



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME ROSE SLIGHTLY during the 7-day period ended Wednesday, May 1, above 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: 0 to plus 4%. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: New England minus 6 to plus 2; West North Central minus 5 to plus 1; East North Central minus 3 to plus 1; Mountain minus 2 to plus 2; middle Atlantic and East South Central plus 1 to plus 5; South Atlantic plus 2 to plus 6; West South Central plus 3 to plus 7; Pacific plus 4 to plus 8. Table below shows how well specific lines were moving during the preceding 7-day period compared with same 1962 week.

WARD'S ESTABLISH BENEFIT, PROFIT-SHARING PLAN. A new and extensive benefit program, which includes a profit-sharing plan, was outlined to the employees of Montgomery Ward's store yesterday by Mr. M. B. Haggerty, Training Manager, of the company's western region.

Highlights of the program, according to Joe Materie, manager of the Medford Montgomery Ward store, include:

* A profit sharing plan in which Montgomery Ward contributes up to 50 cents and not less than 25 cents for every dollar invested by an employee.

* A comprehensive health care plan which will pay 80 percent of most hospital and surgical expenses.

* A 50 percent reduction in employee contributions to the company's retirement plan with no changes in benefits. Montgomery Ward makes up the difference.

* A liberalized vacation policy which gives new employees one day vacation for each month worked in their first calendar year (up to 2 weeks), two weeks vacation after one year service, and three weeks vacation after ten years service, and four weeks vacation after twenty-five years.

* A straight salary plan for most selling employees, which assures an employee a regular income based on last year's total earnings, including commissions.

Store Manager, J. J. Materie, said the new benefit program is another step in Montgomery Ward's expansion and modernization program nationally, and is to be effective June 1, 1963.

Mr. Haggerty also detailed Montgomery Ward's expansion plans for the western region to employees assembled for the benefit program presentation. He said, "Montgomery Ward has opened 14 new, modern stores since 1959 and plans are nearing completion for 37 to 40 full line department stores within the next five years as part of the company-wide program. In addition, the company has opened 23 catalog stores in the western region during the last three years, and plans to open 20 in 1963." He also added that an additional 16 regional stores will be completely modernized within the next two years.



WEST COAST ANNOUNCES LOWEST AIR FARES FROM MEDFORD. Don E. Kocina, customer service manager for West Coast Airlines at Medford, announced that effective with the April 28 schedule change, West Coast will offer round trip excursion fares to Portland and San Francisco that will be the very lowest fares ever offered from Medford by any airline. Also effective on the 28th will be West Coast's half fare family plan which will allow the head of the family to take the other members at a fifty percent reduction on any flight any day of the week. "West Coast will continue to provide the fastest flights to and from Portland and the most convenient schedules to California and return," Kocina said.

Sleek F-27 Prop-jets will connect with the popular jet flights for eastern cities. Detailed information concerning West Coast's new low fares and schedules may be obtained by calling West Coast Airlines or Rogue Travel Service.

AUTO SALES DRIVE TO HIGHER PEAKS. Although new cars are currently selling at a record-smashing annual rate of 7.8 million units, automotive experts are not predicting that sales will continue at this fast a pace. However, Business Week magazine reports that the "7-million-car year may be the average for the industry from now on." Last year was the first since 1955 that auto sales topped 7 million and Detroit economists cite several factors that will keep sales at this level: (1) a growing population and the move to the suburbs have more than doubled the number of cars on the road in the past 15 years - almost 61 million cars were in use last year; (2) both the number of households and the percentage that own cars are growing rapidly; (3) the number of multi-car families have jumped in the past five years from 6.5 million to 8 million; (4) five to six million teenagers will reach driving age within the next 15 months and will help to boost the used car market. "It is the youth market that most attracts auto salesmen," says B.W. "And this is why General Motors' Vice-President K. E. Staley last week predicted 8.5 million auto sales a year by 1970."

