



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**COCA-COLA'S NEWLY DEVELOPED 16-OUNCE BOTTLE** will make its debut in the Medford area this week, according to an announcement by Bob Collins, manager of the Coca-Cola Bottling Company of Medford. The new half-quart bottle, which retains the famous Coca-Cola bottle shape, will be introduced Wednesday when a colorful full page Hi-Fi advertisement appears in the Mail Tribune.

Collins stated that the new size is being introduced to serve a growing segment of the soft drink consumer market which prefers the half-quart size.

"In introducing the new bottle," Bob Collins said, "we hope to make it more convenient for people to buy and serve Coca-Cola. For a number of years we have been doing extensive research on buying habits and trends relating to soft drinks. Our surveys show that while the majority of people still prefer the smaller bottle sizes, a growing segment of the market likes the 16-ounce package which will give about three or four regular servings of Coke."

The new size bottle has the same distinctive shape as present bottles for Coca-Cola. They will be companion packages, both in appearance and uniform quality. Size is simply a matter of preference and now the public can have a choice among several bottles. The Coca-Cola bottle, one of the world's best-known packages, is a registered trademark of The Coca-Cola Company. It has received many honors in the packaging industry, one of which was being named one of ten best packages in the American market in a consumer contest conducted by the Better Packaging Advisory Council.

By all odds the world's most widely distributed package, the Coca-Cola bottle is said to be readily identifiable by 90 per cent of the world's population. Raymond Loewy, the great industrial designer has called it "the most perfectly designed package in use today." It was designed in 1915 by Alex Samuelson, a Terre Haute, Ind., designer. It may be purchased in more than 1,500,000 retail outlets in the United States alone.

**THE PERL FUNERAL HOME**, corner Sixth and Oakdale, for the third consecutive year has won the endorsement of the Order of the Golden Rule, the largest controlled-membership association of funeral directors in the world, according to information received yesterday.

Affiliation with the Order is not permanent, not automatically renewed, according to the statement issued by the officers of the organization. Member firms are subject to an annual review of their policies, facilities, equipment and prices, with special emphasis on matters of community welfare. This inspection is made by a representative of the Order at the direction of the home office in Springfield, Illinois.

The Order of the Golden Rule is a non-profit organization which sets up ethical standards for its members on five continents. Members are pledged to serve in the public interest to the best of their abilities regardless of the family's financial means.

Members of the Order are identified by a symbol showing a knight in full armor, his shield emblazoned with the motto, "Service Measured Not By Gold, but by the Golden Rule." Ordinarily only one funeral directing firm in each community is selected for membership. Individually and collectively, the goal of the organization is improvement of service and raising of professional standards. The most important phase of this program is a continuing survey of families who have been served, seeking suggestions and constructive criticism.

**FURS BY SAMUEL**, a shop recently opened at 504 Medford Shopping Center and featuring both new furs and complete fur servicing, will be operated by Samuel H. and Willis "Billie" Schwab. The Schwabs recently moved to Medford from San Francisco and the Bay Area where they owned and operated a successful retail fur store featuring a complete line of quality furs in addition to complete fur service including remodeling, repairing, cleaning, glazing and storage facilities. They are now living at 1536 Olesander street where Mrs. Schwab's mother, Mary Streeter, is making her home with them.



Prior to going into business for themselves Schwab worked for I. Magnin and Co. for 8 years as a fur cutter, pattern maker and designer. His experience in this field is proved by some 32 years of success enjoyed in this business.

During World War II, Samuel served with the 42nd Infantry "Rainbow Division" in the European Theatre of operations. After discharge he returned to the fur business.

The Schwab's have one son, Robert Joseph, who, with his wife and three children live in Denver, Colorado.

Mr. Schwab is a member of Educator Lodge No. 554 Free and Accepted Masons of Calif., and a Past Commander of the Lt. Henry C. Wreden Post of the Veterans of Foreign Wars as well as a Past Seam Squire of Seal Rock Pup Tent, Military Order of Cooties, and Past President of Polk Street Merchants Association of San Francisco.

Mrs. Schwab has been active in the Easter Seal Society for Crippled Children and Adults and in the past has had experience in handling and showing her own dogs at various dog shows throughout California and has many trophies to show for her efforts. She hopes in the near future to obtain a dog that will be suitable for show purposes in this vicinity.

