



BUSINESS Memo

Edited by The Mail Tribune Advertising Department



NEW SUNBEAM BREAD LAUNCHED

BY FLUHRER'S HOLSUM—There's excitement a plenty these days down at Fluhrer's Holsum on North Holly Street in Medford. After years of painstaking work and experiment, the bakery announced that it is producing a loaf that experts agree is one of today's best and most inexpensive foods. To celebrate this great achievement, this new loaf has been christened "Sunbeam" and put in a new wrapper carrying the picture of a charming five-year old called "Miss Sunbeam," shown at left. Fluhrer's Holsum Corporation is a member of Quality Bakers of America, one of the country's outstanding bakers' cooperatives. According to Dr. Simon Jackel, head of Q.B.A.'s testing laboratory, the new Sunbeam loaf rates high on every important quality count, including freshness, flavor, texture and looks. "I feel confident," stated Dr. Jackel, "that housewives in Southern Oregon and Northern California will welcome Sunbeam Bread as a valuable addition to today's diet. The new loaf tastes good, cuts waste and gives children and grown-ups the good, substantial nourishment they need". Interviewed at his office at the bakery, Vice-President and General Manager Eugene Ferrell exhibited the new Sunbeam loaf. The wrapper design is handsomely executed in a light blue and white with a floral border and a picture of little "Miss Sunbeam" eating a slice of bread and butter. "Our new little friend," stated Mr. Ferrell, "will be very much in evidence in the weeks to come. And we feel sure that, once folks get to know her, they'll become fast friends and that our new Sunbeam loaf will win a regular place on their tables."

MULTIPLE LISTING OFFICIALS ATTEND MEETING—Chairman, Ken Callison and Secretary, Ann Mendell of local Multiple Listing Service attended a conference of the Northwest Council of Multiple Listing Services held April 5, 1963 at the Doric Motor Hotel, Tacoma, Washington. This is an all day session where officers of the various Multiple Listing Services from all over the Pacific Northwest and British Columbia get together for an exchange of ideas. More than 100 delegates attended representing major cities, and all the principal towns in the Northwest.

Real Estate merchandising in the modern manner was the principal topic of the day. An exchange system in the modern manner was the principal topic of the day. An exchange system is being worked out, where by, local Multiple Listing Service Offices can make exchanges through Multiple Listing Service Offices in other cities.

Most Cities print a picture of each house on the listing which is sent to the member offices. The newer type machines were on display, and demonstrated at the conference. The Medford offices are negotiating for the purchase of the very latest equipment which will print pictures also.

The Medford Multiple Listing Service is made up of 23 progressive offices with 90 salespeople, who cooperate in selling each others listings.

FRANTZ RECEIVED ALLSTATE RECOGNITION—John J. Frantz, of 532 Eastwood Drive, Medford, has been awarded a "Seal of Confidence" certification by Allstate Insurance Companies, Regional Manager Charles E. Colbert has announced.

The certification goes only to company agents who have demonstrated outstanding ability and exceptional judgement in dealing with the public over a long period of time. Colbert said. Awarded on an annual basis, it connotes outstanding service to policyholders and devotion to the principles of good business practices.

Frantz has been an Allstate agent since 1956.

ACME HARDWARE HOLDS "HAPPY HOME VALUES SALE"—Acme Hardware joins with 23,000 local home-owned hardware stores in the nation to participate in the annual Hardware-Housewares Week sales promotion sponsored by the National Retail Hardware Association, Tony Manno announced today.

This nation-wide annual spring sale is announced in this week's issue of Saturday Evening Post with the greatest concentration of advertising and art work on a single sales promotion ever to appear in a national magazine in the history of retailing in the United States. Featured for the Happy Home Values Sale are famous brand name merchandise items selected from the country's leading hardware and housewares manufacturers. On a local and regional level impetus is given the promotion by cooperative effort of independent stores banded together for large quantity buying thus bringing even greater values to the local home scene and supported by local advertising by the individual store.

"One of the outstanding features of this year's Hardware-Housewares Week," Manno said, "is the long and valuable list of prizes our customers have the chance to win. Four Rambler Classic 770 Station Wagons, completely equipped with extras, will be given away. . . these Grand Prizes lead off a list of nearly 1,000 valuable merchandise prizes that will be awarded during the event."

"Folks in the Rogue Valley need only come in and register at our contest counter. . . there are no jingles or gimmicks to write, nothing to buy. . . just sign an entry blank at our store. We invite all our friends and customers to come and register for these prizes," Mr. Manno said. Winners will be announced on June 17.