VIRTUES OF SONG EXTOLLED BY LIMELIGHTER . . . "If everyone would spend just 20 minutes a day singing, we'd have a much happier world," maintains Lou Gottlieb, spokesman for the Limelights, the popular recording trio which will be at Hedrick Jr. High Auditorium on Tuesday, May 21 at 8:30 p.m. "Singing puts you in a very good mood," Gottlieb said. "It doesn't matter how well you can sing or how you sound. You're just bound to feel better after you've belted out a few choruses." Gottlieb could well point to the success of the Limelights in support of his theory. It is clearly evident at any Limelights performance that Gottlieb, and Alex Hassilev and Glenn Yarbrough, the other two members of the trio, enjoy singing very much. "I suppose that's a basic truth about our group," Gottlieb said. "We love to sing. Singers have one great advantage over other entertainers. The act of singing is very pleasant and this feeling is transmitted to the audience." However, the Limelights are more than just a singing group. They are entertainers who also make people laugh. "We simply want our audiences to enjoy themselves," Gottlieb said. "And one of the best ways to do this is for us to have a good time while we're on stage."

He continued, "When you get a tingling down your spine, the audience has it too. That's when you're really successful." Using a format of unbacked material in fresh, modern arrangements and a sophisticated type of humor, the Limelights seem to have found the correct formula for such success. It is nearly impossible for an audience to remain unmoved at a performance by the Limelights. Nearly always they begin the rhythmic clapping in unison during such numbers as "There's a Meefin' Here Tonight" or the "Hammer Song." "That's what I mean when I say singing puts you in a good mood," Gottlieb said. "You can't remain mad at the world when you're enjoying yourself that way."

POST OFFICE CONTRACT GOES TO STUDEBAKER. A government contract for more than \$8 million worth of post office vehicles was announced recently by Sherwood H. Egbert, president of Studebaker Corporation. He read a telegram disclosing the contract award for 3,391 postal delivery trucks. The wire was from Congressman John Brademas, South Bend representative. It arrived and was read in the midst of the annual shareholders meeting before an audience of more than 300 persons. The contract involves a potential increase of 23 per cent, which would push the total number of trucks to 4,239 units. The General Services Administration has a 90-day period in which to exercise this option. Later, Egbert said that the chassis and drive train components will be put together at the South Bend Studebaker plant and shipped to the body builder, which is Met-Pro, Inc. of Lansdale, Pa., near Philadelphia. The trucks, Egbert said, represent a new vehicle for Studebaker. Their design is a combined effort by Studebaker, the Post Office Department and others. The truck uses unitized body frame construction and is of the sit-stand design. It is a half-ton panel truck, and will be used for general mail and parcel post service by the Post Office Department. The contract calls for completion of a pilot model truck within 60 days. This pilot will be tested and after acceptance, the building rate will quickly go to 20 units per day until contract completion. Total amount of the initial contract involves \$6,386,066.

HOME GARDENERS SPARKING SALES OF MOWERS, PESTICIDES. Sales of power mowers, which began easing off after hitting 4.2 million units in 1959, are continuing a recovery started last year, reports The Wall Street Journal. The Outdoor Power Equipment Institute, a manufacturers' trade group, predicts that a record 4.3 million power mowers will be sold at retail in the year ending August 31-up from 4 million sold during the precious 12 months. Pesticides used to control insects and weeds are also selling well, both retailers and manufacturers report, despite controversy over their side effects. The controversy has been triggered mainly by "the writings of biologist Rachel Carson who contends that careless users of such chemicals are endangering human health and beneficial wildlife." The growth of garden supply sales has been spurred by the increase in leisure time, rising incomes and the movement of city dwellers to the suburbs. For many home owners gardening is an enjoyable and satisfying hobby. Others, however, seem to feel compelled to work and spend on their yards.

SUMMER SUIT NOW TYPICAL WARDROBE ITEM. The summer suit has grown up to the point where it does duty all year round, reports The New York Times. Not too long ago summer suits-seersuckers-were composed entirely of cotton. After a day's wear, these suits looked like "ruffled pajamas." Today, summer suits come not only in seersucker but a variety of blends: Dacron combined with cotton, linen and rayon; Kodol mixed with worsted; and Lanella, a blend of wool and cotton. All of these are extremely easy to wash and wear; and can be put through an automatic washing machine. Far from looking rumpled at the end of a day's wear, these new suits retain a crisp look and have become an important part of the typical office worker's wardrobe.

