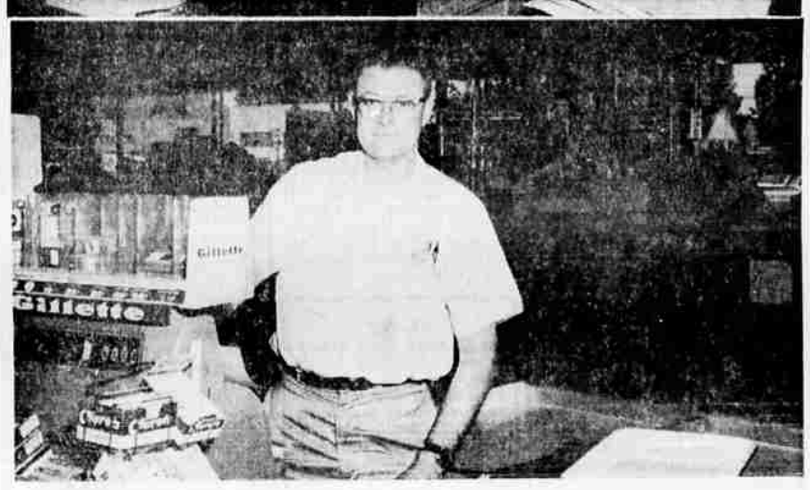
BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES FREEZE IN SUB-ZERO WEATHER. The bitter cold wave which swept the midwest, east and south last week put much of the nation's merchandise into a deep freeze, reports Fairchild News Service. Only the northwest and west coast weren't hit by icy blasts. In some frozen areas, suburban branches helped save sales averages from dropping when downtown traffic came to a standstill. Yet in other sections, the suburbs were hit even harder than the urban centers as cold, snow, ice and winds took a toll on volume. Sales in the New York-northeastern New Jersey area managed to break even, but New York City, numbed by its newspaper strike, was down 9% and down 8% for the four-week period ending Saturday. Extraordinary sub-zero weather hit Atlanta for one day but it was not enough to chill the week's gains, volume ranging ½ from 5% to 10% ahead. Most shoppers took to the suburbs and sportswear, dresses, budget coats and furs lifted over-all sales. Icy streets kept downtown shopping thin in Dallas and suburban traffic could not support falling volume. Snow, cold and its newspaper strike cut into Cleveland's business. Cool weather came to Los Angeles, helping coat and suit sales, and there was response to increased ads for spring dresses.



MARK'S GROCETERIA, at Sixth and Grape streets in Medford, is observing a milestone in business here—the first month under the ownership and managment of Mark's Stores, a firm operating in the Roseburg area.

On January 1, Ray Norton, shown above, Dean McKay, center and Claren Gove, below, purchased the Groceteria grocery department, meat market, bakery and restaurant, from Melvin Hall, Mrs. W. H. Lydiard and other owners of the corporation operating this firm since 1920. The Groceteria, one of the first self-service grocery stores on the Pacific Coast, was established at Sixth and Central streets here by W. A. Gates and W. H. Lydiard, and has long been one of the leading food markets in the Rogue River valley.

Ray Norton, who was with McKay's stores in Eugene for three years and continued there another three years after Mayfair Stores purchased that unit in 1959, has moved to this city and assumed active management of Mark's Groceteria here. He resides with his wife, Dorothy, three-year-old son, Robert, and daughter, Mary Jane, two years old, at 1616 Corona street.

Dean McKay's home is in Junction City and Claren Gove, whose experience extends over eight years with McKay's and three years with Mayfair stores, resides in Roseburg.

A NEW FACE LIFTING has just been completed at Hudson's Pharmacy, 613 East Main street in Medford, and the new store front, with special lighting effects, has brightened this east side shopping area. One of the first drug stores in this section of the state to initiate aisle merchandising for customer convenience, Hudson's Pharmacy will celebrate nine years of business in Medford this spring.

