



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME ROSE MODERATELY during the 7-day period ended Wednesday, January 23, above the corresponding week last year. Dun & Bradstreet reported today. National percentage changes varied from the corresponding levels of a year ago by the following percentages: plus 1 to plus 5%. Regional percentage changes varied from the comparable levels of a year ago by the following percentages: West South Central minus 7 to minus 8; East South Central minus 2 to plus 2; Middle Atlantic, West North Central, and Mountain minus 1 to plus 3; New England zero to plus 4; East North Central and South Atlantic plus 2 to plus 6; Pacific plus 3 to plus 7.



"AROUND THE WORLD WITH AN OREGON BEEF POT ROAST" is the unusual title of this year's Pacific Power & Light Company-Jackson County Cowbelles sponsored Cooking school.

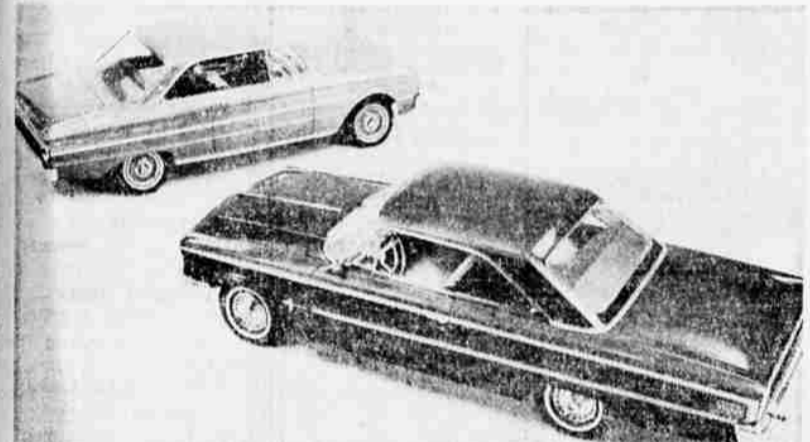
This 6th annual Beef Cooking school will be held Wednesday, January 30, 1:30 p.m. at the Jackson County Home Extension Auditorium, Jackson County fairgrounds, Medford. The school will be completely free and open to anyone interested.

Featured instructor for the program will be Polly Pacific, or Bev Lyons as she is better known to Rogue Valley residents.

A Pacific Power & Light Company ad in the Tuesday, January 29 Mail Tribune said: "You're invited to see Polly Pacific (Bev Lyons) demonstrate exciting international ways to prepare tasty beef dishes. There will be coffee and homemade cookies furnished by the Jackson County Cowbelles... you'll have the chance to sample Polly Pacific's beef recipes... and there will be door prizes, too."

A new Tappan range, furnished by the Big Y Shopping Center will be used for the demonstrations.

CONSUMER SPENDING EXPECTED TO RISE. Consumer expenditures for goods and services will reach \$365 billion this year, states McGraw-Hill's department of economics, reports Electrical Merchandising Week. This is an increase of \$9 billion over 1962, or about 2.5%. According to the latest survey of Consumer Buying Intentions, conducted by the U.S. Bureau of the Census, consumer plans to purchase autos and major household goods remain strong. Furthermore, consumer confidence is improving. And this attitude may cause the American public to step up their expenditures for goods and services in the months ahead.



SMART NEW FORD MODELS INTRODUCED. Fastback hardtop styling is featured in new 1963 models announced today by Ford Division of Ford Motor Company. Shown above is the new sporty Falcon Sprint Sports hardtop, powered by a 260-cubic-inch V8. The Sprint has qualified for the famed 2500-mile Monte Carlo Rallye which begins January 19 in Monte Carlo, Monaco. In the top-of-the-line Ford Galaxie, the aerodynamically styled fastback sports hardtop (lower) offers an optional 427-cubic-inch engine, the most powerful ever produced by Ford. These new cars, plus four other sporty models, went on sale in U. S. Ford dealerships in February. The model shown below is now on display at Crater Lake Motors, Ford dealers here.

