

# Pletsch Urges Business Firms To Make City More Attractive

"It's the little things that count," John Pletsch, manager of Jackson County Federal Savings and Loan association, suggested in a talk to the Medford Chamber of Commerce Roundtable Monday noon.

The speaker, while recognizing that Medford, like many other communities in the United States, has some major problems, submitted that considerable improvement could be immediately achieved in the city's appearance and economy by undertaking a series of smaller programs.

Pletsch specifically urged two developments:

—That buildings in the central business district be painted in an orderly, attention-getting style.

### Could Paint Buildings

—And that downtown property owners paint the roofs and chimneys of their buildings to make Medford appear more colorful and interesting to tourists and travelers passing through the city on the freeway overpass.

The result might be, Pletsch speculated, that Medford would over a period of time come to be known as "a city with color."

Addressing himself to the problem of wooing the consumer, the speaker postulated

that a merchant must "watch customer desire." He suggested that his audience, for the moment, try to put themselves in the frame of mind of a consumer.

"If you were a customer," he asked, "where would you want to park when you went downtown to shop? Would you want to park right in front of the store where you intended to do business?"

### How to Park Car

"How would you want to park your car?" he continued, "diagonally or parallel?"

"How long would you want to park? An hour? As long as you needed to complete your shopping?"

"Suppose, that you have been at the shopping center doing some buying and then decided to go downtown to do some more. How would you want to go? Would a shuttlebus between the two areas interest you?" he asked.

"Why is it true that Medford shoppers won't walk over 300 feet to do their buying when customers of Marshall Field's in Chicago, for example, have been trained to walk much farther?" Pletsch asked.

He said Republicans "will lend every assistance to Mr. Barton" in seeking what is best for Oregon.

The House committees chairman, vice chairman, and members:

**Agriculture and Livestock**—Don McKinnis (D-Summer-ville); Smith (D); Bateson (D); Bennett (D); Cannon (R); Detering (R); Hansell (R); McClure (D) Rogers (R).

**Alcoholic Control**—Ray Dooley (D-Portland); Chappel (R); Bonesteel (R); Dellenback (R); Elder (R); Gallagher (R); McBain (D); Peck (D); Willis (D).

**Commerce and Utilities**—Carl Back (D-Port Orford); Branchfield (R); Chainard (R); McBain (D); Ouder Kirk (R); Smith (R); Willis (D).

**Education**—Nancy Kirkpatrick (D-Lebanon); Rogers (R); Branchfield (R); Dickerson (R); Howard (D); Howe (R); Ridderbusch (D); Smith (D); Wilmot (D).

**Elections and Reapportionment**—Phillip Lang (D-Portland); Musa (D); Chainard (R); Dellenback (R); Haight (D); Hand (D); McKinnis (D); Montgomery (R); Packwood (R).

**Financial Affairs**—Juanita Hoyt (R); Kennedy (D); Montgomery (R); Smith (R); Turner (D); Willis (D).

**Taxation**—Richard Eymann (D-Marcola); Montgomery (R); Atiyeh (R); Bateson (D); Bazzett (R); Haight (D); Hoyt (R); Kelsay (D); Smith (D).

**Ways and Means**—Ross Morgan (D-Gresham); Hansell (R); Flittercraft (R); Hand (D); Leiken (D); McKinnis (D); Mosser (R).

**Constitutional Revision**—John R. Dellenback (R-Medford); Wilmot (D); Chappel (R); Eymann (D); Field (R); Jones (R); Lang (D); Lent (D); Redden (D).

**Public Health and Welfare**—Grace Peck (D-Portland); Gallagher (R); Crothers (R); Hunt (R); Kirkpatrick (D); Maher (R); McBain (D); Ridderbusch (D); Wilmot (D).

**Rules and Resolutions**—Katherine Musa (D-The Dalles); Atiyeh (R); Dickinson (R); Haight (D); Hansell (R); Holmstrom (D); Howard (D); Kelsay (D); Meek (R).

**State and Federal Affairs**—Norman Howard (D-Portland); Redden (D); Bazzett (R); Chainard (R); Detering (R); Kirkpatrick (D); McClure (D); Packwood (R); Whelan (D).

**Military Affairs**—Winton Hunt (R-Woodburn); Flittercraft (R); Bazzett (R); Cannon (R); Crothers (R); Dooley (D); Kennedy (D); Meek (R); Mosser (R).

**Natural Resources**—Clinton Haight (D-Baker); Orr (D); Back (D); Cannon (R); Detering (R); Holmstrom (D); Morgan (D); Ouder Kirk (R); Smith (R).