Hardware-Housewares Week was originated by a committee of hardware retailers including Tony Manno 15 years ago at a meeting in Indianapolis. He said, "It is gratifying to see the small germ of an idea envisioned back in 1948, grow into the biggest single retail promotion in the country today." Manno served as president of the National Retail Hardware Association in 1962 and is presently chairman of the Executive committee of that group.

SEVERSON'S CANDIES of Medford received mention in Doug Baker's "Baker's Dozen" column in the Oregon Journal recently for the glowing description of their own Medford creation, "Pearfection." Here's what the Oregon Journal columnist had to say:

" . . . For sheer hyperbole by ad writers, it's hard to beat the blurb in the Pearfection candies made by Severson's at Medford. "As picturesque as an artist's dream, our City of Medford. . . is nestled within the beautiful, sun-kissed Rogue River Valley. This valley forms the golden gateway to the magnificent, heavenly reflected, blue Crater Lake that lowers over our valley like a huge mound of sugar radiating its delicious sweetness into every God-given golden Pear. It is here that lies the home of 'Pearfection,' in our little kitchen which is every bit as neat and clean as are the delicate pear blossoms when in full bloom, etc." In spite of all those adjectives the candy IS dandy . . .

Major Portions of Kennedy's Program Confront Congress
Washington—UPI—Congress returned today from its Easter recess still confronted with the major portions of President Kennedy's legislative proposals. The major administration request for a tax cut and reform of the revenue laws were to be taken up again today behind the closed doors of the House Ways and Means committee. A bill is expected to be reported by the committee in June and then the Senate Finance committee will start its hearings. The Senate resumes debate on a measure to provide federal grants to build a water resources research center. **School Aid Topic**
The House Tuesday was scheduled to act on the administration's request for long range construction aid for medical and dental schools and funds for loans to their students. The House Education and Labor committee has approved a \$237 million, three-year bill. Wednesday, the House was expected to begin its consideration of the administration's requested extension of authority to pay farmers to hold down surplus corn and other feed grain production. Other congressional news: **Thresher:** The Joint Atomic Energy committee has scheduled a closed door hearing into the sinking of the nuclear attack submarine Thresher with 129 men aboard. A naval



John J. Frantz



Sitting—Albert Hofman-22 yrs., Arthur Golden-25 yrs., Robert Edmundson-28 yrs., Earl Hoover-20 yrs., Clay Conley-27 yrs., Roscoe Doty-27 yrs., Frank Fanger-18 yrs., Everett Gillespie-27 yrs.
Standing—Fred Daugherty-18 yrs., Wallace Montieth-26 yrs., Pharaoh Dyer-19 yrs., Dorr Hoffman-28 yrs., Eael Peyton-23 yrs., Elmer Scalberg-14 yrs., Smith Trent-26 yrs., Boyd Kilne-15 yrs., David Blumenstein-27 yrs., Frank Haselton-18 yrs., Elmer King-19 yrs., Robert Coffman-28 yrs., Frank Vosika-18 yrs., John Porter-15 yrs.
Not present—Roy Kelley-28 yrs., Frank Blew-27 yrs., Ray Trefren-23 yrs., Ernest Smith-22 yrs., Ralph Raymond-22 yrs., Leonard Richman-22 yrs., Carl Carlsen-21 yrs., Walter Kindred-21 yrs., Henry Wilkinson-17 yrs., Grant Wion-16 yrs., and Harry Daily-13 yrs.

MEDCO HONORS LONG TIME EMPLOYEES

It was a jovial group of men who gathered at North's Restaurant on Saturday, April 13th to receive their MEDCO Service Award Pins. The occasion was arranged by Medford Corporation to honor those employees who have retired during the past five years. Of course there are several men who have retired previous to this but so many were moved away, had other plans or were unable to attend because of illness and some could not be located that the five year date was selected. These awards are for service with Medford Corporation and do not include time with the old Owen-Oregon Lumber Co. which preceded organization of the present company. Many of these men had worked for the previous company. Several of the retired employees were unable to attend but will receive their Service Award pins by mail or personal visit by one of the company officers. It was heart-warming to hear the many remarks of these retired men. Several expressed a desire to be back on the job since retirement required too much effort. Recounting of their many and varied experiences during the growth of the company over the past years would fill a good-sized book.