VERSATILE "DYEMASTER" MACHINE USED BY BEEHIVE CLEANERS . . . The very latest in cleaning equipment, the "Dyemaster" machine, is shown in operation by Buzz Dibble, operator of Beehive Carpet Cleaners of Medford. The "Dyemaster" machine is the work of over three years experimentation by the Thompson-Wisdom Corp. of Portland, Ore. The machine can steam clean rugs and furniture, steam clean velvets and velours, apply instant color on any fabric and uses any color to match materials.

At present there are two of these machines in Oregon. A second machine is being used in Eugene. The Beehive Carpet Cleaner franchise area includes Medford and surrounding territory from Roseburg, south to San Francisco and East to Lakeview. The "Dyemaster" machine is steam operated and is portable. The public is invited to inspect this machine at the Beehive Cleaners location, 220 East 4th Street.

VOLKSWAGEN SETS SALES RECORD . . . Record-breaking sales of Volkswagens during the first three months of the year were reported today by Carl H. Hahn, general manager of Volkswagen of America, at the opening of the International Automobile Show in New York's Coliseum.

Hahn said independent VW dealers sold 63,551 new VWs during January, February and March, 18 per cent ahead of sales during the same three months last year. He pointed out: "This record-breaking sales pace was achieved despite the longshoremen's strike which cut into shipments of new cars during December and January, resulting in stock shortages during February and early March in some parts of the country." Hahn predicted the VW sales in the U. S. this year will exceed a quarter of a million vehicles for a new record and an increase of about 12 per cent above 1962 results. VW sales in the U. S. have increased each year since 1949 when the first two Volkswagens were sold here. There now are more than a million VWs in operation in the country. Morse Motors, 6th and Ivy, is Volkswagen Dealer for this area.



SIGN PROCLAMATION—National "Be Kind to Animals" week, which is being observed this week, was proclaimed recently by Medford Mayor James Dunlevy, who is shown above with A. K. (Woody) Morse, president of the Southern Oregon Humane Society. Morse has served with the Society for eight years, and Dunlevy has served as a Society board member. Dunlevy asked area residents "to give extra thought to your pets."

Education Board Seeks Bond Vote

Salem—UP—The State Board of Higher Education voted Monday to ask the legislature for authority to put a bonding proposal before the people in next May's primary election. The money would be used to finance new construction at state-operated colleges and universities to keep up with growing enrollment.

H. A. Bork, comptroller, said approval of voters of sale of millions of dollars in bonds would solve the problem of getting new buildings for schools for possibly up to 10 years.

If approved by the legislature, the voters will be asked to pass a constitutional amendment giving the board authority to finance new construction through revenue-generating obligation bonds—bonds that are an obligation of the taxpayer if student fees are not sufficient to retire them.

This type of bonding for \$45 million was approved by the people in a constitutional amendment in 1960.

The board asked the legislature for authority to sell revenue bonds for financing in the interim until the election. They would be repaid with tuition.

Status of Congressional Bills

Washington—UP—Status of major legislation: **Income Taxes**—President asking rate reductions and some income-boosting revisions to give a net cut of \$1.3 billion in individual and corporate rates over three years. House—hearings completed. Ways and Means committee considering at closed door sessions. Senate—awaiting House action.

Mass Transit—Kennedy proposed \$500 million in subsidies to improve city rail, bus and subway services. House—Banking committee approved bill, awaiting Rules committee clearance. Senate—approved \$375 million program.

Education—Kennedy requested \$5.3 billion across-the-board school aid program. House—Education committee hearings under way. Senate—hearings in progress.

Health Insurance—President wants hospitalization program for persons 65 and older financed through social security. House—Ways and Means committee hearings expected this summer. Senate—awaiting House action.

Foreign Aid—Administration is asking \$4.5 billion. House—Foreign Affairs committee hearings under way. Senate—nothing scheduled yet.

Medical Schools—Administration asked long range construction aid for medical-dental schools, loans to students. House—passed three-year program that would cost \$236 million. Senate—hearings expected soon.