Hudson's Pharmacy features Hallmark cards, paper goods, candies, toys, gifts of all kinds, a baby department, cosmetics, toiletries and drugs, according to owner and manager Gordon Hudson.

Hudson's Rogue Camera Shop, housed in the same building and managed by Edward Klimko, features a complete line of cameras, supplies and developing service, rentals and repairs. Klimko was recently elected president of the Southern Oregon Photographers association.

Nine persons, including Gordon Hudson and Ed Klimko, make up the staff of the two-store operation.

REECE E. MAYER of Medford, Oregon has been announced as a candidate for election to the Western Farmer's association according to Romeyn Kruiswyk of the Medford service branch.

If elected, Mayer will represent District No. 15 of the association including members served by the Junction City, Medford and Salem service branches and distributors at Coquille and Roseburg.

Mayer owns a 43-acre farm and his farming activities include raising 6,000 turkey poults and a turkey breeder flock of 2,100 hens, with 40 acres of irrigated turkey range and pasture. In addition to farming, he is sales manager for Hart-Schneider Turkeys with their main office at Medford.

Five of the Western Farmer's association members who sponsored his candidacy are: Alton Hart, Medford; Geraldine Disrude, Applegate; Donald L. Conner, Williams; Joe E. Reynolds, Grants Pass; and Richard M. Briseno, Talent.

Reece E. Mayer

VETERAN ROGUE GUIDE IS DEALER. Glen Wooldridge, well known Rogue River boatman, has announced that he is now the Josephine, Jackson and Douglas Counties agent for the Outboard Jet . . . a new jet drive for outboard motors.

Designed for motors from 25 to 40 horsepower, the Outboard Jet is easily mounted on any outboard motor in this power range in about one hour's time. The Jet comes complete with hardware and instructions.

According to Wooldridge: "The new Outboard Jet eliminates propeller and gearbox damage, fouling of fish lines and tow ropes, propeller hazard for swimmers and skiers, and allows you to run up to the bearch to load passengers without tilting your motor". The unit operates in as little as 3 inches of water. Wooldridge used this product when he came up the Rogue River from Gold Beach to Grants Pass last September.

HARRIS NEW PORTLAND ZONE MANAGER FOR OLDS. The appointment of Don C. Harris as office manager-car distributor of Oldsmobile's Portland zone was announced today by J. T. Kolenic, the company's Portland zone manager.

Harris graduated from Fairfax High school in Los Angeles and attended the University of Southern California before joining Oldsmobile in March, 1955, as assistant office manager-car distributor in the Los Angeles zone.

A year later, he moved to the Portland zone as a district manager, remaining in that position until now.

Harris resides in Spokane, at W. 3718 Woodside, with his wife, Marilyn, and three children, Kimberly, age 6, Kathy 4 and Charles 2.

CHANGES SEEN IN AUTO MIX. It now appears that total 1962 new car sales in the U. S. reached 6.85 million units, says National Automobile Dealers association magazine. Of this number, 62% are standard size or conventional domestically produced units, 33% compacts and 5% imported autos. New car sales in the U. S. are estimated to total 6.9 million units this year. And of this number, 30% will be compacts and approximately 4.5% will be imported cars.

NATIONAL SCHOOLS AID EDUCATIONAL PROGRAM. The current crusade by Administration and educational leaders to get more high school drop-outs into school was given a sizable assist by National Schools of Los Angeles.

Dr. L. J. Rosenkranz, president of National Schools, revealed; through a series of ads in the Medford Mail Tribune, plans calling for a "greatly expanded program of high school courses designed for home-study exclusively."

Describing the high school drop-out as being torn between the desire to finish high school and the necessity of maintaining a job, Rosenkranz cited home study education as "a very practical way to solve their dilemma."

National Schools is the largest home-study institution in the western United States.

