMAS CLUB SAVINGS. Christmas club savings topped the one-half billion mark, scoring a 4% gain over last year, reports Edward F. Dorset, president of Christmas Club, a corporation. Over 13 million members saved this sum in some 9,000 financial institutions, averaging \$115 per member. This forty-two cents of every dollar spent by consumers today is for services, as compared with 37c just five years ago. This rise in the use of services is reflected in the amount of newspaper advertising done by professional and service people. In 1960, they invested 25% more than they did in 1959. Advertisers invested \$3,702,800,000 in newspapers last year—more than the total they spent for television, radio, magazine, and outdoor advertising combined.



Ray Baker

MEDFORD'S J. C. PENNEY STORE at Sixth street and Central Avenue will begin a store-wide Founder's Days promotion Friday in observance of the 87th birthday of J. C. Penney.

A special feature of the Founder's Day sale will be Penney's own imported 17-jewel Towncraft watches for men and women, according to Ray Baker, manager here. These special value items are the result of a European buying trip by Noel Sheeley, department head for small-wares and women's accessories.

Watches have been used before with tremendous success in Founder's Days promotions, Baker said, but this will be the first time that Penney's own brand name will be used on an import made exclusively for the company in Switzerland.

Penney's customers here will be offered a beautiful line of men's and women's timepieces in a variety of styles, priced at a low retail for a fine 17-jewel watch. Some of the features are: expansion bracelets, unbreakable main springs, shock-protected movements, and a one year guarantee with each watch. Some men's watches have an additional feature—a calendar which automatically registers the date.

The more expensive 17-jewel movement was chosen over Pin Lever (non-jewel) movements because it will wear longer. The synthetic rubies used as bearings are much harder and will withstand more pressure than metal parts, thus meeting Penney's quality standards.

Last month the Penney Company extended its operations to catalog sales through a pilot installation of catalog sales department in seven Midwestern stores, Ray Baker said. The program eventually will be expanded to include Penney stores throughout the country.

GROWTH PREDICTED IN COSMETIC FIELD. In 1950 retail cosmetic sales amounted to \$840,000,000, according to a study by the Milwaukee Co., an underwriting concern in Wisconsin. By 1961 sales had more than doubled to \$1.9 billion. And this year the prediction is that the cosmetic makers will sell about \$2 billion worth of items ranging from nail polish to skin lotion, reports the New York Times.



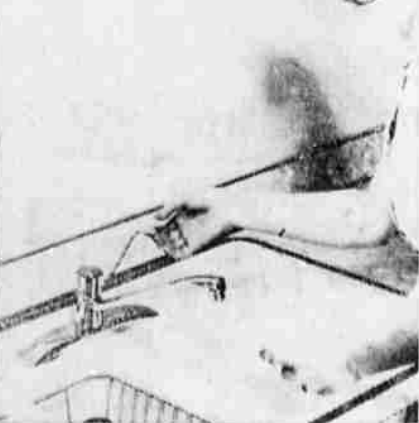
GOLDEN GLOW, A COMPLETELY NEW KIND OF MARGARINE featuring safflower oil as its prime ingredient and offering more polyunsaturates than any corn-oil margarine, is currently being introduced by Lever Brothers Company, one of the nation's leading margarine manufacturers.

The local introduction is being supported by a powerful promotional campaign highlighted by both newspaper and TV advertising, as well as saturation consumer couponing.

Golden Glow's unique formula contains considerably more of the preferred polyunsaturates than even the leading corn-oil margarine. The development by Lever food scientists of a margarine formula based on choice safflower oil is of major significance. Recent medical research suggests the desirability of increased consumption of polyunsaturated fats.

Safflower oil, as used in Golden Glow Margarine, provides higher quantities of linoleic acid than any other vegetable oil. Linoleic acid is the most important of the polyunsaturated, essential fatty acids. Safflower oil contains 50% more polyunsaturates than corn oil.

Safflower, a relatively new crop to the U.S., but among the oldest known to man, is currently fostering a dynamic new industry thanks to the recognition by medical research of safflower oil as an exciting new food ingredient. The nutritious oil is derived from plants grown on the farm lands of the West.