Military Pay—Administration proposed \$1,238,726,000 annual pay and benefit increases for nation's 2,700,000 servicemen, 900,000 reservists and 411,000 retired military men. House—bill approved by Armed Services committee would cost \$47 million less, deny increases for those men (832,000 draftees and enlistees) who are serving their first two years. Bill due for

Senate vote Wednesday. Senate—nothing scheduled. **Youth Employment**—Kennedy asking new \$100 million Youth Conservation Corps for outdoor work in forests and parks; Home Town Youth Corps of local civic projects. House—education committee has approved, awaiting Rules committee clearance. Senate—passed.

Domestic Peace Corps—President asking for new organization of 1,000 to 5,000 skilled volunteers to carry out work in this country similar to Peace Corps projects abroad. \$5 million first year cost. House—hearings scheduled May 14. Senate—nothing scheduled.

Mental Health—Administration wants five-year, \$717 million program for community mental health centers; research and treatment on mental retardation. House—Commerce committee hearings completed. Senate—Labor and Public Welfare subcommittee hearings completed.

Civil Rights—President asking speedup in voting suits, more protection of Negro voting rights, extension of civil rights commission. House—Judiciary committee hearings start Wednesday. Senate—nothing scheduled.

Cotton—Administration asking relaxation of planting restrictions and new subsidies to provide cheaper cotton for U.S. textile mills which now pay more for American fiber than for foreign users. House—hearings completed. Agriculture committee awaiting agreement by administration and industry. Senate—Nothing scheduled.

Feed Grains—Kennedy wants to continue the program of paying farmers to hold down surplus corn and other feed grain production. House—passed two-year extension. Senate—Agriculture committee hearings in progress. Action may come by Friday.

Silver—To combat shortage of silver for coins administration asked authority to replace existing silver-backed \$1 bills with gold-backed \$1 bills. House—passed. Senate—hearings completed.

Draft—Kennedy asked four-year extension of selective service and doctor draft. House and Senate approved; bill signed into law.

Wilderness—To establish a national program to preserve public lands in their natural state. Senate—passed, with provision for 8 million acres immediately and possibly up to 35 million acres eventually. House—No committee hearings set.

National Debt—Administration-backed legislation would boost legal limit on the debt to \$307 billion through June 30 and to \$309 billion during July and August. The temporary limit now is \$305 billion. House—committee approved, floor action slated Thursday. Senate—awaiting House action.