'62-GOOD YEAR FOR APPLIANCE DEALERS; '63-LOOKS BETTER. The majority of appliance dealers interviewed by Electrical Merchandising Week are looking back happily at a more than satisfactory sales year and are looking ahead optimistically to an even better one. Of the 68 dealers queried in 26 markets, 52 said business had improved, 6 report sales remained the same as in 1961 and only 10 indicated a drop in volume. The average increase was 14%. Refrigerators and home laundry equipment were the best selling major appliances, but ranges headed the list for a large number of respondents. Air conditioners were standouts in some regions. In home electronics, portable TV and stereo ran neck and neck as far as best dollar producers. Next to hair dryers, electric tooth brushes were mentioned most often as "hot items" in the household category. The majority of dealers in the survey felt that service was one of their main competitive weapons in 1962 and many of them plan to make it even more effective this year. "It pays to advertise," is a maxim none of the dealers in the survey would argue with. The great majority of retailers advertised as much or more than they did in 1961. The major medium was newspapers. Most dealers are optimistic about their business in '63. Reasons for this feeling are: Confidence in the nation's economy and a conviction that consumers' willingness to spend will stay at a good level in '63; Growing evidence that some of the low-saturated products are beginning to move in real volume, strong feeling that there is a need for their kind of retail outlet and less talk this year of strong competition from discount houses and chains.

SAN FRANCISCO CELEBRATES CHINESE NEW YEAR. Miss Chinatown, U.S.A. contestants Jean Ng, left, and Dolly Lee, both of San Francisco, try out one of the Happy New Year banners that will brighten San Francisco's famed Chinatown when it celebrates its biggest New Year festival, February 1-10. Along with these dazzling banners, which run the length of Chinatown's famed Grant avenue, the 10-day Chinese New Year festival will be highlighted with special, free Chinese exhibits and entertainment. Climax of the celebration is the two-hour parade that winds through Chinatown Saturday night, February 9, honoring arrival of Chinese Lunar Year 4661—the year of the Hare.

MOBILE HOME SALES MOVING INTO HIGH GEAR. A hefty 22% upsurge will lift output of mobile homes and travel trailers to new peaks this year, industry sources predict, reports Sales Management. These units are a fast-growing market for everything from portable TV sets to wall-to-wall carpets. Some 63,000 units were sold in 1959, rising to 130,000 in 1961 and reaching 167,000 last year. Sales are predicted to hit 400,000 in 1971. Of the four-million-plus mobile home occupants, 14% are senior citizens, 55% are professional people and 20% military personnel.

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	1-8-10-22	23-25-27-31
Taurus	2-11-19-28	30-31
Gemini	3-12-20-29	30-31
Cancer	4-13-21-30	31
Leo	5-14-22-31	31
Virgo	6-15-23-31	31
Libra	7-16-24-31	31
Scorpio	8-17-25-31	31
Sagittarius	9-18-26-30	31
Capricorn	10-19-27-30	31
Aquarius	11-20-28-30	31
Pisces	12-21-29-31	31

Frost Said Often Nobel Nominee

Stockholm—(UPI)—The Swedish Academy, in a rare disclosure, said today Robert Frost often had been considered for the Nobel Prize for Literature. The Academy makes it a policy to decline comment on possible winners—only on the laureates themselves.

But academy secretary Dr. Anders Osterling broke that rule today on learning of the American poet's death in Boston.

Osterling said Frost was placed in nomination several times for the Nobel Prize. The last time was last year, he said, when the world's highest literary award went to another American, novelist John Steinbeck.

EARLY CHINESE TEA ACTUALLY "TOOK THE CAKE"

The fresh, tender leaves of the tea plant were sun-dried, steamed, and then pressed tightly into flat, circular cakes about the size of one of today's layer cake pans, very much like the one pictured from the R. C. Bigelow collection of rarities of the tea world.

Here is a "recipe" from those times: An Eighth Century Chinese authority on tea gave the following instructions for making 5 cups of "the tea beverage": 1 cubic inch of tea to 1 (Chinese) pint of boiling water. Sounds easy, doesn't it? But wait!