RAMBLER BUYERS STATIONED IN CUBA

Although military personnel at Guantanamo live under Castro's guns, they still haven't given up the American pastime of buying new cars. William M. Way, director of overseas military sales for Rambler, was told by the Navy that he could go to "Giltmo" to set up a Navy Exchange sales program so that servicemen there could buy new Ramblers. So Way and his assistant, Currie Andrews, flew to Guantanamo for a 10-day stay. They helped the Exchange sell more than 100 cars in that period, and also organized a direct sales program for continual use in the Navy stores there. Similar operations now are in operation by American Motors at every major military exchange around the world. Way pointed out that about 6,000 Ramblers will be sold under this overseas program this year, compared with 4,000 last year. He said he has noticed a sales pick-up since Rambler was named the 1963 "Car of the Year" by Motor Trend, the authoritative automobile magazine which annually tests and rates all U. S. cars.

College League Quits Young GOP

Portland—UPI—The Oregon Republican College League changed its constitution Saturday to cut ties with the Young Republican Federation and attached itself to the Oregon Republican Club. The action came at the group's annual convention here. The ORCL worked out a one-year probationary period with the ORC before a permanent affiliation will be made. The convention turned down by a narrow margin approval of the liberty amendment, which would eliminate

Court Records

MEDFORD MUNICIPAL COURT
Jack Robert Heneau, disobeyed traffic signal, \$10.
Janice Harper, violation of basic rule, \$20.
Alan John McBeth, failure to yield the right of way, \$15.
Kenneth Albert Boles, violation of basic rule, \$25.
Raymond Gene Hilton, violation of basic rule, \$10.
David Ross Ryden, expired operator's license, \$1.
David Morris Gibson, improper lane usage, \$5.
Gary Lane Findley, violation of basic rule, \$10.
Edgar Floyd Paup, violation of basic rule, \$10.
Ronald Richard Croston, no vehicle registration, \$3 suspended.
Ross Jason Turman Jr., violation of basic rule, \$5.
Dwight Carl Sall, violation of basic rule, \$15.
Duane Paul Rifenbark, violation of basic rule, \$10.
August Carmine Marmo, disobeyed stop sign, \$10.
Robert Niles Harty, violation of basic rule, \$25.
Stephen Lee Clark, excessive noise, \$10.
David Ross Ryden, violation of basic rule, \$10.
Richard D. Zimmerman, no operator's license in possession, \$5.
Paul Elmer Beals, violation of basic rule, \$25.
Bruce Milton LeVerette, disobeyed traffic signal, \$10.
Lillian Janet Cook, violation of basic rule, \$10.
Charles Wendell Hunkspiller, disobeyed stop sign, \$10.
Beverly Ann Kennedy, violation of basic rule, \$25.
DISTRICT COURT
James Donald Otto, no horn, \$10.
Cleates Dalton Lemley, over-weight load, \$15.
Edward Dale Hawkins, violation of basic rule, \$10.
Myra D. Jones, no flag on extended load, \$10.
Robert D. Jones, disobeyed stop sign, \$15.
Juanita June Ross, violation of basic rule, \$25.
Charles Edward Brooks, no vehicle license, \$5.
Ivan Lawrence Worman, failure to signal, \$15.
Byron Kester Herndon, violation of basic rule, \$10.
James Virgil Gollightly, no operator's license, \$15.
James Melvin Davis, excessive noise, \$5.
Scott Robert Kozel, violation of basic rule, \$10.
Shirley Oneil Robertson, no vehicle license, \$5.
Ernie Sanders, Turner, Ore., operating with suspended license, \$75.
Ernest Harold Himmelman, no tail light, \$10.
Stanley H. Sitch Jr., violation of basic rule, \$15.
John Robert Clark, illegal possession of liquor, \$25.
Stanley Valentine Snyder Jr., illegal possession of liquor, \$25.
Richard Donald Jones, violation of basic rule, \$25.
Jary Andrew Baker, violation of basic rule, \$25.
Irvine Seabury Thomas, failure to stop, \$15.
Leroy Everson, improper passing, \$10.
Gary Humphrey Skages, violation of basic rule, \$25.
Arnold Carl Thompson, no vehicle license, \$5.
CIRCUIT COURT
Vivian Louise Ketter vs. Tim Monroe Ketter, divorce decree.
Eddie M. Lamproe vs. Melba Lamproe, divorce complaint.
William Oscar Herring vs. Rosalie Barbara Herring, divorce complaint.
Dorothy Lammpan vs. Theodore G. Lammpan, divorce complaint.
Hubert William Barker vs. Lydia Mae Barker, divorce complaint.
Elizabeth L. Zimmerman vs. Basil F. Zimmerman, divorce decree.
Joan A. Ellis vs. Carl E. Ellis, divorce decree.
MARRIAGE LICENSE APPLICATION
William Lawrence Aker, San Jose, Calif. and Gloria M. Neilson, 2130 East Jackson st., Medford.
Wallace Benjamin Scott, 3399 Helmsport lane, Grants Pass, and Leona Mary Knappe, Grants Pass.

