

JAYCEES TOP MARK

Tulsa, Okla. — (UPI) — Membership in the U. S. Junior Chamber of Commerce has reached an all time high. Doug Blankenship, national Jaycee president, said Thursday the organization now has 215,145 members.



ENJOY
DINNER
WITH
US!

Sunday
Luncheons

SERVED 12-4 P.M.

- Roast Beef \$1.50
- Roast Turkey With Sage Dressing \$1.50
- Baked Ham With Candied Yams \$1.50
- Fried Chicken \$1.25

Plus All The Salad You Can Eat From The Salad Bar

Delicious Italian & American Dinners Served 4-10 P.M.

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DANCE DREAMLAND BALLROOM

SATURDAY — 9 to 1

Bill Lively's Western Swing Band
Good Danceable Country Western Music

It's "Holiday" Time at the WOODEN SHOE!

Berl Rauk

Bill Blakeley is back with Berl Rauk for the Singingest-Swingingest Entertainment in town



Bill Blakeley

HERE TONIGHT!

The Holidays are handsome, personable, young pianists, doubling on vibes and drums... with plenty of singing, both solo and duo. Come to watch and dance... enjoy our good food (served 'till midnight).

Congratulations

... to Bob Corbin and all the Lippert Theaters personnel on the remodeling and opening of the beautifully finished

CRATERIAN THEATER

We are pleased to have had a part in the interior decorating of this very attractive new show place.

Roper and Roper

Exterior and Interior Decorating

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STAR GAZER**		
By CLAY R. POLLAN		
Your Daily Activity Guide According to the Stars		
To develop message for Saturday, read words corresponding to numbers of your Zodiac birth sign.		
ARIES MAR. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Taurus APR. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Gemini MAY 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Cancer JUN. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Leo JUL. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Virgo AUG. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Libra SEP. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Scorpio OCT. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Sagittarius NOV. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Capricorn DEC. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Aquarius JAN. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If
Pisces FEB. 21-20	1 Romance 2 Fine 3 Wonderful 4 Conditions 5 Courtship 6 Meet 7 Marriage 8 Aspects 9 You'll 10 Affairs 11 Love 12 Sex	61 Other 62 Leap 63 The 64 Sunshine 65 Of 66 Bright 67 Sound 68 Laboring 69 Decisions 70 Fellow 71 Someone's 72 Viewpoint 73 Life 74 Concepts 75 At 76 Work 77 Tidy 78 You 79 Hear 80 The 81 Matter 82 Enjoy 83 Or 84 Speak 85 Youself 86 Now 87 Top 88 Dispute 89 Up 90 Out 91 To 92 If



Your Money's Worth

By SYLVIA PORTER
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NEW RECORDS IN RETAILING

An industry which faces an almost certain record year in 1963 is retailing. Retail sales in 1962 rose about 6.5 per cent to a new peak of \$234 billion, and with consumer spending still heading up, new records appear a cinch for 1963 too. But the industry is plagued by overexpansion, a major cleanup in the discount store area, dwindling profit margins, rising costs. Here from Theodore Schlesinger, president of Allied Stores Corp., the nation's largest department store organization, with 105 store units and a few discount stores as well, is an analysis of the field.

Porter: What's the outlook for retailing this year?
Schlesinger: I would expect sales to be 2 to 3 per cent above last year's record on a strictly comparable basis of the same number of stores, which is the way we calculate increases. If new stores are included, the gain would be closer to last year's 6 1/2 per cent.

Porter: What would the effects of a tax cut be?
Schlesinger: It would depend on its nature. If it's a temporary booster shot, it could provide a big spur to retail sales, but this would be only temporary and I think it would be an unhealthy sales boom.

Porter: What is the biggest problem facing retailers today?

Schlesinger: It's not sales despite the competitive picture and the problem of the discount stores. It's how to make a profit with rising costs. We need a 2 or 3 per cent growth rate just to stay in the same place, because of our creeping cost rates. While this is not a business which can be widely automated, we are putting in more self-service. Also we are on the verge of improving our internal processes materially with the help of computers. Beyond this, we are just trying to develop more efficient operations and efficiency in employees, to whom we pay more and more.