In those days, tea making required 24 pieces of equipment, including the tea cake which was kept fresh and fragrant by wrapping it in bamboo leaves. Also needed was something to break pieces from the tea cake, a grinder to pulverize it, a sieve of bamboo and fine gauze to strain it after brewing, a tea kettle, tea pot, cups and other things.

All those pieces were kept in 1 or 2 light-weight baskets of bamboo or rushes, so they could be carried easily and safely on Journeys from place to place. In spite of the difficulty of preparation, tea drinking became a very important part of the daily life of the early Chinese. They took time out of every day to enjoy several cups of hot tea.

Could we make tea now as the Chinese did so long ago? Rather would we make it their way? With 24 pieces of equipment? Never!

Today's tea making is geared to our high speed modern life, but without any loss of enjoyment. In fact, modern methods of growing, blending and packaging give us much greater variety and better quality teas.

Today, more and more people are pausing for a refreshing cup of tea—perhaps one of the long-time favorites such as Jasmine, Chinese Paotai, Darjeeling, Oolong, King's Garden, etc., or perhaps a hearty and delicious cup of Ceylon tea blended with sweet spices and bits of orange which is causing such constant comment among tea lovers. Here is Bigelow's "recipe": Pour freshly boiling water over a tea bag or loose leaf tea into a warm cup or pot. Pronto, we have a cup of tea steaming tea; a taste treat such as the Chinese of those days never knew. The people of ancient times and we, of modern times, enjoy tea drinking for the same reason, relaxation, relief from fatigue and a warm sense of well-being.



SPORTING GOODS DEALERS SCORE '62 GAIN; SEE EVEN BETTER PERFORMANCE IN '63. While sporting goods sales started slowly in 1962 with a rise of 0.8% in the first quarter, the following quarterly periods showed increases of 5.7% and then 8.7% with the year winding up at 8.1% ahead of 1961, reports The Sporting Goods Dealer. A survey by the magazine shows that three out of every four dealers participating reported a better 1962 than '61. And 65.3% look for a better '63, with an average sales rise of 5.8%. Among those who experienced a stronger 1962 than 1961, three major factors contributed to the gain and they ranked about equal—smarter buys, promotions and advertising. The situation in advertising for this year is much the same as in 1962. Some 49.7% say they will continue along the same budgets and media used in 1962. A total of 40.6% will increase advertising and promotions. Only 9.7% will trim their promotional budgets. "Newspapers again lead the way as advertising media," the magazine states.

Dennis the Menace

"Yeah, but look at my hands! Look at my hands!"

Family Treasure

7247

by Alice Brooks

A spread you'll be proud to say you made yourself—it looks like an heirloom.

Circles, stars—design created by 6 1/2-inch triangles. Six make 12 1/2-inch hexagon. Pattern 7247: knitting directions breadspread, cloth.

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

1963's Biggest Needlecraft Show starts smocked accessories—It's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Plus free pattern. Send 25c now!

tients are as employable as ex-physical patients, says the U.S. Civil Service Commission. Two: Health insurance plans, such as Blue Cross and employer-union policies, find it pays to underwrite mental illness as a treatable condition.

Most important, Howard has the advantage of knowing what to do and where to turn when troubled. The never-treated may not know this.

The Family Council

Editor's note: The Family Council consists of a judge, a physician, three clergymen, three editors and a woman'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. Almeta Dennis. (Copyright by General Features Corp.)

Mrs. H. S.—She's planning to take on a lifetime of headaches.

Estelle S.—I feel he's a safer bet than most young fellows.

Mrs. H.S.—Our daughter is a fine, beautiful girl who has her pick of desirable suitors. To our chagrin, she feels most attracted to Howard, a man who spent some time in a mental hospital.

It's true he's a personable chap, and he holds a good job with a business-machine manufacturing company. But who knows how long he can keep it? And how can we be sure he's really cured?

From what I understand about mental illness, it comes and goes and you're never out of the woods. Why should a popular young woman like Estelle complicate her life with extra problems? She can just as easily marry a man in perfect health.

Estelle S.—I'd like to know how anyone can be sure of anything about any man? There's a girl in my office who married her childhood sweetheart, a boy she knew since nursery school days, and he's now in the psychiatric section of the Veterans' Hospital.

