



BUSINESS Memo

Edited by The Mail Tribune Advertising Department



ABOVE LEFT: Artist's sketch of the new Medford branch of Equitable Savings & Loan Association in the Medford Shopping Section, which opens this week. Top right: Ralph H. Cake, president of the association, and lower right: Harold H. Cake, executive vice-president. A. V. Lindgren is secretary, E. A. Lehman, treasurer and Hugh E. Rosson, Christopher C. Kraig and Malcolm B. Frykman are Equitable's vice-presidents. These seven men form the Association's management committee.

EQUITABLE HAS STAFF OF FOUR—Four Medford residents will form the staff of Equitable Savings and Loan Association's new branch opening in the Medford Shopping Center, Thursday, January 3. Manager of the new office is Rollin Watson, who has lived in Medford since 1945.

James Metz will serve as Equitable's savings counselor. Metz has been Equitable's savings representative in Southern Oregon for the past seven years and is well known by many Medford area residents.

Equitable's two tellers include Mrs. Eloise Elliot, who has been a resident of Medford the past three and a half years and Mrs. Marilyn Hart also a Medford resident. Mrs. Elliot formerly lived in Klamath Falls where she was employed as a cashier for J. C. Penney Company for many years, and as a bookkeeper and teller for the First Federal Savings & Loan Association in Klamath Falls. Mrs. Hart was raised in the Illinois Valley. Following high school she moved to Riverside, Calif., where she worked three years for a title company. She returned to Medford in 1961 and was employed here by the J. C. Penney Company.

Watson graduated from Medford High School in 1940 and the University of Oregon in 1954. He served in the Air Force as a lieutenant from 1955 to 1957. He returned to Medford following military service and worked for T. J. Hight, Real Estate from 1957 to 1959, and was assistant secretary and in charge of the loan department of Jackson County Federal Savings & Loan Assn. from 1959 until August 1962.



ABOVE LEFT: Rollin Watson, manager of Equitable Savings & Loan Association's nineteenth branch in the Pacific Northwest, opening this week in the Medford Shopping Center. Center: Jim Metz, savings counselor; right: Eloise Elliot, teller and, below, Marilyn J. Hart, teller.



million U.S. made cars were sold. "Unlike 1955, however, when sales were well above the long-term trend, 1962 sales are in line with the normal growth of the automotive market," added Mr. Donner.

NEW OFFICE OPENED HERE: Here to welcome and assist in the opening of the new Oregon Automobile Insurance and North Pacific Insurance service office at 27 North Ivy is W.A. "Pete" Brooks, president of the two companies.

Appointed Adjustor-in-charge of the Medford office is John L. Sherman, formerly with the company in its Salem office.

According to Brooks, "Our company volume increased over one million dollars this past year. To continue this trend and provide on-the-spot help for customers in the Medford area, we are pleased to announce the opening of this new facility."

OPTIMISM EXPRESSED FOR '63 SHOE SALES: The nation's top shoe retailers and manufacturers feel next year will bring better figures than 1962, indicates a study by Footwear News. Edison Bros. Stores, St. Louis, forecasts a highly favorable year in both sales and profits. Expansion is in the works for all retailers polled; though, for some, new store openings will not be at any great rate. The continuing population expansion was cited as a contributing factor to anticipated sales increases. Frank Rooney, president of Thom McAn, New York, expects the second half of the year to be better than the first half. While Alfred Morse, president, Morse Shoe, Boston, says the company expects a substantial increase in sales in the coming year. He adds that he sees "no reason why profits should not also increase." Mr. Morse said planned new store openings would account for the 1963 sales volume rise. In addition, he adds, a number of openings occurred late this year, which will have more influence on 1963 figures than on those of 1962.

RETAILERS SEE GOOD HOUSEWARES MARKET. Housewares sales in 1963 will top \$7 billion, some \$37 for every man, woman and child in the country, reports Hardware Age. A recent survey by the National Housewares Manufacturers Association shows that 69% of 1,300 buyers surveyed say retail housewares sales will be better in 1963. Nineteen per cent say sales will be the same. The range of increase will be 10 to 29%, say 50% of those predicting gains. And 8% say gains will be 30% or more.