Porter: Are the discount stores' financial troubles significant?

Schlesinger: With the rapid growth in discounting in recent years, many people have come into the business without knowing enough about it. A lot have been running on an undercapitalized basis and it's catching up with them now. But I don't think this means discounting is a failure, and many discounters are successful merchants. It's a question of using sound and efficient merchandising and business practices and basic operating skills against just riding along on a label. We went into the discount store business in 1961, now have four stores, and we know there's no magic in a label.

Consumers are getting fed up with poor discount stores just as they did with poor department stores and poor food stores.

Porter: Are downtown stores still declining versus suburban stores?

Schlesinger: In some cases undoubtedly, for their is less room for large department stores in today's average city. You may find the biggest store, the second biggest store and, in some cases, a third, but the fourth, fifth and sixth stores have generally been absorbed or have folded. This has been going on since World War II and I think the trend will continue. We have found that to have one of the dominant downtown stores plus suburban branches is a very successful combination. In fact, the relationship of a strong downtown store plus suburban outlets might be called the ideal of current department retailing.

Porter: Do you have trouble attracting people to retail careers?

Schlesinger: Yes, and we're working very hard on this problem constantly. Basically it stems from the fact that youngsters want a five day workweek now and they don't like the idea of working Saturdays or even one night a week. But essentially, retailing is a service business and we must stay open when people can shop.

Porter: What about the problem of competition?
Schlesinger: It's a problem, but I don't think it's a desperate one, because we probably need the growth in retail outlets to match the population expansion. There may be some period of digestion, but on the whole I think we're not too far ahead of the needs of the consumer population.

LEGAL NOTICES

NOTICE TO CREDITORS
Notice is hereby given that I have been appointed by the Circuit Court of the State of Oregon for Jackson County, Executor of the Last Will and Testament of Scott W. Watson, deceased, and have qualified. All persons having claims against the estate of said decedent are hereby notified to present them, with proper vouchers, duly verified to me at the offices of Skyrman & Heisel, Attorneys for said Executor, at room 321, Medical Center Building in Medford, Oregon, within six months from the date of this Notice.
Dated and first published March 8, 1963
Julia E. Stoll
Executrix
SKYRMAN & HEISEL
Attorneys for Executrix

LEGAL NOTICES

NOTICE TO CREDITORS
No. P-66-63
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY
IN THE MATTER OF THE ESTATE OF ALBERT EDWARD JACKSON, deceased
NOTICE IS HEREBY GIVEN that the circuit court for the State of Oregon for Jackson County has appointed me administrator of the estate of Albert Edward Jackson, deceased. All persons having claims against said estate are hereby notified to present the same with proper vouchers within six months from this date to the office of Barbara Ashley Phillips, 107 East Main Street, Medford, Oregon. Dated and first published this 8th day of March, 1963.
BARBARA ASHLEY PHILLIPS, Administrator

NOTICE TO CREDITORS
Notice is hereby given that I have been appointed by the Circuit Court of the State of Oregon for Jackson County, Executor of the Last Will and Testament of Cordie Mae McConnell, deceased, and have qualified. All persons having claims against the estate of said decedent are hereby notified to present them, with proper vouchers, duly verified to me at the offices of Skyrman & Heisel, Attorneys for said Executor, at room 321, Medical Center Building in Medford, Oregon, within six months from the date of this Notice.
Dated and first published March 8, 1963.
Manville M. Heisel
Executor
SKYRMAN & HEISEL
Attorneys for Executor

NOTICE OF FINAL HEARING
Notice is hereby given that the undersigned, as Administratrix of the estate of W. J. Fredenburg, deceased, has filed her final account in the Circuit Court of the State of Oregon for Jackson County, at the hour of 10:00 o'clock a.m. of said day and the court room of said court have been appointed as the time and place for the hearing of said account and for the settlement of the estate.
Minnie Tuttle, Administratrix
J. F. Fliegel, Jr., Attorney
Date of First Publication, March 8, 1963.
Date of Last Publication, March 29, 1963.