I must go by my heart, Howard is so charming, so sincere, so tender toward me that he fills me with love for him and with confidence in myself as a woman. I was particularly moved by the way he told me about his illness, very openly and clearly. It came to a head during his college years when he was caught in a financial squeeze. His friends know all about it and discuss it as just one of those things I'm sorry I mentioned to my mother. It frightens her, whereas it reassures me that Howard's in fine shape now.

The Council: It comes as

They'll Do It Every Time

By Jimmy Hatlo

YOU ARE WHAT YOU EAT

WE'LL HAVE THE BEST WELL-BALANCED MEALS OF ANY SCHOOL CAFETERIA IN THE COUNTY...

YOU ARE WHAT YOU EAT

WE'LL HAVE THE BEST WELL-BALANCED MEALS OF ANY SCHOOL CAFETERIA IN THE COUNTY...

SO WHAT'S THE USE IF IT SEEMS THAT HER DIETARY DIRECTIONS GET SIDETRACKED SOMEWHERE ALONG THE LINE...

MENU

HOT DOGS...10

PIZZA PIE...15

PIE A LA MOE...10

SALAMI SANDWICH...10

POTATO CHIPS...10

CHOCOLATE-DIPPED BURGER...10

COFFEE...10

8-BUT—I... THIS ISN'T THE BILL OF FARE I MADE OUT.

I REWROTE IT. YOU GOTTA GIVE THE KIDS WHAT THEY LIKE...

THINK AND A TIP OF THE HAT TO DOROTHY METZ, 222 S. W. 3RD ST., FIWANE, IND.

Try and Stop Me

By BENNETT CERF

A WASHINGTON taxi driver was hailed by four portly ladies who desired to be driven from the airport to Constitution Hall. En route they became embroiled in an argument, and the driver ordered them to pipe down or get out of his cab.

"Don't you dare talk to us like that, young man," said one of the ladies. "We happen to be members of the Daughters of the American Revolution."

"That settles it," said the driver, abruptly pulling over to the curb. "Out you go. I'm not having revolutionaries in a cab of mine."

What's more, he made the indignant ladies get out, too.

On a distinguished New York banker's ninety-second birthday, a doctor suggested the time obviously had arrived where he must slow down a bit. "What?" joked the banker, heading for a park bench, "and be hit by a taxicab?"

"I note," murmured a young doctor to a very pretty nurse, "that 317 isn't chasing you any more. How did you bring it off?"

"It was simple—once I thought it through," said the nurse. "I took the tires off his wheelchair."

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Warning Issued On Chain Letters

United States Postal Inspector J. A. Eldswick, acting postmaster in Medford, issued a warning today that "chain letters" are illegal and violators may be fined \$1,000 and sentenced to two years in a federal penitentiary.

Eldswick said the letters are violations of both federal lottery statutes and federal mail fraud statutes.

The inspector said his office had recently received numerous inquiries about chain letters that offered prizes of U. S. Savings bonds, and chain letters coupled with appeals to pay church mortgages.

Eldswick said the appeals are illegal and that promoters and participants in the chain letters were subject to prosecution by the Justice department.

The vast majority of participants in chain letters are the people who get cheated in the final analysis of the violation, Eldswick concluded.

In line with this, John H. Williams, special agent in charge of the federal bureau of investigation office in Portland, said that agency has been questioned regarding the saving bond chain letter scheme. Williams stressed that the FBI has not approved any such program.

Brassy Thieves

Milwaukee, Wis. — (UPI) — Thieves with a lot of brass—400 ingots worth—were sought by police today. The metal, valued at \$2,700, was stolen along with a pickup truck to transport it, from the Aetco foundries.

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VFW Officials Visit White City Facility

White City — Two officials of the Veterans of Foreign Wars of the United States visited the Veterans Administration here Thursday and Friday.

R. O. Wikoff, Denver, Colo., regional field representative for the VFW was here making a survey of the disabled veterans facility, for the national office at Washington, D. C., and the VFW Rehabilitation Department, Norman Jones, chief, at Washington, D. C.