**MORE THAN ONE MILLION ZENITH** black and white television sets were sold last year, the fourth consecutive year in which Zenith sales have passed the million dollar mark, according to Leon Evans, manager of Eads Furniture at 123 South Front street. Company officials expressed the conviction that this continuing public acceptance of Zenith TVs is proof that the hand-crafted, hand-wired chassis is an unqualified success.

The policy of handcraftsmanship, which has made Zenith widely popular, will be continued by the company, Evans said. Only improvements will be made in Zenith receivers which may, in the future, contribute to improved reception and longer life.



**BROASTED CHICKEN IS A BIG BUSINESS** when it is combined with fast service, comfortable surroundings and reasonable prices. This is the policy of Stan Smith, owner of Cubby's Drive-In Restaurant.

A veteran of ten years coaching football and other athletic activities at Eagle Point, Baker and Ashland, Stan entered the restaurant business only in the past two years. His operation also includes the A & W Drive-In at Ashland.

The air-conditioned attractive dining room or the covered car patio with electronic ordering system offers diners a choice of seating for their dining pleasure. Parents with small children often prefer to keep the children in the car and have the food delivered to them in the car patio which is protected from hot sun and rain by an overhead roof. Others prefer to relax in the air-conditioned comfort of the dining room booths or at the convenient counter stools. A large convenient parking lot affords space easily reached from either the downtown arterial streets or Interstate 5 freeway.

The ultra-modern kitchen features both broasted chicken and char-broiled steaks prepared in the most sanitary and up-to-date equipment available. Three units stand ready to prepare chicken for one or for a large group. The char-broiler for steaks is the latest available and turns out steaks cooked exactly as ordered by the customer.

**FALL AND RISE OF THE 'NABES'** Things are looking up for the 'nabes' — neighborhood movie theatres — after some dismal years, movie attendance soared to an average of some 85 million a year and in the prosperous post-war years of 1946-48 reached an all-time annual peak of 90 million. But then, with the advent of television, began a slow decline. Attendance dipped to 70 million in 1949 and continued falling until an all-time low of 39.6 million was recorded in 1958. The number of 'nabes' naturally fell also — from a high of 20,457 in 1945 to around 16,000 in '58. Many neighborhood theatres were converted into bowling alleys and supermarkets. The year 1959, however, began a revival for the industry and attendance rose to 41.9 million. The number of movie theatres has increased from that year, too — rising from 16,000 in '58 to more than 21,000 today.

A decline in television viewing is partially responsible for this upswing in movie fortunes. Many viewers have become restless with the monotony of Western series, old re-runs and ancient movies. The growth of drive-in theatres is another factor. Numbering just 95 in 1941, drive-ins now total more than 5,000. If America is a nation on wheels, a good many of these wheels are parked in drive-in theatres, states the Herald Tribune. Also sparking the upswing: reduced rates for moviegoers over 60, a higher rate of teenage attendance, better movies.



**JIM'S FLOOR COVER SHOP** has just completed a new expansion program with the opening of the firm's new building at 1246 South Riverside avenue. Shown above, with the new building in the background, are James F. Poole, right, his wife, Marion and son, James. At the left is the building, a landmark here for many years, which was torn down and replaced by the modern new structure. At one time the small "barn" was occupied by the Medford Ladder Works. The new building has a floor area of approximately 2,700 square feet.

Jim Poole and his wife were married at Malvern, Arkansas, in 1936 and soon after moved to Westwood, California, where he was engaged in the lumber industry and associated with a real estate firm. The Pooles came to Medford in 1943 and, for four years, Jim Poole was manager of Norton Lumber Company. Later he was associated with the S&W Floorcovering before establishing his present business in 1959. The Poole's son, Jim, graduated from Medford high school and attended Southern Oregon College.

Jim's Floor Cover Shop carries full lines of band name carpets, linoleum, ceramic tile, vinyl and formica and features complete installation service.