International Study of Young People Planned

Eugene — An international study of the development of interests and choices in young people in three different cultures is now under way under the auspices of the University of Oregon.

During the course of the study, 15-year-olds in the U.S., the Netherlands, and Nepal will be studied to determine the effect of different cultural backgrounds on occupational and recreational choices, plans, and thinking structures of adolescents.

Births

McCOY — To Mr. and Mrs. Patrick O., 2234 Aloha st., Medford, March 12, 1963, a boy, 8 pounds, at Rogue Valley hospital.

HANSEN — To Mr. and Mrs. James O., 286 Wilson rd., Central Point, March 12, 1963, a girl, 6 1/4 pounds, at Crater Osteopathic hospital.

SANFORD — To Mr. and Mrs. Richard S., 309 Eighth st., Jacksonville, March 14, 1963, a girl, 6 1/4 pounds, at Rogue Valley hospital.

TYRRELL — To Mr. and Mrs. John Arden, 6103 Table Rock rd., Central Point, March 15, 1963, a girl, 8 1/2 pounds, at Rogue Valley hospital.

MARBLE — To Mr. and Mrs. Robert R., 903 West 11th st., Medford, March 15, 1963, a girl, 5 1/4 pounds, at Rogue Valley hospital.

SURVEYS FLOOD DAMAGE
Washington — (UPI) — Edward R. McDermott, director of the Office of Emergency Planning, flies to Kentucky today to survey flood damage there. He will recommend to President Kennedy the extent of federal assistance needed in Kentucky, which with West Virginia was declared a disaster area on March 13.

LEGAL NOTICES

NOTICE TO CREDITORS
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY, PROBATE DEPARTMENT
In the Matter of the Estate of Othilia Joan Grein, deceased.
NOTICE IS HEREBY GIVEN that I have been appointed Executrix of the above estate by an order made thereon on February 27, 1963. All persons having claims against said decedent are hereby notified to present the same, duly verified, and with proper vouchers attached, to me at the office of Roberts, Kelling, Brannan, Mack and Jeffers, Standard Insurance Building, Medford, Oregon, within six months from the date of this notice.
Dated at Medford, Oregon, this 1st day of March, 1963.
Sena MacKenna, Executrix

NOTICE OF SALE OF REAL PROPERTY
Probate No. 11393
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY
In the Matter of the Estate of CALPERNIA E. MALABY, deceased.
Notice is hereby given that the undersigned administrator of the estate of Calpernia E. Malaby, deceased, pursuant to order of sale of the Circuit Court of the State of Oregon for Jackson County, made and entered in the above entitled estate on the 8th day of March, 1963, will offer for sale and sell from after the 8th day of April, 1963, for cash or part cash and part credit, at the office of the District Attorney Court House, Medford, Oregon, the following described real property belonging to said estate, to-wit:
Lot Two (2) in Block (2) of Benson Addition to the City of Medford, Jackson County, Oregon, according to the official plat thereof now of record.
The sale will be subject to the confirmation of the above entitled Court.
THOMAS J. OWENS
Administrator
Office of the District Attorney Court House
Medford, Oregon
Date of First Publication: March 8, 1963
Date of Last Publication: March 29, 1963

Notice of Names of Persons Appearing to Be Owners of Abandoned Property
The following named persons are apparent owners of abandoned property reported to the State Land Board, Salem, Oregon: Mattie Boosey, Jacksonville; Cox and Dennis, Curtis or Elizabeth Fitch, Garland Jones, Beo. H. Merritt or Lela McCully, R. E. McIntyre Agency, Medford; John Galliers, John McMillan, Helen M. Carlson, Civil Defense Aid Auxiliary, Lucas Lopez, George or Alice Marquis, unknown; Bess Wagner, Los Angeles; Frank B. Blake, Camp White; Mr. or Mrs. O. T. Glover, Phoenix; B. Henry Ashland; John D. Collins, C. N. Knotts, Shady Cove.
Information concerning the amount or description of the property and the name and address of the holder may be obtained by any person possessing a legal or equitable interest in the property by writing to the State Land Board, 106 State Capitol, Salem 10, Oregon. If proof of claim is not presented by the owner, to the holder and if the owner's right to receive the property is not established to the holder's satisfaction by May 4, 1963, the abandoned property will be placed in the custody of the State Land Board to which all further claims must be directed.

