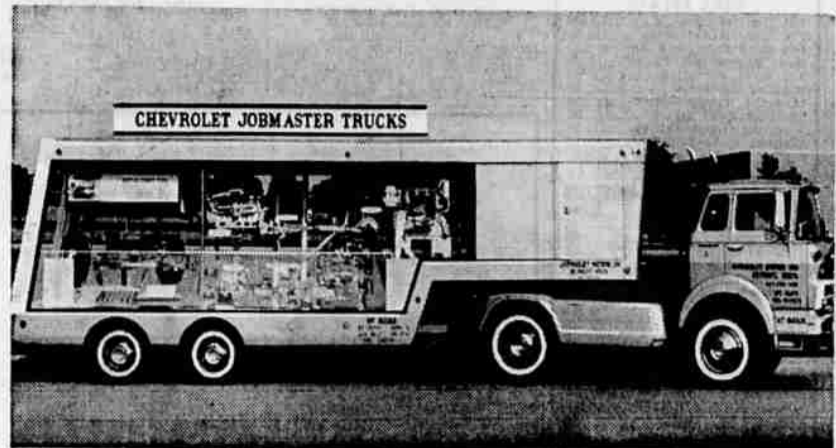


BUSINESS Memo

Edited by The Mail Tribune Advertising Department

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1930 - 1932 = 100) was 268.49 on Thursday, February 14, against 269.00 a week ago. The Weekly Wholesale Food Index, representing the total of the price per pound of 31 foods in general use, fell one cent this week to \$5.84. This is 0.9% below the corresponding level of last year.



CHEVROLET TRAVELING POWER TEAM EXHIBIT COMING. Mechanical features of the 1963 Chevrolet truck line are demonstrated by means of colorful, operating cutaways of actual engines and transmissions in a unique mobile display at Courtesy Chevrolet, Ninth and Bartlett streets.

The exhibit, which will be open tomorrow, Friday, for two day showing, is highlighted by animated displays of Chevrolet's new high performance engines, including the diesel models. Also on view are the power teams for the Corvair 95 series and light, medium- and heavy-duty trucks.

All units in the exhibit are extensively cut away to reveal inner design and operation in detail, according to Russ Heysell. The display trailer itself attracts considerable interest. It was constructed especially for the exhibit with built-in lighting, high-fidelity sound system, and motors to power the animation.

Another showpiece is the colorful Diesel powered tilt-cab tractor which hauls the exhibit. Admission to the exhibit, which is scheduled for appearances throughout the country, is free.

RETAIL SALES JUMP IN JANUARY. Consumers stepped up their spending last month, boosting the nation's retail sales to \$18 billion, as compared with \$16.9 billion in January, 1962. This is a gain of 6.7%. The automotive group headed the list, scoring a 14.7% increase, which was followed by the general merchandise group with a gain of 7.5%. Eating and drinking places classification registered an increase of 6.9%. A sales rise of 3.8% was chalked up by the furniture and appliance classification.



NELSON "NELLIE" J. GALLANT has joined the staff of new car sales representatives for J. R. Whitney Oldsmobile, according to Bob Boyer, general sales manager for this Medford agency.

Gallant is married and has one son. His wife's name is Kay and his son's name is Mike. Until recently, Gallant was affiliated with Pennzell Company in Medford, Grants Pass and Klamath Falls for 12 years as sales representative. During this time he lived in Medford.

J. R. Whitney Olds is located at 415 South Riverside Avenue and is franchised dealer for Oldsmobile and Triumph.

OVERSIZED PACKAGES PROMPT SURVEY. How many times have you lugged home a "large economy size" of some product - only to find you didn't have a shelf on which it would fit?

At such times haven't you found yourself denouncing men . . . men who design kitchens and don't have to work in them . . . men who design bottles, pans, cans and boxes and don't have to worry about where to store them?

Take heart, ladies, your outcries have reached male ears, and something may be done about it.

A major midwestern manufacturer commissioned the Home Makers Guild of America, Toledo, Ohio, to conduct a national survey of kitchen cabinets to learn all about the problem.

Questions were asked about location, number, size and frequency of use of the consultants' cupboards. These housewives were also asked to measure the distance between shelves and the depth of their kitchen cabinets.

Results showed that three out of four housewives consider the cupboard above the work-shop counter as the most important storage area. The next most important cupboard is the one below the work counter.

The ladies said they store their most frequently used foods and related products in these two cabinets . . . if they fit the shelf space!