**Planning and Development**—Ed Whelan (D-Portland); Leiken (D); Chappel (R); Crothers (R); Eymann (R); Lent (D); Maher (R).

**Judiciary**—Berkeley Lent (D-Portland); Redden (D); Branchfield (R); Dickinson (R); Field (R); Hulett (D); Jones (R); Land (D); Mosser (R).

**Labor and Industries**—Wayne Turner (D-St. Helens); Leiken (D); Bennett (D); Hagan (R); Jones (R); Kennedy (D); Meek (R); Packwood (R); Whelan (D).

**Local Governments**—Cornelius Bateson (D-Salem); Kennedy (D); Bonesteel (R); Chainard (R); Detering (R); Kirkpatrick (D); McClure (D); Packwood (R); Whelan (D).

# House Committee Appointments Said To Be Step Ahead

Salem—(UPI)—House committees of the 1963 legislature were announced Monday and were termed "a forward step" by House Minority Leader F. F. Montgomery (R-Eugene).

House Speaker Clarence Barton (D-Coquille) announced the committees shortly after the House organized at its opening session.

Montgomery himself who has been demanding committee assignments of greater responsibility for Republicans, was given the vice chairmanship of the Tax Committee, which will have to deal with this session with the thorny problem of raising new revenues.

The Republicans were given three committee chairmanships, two more than last session, and 19 of the 29 House Republicans were placed on a requested committee.

**Forward Step**  
"While the numbers are not as great as we had hoped," Montgomery said, "we believe that a forward step has been made in the interest of experience and ability."

He said Republicans "will lend every assistance to Mr. Barton" in seeking what is best for Oregon.

The House committees chairman, vice chairman, and members:

**Agriculture and Livestock**—Don McKinnis (D-Summer-ville); Smith (D); Bateson (D); Bennett (D); Cannon (R); Detering (R); Hansell (R); McClure (D) Rogers (R).

**Alcoholic Control**—Ray Dooley (D-Portland); Chappel (R); Bonesteel (R); Dellenback (R); Elder (R); Gallagher (R); McBain (D); Peck (D); Willis (D).

**Commerce and Utilities**—Carl Back (D-Port Orford); Branchfield (R); Chainard (R); McBain (D); Ouder Kirk (R); Smith (R); Willis (D).

**Education**—Nancy Kirkpatrick (D-Lebanon); Rogers (R); Branchfield (R); Dickerson (R); Howard (D); Howe (R); Ridderbusch (D); Smith (D); Wilmot (D).

**Elections and Reapportionment**—Phillip Lang (D-Portland); Musa (D); Chainard (R); Dellenback (R); Haight (D); Hand (D); McKinnis (D); Montgomery (R); Packwood (R).

**Financial Affairs**—Juanita Hoyt (R); Kennedy (D); Montgomery (R); Smith (R); Turner (D); Willis (D).

**Taxation**—Richard Eymann (D-Marcola); Montgomery (R); Atiyeh (R); Bateson (D); Bazzett (R); Haight (D); Hoyt (R); Kelsay (D); Smith (D).

**Ways and Means**—Ross Morgan (D-Gresham); Hansell (R); Flittercraft (R); Hand (D); Leiken (D); McKinnis (D); Mosser (R).

**Constitutional Revision**—John R. Dellenback (R-Medford); Wilmot (D); Chappel (R); Eymann (D); Field (R); Jones (R); Lang (D); Lent (D); Redden (D).

**Public Health and Welfare**—Grace Peck (D-Portland); Gallagher (R); Crothers (R); Hunt (R); Kirkpatrick (D); Maher (R); McBain (D); Ridderbusch (D); Wilmot (D).

**Rules and Resolutions**—Katherine Musa (D-The Dalles); Atiyeh (R); Dickinson (R); Haight (D); Hansell (R); Holmstrom (D); Howard (D); Kelsay (D); Meek (R).

**State and Federal Affairs**—Norman Howard (D-Portland); Redden (D); Bazzett (R); Chainard (R); Detering (R); Kirkpatrick (D); McClure (D); Packwood (R); Whelan (D).

**Military Affairs**—Winton Hunt (R-Woodburn); Flittercraft (R); Bazzett (R); Cannon (R); Crothers (R); Dooley (D); Kennedy (D); Meek (R); Mosser (R).

**Natural Resources**—Clinton Haight (D-Baker); Orr (D); Back (D); Cannon (R); Detering (R); Holmstrom (D); Morgan (D); Ouder Kirk (R); Smith (R).

**Planning and Development**—Ed Whelan (D-Portland); Leiken (D); Chappel (R); Crothers (R); Eymann (R); Lent (D); Maher (R).