Study of Young People Planned

In addition to showing the cultural influences, the results may throw light on some of the general psychological processes common to all people, regardless of environment.

Dr. Leona E. Tyler, professor of psychology, who is spending the 1962-63 academic year as a Fulbright lecturer at the University of Amsterdam, is conducting the Netherlands portion of the study. **Receives Small Grant**

Dr. Panna L. Pradhan, a Nepalese student who received his Ph.D. in psychology at the university last year and has now returned home to be on the faculty of Tribhuvan university in Katmandu, is in charge of the project in Nepal. He has received a small grant from the Nepalese government for the purpose.

Dr. Tyler will return to Eugene next summer to join Dr. Norman D. Sundberg, associate professor of psychology, in planning and carrying

out the American phase of the study.

The project will be an extension of, and draw on techniques developed during, a recently completed long-term study by Dr. Tyler of interest development in Eugene school children.

It will also expand upon knowledge gained by Dr. Tyler through a comparison of English and American children conducted during a sabbatical leave in Great Britain in 1951-52.

In addition, Dr. Sundberg has cooperated in a project involving the psychological analysis and comparison of drawings by children in Nepal and the U. S.

The major part of the study will be a comparison of three communities in Nepal, the Netherlands, and the U. S., which are roughly comparable in population, employment patterns, and other sociological factors.

DANCE

This Saturday Night 9 to 1
Rogue River VFW Hall

Music by the

TAZ BAND

"The little band with the big sound"

DANCE

SATURDAY NITE — 9 to 1
GOLD HILL GRANGE HALL

To BOBBY BURTON
and the Rogue Valley Boys

"The BEST IN WESTERN MUSIC!"
Fine Snack Bar • Lots of Easy Parking

ST. PATRICK'S DANCE

SATURDAY, MARCH 16 — 9 to 1
JACKSONVILLE COMMUNITY HALL

MUSIC BY
PAT McNAMARA'S BAND

Proceeds to Child Welfare and other Post projects
Sponsored by Centennial Post No. 100 American Legion

SPAGHETTI DINNER
8 p.m. to Midnight
\$1.00
All You Can Eat

St. Patrick's Day

SAT., Mar. 16
MOOSE HALL

DINNER & DANCE

Serving 6:30 to 8:30 — Dancing at 9, \$2.00 per couple
GOOD LIVE MUSIC! Sponsored by Women of the Moose. — Moose and guests invited

DANCE

EVERY SATURDAY NIGHT 9 'TIL 1
COUNTRY PLAYHOUSE

(8 Miles Up Elk Creek Road)
Margaret Hanson Trio
Pick Woods — Don Gillespie

Guest Star — Mort Thompson

Dancing & Entertainment

7 Days a Week! **Brave BULL**

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MATADOR ROOM OPEN 'TIL 1 P.M.
Dinners From \$1.88

The Brave Bull Buys Only Grade USDA CHOICE BEEF
"If You Can Find Better Beef — We'll Buy It"

• Lenten Specials •

FAMILIES ALWAYS WELCOME

SATURDAY AFTERNOON
FREE DANCE INSTRUCTIONS

From 2 to 4 P.M. — Music by
DOUGLAS TWO

Instructions by Wally Parks
ARTHUR MURRAY STUDIO
Demonstrations by Arthur Murray Instructors

Bring Your
Luncheon Party

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MATADOR ROOM

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SPECIAL ST. PATRICK'S DAY CELEBRATION

Let's Have A Party!

ELKS Esquire Room
Saturday, Mar. 16

9 to 2 — Dancing — Food — Fun
Roy Everson at the Piano

Admission 1 or more 50¢ Admission Tickets