SPRING SALES EXPECTED TO SPRING. Retail sales next spring are projected at 2 to 4% over the comparable period last year by Austin T. Cushman, chairman, Sears, Roebuck & Co. Of the total \$235 billion retail sales in the U.S. this year, Mr. Cushman said \$70 billion will consist of general merchandise. He also sees a total of 68.7 million people employed, a million more than a year ago. This fact plus record hourly rates should bring consumer incomes to a peak with a promise to rise still further.

RECORD PREDICTED FOR '63 APPAREL SALES. Consumer expenditures for all apparel, including footwear, in 1963 will total \$32 billion, says William H. Shaw, manager, business economics, Textile Fibers Department of E. I. DuPont de Nemours & Co. Speaking at the National Industrial Conference Board meeting, Mr. Shaw noted that the \$32 billion figure would set another all-time record, reports Daily News Record. The 1962 expenditure was estimated at slightly more than \$30 billion, and \$28.5 billion for 1961.

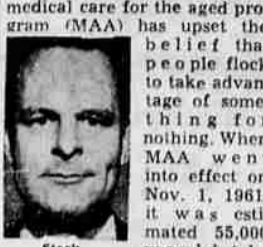
KEYNOTE SPEAKER
Portland (UPI) Wilbur Cohen, an assistant secretary of the Department of Health, Education and Welfare, will be the keynote speaker at the 46th annual meeting of the Oregon Conference on Social Welfare here March 24-26.

TO SHIP EQUIPMENT
Washington (UPI) The United States will begin shipping trucks, armored personnel carriers and mine clearing equipment to the United Nations force in the Congo within a week, official U. S. sources said Wednesday.

TO RENEW BID
Miami (UPI) Former Venezuelan dictator Marcos Perez Jimenez will make another bid for freedom Friday in the 5th U. S. Circuit Court of Appeals in New Orleans, it was learned today.

Capitol Memo Revitalization of Medical Assistance Program Planned

By ZAN STARK



Stark

Salem (UPI) — Oregon's medical care for the aged program (MAA) has upset the belief that people flock to take advantage of something for nothing. When MAA went into effect on Nov. 1, 1961, it was estimated 55,000 would take part. On Nov. 30, 1962 — 13 months later — 4,576 were enrolled. During that same period 9,042 had applied, and 6,744 had been found eligible to receive benefits.

During the 13 months \$103,747 had been paid to doctors, \$327,332 to hospitals, and \$21,427 to nursing homes under MAA.

Response to the program has been so low that the governor's advisory committee on MAA has recommended coverage be broadened.

The recommended changes have the "enthusiastic endorsement" of Gov. Mark Hatfield.

The revitalized program is expected to up enrollment to 15,000 — still a long way from the original estimate of 55,000.

Major change suggested is inclusion of "major medical" benefits.

A spirited publicity campaign is called for to encourage more elderly persons to take advantage of MAA.

Under the present law, anyone meeting these requirements can enroll:

- 65 years of age or older.
- a resident of Oregon
- individual having less than \$1,500 annual income or a married couple with less than \$2,000 annual income.
- liquid assets of less than \$1,500 for a single person or \$2,000 for a married couple.

All you have to do to apply is go to the county welfare department office and ask to be enrolled.

It costs the individual nothing. The plan is financed by federal, state and county taxes.

Ignorance of the program is cited as the major reason for its low degree of acceptance.

The advisory committee told Hatfield "despite early and continuing publicity by the state public welfare commission, many eligible persons are encountered who have no awareness of its availability or whose knowledge of MAA is so faulty and incomplete as to prevent their applying for coverage."

"Providers of service are also not properly informed in many instances, so that they may fail to recommend this political resource to a patient when it might be needed and applicable."

Another problem suggested by the committee is the "reluctance or refusal to enter the program because of its identification with a public assistance agency."

