BUSINESS Memo

Edited by The Mail Tribune Advertising Department

WOMEN INFLUENCE MEN'S WEAR PURCHASES. Wives are the decision-makers when men shop for clothes, reveals a survey by the National Association of Retail Clothiers and Furnishers, reports Printers' Ink. The survey shows that women take a direct part (going along to the store with men, at least) in the buying of 61% of men's suits and overcoats, 67% of sportswear, 70% of neckwear, 30% of hats, 75% of shirts, 81% of pajamas, hose and underwear, 74% of jewelry and accessories, and 21% of shoes. When wife and husband disagree over the cost, color or style of what the man will wear, the wife's opinion generally reigns. The survey also reveals that women tend to spend less for men's clothes than for their own, and to be more conservative about color and style.

John F. Borger

BORGER'S, MEDFORD'S NEWEST APPLIANCE STORE will open this week at 214 West Main street in Medford. The attractive new store, featuring the latest in Hotpoint appliances, will be operated by John F. Borger and his wife, Betty, who recently arrived here from Ogden, Utah.

John Borger, who was active in business in Ogden for the past fifteen years, is a thirty-second degree Mason and a member of the Elks lodge. The Borgers have a son, John F. Borger, Jr., now a designer with the Sierra Construction Company here, and a daughter, Mrs. Joan Jackson, of North Ridge, California.

One of the outstanding features of Medford's newest appliance store will be a complete Hotpoint model kitchen, open to the public Thursday. "Service is our most important product" will be the slogan of Borger's and Mr. and Mrs. Borger have pledged every effort toward making it much more than merely a slogan.

DRUGGISTS URGED TO EXAMINE HOBBY MARKET. Sales of hobby products will amount to $500 million in 1963, a gain of 5.3% over last year, estimates Hobby Industry of America. Drug store sales of such products account for less than 0.5% of total store volume, reports American Druggist. However, manufacturers hold that the market warrants looking into by druggists for these reasons: Half of all sales are accounted for by youngsters under 15, who constitute a major source of traffic for many drug stores today and who will provide the druggist's adult traffic of tomorrow. The nation's awareness of scientific developments is growing steadily, leading to increased interest in hobby products, most of which involve applications of scientific principles. Growing leisure time available to the typical family is expected to lead to increased interest in hobbies. And also the Department of Commerce expects the proportion of children under 14 years old to remain at 31% of the total population until 1965, and to increase to 32% by 1970. This indicates a continued sizable market for hobby goods.

CRATER LAKE MOTORS OF MEDFORD and The Ford Dealers of America last month received a congratulatory letter from the President of the United States for their part in the nationwide "Punt, Pass and Kick" competition.

"The Ford Dealers of America and the National Football League are to be commended for this program that stirred the imagination of boys aged seven through eleven, as evidenced by participation of 431,921 youths in this second year of 'Punt, Pass and Kick' competition;" read the President's letter.

Fred Coleman of Crater Lake Motors added his thanks to Tom MacLeod of KYJC who chairmanned this past fall's event and to the Medford Public School system for their support of this annual program.

A UNIQUE BUSINESS CALLED "OPERATION CIRCUIT RIDER" has been introduced to Southern Oregon by Mrs. Giroud Davidson of Medford.

This newly established business will provide complete bookkeeping service to independent insurance agents from Cottage Grove to Lakeview according to Mrs. Davidson. However, she points out, this is not an agency management service, and we do not prepare income tax returns.

Mrs. Davidson also indicated: "I have twenty-one years of varied experience in insurance and the service I am now offering is the culmination of these years of experience." "This system," she continued, "places equal stress on security of records, accuracy of recording, and rapid processing."

Operation Circuit Rider is believed to be the only service of its kind south of Portland and is located at Number One King, Medford, Oregon.

JOHN H. PLETSCH, executive vice president of Jackson County Federal Savings and Loan Association of Medford, Ore., has been appointed to the 1963 Management Committee of the United States Savings and Loan League.

John H. Pletsch

The appointment was announced today by Frank B. Yeilding of Birmingham, Ala., president of the League, which is the nationwide trade organization of the savings and loan business and represents more than 4,900 savings associations and co-operative banks.