The Medical Roundup

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

New Measles Vaccine
In March, thousands of doses of the new live-virus measles vaccine was being shipped to distributors. "Live-virus" means that the virus is alive, but of the type that produces a very mild, harmless infection. At last, frail children need no longer run the risk of having a severe attack of a disease that CAN be mild, but sometimes can be very severe - occasionally, even severe enough to cause death. This achievement comes as the result of years of research, with costs running around \$3 million. It is recommended that the live-virus be given together with some gamma globulin (made from blood). This keeps the child from getting a mild fever and mild rash. People who should not take

the vaccine are women in the early weeks of pregnancy, persons with leukemia and cancer, persons taking cortisone-like drugs and getting x-ray treatments and patients with a high fever. Usually, it is not good to give any vaccine to a child who has an active skin disease. Acute Osteomyelitis
Osteomyelitis, which is generally a disease of children, means an inflammation in a bone. Often the germ that causes the trouble must have come by way of the blood. In the old days, before the discovery of antibiotics, the disease was a bad one, and often a long-lasting one, or one that kept flaring up at intervals, for years. Every so often, a surgeon would have to cut in to remove pus and dead bone. Today, with strong antibiotics to help us, we doctors can often clear up the infection in a matter of weeks. If pus forms, it should be drained surgically, and if bits of

bone die, they must also be removed surgically. In the old days, many children died of the disease, but today very few deaths result. If you would like a copy of Dr. Alvarez' booklet, "Head Noises and Dizziness," send 25 cents and a stamped, self-addressed envelope with your request to Dr. Walter C. Alvarez, Dept. MMT, Box 957, Des Moines 4, Iowa.

\$\$\$ The United States National Bank of Portland • Member Federal Deposit Insurance Corporation \$\$\$

Portlander Drowns In Deschutes River
Warm Springs—UPI—Samuel Dean, 62, Portland, drowned in the Deschutes river near here Saturday while fishing on the opening day of the Oregon trout season. He fell into the chilly water from the river's bank. His body was recovered. A board of inquiry is still considering the tragedy which was the worst peace time naval disaster in U. S. history. **Steel Prices:** Sen. Jacob K. Javits (R-N.Y.) said he hoped a scheduled congressional investigation of the steel price increases would not be conducted in a "punitive way." The Republican liberal said there was a danger that the administration might act in a punitive way by using the House-Senate economics committee's hearings into the prices, profits and costs in the industry instead of "seeing that it is a factual, dispassionate inquiry . . ."

PUBLIC ANNOUNCEMENT

A new Agreement has been consummated between the **ROGUE VALLEY MASTER PLUMBERS ASSOCIATION**, and **Local Union No. 418**, which constitutes a 50c per hour increase over the next two years.

This agreement is considered an equitable one, when compared with those agreements Consummated in other areas.

For quality, responsible plumbing and heating, we urge you to contact the members of the **Rogue Valley Plumbing Contractors Association**.

Employers of Skilled Union Mechanics

MEDFORD	
AAA Plumbing Company—1992 Table Rock Rd.	772-9992
Bowers Plumbing & Heating Company—1312 Beatty St.	773-4953
Don's Plumbing Company—1902 Crater Lake Hiway	772-8587
Hawk Plumbing Company—Rt. 4, Box 436	535-1250
McLaughlin Plumbing & Heating Co.—2950 N. Pacific Hwy.	773-6675
Modern Plumbing & Sheet Metal Co.—613 E. Jackson	773-5268
Patterson Plumbing Co.—827 W. Jackson	773-2768
Stuart Mechanical—1015 N. Central	773-4501
Valley Plumbing Company—865 Stewart Ave.	773-3102
ASHLAND	
Curry's Plumbing & Heating—350 Tolman Creek Road	482-0472
GRANTS PASS	
B. A. Duke Plumbing & Heating Co.—130 N.E. "F" St.	476-5445
Reedy Plumbing & Heating Co.—512 Short St.	476-6398
Royal Plumbing & Heating—1415 N.W. Lawnridge	476-6819
Quality Plumbing Company—956 Rogue River Hiway	476-5675

WE SELL INSTALL SERVICE GUARANTEE
AN UNDIVIDED RESPONSIBILITY.
NATIONAL ASSOCIATION OF PLUMBING CONTRACTORS