G. O. Pike, department of Oregon service officer for the VFW, of Portland, spent the two days interviewing domiciliary members relative to their personal pension and compensation problems.

Since its establishment in 1949, the local Post 6412, has been an active and strong affiliate of the VFW here. Henry Benner is post commander, and L. M. McKee is quartermaster for the third consecutive year.

Gets Space Contract

Washington — (UPI) — The National Aeronautics and Space Administration announced Monday that the Philco Corp. would develop the flight control center at Houston, Tex., for the Gemini and Apollo projects.

Natural Resources Proposal Endorsed

Salem — (UPI) — Gov. Mark Hatfield's proposal to form a special department of natural resources by combining 20 state agencies has the endorsement of the chairman of the house natural resources committee.

Rep. Clinton Haight (D-Baker) said "the governor is on the right track."

Haight said "consolidation is due" in the natural resources field because there is considerable "duplication."

YOUR NAME IS THERE!

Yes, the odds are 10 to 1 that YOUR NAME IS THERE.

You get fast service, when you want to charge.

You have difficulty buying on credit.

NOW IS THE TIME to do something about it. Pay promptly so the Redbook will show you with a record of prompt payment.

Put your finger on that weak spot... send your contribution to Radio Free Europe now. Give as much as you can.

Radio Free Europe is supported by private American citizens. It is one of the Free World's strong weapons in the cold war. It needs your help to be stronger still.

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Radio Free Europe Fund

American People's Counter-Voice to Communism

P. O. Box 1963, Mount Vernon, N. Y.

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CREDIT BUREAU of MEDFORD

Tense Nerves Block Bowels

New laxative acts on colonic muscles... de-constipates overnight.

The muscular wall of your colon contains nerves known to medicine as *Auerbach's Plexus*. In regular people, these nerves tell the colon muscles to propel and expel waste from the body. But tense nerves or emotional upset can block your normal bowel habits.

Your colon muscle impulses are no longer strong enough to eliminate waste—which dries and shrinks, further aggravating the condition.

The most effective relief, many doctors say, comes from a bulking action combined with a colonic nerve stimulating action. Of all leading laxatives only a new tablet called COLONOID gives you this special combination for 3-way overnight relief:

- (1) COLONOID stimulates colonic nerve network, to further activate and regulate its muscular "movement."
- (2) COLONOID's unique re-bulking action helps re-tone tense colon muscles.
- (3) COLONOID moisturizes for easy passage without pain or strain.

COLONOID even relieves chronic constipation overnight; yet it is clinically-proved gentle even for expectant mothers. Get COLONOID today. INTRODUCTORY SIZE 45¢.

Reinstatement of Jobs Increased By Labor Board

Washington—(UPI)—The National Labor Relations Board under the Kennedy administration has sharply increased reinstatement of jobs and back pay for workers found to have been illegally fired, according to the board's annual report.

With Kennedy appointees composing the majority of the board, its rulings have been more toward labor's point of view than during the Eisenhower administration.

Back Pay Higher

General Counsel Stuart Rothman said that back pay for employees found to have suffered illegal discrimination for engaging in union activity totaled \$2,491,138 during 1962. This was an increase of 37 per cent over 1961 and was almost three times the \$877,878 in back pay ordered during 1958.

During the year the board ordered 3,351 employees reinstated in their jobs. This was an increase of 49 per cent over 2,248 in 1961 and was almost three and one half times the 1958 reinstatements.

Rothman said the agency continues to receive an increased number of cases. The number filed with the NLRB by unions, employers and individual employees in 1962 totaled 25,336, an all-time high and an increase of 31 per cent during the past four years.

Created as Referee

The agency was created during the '30s to act as referee in deciding unfair labor practices.

Rothman said that due to economic and industrial growth in the nation the agency's work load is expected to increase by 10 per cent during 1963 and indications are that by 1972 it will have 50,000 cases a year.

TOP THREADER

Bradford, England—(UPI)—Roy Norton won the world needle-threading championship Monday by putting 1,067 strands through the eye of a standard sized needle.

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