**COLORED APPLIANCES SCORING SALES HIT.** Color in appliances is becoming more and more popular, reports National Furniture Review magazine. "White — pure, sanitary, clean and sparkling — is no longer in fashion in some areas." One leading manufacturer advises that about 33% of its refrigerators and some 20% of its ranges, washers and dryers are sold in color. Yellow and copper are most popular with turquoise and pink following close behind. NFR suggests that dealers display as many appliances as possible in color. "You can always sell white from color. Obviously the reverse is not true . . . Stress color at the price of white. Let the public know they can have the newest in fashion. Stir the imagination of your consumers."

## Submariners Discuss Under Water Navy at Roundtable

A pair of U.S. Navy submariners, temporarily detached from duty aboard the nuclear submarine USS Snook, addressed the Medford Chamber of Commerce Roundtable luncheon Monday as part of an effort to inform the public about the modern submarine service in the wake of the loss of the Thresher with its entire crew several weeks ago.

The men, Lt. (jg) Paul Carwin, reactor control officer for the Snook, and Chief Petty Officer Robert Hatfield have been assigned to appear before various student and civic groups in the state to act as an "information service" for the commander of the submarine fleet in the Pacific area.

Lieutenant Carwin recalled that the Navy asked the Atomic Energy commission in 1947 to design a nuclear reactor suitable for powering submarines. In 1949, the nuclear propulsion program was begun under the command of Adm. Hyman Rickover.

**Keel Being Laid**  
Shortly thereafter a nuclear reactor was built and tested in Idaho Falls, while at the same time in New London, Conn., the keel of the first atomic powered submarine, the USS Nautilus, was being laid.

So far, the Naval officer said, Congress has authorized construction of 75 nuclear submarines, and of that number about half are "already in the water." He predicted that by the end of the summer, about one new submarine each month will be launched. Half of them will be the missile-carrying type, he said, and the other half will be of the hunter-killer type.

Lieutenant Carwin said a man must train "long and hard" to become a member of the crew of a nuclear submarine. Fully a year and a half is devoted to training in the technical trades associated with nuclear power.

**Basic Submarine School**  
Included in that program is eight weeks of basic submarine school, followed by six months of studying nuclear power at either Bainbridge, Md., or Mare Island, Calif. Another training period follows aboard a dry-land submarine, where the man is given practice in simulated shipboard sea-going operations.

After the 1½ year training period is completed, the man is transferred aboard a sub-



**EXERCISE FOR BIRTHDAY** — Mrs. Marie Lecoq Renier, Kankakee, Ill., observes her 105th birthday by doing what she does every day — a series of waist bends in which she touches the floor almost, if not quite, without bending her knees. Her daughter, Mrs. Zoe Sharkey, 74, one of nine living children aged 62 to 81, stands beside her. (UPI)



**PRESENTS CHECK**—Teamster Union Pres. James R. Hoffa (left) presents a check for \$336,000 to the Boy Scouts for a new center in the nation's capital. The money was presented on behalf of the Teamsters and will go toward a \$3,000,000 goal for the new center. Adm. Arleigh A. Burke, the center's campaign chairman, accepts the donation. (UPI)

## Status of Congressional Bills

Washington —(UPI)— Status of major legislation:

**Income Taxes** — President asking rate reductions and some income-boosting revisions to give a net cut of \$10.3 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 reauthorized school aid program limited to colleges and graduate schools; hearings under way on other aid proposals. Senate — hearings in progress on omnibus bill.

**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 within a few weeks.

**Military Pay** — Administration asked \$1.2 billion annual pay and benefit boost for all servicemen, reservists and retirees. House — passed modified version to cost \$15 million less and providing no increase for 832,000 draftees and enlistees in their first two years of service. House included controversial \$30.5 million "recomputation" feature for those retired before 1958. Senate — hearings not yet scheduled.

**Youth Employment** — Kennedy asking new \$100 million youth conservation corps for outdoor work in forests and parks; home town youth corps for 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 — Education and Labor subcommittee hearings scheduled this week. 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 under way. Senate — hearings scheduled on commission extension May 21-23.

**Cotton** — House Democratic leaders have developed a compromise version of administration's subsidy plan for providing cheaper cotton to U. S. textile mills; administration has not yet endorsed the compromise that includes lower support prices for large-scale farmers. House — plan pending before Agriculture committee. Senate — cotton hearings start May 20.

**Feed Grains** — Kennedy wants to continue the program of paying farmers to hold down surplus corn and

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