THIS SMARTLY STYLED LEVER HANDLE mixing faucet offers new ease and new convenience for daily kitchen chores. It's the new Moen Model 722, with strikingly simple design that complements any kitchen decor. Featured is the patented Dialact cartridge, unique with all Moen faucets, that guarantees against costly faucet repairs.

Modern Plumbing and Sheet Metal Company and Patterson Plumbing and Heating Company are Medford dealers for Moen faucets.

GROWTH POTENTIAL SEEN FOR DISHWASHERS AND DISPOSERS. Last year 620,000 dishwashers and 800,000 disposers were sold, for total volume of \$135 million and \$63.96 million, respectively, report Electrical Merchandise Week. For the first seven months of '62, dishwasher sales were running some 16% above the same period of '61, and disposer sales were up 14.3%. Predictions are for total year end sales of close to 750,000 for dishwashers and some 820,000 for disposers. And yet, even with this good growth rate, the market for these appliances is wide open. Only 8.5% of all U.S. homes have dishwashers and 12.0% have disposers. Retailers should be sure to reach the right prospects, the magazine says. EMW's research department shows that dealers in advertising built-in kitchen appliances invested 70% of their funds in newspapers, 15% for radio time, 7% for phone book space, 1% for billboards, 2% for TV and 5% for other media.

AUTO SALES SET MID-OCTOBER HIGH. U.S. new car dealers sold some 220,000 American-made cars in mid-October, a record for the October 1-10 period and 25% ahead of a year earlier, preliminary figures show. Last year 176,300 autos were sold, reports The Wall Street Journal. The mid-month total is down from 250,680 autos in early October, but that was the introduction period for most 1963 lines, and some drop was expected. It seems possible that sales this month could top 650,000 units. A few weeks ago, industry observers were predicting 600,000 October sales, which would be a record.

Philomath Man Believed Drowned

Corvallis, Ore. — A 78-year-old man is believed to have drowned in a slough of the Willamette river south of here.

He was last seen on a bridge over the slough. Bloodhounds brought from Portland led officers to the bridge.

KEY VEHICLES IN FORD'S

1963 fleet of light trucks are the new Ford F-100 one-half ton pickup (top) and the Econoline Van (bottom), according to Crater Lake Motors officials here. A feature of the two popular units is a new fully-synchronized three-speed transmission, designed to provide long transmission life and permit the driver to shift into low without gear clash. The F-100 is available in three body styles: Styleside, with integral cab and box construction; Styleside, with separate cab and box construction; and optional Flareside box with wooden floor.



The Econoline Van—the industry's top-selling economy-size truck, which features increased roof support and durability for transporting equipment on roof-top carriers—provides more loadspace than most conventional half-ton panel trucks. Like all Ford conventional trucks, the F-100 and the Econoline have engines equipped with a positive crankcase emission system which reduces exhaust fumes.

SPORTING GOODS SALES RISE. Paced by sales of guns and ammunition, football equipment and the customary autumn volume in school supplies, plus late season fishing purchases, sporting goods dealers moved into the final quarter 8.7% ahead of the first nine months of last year. A similar survey, also conducted by The Sporting Goods Dealer earlier in the year, showed that dealers held their own during the first quarter and sales were up 0.8%. By the end of the six months, volume had risen 5.7% ahead of last year. Only 19.2% of the stores look for a decline in the next three months. All others expect to do at least as well as during the first nine months, with most even more optimistic. Of the stores surveyed, 71.6% reported an increase during the first nine months, 20.9% show a decrease and 7.5% are even with last year.



THE MAN WHO LOOKS AHEAD GETS PRESTONE Anti-Freeze...

THE FIRST CHILLY MORNINGS here in the Rogue River Valley are reminders that anti-freeze weather is here. Prestone's hard-hitting campaign in the Mail Tribune and other newspapers, cite five reasons why this popular anti-freeze is high on the preferred list for motorists who "look ahead." These reasons include:

Protects All Cooling System Metals—including aluminum. Two Inhibitor Systems—to protect against rust and corrosion. Famous Green Tag—assurance that you have the world's most tested and trusted anti-freeze. "Magnetic Film"—the film that actually resurfaces every inch of your car's cooling system with a micro-thin inner protective shield. Proof of Millions of Miles of test driving without a case of freeze-up or engine burn-out due to rust. Early buying is suggested for motorists who want protection and don't wish to take a chance on a sudden extreme cold spell.