**Judiciary**—Berkeley Lent (D-Portland); Redden (D); Branchfield (R); Dickinson (R); Field (R); Hulett (D); Jones (R); Land (D); Mosser (R).

**Labor and Industries**—Wayne Turner (D-St. Helens); Leiken (D); Bennett (D); Hagan (R); Jones (R); Kennedy (D); Meek (R); Packwood (R); Whelan (D).

**Local Governments**—Cornelius Bateson (D-Salem); Kennedy (D); Bonesteel (R); Chainard (R); Detering (R); Kirkpatrick (D); McClure (D); Packwood (R); Whelan (D).

## The Medical Roundup

by *Walter C. Alvarez*  
Emeritus Consultant in Medicine  
Mayo Clinic  
Emeritus Professor of Medicine  
Mayo Clinic  
(Register and Tribune Syndicate, 1963)

### Electroencephalograms

For many years, we physicians have been wondering why electroencephalograms—records of the tiny electric currents that are constantly being formed in the brain—do not tell us that a particular child is mentally retarded.

Commonly, the child's mother soon senses that something is wrong: even three months after the infant's birth, the mother and the pediatrician may note that the child does not look at people and does not follow their movements with his eyes as it should. Later, it may not smile at his mother and it may not gurgle with pleasure as most babies do.

What is often then unfortunate is that the doctor, because he hates to hurt the parents and take away all hope for them, does not come right out with the truth. He says, "Keep hoping; there isn't much wrong; give it time." Then what happens is that the parents keep traveling from one medical center to another, hoping against hope that someone will either say that the child is all right, or will give a medicine which will work a cure.

In these cases, it would help greatly if there were some test which would show in a few minutes that the child's brain is working deficiently and would show this with certainty.

This is one reason why I am so glad to read in Science magazine that Mrs. Erna Gibbs and Dr. Frederick Gibbs of the Illinois Medical School in Chicago, have just published their finding that little children under the age of 5, if their brain is not developing properly, will often show a special type of electric record which is practically 100 per cent diagnostic of mental retardation.

Curiously, this type of record disappears later, as the brain waves take on the appearance of those found in older children and adults.

This discovery should prove of tremendous importance in giving physicians more confidence when they have to make the diagnosis of a mental slowness. When they are sure and have definite proof, they may be more willing to tell the parents what the situation is.

**Calories Needed**  
In two studies recently made at Harvard, under the direction of Prof. Frederick J.

Stare, it was found that graduate students took each day 2,900 calories. In the past, undergraduate students elsewhere have been shown to require 3,300 calories.

Each of the 80 football players at the Harvard "training table" used 4,100 calories each day. Lumberjacks also needed some 4,000 to 5,000 calories a day.

What has always interested me has been the fact that I can rarely reduce a stout woman's weight, unless I can get her to take less than 1,200 calories a day. Recently a very stout woman was kept for some time in a hospital where the doctors felt they could control her diet. The fact that she did not lose weight on 600 calories a day suggests that some stout persons must have a very economical type of body chemistry which enables them to "get by" with but little "fuel." One difficulty with this argument is that I have known fat women on a "strict diet" in a hospital who ate much candy and drank whiskey or beer—which was smuggled in by friends. As I have said here before, many stout people control themselves at the table, but all day they keep (almost unconsciously) nibbling, and at night they clean out the refrigerator.

I never knew how distressing a tremendous appetite can be until recently a stout woman wrote me and gave me a vivid word picture of the terrible gnawing hunger which tortured her all day and half the night. It just forces her to eat and eat.

Recently I was made more sympathetic with stout people than I ever was before when I read that a new variety of very fat white mice and also a new variety of very fat white rats have appeared, and are now breeding true. The body chemistry of these very fat animals is different from that of the ordinary animals, and this explains why they are so big.

According to a Gallup poll, there are some 34 million people in the United States who are overweight. One third of them are trying to do something about their obesity. Dr. Alvarez offers many tips about "Weight Control" in his booklet of that name. You may obtain a copy by sending 25 cents and a 5-cent stamped, self-addressed envelope with your request to Dr. Walter C. Alvarez, Dept. MMT, The Register and Tribune Syndicate, Box 957, Des Moines 4, Iowa.

**Plans Under Way For 1963 Boys State**  
Two Medford men are members of Beaver Boys State staff which is planning the 27th annual Beaver Boys State to be held June 23 to 29 at Oregon State university, Corvallis.