The key phase of the study was the measurements between shelves which the housewives supplied. These went into a computer, and out came the average cupboard's shelf spacing . . . and a handy-dandy guide to bottle, jar and box limitations.

The average shelf in the cupboard above the counter proved to be 10.5 inches high, and the average shelf in that cupboard used primarily for food products was 10.6 inches high. The shelves in the cupboard below the work counter were ever so slightly higher, with an average height of 10.7 inches.

Because the Home Makers Guild selects its consultants scientifically to represent a cross-section of the American Buying public, the results of its surveys are respectfully studied by manufacturers. This particular one should have quite an impact on food and household product manufacturers.

In the months ahead, you may discover that more of your "large economy" purchases will fit where you want them . . . in your cabinets . . . and not in the broom closet!

AMERICANS ARE IN LOVE WITH AUTOMOBILES

after a period of disenchantment, a Ford Motor Company vice president declared today.

Lee A. Iacocca, Ford Division general manager and Ford vice president, told the National Independent Automobile Dealers Association convention here, "we can reasonably anticipate in the coming five years, record breaking new and used car sales.

"We have already stepped across the threshold of one of the most exciting and productive eras in the history of the automobile industry," Mr. Iacocca said.

The Ford executive said that the automobile industry's progress in reducing maintenance requirements of cars, coupled with the new extended warranties "explain in considerable measure the car boom of 1962 and the strong year we all are experiencing in 1963."

Answering the question, why are people in love with U.S. cars again, Mr. Iacocca cited four reasons. He said "the auto industry is dedicated to cars that are reliable, durable and safe, and those attributes should be the basic appeals of all automobiles." He pointed to the most extensive array of choices in history, lowered service requirements and extended warranties, plus "the simple fact that the kinds of cars the public wanted were ready when the public was ready to buy them."

Mr. Iacocca said that sporty, top of the line models have added a new dimension to automotive retailing in the United States. "One out of seven of our Ford sales is the premium XL model. The Falcon convertible already accounts for one in ten Falcon sales. The luxury Landau model of the Thunderbird is selling one of every five Thunderbirds, compared to one out of eight last year."

Commenting on Ford entering three teams in the Monte Carlo Road Rally in Europe in January, the Ford official described the event, in which two Falcon Sprints came in first and second in their class as "the toughest test of total performance ever decided by man. It was not a race.

"Frankly, our design and engineering approach is based on total performance, and we wanted to test this concept against the toughest European competition." He added that the Monte Carlo Road Rally "became an extension of our own laboratories and test tracks, and we must admit even our sophisticated testing technology in Dearborn could not provide the unbelievable challenge the Falcon Sprints met in the French and Italian Alps in mid-winter."

Mc. Iacocca told the association that the growing youth market and the expanding two-car and three-car families make the automotive industry a growth industry. He reported that "we are now keeping score on three-car families, which already have breached the one million mark."

RETAIL LINAGE ROSE 5.5% during the week ended Saturday, February 9, above that of the corresponding 1962 week, according to Media Records' flash report for five index cities. This compares with a gain of 61% in 1962 above the same week of 1961. The '61 loss below '60 was 16.4%.



Small Worlds Around Us
By Lynn W. Watkins
(Register & Tribune Syndicate, 1962)

Salad-Like Water-Lettuce Is Almost Forgotten Plant

Almost forgotten, in a far niche of the pond or bog, as well as in the comparatively unexplored world of the bog-plants, is the one that looks like a salad. It is the so-called water - lettuce, or shell-plant.

The life history, as well as the habits and characteristics of this common, aquatic plant, have never been worked out. It is nearly as little known today as when the early American Indian leaned from the birch - bark canoe and lifted one of the attractive plants from the then clear-clean water of the lake.

Peculiarly, there are hundreds of thousands of recognized plants on this earth, but hardly a single one has had its history entirely worked out. Those plants that have no economic importance, food value or apparent use have been nearly overlooked. The water lettuce is one of them.

Nearly anywhere, in the warmer parts of America, there will be found probably hundreds of these little, aquatic plants, floating calmly on the water of lakes, ponds or wetlands. Thousands of them have been carried home to be used in home aquariums where they seem to thrive as well as in their native pond.

May Be Large

Although books on botany described this plant, "as a tender, floating perennial of the Arum family," it complicates the text by developing into a plant that may be nearly two feet across and grows under conditions seemingly unsuited for any plant. The average water lettuce, however, is about the size of a salad plate.