LEGAL NOTICES

NATIONAL FOREST TIMBER FOR SALE—FIN CUT Oral auction bids will be received by the Forest Supervisor, or his authorized representative at the office of the Forest Supervisor, Post Office Building, Medford, Oregon, beginning at 2:00 P.M., June 7, 1963, for the following timber marked or designated for cutting on an area embracing 171 acres, more or less, within tracts 23, 26, and 35, T. 48 N., R. 11 W., S. 31, Diablo Meridian, Clatsop County, unreserved, in the Rogue River National Forest, California. The estimated volume is: 2,940 M board feet of Douglas-fir; 229 M board feet of ponderosa pine; 1,070 M board feet of white pine; 2,470 M board feet of white oak acceptable species. The minimum bid is \$7.35; sugar pine \$7.20; white fir and other species \$4.70. This includes the following rates: M board feet for stumpage including disposal fee plus an additional \$3.00 base rate plus an additional \$3.15 for ponderosa pine; \$3.00 base rate plus an additional \$2.80 for sugar pine; \$2.00 base rate plus an additional \$1.30 for white fir and other species; and \$1.40 for slash disposal for all species. The stumpage rates payable for each species will be increased by the amortization rate in effect for that species when the unamortized estimated cost of the main haul roads has been amortized by timber sales. The unamortized estimated cost is \$94.87 per acre for Douglas-fir; \$74.87 per acre for ponderosa pine; \$21.35 per acre for white pine; \$19.06 per M board feet; and white fir and other species, \$8.76 per M board feet. Amortization of estimated main haul road costs is computed on 80 percent of the estimated timber volume. In addition there is within the sale area an estimated volume of Douglas-fir logs and pester blocks unmarketable because of defect which will be sold at a price of \$0.30 per M board feet, gross scale. The price bid for stumpage shall be considered a maximum bid, subject to quarterly calendar adjustment plus or minus 0.5 percent of the difference between the average of the monthly Douglas-fir stumpage rates as published by the Forest Service or the Western Lumber Association. Lumber prices listed for three previous months, and the following base prices: Douglas-fir \$7.35 (B); ponderosa pine \$7.20; sugar pine \$6.80; white fir and other species \$4.70. Such adjustments in the price for stumpage shall be applicable to timber scaled during the quarter for which the adjustment is computed. In no event, however, shall the payment rates for each quarter be less than the base rates as stated above. When the difference between the total dollar value of the timber cut at adjusted rates and at base rates will be recorded for each species. The stumpage rate for any species will not be increased above the base rate until the subsequent adjusted rates above the base rate for all species develop an accumulated total dollar value in excess of the total recorded accumulated difference for all species. Sealed bids will be publicly opened and posted, at the office of the Forest Supervisor, at 2:00 P.M. on June 11, 1963. All those who submit a satisfactory sealed bid will be permitted immediately to continue auction bidding. A money order, bank draft, cashier's or certified check in the sum of \$2,400.00 must accompany each bid, to be applied to the purchase price, refunded, or retained for application to any claim for damages, according to the conditions of sale. If requested by the purchaser, contract terms will permit felling of timber in advance of payment up to the value of the performance bond. If an oral bid is declared to be high at the closing of the auction, the bidder must immediately confirm the oral bid by submitting it in writing to the Forest Service and all bids is reserved. Forest Service bid forms for use in submitting sealed bids, and full information concerning the timber, the conditions of sale and the submission of bids should be obtained from the District Ranger, Stan Ranger Station, Jacksonville, Oregon, or the Forest Supervisor, Medford, Oregon, before bids are submitted.

Castro Visiting War-Famed City

Volgograd, U.S.S.R.—UP—Cuban Premier Fidel Castro toured this war-famed city formerly named Stalingrad today on the first stage of a provincial tour that will take him from the Ukraine to Siberia.

Castro is expected to visit Leningrad in the north, the Ukrainian capital of Kiev, the central Asian city of Tashkent and several Siberian cities before he returns to Moscow May 23.

The bearded Cuban spent the week end talking politics with Premier Nikita Khrushchev at a hunting lodge outside Moscow. Details were not revealed, but the topics discussed presumably included the question of increased Soviet military and economic aid to the Castro regime.

Khrushchev did not go to the airport in Moscow to see Castro off for Volgograd, but Foreign Minister Andrei Gromyko, Defense Minister Rodion Malinovsky and Mikhail Suslov of the Presidium (poliburo) were on hand.

They'll Do It Every Time By Jimmy Hatlo



Suva Next Stop for Flying Housewife

Suva, Fiji—UP—Mrs. Betty Miller, 36, a Santa Monica, Calif., housewife, plans to take off early Wednesday on a 1,250-mile solo flight to Suva from tiny Canton Island in the South Pacific.

It will be the third leg on the transpacific flight on which the freckle-faced pilot hopes to become the first woman to fly alone from California to Australia.

Mrs. Miller indicated she plans a 12-hour rest stop at Suva before starting the final flight to Brisbane, Australia, arriving sometime Thursday.

She arrived Monday at Canton Island, a 3.5-square-mile atoll in the Phoenix Islands, following a 2,000-mile flight from Honolulu starting Sunday.

Mrs. Miller left Oakland, Calif., April 30. She is ferrying a \$50,000 twin-engine airplane to a new owner in Australia.

Classified Rates

Minimum Size: Two Lines

1 day per word	8c
2 days per word	15c
3 days per word	19c
5 days per word	25c
6 days per word	30c

By Line Per Month \$3.00
Box Number Service Charge \$50 (Minimum Cash Ad 80c)

Business Directory

Each line per month	\$2.50
Minimum per month	\$4.75

Dead Line on Classified Ads: 5:00 p.m. for following day, except 10 a.m. for Monday; for Sunday noon Saturday; for Dead Line on Display Classified Ads—10:00 a.m. Saturday for Sunday and Monday; 3 p.m. the day before publication for Tues. through Fri.