GRANGERS VISIT SUGAR PLANT. Mr. and Mrs. Guy Morrill, 1518 West Main street, Medford, Mr. and Mrs. Charles Duggan, 3152 Tresham Lane, Central Point, were among 34 members of an Oregon Grange tour group who visited the C and H Sugar Corporation's Hawaii refinery at Aiea, January 24.

The Oregon farm group was welcomed by representatives of Hawaii's cane sugar industry, which is a major source of the 50th State's spendable income. They pointed out to the visitors that although Hawaii is the nation's largest producer of sugar, the state must depend on mainland farms and factories to supply most of the needs of its residents.

Hawaii obtains more than $35 million worth of lumber, fruit, vegetables, wheat and manufactured products for the Pacific Northwest each year.

BABY WEEK—BIG PROMOTIONAL OPPORTUNITY. Baby Week, April 27-May 4, sponsored by Gerber Products Company, will once again receive heavy promotion support. This year's theme, "Full of good things," offers an excellent opportunity for stores to tell customers they carry a full selection of baby needs. A survey of 9,000 supermarkets in six major cities, conducted by the Gerber Products Company, shows that the young mother baby food shopper is the grocer's best customer. The checkouts which include baby foods averaged 62% higher than checkouts without baby foods, baby food shoppers spending an average of $15.21 per visit while non-baby food orders averaged $9.39. The study also shows that one out of nine customers had baby foods in their checkouts.

TOTAL RETAIL DOLLAR VOLUME FELL CONSIDERABLY during the 7-day period ended Wednesday, January 30, below 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: Minus 7 to minus 3%. Regional percentage changes varied from the comparable levels of a year ago by the following percentages: East North Central minus 17 to minus 13; West North Central minus 10 to minus 6; Middle Atlantic minus 9 to minus 5; West South Central minus 7 to minus 3; New England minus 6 to minus 2; East South Central minus 2 to plus 2; Mountain 0 to plus 4, South Atlantic plus 3 to plus 7; Pacific plus 4 to plus 8. Table below shows how well specific lines of merchandise were moving during the preceding 7-day period compared with same 1962 week.

WHAT SPELLS MORE MAGIC for youngsters than ice cream and cake? The answer is a Carousel cake made with two layers of coconut surprise cake sandwiched together with an equally thick layer of chocolate ice cream. On top, a simple sprinkling of confectioners' sugar serves as the ring for the paper horses that prance beneath the red and white canopy. The cake itself helps set the theme, for the "surprise" is that the peach-golden cake, made from a brand-new mix just being introduced here, is sprinkled with bits of moist coconut in exciting circus colors—red, yellow, orange and green. The mix is a Duncan Hines Coconut Surprise mix, a cake designed with parties in mind.

CAROUSEL CAKE

1 package Coconut Surprise Cake mix
1½ quarts chocolate ice cream
Confectioners' sugar
Cardboard horses, striped straw and paper canopy (available at most local "dime" stores.)

Make cake according to directions on package and bake in two well greased and floured 8-inch cake pans. Cool on cake racks. Press softened ice cream into another 8-inch cake pan, lined with waxed paper, and cover with second cake layer. Sprinkle with confectioners' sugar and decorate with horses and canopy, held upright by means of the straws.

Invitations to Kite Flying Meet Mailed By Students at SOC

Ashland—The old fashoned slang of "Go fly your kite" has been substituted with "Come fly your kite" at Southern Oregon college this week as invitations to a kite flying meet go into the mail. The dates are April 27 and 28.

The Southern Oregon college Windburn hall kite flying team broke the national record twice over the week end, getting a kite to an elevation of 2,137 feet, then 2,406 feet. The previous national record, held by Scranton Junior college, was 1,921 feet.

Team of Six Men

"It's the latest college craze," according to Howard Gilbert, one of the co-captains of the Winburn hall team. Why the kite fliers jumped the gun and started flying kites in February instead of March, the traditional month, no one said.

The team is made up of six men and a manager. The other two co-captains are Larry Brooks and Mike Samples. Other fliers are Willie Shorb, Ed Howe and Dan Humbar.