And there is criticism of the benefits now offered by the program. In the words of the committee: "The present plan departs too much from the principles of protection for the patient where he needs it most — in the area of major medical."

Administration of MAA also came in for criticism, "because of small volume of the

program, several of the county welfare departments have had to use part time on non-specialized personnel. Problems in operational efficiency have resulted, both with beneficiaries and with providers of service."

The "major medical" approach recommended by the committee and approved by Hatfield would have the patients paying for the office call and other minor expenses, and MAA paying for the big items such as hospital, nursing home and heavy medical and surgical care.

At present the plan has a \$50 deductible feature.

Another suggested change would increase maximum hospitalization from 14 to 30 days, and expand the availability of nursing home care for senior citizens.

The governor has already announced he will submit proposals to the 1963 legislature to bring about expansion and improvement of MAA.

The governor's committee calls for better publicity "to correct his misunderstandings" and for "attractive and informative pamphlets" to carry the message to the people who are eligible to participate but have not yet done so.

With a better program, and more publicity, the MAA people hope they'll be able to sell more free medical service.



ADMIRAL RELIEVED—Rear Adm. Almon E. Loomis, right, relieves retiring Rear Adm. Murr E. Arnold as commandant of the 11th Naval District in a ceremony at the Naval Training Center at San Diego. At left is Capt. D. I. Thomas, naval training center commander. (UPI)

Aerojet Facility Rocked by Blast

Riverside, Calif. (UPI)—An explosion rocked part of the Aerojet General's ordnance facility near here Wednesday, and Riverside Community Hospital reported 17 persons were treated for injuries.

At least two of those engaged in work of a classified ordnance project were seriously hurt, attendants at the hospital said.

Aerojet General later reported 12 persons were admitted to the hospital, most of them with minor injuries. It said it regarded the ex-

plosion as a "small" one. Security measures were quickly enforced. The California Highway Patrol was turned away when an officer sought to investigate reports of an explosion.

Six ambulances were sent to the Aerojet General facility in the hills about eight miles west of here. The building where the explosion occurred was separate from several other structures, and damage was restricted to the one unit, a firm spokesman said.

Woman Accused Of Seeking Killer

San Diego (UPI) — A tape recording was played in Superior Court Wednesday in which a woman discussed electrocuting her husband with a rigged electric toothbrush.

The prosecution is expected to conclude its case today in the trial of Mrs. Doris Saunders, 28, accused of trying to hire a man to kill her husband, Larry Saunders, 42, a salesman.

The hired "killer" was a police undercover agent. In

four tape recordings of conversations played Wednesday the woman told the killer "You just goof that up and we'll be facing the gas chamber... So do it clean."

A codefendant, Leilani Atkinson, 23, also is charged with the crime in the trial being heard without jury by Judge William Mahedy.

One of the tapes assertedly revealed Mrs. Saunders' offer of \$25,000 to the agent out of insurance money and a suggestion that Saunders be killed by electrocution.

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12x16.6	Now 135.88	15x18	Now 188.20
12x18	Now 147.86	15x19.6	Now 203.18
12x19.6	Now 159.84	15x21	Now 218.15
12x21	Now 171.82	15x22.6	Now 233.18
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Make-Believe Poker Game Fatal

San Diego, Calif. (UPI) — A make-believe poker game ended Wednesday in real death for one of two 13-year-old youths.

They were apparently reenacting a poker game in the old Western days, the county coroner said.

Eugene T. Smithers, who telephoned police, "I killed my best friend," was taken to headquarters for questioning in the death of Allen C. Kitterman. He later was taken to juvenile hall on suspicion of manslaughter.

The youths were playing at a dining room table covered with cards and poker chips in Kitterman's home. Each sipped a soft drink from a whiskey jigger as he played.

Kitterman had a pellet gun in his holster and Smithers had a .12-gauge shotgun in his lap. Each also had an unloaded .22 caliber rifle at his side.

"The shooting occurred when one pretended to accuse the other of cheating," the coroner said. Kitterman died from a shotgun blast in his neck.

Only about 3.5 per cent of Egypt's 388,000 square miles are cultivated.