The MANAGEMENT COMMITTEE studies methods which will improve management procedures and association operating routines.

AUTO SALES RISE IN FIRST TWO MONTHS. New U.S. car sales in the first two months of 1963 totaled 1,071,000, up 128,000 cars or 13.5% from 943,000 deliveries last year, reports The Wall Street Journal. The January-February total was only two thousand units behind record 1955. Sales in February totaled 527,071, up 15.4% from a year earlier. New car inventories on March 1 were 1,021,000, or a 46 day supply at February's selling rate. On March 1 last year 1,006,000 cars were in dealers' hands or on the way, but this was a 53-day supply at that time.

FURNITURE SALES HIT RECORD. Americans spent $4.9 billion last year for furniture, says the National Association of Furniture Manufacturers, reports The Wall Street Journal. This is up from $4.4 billion in 1961 and from the previous record $4.8 billion in 1959.

LENTEN LASAGNA. Once you've become acquainted with this de luxe Lenten version of popular lasagna you'll want to serve it all year round – for specially impressive occasions, that is. There is so much come-hitherness in the delicate aroma and flavor in this feast from the sea that even your most discriminating guests will be delighted with its novelty.

It is no more bother to make than the usual lasagna, with convenient tomato sauce to cut down the preparation time and pay tribute to the shellfish. The unexpected shrimp (Blue Plate) and crab meat give flavor excitement.

For a truly memorable Lenten meal, start with antipasto – then Lasagna, breadsticks, green salad, accompanied by glasses of red wine – finish with a bowl of fruit and lots of hot coffee served from a glass carafe!

LENTEN LASAGNA
(Servings – 8)

- 1 (8-ounce) package lasagna
- ¼ cup poly-unsaturated oil
- 3 (4½ ounce) cans shrimp (Blue Plate)
- 1 (7½ ounce) can crabmeat
- 1 (15-ounce) can tomato sauce
- 1 Tablespoon chopped parsley
- ½ teaspoon whole oregano
- ½ teaspoon whole sweet basil
- 8 ounces Mozzarella cheese
- 2 cups (8-ounces) Ricotta or cottage cheese
- ¼ cup grated Romano or Parmesan cheese

Cook lasagna according to package directions. In large skillet, combine oil, shrimp, and crabmeat; saute lightly. Add tomato sauce, parsley, oregano and basil. Simmer 15 minutes.

In 9 x 13-inch pan, layer half the lasagna, sauce, and Mozzarella; repeat with remainder of these ingredients. Top with Ricotta and sprinkle with Romano. Bake at 375°F. for 20 to 30 minutes. Serve hot.

SHOE RETAILERS REPORT ON NIGHT OPENINGS. The majority, 85% of the 800 members on Boot & Shoe Recorder's Retailers' Panel stay open at night. Fifty-seven per cent of the panel limit open evenings to one a week, while two evenings a week are the choice, or necessity, of 31%. Only 8% feel the need for three evenings. Some 43% say Friday is the best working night, with 26% favoring Monday. Generally, Monday night is regarded as second best by retailers who open two nights a week. Another 18% say Thursday, and only 6% are open on Saturday. Three per cent are open on Tuesday and 4% on Wednesday.

They'll Do It Every Time — By Jimmy Hatlo

The Medical Roundup

by Walter C. Alvarez

Emeritus Consultant in Medicine Mayo Clinic
Emeritus Professor of Medicine Mayo Clinic
(Register and Tribune Syndicate, 1963)

The Effecs of Sunlight On the Skin

People ask if it is wise to buy an ultraviolet lamp and to use it every day through the winter so as to maintain the brown tan gotten last summer on a Southern beach. I am sorry to have to say that able skin specialists tell us that exposure to strong light is bad for the skin; it adds greatly to the person's chances of getting a skin cancer. Light ages the skin. Let any elderly woman who doubts this look at herself when she undresses for bed. At the age of 70, the skin of that part of her body that has usually been covered by clothes, and hence protected from light, may be remarkably free from wrinkles and other signs of aging. Then let her look at the skin of her face and neck, which for a lifetime has been exposed to sunlight, and she is likely to see much wrinkling and other signs of age.