Ordinarily it does best in water that maintains a temperature which never falls below 70 degrees or over 80. It is also tolerant of shady locations where trees overhang the water, and thrives in sheltered coves. It is a true aquatic plant, found in many parts of the southeastern states in company with the water hyacinth.

Beneath the rosette of fluted leaves is a mass of hair-like roots that strain nutrients from the water and furnish safe refuge for small fish. Also embedded in the tangle are water insects by the score, all hanging on and riding along as the wind carries the entire assemblage across or around the pond, depending on the direction of the wind.

Leaves Are Neat

But if the underside roots are a jumble of interlocking confusion, the leaves above are always neat and orderly. They are arranged rosette-like around the base, and are delicately fluted along their edges. They are a gray-green color, and look fresh and crisp.

Viewed from above the water the lettuce plant looks like a loose head of lettuce. From the side of the floating plant small runners are always pushing outward; on the end of each a baby plant is forming. When growth is sufficient, the connecting root rots away and the new plant is waterborne, free to drift with every wind that blows.

In water of the proper temperature even these baby plants grow rapidly and extend side shoots outward to become child-mothers before they are a quarter grown themselves. In the overall scheme of nature there must be a very pertinent reason for such persistent development.

Surely there is a design for such things - a purpose and a plan. Even in the realm of simple bog plants, we can see, if we only look, that an omniscient power must have planned it all.

CALIF. ELECTRONICS

Los Angeles - RFE - California's share of the national market for electronic devices expanded from 7 per cent in 1949 to 25 per cent, or \$152 million, in 1962, the Western Electronic Manufacturers association estimates.

Subscribers

To report improper or non-delivery of the Mail Tribune in Medford, phone 772-6141; Ashland call at 416 Bridge st., or phone 482-3002; Yreka, phone Victory 2-2698 before 6:45 p.m. daily and 10:50 a.m. Sunday. If regular delivery arrives shortly after you call please notify office, thus eliminating special messenger service.

Heinz Ketchup
14-oz. Bottle
19c Ea.

MARY ELLEN JAMS
Strawberry and Apricot-Pineapple
20-Oz. Size **39c**

ELECTRIC-SOL
For Electric Dishwashers
3 pkgs. 1.00

Gold-N-Corn Margarine
100% Corn Oil
4 Lb. Pkgs. \$1.00

STRAUSS CHOICE MEATS
By the Pc. 39c Sliced . . . 49c

Big Bologna Fresh-Eastern Pork
Neck Bones . . . lb. **15c**
T-Bones Aged Beef-Well Trimmed . . . lb. **1.09**
Ground Beef 3 lbs. **1.39** Fresh Extra Lean Beef
Pork Sausage 2 lbs. **69c** Morrell's or Armour's Star
Our Fresh Meats Are Not Prepackaged

SILVER DOLLAR STAMPS
Bigger Values Plus Silver Dollar Stamps

STEAK YOUR PANTRY WITH THESE SAVINGS

BORDEN'S STARLAC Instant Milk 20-Qt. Canister **\$1.29** **SAVE 50c**

BRADLEY HOME STYLE PIES
● Apple ● Boysenberry ● Cherry ● Peach
Try them - they're delicious **39c Ea.**

PLEASE DOG FOOD Tall Cans **15 for 1.00**

BETTY CROCKER REFRIGERATED CINNAMON ROLLS
4 Pkgs. \$1.00

HILLS BROS COFFEE 2-lbs. for **97c**

HILLS BROS INSTANT COFFEE 10-oz. Instant **99c**

KLEENEX ASSORTED COLORS Paper Towels
6 Rolls for \$1

ROYAL PUDDING Family Size - Save 53c
6 FOR 649c

CREAM FLAKE SHORTENING
3 lb. Can 49c

Bisquick FAMILY SIZE **59c**
60-oz. . . .

GRAPEFRUIT Calif. White Sunkist **12 FOR 89c**

POTATOES U.S. No. 1 20 Lbs. **69c** Lg., Crisp Heads **LETTUCE** 2 for **19c**

SPINACH Local Grown Pkg. **19c** **BANANAS** 2 Lbs. **25c**

Thrift Market
PAULSEN & GATES
126 East Pine **CENTRAL POINT**

● Whirlpool ● Amana ● Motorola ● Easy ● RCA Victor Color ● Tappan ● Hoover

Prices Effective Thursday thru Saturday
LOTS OF FREE PARKING - LIMIT RIGHTS RESERVED