Back Stairs: Russians Got Idea

By MERRIMAN SMITH

UPI White House Reporter

Washington — (UPI) — Back stairs at the White House:

It seems evident at this point that as of last Saturday night, the Russians finally got the idea that the United States meant business, and thus they pulled the U.S.S.R. missiles out of Cuba. Or, to be more accurate, Premier Nikita S. Khrushchev said he had ordered the de-missiling of Cuba to commence.

The change in the White House atmosphere was startling. What only a few hours ago had been a vibrating, tense nerve—center suddenly relaxed into a series of offices where some of the employees had to come in on Sunday to catch up on back work.

Perhaps the calm was only temporary. But it came as a relief. Press secretary Pierre Salinger was able to devote part of Sunday afternoon to watching a pro football game on television.

A large group of television technicians and lighting men grouped around their equipment in the White House driveway to watch the same game on a monitor set. Outside on Pennsylvania ave., dozens of strollers stopped in the balmy, late afternoon Indian summer sun to peer through the fence.

Deceptive View

The fence-watchers thought they were viewing from afar a tense international drama about to flash across silver tubes of the nation direct from the White House. But it was nothing more than several television crews squinting on equipment cases and lounging against cameras to watch the Redskins suffer the indignity of their first defeat of the season at the hands of the New York Giants.

Only the night before—Saturday night—the west wing of the White House had been a mob scene with reporters and photographers rammed together in every available space except for private of-

fices. An American plane was reported down over or off Cuba. The military buildup in South Florida, possibly preparatory to invasion of Cuba, rumbled higher and higher. War or a reasonable facsimile thereof seemed inevitable.

Then in the early hours of Sunday, as the President prepared to go to mass, came electrifying news that Khrushchev had decided to call off his missiles, pack 'em up and ship 'em home.

At first, the White House had only press accounts, then

a transcript of the Khrushchev statement as broadcast by Moscow Radio. Normally the President would have awaited arrival of a carefully checked translation of Khrushchev's letter as delivered to our embassy in Moscow before reacting publicly.

This broadcast, however, had the stamp of authenticity. Moscow Radio not only carried the full message, but drummed up an audience by announcing in advance that a statement of tremendous importance was upcoming shortly. Kennedy decided not to wait. He talked over the situation with his "inner sanctum"—the executive committee of the National Security Council. And at noon, he issued a statement commending the Russian leader for his decision.

And a calm spread quickly through the city, to the mild apprehension of some officials well-versed in Soviet tactics. To these officials, the Khrushchev switch was welcome, but to be examined minutely and watched for implementation.

The events and mood of Sunday at the White House showed once again the ruling Russians are realists who accepted the no-win futility of a fight over Cuba. It showed, too, that men of the Kremlin continue to be masters at cutting tension off and on with the flick of a Pavlovian switch.

Every effort will be made to place all possible salvage timber on the market as quickly as possible. Short ten-day advertisements will be used. Smaller scattered parcels of blowdown will be sold by the rangers as they are located. All sales requiring advertisement are hoped to be made available within the next two or three weeks, Gould said.

MAKE SURE That YOUR Vote Counts

ELECT

FOR STATE SENATOR, JACKSON COUNTY.

111 X HENRY F. PADGHAM, Jr. Democrat



Qualified Discerning Aggressive

Paid Pol. Adv. PADGHAM FOR STATE SENATOR COMMITTEE Scott Hamilton Chairman 1209 Court Medford

Drug Effective Against Malaria

Atlanta, Ga. — (UPI) — Almost one year ago a group of inmates at the federal penitentiary here were given a single injection of a new drug. Al-

though they have been bitten repeatedly since then by mosquitos heavily infected with malaria, none has contracted the disease.

The National Institutes of Health disclosed the results of the experiment today. The new drug, not yet available for general use, so far has proved to be effective 10 times longer than conventional malaria suppressives.

Dr. Robert Cooney of the NIH told the American Society of Tropical Medicine and Hygiene that 50 inmates volunteered for the experiment. Part of them were given one injection of the new drug developed by Parke Davis Co. Others in the group did not take it.

All were bitten by infected mosquitos at monthly intervals. The ones who did not take the drug invariably came down with malaria. None who took it have the disease.