Alvarez

I am often distressed when in the office I see a woman—a natural blonde — who ought to have a nice white skin, but hasn't. She has worked hard, summer after summer on a southern beach to get well tanned, and as I look at her skin, I hate to see the signs of premature aging.

Also, I am impressed when I see the red, swollen and deeply fissured back of the neck of a Southern farmer or rancher. Statistics show that he has many more chances of getting cancer of his face and neck than does a farmer in Maine, where the light is less strong.

During my lifetime, I must have had some three dozen beginning cancers burned off of my face and hands – but none off of the skin of the covered parts of my body. My father had the same experience — with many skin cancers on his face, but none on his body.

Hence it is that skin specialists disapprove of the present-day great desire of thousands of men and women to get tanned on a beach, or in a car, driving with the top down and little in the way of clothes to protect the skin of the chest. Anyone who goes South to a beach should know that on the first few days the exposure to the sun should be short. I have seen young people get so badly sunburned on the first day on a beach that afterwards they had a high fever and were very ill. Similarly, the first exposure to ultraviolet rays should be very short.

People think that tanning brings health, but I know of no evidence to prove this. To be sure, people often become healthy while vacationing in the sun, but I think they would have become just as healthy if they had kept their clothes on!

Should We Go Out and Walk 50 Miles?

Recently, many people have been starting out to see if they can walk 50 miles in a day. As an old mountaineer who used to think nothing of walking 25 or even 45 miles a day through the California Sierras, I would say this: I would not advise the average man to get up from his desk and try to walk all day. That would put great strain on his heart, his feet, and his legs; and if he does manage to walk the 50 miles, or perhaps even 25, he is likely to spend a very uncomfortable night with a pounding heart, sore feet, and bad cramps in his legs.

This need not hold true for the man who plays 36 holes of golf every Sunday. He keeps himself in good physical condition. The man who for years has gotten into his car to go three blocks is the one who is in no shape to go right out to see if he can walk many miles. The man who can still play a few sets of tennis or a couple of fast games of handball will have so strong a heart that he can walk 20 miles or more without any distress. Also, his legs and feet will be strong.

There is another danger that a man runs if, without any preparation for the task, h ewalks many miles. A dear friend of mine, a physician in his middle thirties, once started out with me to walk some 20 miles through the rugged mountains of California. After an hour or two, he began to limp because of a flareup of an old arthritis in his knee joints. But he kept going and managed to reach camp by nightfal. But his knees were so "beaten up" that they never worked comfortably again, and as long as I knew him, he had to limp. And so I would say, if you have a tendency to arthritis in your legs, you had better not try a 50-mile walk.

If I, in my seventies, wanted to try a 50-mile walk, I would start with 5 miles the first day; and every few days I would increase the distance by five or ten miles. Then I would not be likely to do myself harm.

Like that famous heart specialist, Dr. Paul Dudley White, I believe in a man's walking rapidly at least 10 or 25 blocks a day. This will tend to keep his heart in good shape, and it may stave off an attack of coronary heart disease.

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Keeping in shape may be important to your heart — but a sudden exertion can in rare cases, be harmful. You'll find much information on this subject in Dr. Alvarez' booklet, "Heart Trouble." Send for it by enclosing 25 cents and a self-addressed stamped envelope with your request to Dr. Walter C. Alvarez, Dept. MMT, Box 957, Des Moines 4, Iowa.

FASHION IN PRISON

London – (UPI) – The government has announced summer plans to clothe all women prisoners in a variety of dresses that will keep in step with fashion trends.

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

Pendleton School Bans Two Books

Pendleton, Ore. – (UPI) –Two books, including a Pulitzer prize winning novel, have been banned from English and Literature classes at Pendleton High school.

Principal G. Don Fossatti said the books were "East of Eden" by John Steinbeck and "Brave New World" by Aldous Huxley. He said they were withdrawn after a protest was made by a spokesman for the Pendleton Evangelical Ministers Association.

The matter came to light when a high school teacher, Don Shawe, questioned the action as being taken by "minority forces of censorship."

The high school administration said the decision was consistent with high school policy, which holds that literature which may offend parents or students and whose use is not clearly justifiable is not to be assigned.