Contenders have to abide by strict regulations. One can't fly just any old kite. It has to be a 10 cent store triangle-type kite with all-cotton kite string. They are liberal about some things, however, the tail can be of any material and any length. The kite may be reinforced with 12 inches (no more) of tape.

All of this is according to Gilbert, who didn't say who drew up the regulations but he insisted that the sport and the planned meet have been sanctioned by Southern Oregon college.

The new national kite flying champions expect entries from the Ivy League and colleges across the nation for the April meet, Gilbert volunteered Monday as work started on preparation of the bulletins, which will carry the invitations to state and privately endowed colleges.

Driver School to Meet at Hedrick

The Jackson County Driver Improvement school will meet tonight in room 224 at Hedrick Junior High school, according to Capt. Clyde Fichtner, supervisor of the school.

The session will begin at 7 o'clock and is for persons who have been ordered to attend by the Medford municipal and Jackson county district courts. It is also open to all interested persons.

The school consists of four sessions held on the first four Tuesdays of each month and lasts for 1½ hours each. Instructors are Medford city police officers and Jackson county sheriff's deputies.

Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate, 1963)

Mistreatment of Alley Cat Turns It Into Jungle Beast

It's important to understand right from the start that Rusty was just about the most gentle and friendly tomcat ever to prowl an alley or squall from a backyard fence. He was a big cat, fully grown, about 3-years-old and loved by everyone who knew him; his acquaintanceship was large. Every child in the entire neighborhood knew Rusty; every family gave him a handout whenever he visited them or parked on their doorstep.

Children carried Rusty in every conceivable position, head down or right side up. The very young children often carried the big cat by merely putting one arm around his neck and letting the rest of his body hang in the air. In spite of the fact there were many times when the cat must have been nearly choked to death, he accepted the indignity without protest.

Either child or adult, long time friend or perfect stranger, could call the cat by saying, "kitty, kitty," and the cat would immediately come to them, arch his back, rub the leg and purr loud and contendedly.

Watched Builders

It was always a debatable question in the neighborhood as just who did own Rusty, but he spent most of his time and lavished most of his affection on a gentleman who owned a large rooming house. Here, in a warm, cozy corner of the living room, Rusty spent his daylight hours.

A half block away a large building was under construction. The cat, desiring human company, visited the building every day; he was a pet of all the workmen. From a window opening Rusty watched the carpenters, the plumbers and the other men that came to work. As the building neared completion, the plasterers arrived. Day by day they slapped white plaster on the inner-walls. Rusty seemed interested in these workmen as they were nearly all white with dried plaster on everything, even their shoes.

Came the day when Rusty was not on the windowsill. He didn't curl up in his favorite corner to sleep. The children searched the neighborhood. A local radio station broadcast a description and offered a reward for the cat's return. There was no response. Rusty had dropped from sight.

Weeks and months passed, and most of the folks that had known Rusty forgot him. The children found other interests. Rusty was forgotten by everyone except his owner.

Nearly two years had passed when one morning the rooming house owner saw a cat on his windowsill. He hurried outdoors; it was Rusty. The cat's fur was soiled and rumpled his feet were bleeding, his body bruised. He had evidently traveled a long way. The man took him, fed him and nursed him back to health.

Personality Changed

Rusty was his old sweet self, until one day a man with white shoes on came close to the cat. The cat snarled and attacked the shoes. Rusty's owner, not realizing the reason, pulled the cat away.

Several days later, another person, this time a lady, passed by within Rusty's sight wearing white shoes. Again the vicious attack. Again the trouble, pulling the cat away and appeasing the frightened lady.

Then, the rooming house owner had a startling awakening. He realized at last what *had happened nearly two years ago. Apparently one of the men working on the building, a man with plaster on his shoes, had caught the cat, carried him home and probably mistreated him.* Rusty's disposition had undergone a terrible change. Now he became a vicious animal whenever he saw a person wearing white shoes. Poor Rusty — he never regained his old friendliness, for human cruelty had changed him into a jungle beast.