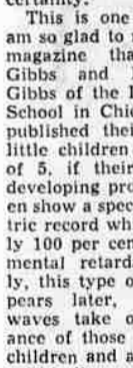
The two local men are Alex McDonald and DeVere Taylor. The program, sponsored by the American Legion, will include 550 high school boys, an increase from last year's enrollment of 485.

Enrollment is handled through local American Legion posts.

**County Horsemen Group to Meet**  
The Jackson County Horsemen will meet at 7:30 p.m., Wednesday, Jan. 16 in the courthouse auditorium to elect officers and discuss new fair-ground facilities, according to Larry Perry, Lake Creek, acting chairman.

An Oregon Horseman's association representative will be present to discuss a proposed indoor arena and a race track, Perry said. All horsemen and general public are invited, he added.

**FROM GOOD FAMILY**  
Knoxville, Tenn.—(UPI)—This classified ad appeared in Monday's Knoxville News-Sentinel: "Puppies—55. Mother pedigree collie. Father comes from a good neighborhood."



## Try and Stop Me

By BENNETT CERF

ARRIVING home exhausted from a hard day at the office, a commuter was met at his doorway by his wife, all dressed up in her best bib and tucker. "Bad news, bad news," she chirped cheerfully. "We'll have to go to a restaurant for dinner. The electricity was turned off this afternoon so I couldn't cook anything."

"Electricity?" echoed the poor husband. "But we have a gas range." "True enough," conceded his wife triumphantly, "but we have an electric can opener."

One of the rarest of hybrid animals is the offspring of a tiger and a lion: when Ringling's Circus exhibited one a few years ago, it attracted bigger crowds than the elephants and gorillas! When the animal's father is a tiger and the mother a lioness, it's called a tigon; when the parenthood is reversed, it's called a liger.

A sailor shambled into a navy recruiting office on Tremont Street and diffidently tapped the officer in charge on the arm. "Say, Bud," he pleaded earnestly, "gimme that old sales talk again, will you? I'm getting mighty discouraged!"

Warns Tom O'Donnell: "The girl who lays all of her cards on the table is usually left playing solitaire."

© 1963, by Bennett Cerf. Distributed by King Features Syndicate



**WASH 20c**  
**DRY 10c**  
**DRY-CLEAN \$2.00**

**Oakdale Laundromat**

Coin Operated DRY CLEANING

11th and Oakdale

Next to OAKDALE MKT.



dinner's more fun when the dishes are done...

**AUTOMATICALLY**

with an

**ELECTRIC DISHWASHER**

Relax, lady of the house! Enjoy every minute of every meal. Forget about the "cook's dessert" of dirty dishes, pots, and pans waiting in the kitchen sink. On those special occasions, stay and enjoy your guests—while your automatic electric dishwasher takes care of the grubby, time-consuming chores of after-party cleanup.

Added bonus: **BETTER HEALTH!**

Electric dishwashers also spell a healthier family. No matter how carefully you hand-wash dishes, you can't get them as clean and bacteria-free as does this electric servant. In dishwashers, dishes, silver, crystal are sanitized by scalding water and detergents stronger than your hands can stand. Cut down chances of colds and other infections... cut drug and doctor bills, lost school and work days. Give your family better health... extra hours for family fun... with an automatic **ELECTRIC DISHWASHER.**

See your favorite Cal/Ore Electrical League dealer. Ask about easy terms on portable, permanent or convertible models.

**SHIP IT LASME**

to or from Oakland, San Francisco, Los Angeles and other California points.

Call Jack Fitzgerald 773-7761

**WANTED**

APPLICANTS IN THIS AREA TO PREPARE FOR LAW ENFORCEMENT POSITIONS

DO NOT DELAY  
Up to \$6,000 First Year

Radio Patrol Officer	Border Patrolman
Immigration Officer	Customs Service
Highway Patrolman	Livestock Inspector
Port Patrol Officer	Security Inspector
Conservation	Meat Inspector

ANNUAL INCREASE—SECURITY—PAID VACATION—SICK LEAVE—PENSIONS

Experience Not Necessary  
Common School Education Usually Sufficient

**NATIONAL PEACE OFFICER TRAINING ORGANIZATION**

Mail Coupon Today for Information

PEACE OFFICER TRAINING DEPT. 1001  
P.O. Box 5216, Seattle, Wash.

Name \_\_\_\_\_ ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_ CITY \_\_\_\_\_ COUNTY \_\_\_\_\_ STATE \_\_\_\_\_  
AGE \_\_\_\_\_ OCCUPATION \_\_\_\_\_  
HOURS USUALLY AT HOME \_\_\_\_\_

If in rural area, kindly give directions to home. Please do not inquire if you are not sincerely interested. No obligation. Not Government connected.