LYLE WILSON HONORED

Washington – (UPI) – Lyle C. Wilson, Washington general manager and vice president of the United Press International, today was to receive the American Legion's meritorious service award for his services to journalism.

Five Persons Appear in Court

Ralph Emmett Glass, 18, route 2, box 633, Central Point, was placed on probation and imposition of sentence was suspended for three years by circuit court recently.

Glass had pleaded guilty to entering the Tom Thumb Service station, 4017 Table Rock rd. on Jan. 3.

William Henry Young, Oregon Orchards, Phoenix, was sentenced to one year in the county jail and had execution of sentence suspended on a charge of non-support. He had pleaded guilty.

Hallet Howard Anderson, 19, of 611 West Tenth st., Medford, was sentenced to two years at the Oregon State Correctional institution after his probation was revoked. He had been on probation for contributing to the delinquency of a minor. He had pleaded guilty to breaking his probation by entering a car and removing a purse.

Mitchell W. Paxton, 22, of 812½ Cedar st., Medford, was placed on probation and imposition of sentence was suspended for three years, for burglary in a dwelling. He had pleaded guilty to entering the home of Robert Van Fleet, 734 Elkader st., Ashland, and taking a number of articles.

Richard Eugene Fray, 46, Vancouver, Wash., was placed on probation and imposition of sentence was suspended for two years for uttering and publishing a false check.

Farm Picketing Bill Introduced in Senate

Salem – (UPI) – A bill to extend and toughen the temporary 1961 law against farm picketing was introduced today in the Senate.

The present law, due to run out in May, prohibits farm picketing except by "regular employees"–persons who have worked at a farm at least three days.

The new bill would require an employee to work at a farm 15 days before he could picket. It also would repeal the expiration date of the law.

GET PAY BOOST

Rome – (UPI) – Italian miners will get a 12 per cent pay boost and other benefits in new contracts covering the next two years, it was reported Sunday.

Bus Trip Costs Less Than Old Stage Fare

Boston – (UPI) – When the nation's first hard-surfaced road opened in 1796 between Philadelphia and Lancaster, Pa., the trip by stage coach took 12 hours and the fare was $3.50.

Today, the American Automobile association reports, buses making several stops complete the trip in 2 hours and 10 minutes, and the fare is $2.30.

Hallmark
ST. PATRICK'S DAY

17 MARCH

Swem's
217 E. Main • Medford

In the open test that tears 'em apart...the Daytona 500
Ford durability conquered the field
1st, 2nd, 3rd, 4th, and 5th

BOX SCORE OF DURABILITY STAMINA AND PERFORMANCE AT DAYTONA, FEB. 24, 1963

NUMBER STARTED	NUMBER FINISHED	POSITIONS
12 '63½ FORDS	8	1, 2, 3, 4, 5, 10, 11, 17, 24
5 '63 CHEVROLETS	2	9, 14
7 '63 PONTIACS	3	7, 8, 13
5 '63 PLYMOUTHS	3	6, 18, 23
2 '63 DODGES	0	
1 '63 CHRYSLER	0	

Daytona is no "private" test arranged by a manufacturer to favor his car's strong points. It is open competition—anyone can enter—and the one thing that is proved by its searing 500 miles is just exactly how well a car hangs together. At Daytona, Florida, on February 24, five brand-new 1963½ Fords showed the world what durability means by sweeping the first five places. And that has never been equaled in Daytona history!

The box score at the left tells the true story...car endurance that takes brutal punishment and comes back for more.

No proving ground can equal this kind of torture. Daytona was a challenge we welcomed, a chance to prove in open competition the essential durability that makes possible the silence, the solid road-grip, the ease of control, the balanced braking . . . and all the other things that go into Ford's concept of *total* performance.

These were the same '63½ Super Torque Fords that made styling history at their preview at Monaco, and which were recently announced at your Ford Dealer's. They're yours now; get behind the wheel and find out for yourself what *total* performance means!

FOR 60 YEARS THE SYMBOL OF DEPENDABLE PRODUCTS — Ford MOTOR COMPANY

IF IT'S FORD-BUILT, IT'S BUILT FOR PERFORMANCE...TOTAL PERFORMANCE

Crater Lake Motors
6th and Fir Medford