Valley Libraries To Share Books

Grants Pass — Libraries in Grants Pass, Medford and Ashland will start this week on a book - sharing project which is expected to make available a greater selection of titles at all three libraries, according to Mrs. Florence Moberly, head librarian of the Josephine County library.

The project will involve the temporary exchange of about 100 volumes at a time, starting with mystery stories and later branching into other categories.

Although this is the first time such a plan has been tried, the Josephine and Jackson county libraries have been cooperating in several other aspects to give better service for the amount of money available, said Mrs. Moberly.

They honor each other's library cards, and have for the past year and a half shared a catalogue, based in Medford. They also cooperate by buying for the three libraries, she said, thereby gaining a greater quantity discount.

Last year the Josephine County library was selected by the American Library association to receive one of the Book-of-the-Month club's annual Dorothy Canfield Fisher awards This year an honorable mention including a $1,500 cash award in the same program was won by Medford.

Four Drivers Are Cited by Police

Four drivers were cited by Medford police yesterday as a result of non-injury vehicle collisions, according to reports. All four accidents occurred in a one-hour period.

Delyle Lane Ullom, 17, Central Point, was cited for failure to yield the right of way after his car collided with a vehicle operated by Martin John Spielbush, 46, of 1365 Sweet rd., about 3:40 p.m. at McAndrews rd. and Summit st.

Vehicles operated by Victor Eugene Taylor, 52, of 1021 West 10th st., and Viva Grace Walker, 28, of 1011 West Second st., collided about 4 p.m. on Barnett rd. at Interstate 5 and Stewart ave. Taylor was cited for failure to yield the right of way.

In the third accident Monday, Janet Ruth Sletten, 24, of 121 Reagen st., was cited for failure to yield the right of way after the vehicle she was operating collided with a car driven by Loyal William Charley, 20, of 744 Beall lane, about 4:20 p.m. on Bartlett st. between Main and Eighth sts.

Three vehicles were damaged in an accident about 4:40 p.m. on Central ave. between Fourth and Fifth sts. Ralph Alexander McKay, 72, of 1025 Reddy st., was cited for failure to yield the right of way after his car collided with a vehicle operated by Gerald Micholas Theis, 20, of 325 Vancouver st. The force of the impact knocked the McKay vehicle into a parked car registered to John M. McCade, Plaza apts., officers said.

Live Shell Used as Doorstop 40 Years

Bulkington, England — (UPI) — An ammunition expert said today a World War I artillery shell that was used as a doorstep in a home here for more than 40 years was potentially deadly.

It might have gone off at any time," said Capt. John Sharland, who exploded the shell harmlessly in a field near the house. "It was in very dangerous condition."

The shell, brought home from the war by a brother, was cherished by Kate Wilcox, who was 92 when she died in November.

She kept it highly polished, and it survived a fire which damaged the Wilcox home in 1961.

Relatives settling Mrs. Wilcox's estate called in Sharland to dispose of it when the garbage collector refused to take it away.

LEGAL NOTICES

NOTICE TO CREDITORS
Probate No. 24-63
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY
In the Matter of the Estate of
OLIVE G. WOMACK, deceased

Notice is hereby given that by Order of the above entitled Court, dated January 21, 1963, the undersigned was appointed administrator of the above estate. All persons having claims against said estate are hereby notified to present the same to said administrator at the office of her attorney, Thomas J. Reeder, 306 Fluhrer Building, Medford, Oregon, properly verified as provided by law and within six months from the date of first publication thereof.

DATED and first published this 29th January, 1963.

Shirley W. Sommerer
Administrator
Thomas J. Reeder
Attorney for Administrator

NOTICE OF FILING FINAL ACCOUNT
No. 11281
In the Matter of the Estate of
HAZEL RUTH MAXSON,
deceased.