UO's Homecoming Set For Nov. 9-11

Eugene — The University of Oregon's 1962 Homecoming, which celebrates the return of alumni to the campus, will be on Nov. 9-11.

Old grads will gather this year to be entertained at open houses, dinners, rallies, a Homecoming luncheon, the football game between the Oregon Ducks and the Washington State Cougars, and the Homecoming dance and concert featuring Duke Ellington.

Theme for the 1962 Homecoming is "Progress for Posterity."

Activities of the celebration will start the previous week with a three-hour canoe race on the Willamette river, from Dexter dam to Eugene, Nov. 3. The race, involving teams from 11 men's living organizations, parallels an invitation to all Oregon alumni to make their own trip to the university to celebrate Homecoming.

Firms Accused Of Price Fixing

Philadelphia — (UPI) — A federal grand jury returned an indictment Wednesday charging six major producers of aluminum conductor cable with price fixing.

The firms named in the indictment were Aluminum Co. of America, Pittsburgh; Anaconda Wire and Cable Co., New York; General Cable Corp., New York and Perth Amboy, N.J.; Kaiser Aluminum and Chemical Sales Co., Oakland, Calif.; Olin Mathieson Chemical Corp., New York, and Reynolds Metals Co., Richmond, Va.

Alcoa, Olin Mathieson, Anaconda and Reynolds issued statements denying the charges.

Various unnamed manufacturers were termed co-conspirators in the true bill returned to U.S. District Judge Alfred L. Longo. They were not indicted.

Klamath Falls Man Killed on Highway

Merrill — (UPI) — A man was struck and killed by a car on State Highway 39 one mile south of here Wednesday.

The victim was George W. Thornhill, 38, Klamath Falls. He was changing a flat tire when the accident occurred.

State police said a man appeared at their headquarters at Klamath Falls later and told them he was in a traffic accident. An investigation was continuing.

Thornhill's death was witnessed by his wife, Gertrude.

SINGLER For MAYOR

"Whatever makes men good Christians, makes them good citizens."

Daniel Webster

Pd. Pol. Adv. Jay Allen
383 Holmes, Medford

4 SAWMILL and PLANING MILL AUCTIONS

No Limit. No Reserve. Piece-meal.

WEDNESDAY, Nov. 14 10 a.m.
Thursday, Nov. 15 each day

Formerly **Red Blanket Lumber Co.**
Bankrupt

\$440,000.00 Evaluation

2 SAWMILLS at PROSPECT, Ore.
PLANING MILL at WHITE CITY, Ore.

EQUIPMENT AT PROSPECT to be sold Wed., Nov. 14

Sale Starts at Gang Mill on Red Blanket Road

Sawmill Engineering	10' Band Head Rig (Anti-Friction Bearings)
Log Gang	Dry Kilns
Albany Trimmer	Crane
Table Edger	A-C Tractor
Filing Equipment	Trucks
Table Edger	

EQUIPMENT AT WHITE CITY

to be sold Thurs. Nov. 15

Red Blanket Planing Mill, 11th St. and Ave. F

Yates American A-20 Planer	Gerlinger Forklifts
Mersham Resaw	Wencl Tractor
Grinding Equipment	Trucks
	Auto. Office Equipment

THURS. NOV. 15th following Red Blanket Planing Mill Sale!
\$260,000.00 Evaluation

Voluntary Sale by Order of Owners!

W. A. DAUGHERTY LUMBER CO.

Sale on the Premises—White City, Ore.
Ave. G Between 18th & 19th St.

Resaw & Dry Sorter Depts. — Filing Room
Forklifts — Carriers — Trucks — Motor Patrol
Machine Shop, Garage, Supplies, Office Equip.

Send for illustrated descriptive brochure

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contacting residents SOON

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- Others probably would have used Mercy Flights if they had been subscribers.
- Tomorrow's accident victims are the ones that we want to have subscribe now.

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MERCY FLIGHTS INC.

P. O. Box 522 Medford, Ore.

Courtesy of Mail Tribune



You May Have

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Those "flying ants" may be swarming termites. Once or twice each year a few of the termites, the winged reproductive, swarm from their ground nests to start new colonies. Swarming termites leave behind them thousands of worker termites to eat the wood in your home. Call Terminus for free inspection.

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2. E. L. Bruce Co., world's largest maker of hardwood floors.
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