APPROVED CREDIT CHARGE BILLING BY THE LINE

Minimum Charge	\$1.20
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1—LODGE NOTICES

Stated Communication: Warren Lodge No. 10 AF & AM, Jacksonville, Wed. May 8, 1963, 8 p.m. Visit for a week. Refreshments.

Don Shores, W. M.

Central Point Lodge No. 135 will be dark May 8. The M.M. degree scheduled for May 9 has been transferred to Kerby when Belt Lodge No. 18 will confer the M.M. degree, May 18.

Paul W. Hopkins, W.M.

Medford Lodge No. 83, C. F. meets Tuesday, May 7 at 7:30. Visitors welcome. Refreshments. E. B. McNew N. G.

2—SPECIAL CLUB EVENTS

WORLD WAR I RUMMAGE SALE: Fri., May 10, to 5 P.M. Bldg. For pick up call 773-9746.

ELK LODGE Auxiliary rummage sale, Fri. Bldg. May 10, from 8 to 5.

3—PERSONAL

FRANK & CARL at BIG BEER SHOP are back in business. 1934 Table Rock Rd.

MARtha—Don't Buy Yet! Phoenix Clothing Store is having a Rummage Sale at the Pehl Bldg., Thurs., May 9, Bargains Galore. Refreshments. La.

CREDIT EQUITY, INC.

is a debt consolidation agency licensed & bonded by the State of Oregon with the purpose of planned debt reduction.

201 Medical Center Bldg. 23 N. CENTRAL, 773-7103

TIME TO SHOP AT EASTSIDE MARKET

THURS. 8:00 A.M. to 5:00 P.M. 605 E. MAIN ST.

VACANCY McCue Rest Home, Central Oregon, serving meals at tables. Phone & TV in room. If desired, RN nurses on call. Reasonable rates. 664-1208.

'GINGER'

OWNER OF BEAUTY SALON at 890 Stewart Ave. Special personal styling, hair, manicure, pedicure. Welcome ladies with thinning hair or problem hair. CLOSING APPOINTMENTS Closed Mondays 773-3139

AUTO INSURANCE PROBLEMS? If you are driving a car or are insured against financial responsibility filing etc. is making it difficult to obtain coverage. Proper insurance, see us. Convenient monthly payment. Don't let your insurance lapse. Contact A. A. Sun, 8 p.m. Thurs. 8:00-5:00. 773-6448. AIA Group every Tuesday. Medford, 773-6538. Open Mon. 8:00-11:00 p.m.

ANYONE having a drinking water problem? Contact A. A. Sun, 8 p.m. Thurs. 8:00-5:00. 773-1251

DENTURES repaired and relined while you wait. Day or eve. 773-6026. 25 Levee Lane.

JACKSONVILLE DENTAL LAB. Dentures repaired while you wait. 892-1111. 809-1111.

MELLE NORMAN Cosmetic Studio, 214 Fluhrer Bldg. 773-9511

SPOT CASH for old coins. 773-2850. Evens. 773-4782.

LEGAL NOTICES

NOTICE OF FINAL HEARING In the Circuit Court of the State of Oregon for the County of Jackson

In the Matter of the Estate of Willie Brown, deceased.

E. W. Brown, also known as Emmet E. Brown, deceased.

NOTICE IS HEREBY GIVEN that the undersigned has filed her Final Account as Executrix of the above estate with the Circuit Court of said County, and the Court has fixed the 31st day of May, 1963, at the hour of 9:30 a.m. of said day and Court Room of said Court in the County Courthouse in Medford, Oregon, as the time and place respectively for the hearing of objections, if any there be, to the said Final Account, and you are hereby notified to file objections, if any you have, to the said Final Account on or before the time fixed for hearing.

Dated this 23rd day of April, 1963.

Fern Brown, Executrix.

Donald K. Demman, Attorney for Executrix.

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TO HONOR POLICEMEN

Washington—UP—President Kennedy Monday designated May 15 as "Peace Officers Memorial Day," honoring policemen who have been killed or disabled in the line of duty.