NOTICE IS HEREBY GIVEN that the undersigned has filed his final account and report in the above entitled estate and that by order of the Circuit Court of the State of Oregon for Jackson County, Probate Department, a hearing upon the same has been set for March 6, 1963, in the Circuit Courtroom in the Jackson County Courthouse in Medford, Oregon at the hour of 0:30 o'clock A.M.

All persons having objections thereto are hereby notified to present the same on or before such time.

Date of first publication of this notice is February 5, 1963

Carlos W. Morris,
Administrator

ADVERTISEMENT FOR BIDS

Sealed bids will be received by the Jackson County Court in the Courthouse at Medford, Oregon, on or before 10:00 A.M. on the 15th day of February, 1963, for the furnishing of new tires and tubes for passenger cars, trucks and heavy equipment for the Jackson County Road Department for the fiscal year of March 1, 1963, to March 1, 1964.

Instructions to bidders and proposal forms for the tires and tubes can be seen at the office of the County Clerk or the office of the County Engineer of Jackson County.

JACKSON COUNTY COURT:
Earl M. Miller,
County Judge.
E. H. Taylor,
County Commissioner.
Donald E. Faber,
County Commissioner.

ADVERTISEMENT FOR BIDS

Sealed bids will be received by the Jackson County Court at the Courthouse at Medford, Oregon, on or before 10:30 A.M. on the 15th day of February, 1963, for recapping and/or repairing of pneumatic tires for the Jackson County Road Department for the fiscal year of March 1, 1963, to March 1, 1964.

Instructions to bidders, proposal forms, and specifications may be seen at the office of the County Clerk or the office of the County Engineer of Jackson County.

JACKSON COUNTY COURT:
Earl M. Miller,
County Judge.
E. H. Taylor,
County Commissioner.
Donald E. Faber,
County Commissioner.

LEGAL NOTICES

No. 63-51-E
SUMMONS FOR PUBLICATION
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY
MARJORIE IDA SMITH,
vs. Plaintiff
WAYNE MILTON SMITH
Defendant

TO: WAYNE MILTON SMITH, the above named defendant:

IN THE NAME OF THE STATE OF OREGON, you are hereby required to appear and answer the complaint on file against you in the above entitled suit within four weeks from the date of the first publication of said summons, and if you fail so to appear, for want thereof, the plaintiff will apply to the Court for the relief prayed for in her complaint, to-wit: For a decree of this Court forever dissolving the bonds of matrimony now existing between plaintiff and defendant and granting unto plaintiff an absolute divorce from defendant, restoring the parties to the status of single persons; warding the plaintiff the absolute care, custody and control of the minor children of plaintiff and defendant, to-wit: Gene Smith, Karen Smith and Sunny Smith, and declaring the plaintiff to be the sole owner of the furniture, fixtures and personal effects of the parties, and for a further decree awarding the plaintiff the sum of One Hundred and Fifty ($150.00) Dollars per month support moneys for the care, support and maintenance of the three minor children of the parties until such time as said children, and each of them, are deceased, attain the age of 21 years or are otherwise emancipated.

The date of the order of publication of said summons is January 21, 1963; the time prescribed for the publicationo of this summons is once each week for four consecutive weeks. The date of the first publication of this summons is January 22, 1963.

WAYNE G. HELIKSON
Walter D. Nunley &
Wayne G. Helikson
Attorneys for Plaintiff
No. 8 Goldy Building
Medford, Oregon

The CREDIT BUREAU IS NOW AUDITING ACCOUNTS for the next

REDBOOK!

You make your own rating by the way you pay your bills. Pay promptly and make a good rating.

A Slow Paid Bill looks better than a Slow Bill that's still owing. Pay them today!

CREDIT BUREAU of Medford

Advertisement

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 COLONAID gives you this special combination for 3-way overnight relief:

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

COLONAID even relieves chronic constipation overnight; yet it is clinically-proved gentle even for expectant mothers. Get COLONAID today. INTRODUCTORY SIZE 43¢.