



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME REMAINED THE SAME during the 7-day period ended Wednesday, May 29, as 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: minus 1 to plus 3 per cent. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: East South Central: minus 7 to minus 3; West South Central: minus 6 to minus 2; Middle Atlantic: minus 1 to plus 3; South Atlantic: 0 to plus 4; Mountain: minus 2 to plus 6; Pacific: plus 5 to plus 9.



WORLD'S FIRST CHLORINATED DETERGENT BOWS IN MEDFORD - The Colgate-Palmolive Company announced this week that the Medford, Oregon, area has been chosen for the introduction of PRUF, the world's first chlorinated detergent.

According to a company spokesman, PRUF marks the first time that a manufacturer has successfully combined a detergent with a chlorine bleach. The formula was developed after five years of intensive research. "This represents a very real breakthrough in laundry science," the spokesman said. "With PRUF - the chlorinated detergent, we can offer the homemaker a product which combines the cleaning action of detergent with the bleaching action of chlorine bleach."

Test after test was conducted to determine if the new detergent formula produced comparable bleaching action without the addition of a separate chlorine bleach. "We found that housewives can now eliminate separate bleaching entirely and still get end results which are comparable to separate chlorine bleaching. With one cup of Pruf - the chlorinated detergent in the washing machine, housewives get clothes both clean and bleach-white from a single product," the spokesman said.

It was pointed out that PRUF is particularly effective for washing diapers because of its disinfecting, deodorizing and stain removing actions. Other major uses, it was said, include the removal of tough stains and the hand laundering of bleach-safe items such as dacrons, nylons and orlons. Pruf is also designed for general household cleaning and disinfecting, including tile and porcelain surfaces.

Beginning this week, supermarkets in the Medford area will offer ample supplies of PRUF, available in two sizes. The modern blue and green packages can be easily identified. Karl H. Becker, assistant production manager for the Colgate-Palmolive Company with headquarters in New York, was in Medford the middle of May to direct the coordination of the Pruf nation-wide preview here.

GRANTS PASS MAN JOINS ALLSTATE - Frederick C. Dymock, 542 Sunset Way, Grants Pass, has joined the Allstate Insurance Company as agent for Medford and vicinity, the company's regional headquarters in Salem has announced. Dymock has completed an extensive training course at the Menlo Park, California, office and has met all licensing requirements. Regional Manager Charles E. Colbert has reported. He also has been appointed a Medford representative of the Allstate Safety Crusade. Dymock was formerly employed by Laurentine Finance at Medford. He is married and has three children.

LELAND CLARK INSURANCE AGENCY MOVES - After 30 years in one location, the Leland Clark Insurance Agency has announced that it has moved its offices to the Oregon Bank Building at 711 E. Jackson Street. Leland Clark, owner and manager of the agency pointed out that the company's slogan has been "Safe Insurance at a Savings." "Primarily," Clark commented, "this move is designed to provide easier access and convenience for our customers." The agency is a member of the Independent Agents Association.

DARRELL MILLER OPENS BEE HIVE AUTO LEASE - Darrell Miller, well known car man in this area, will open Bee Hive Auto Lease, Inc. this weekend at the corner of Central and 10th.

Founded in Klamath Falls in 1937 by E. W. Stiles, Bee Hive Auto Lease is one of the oldest leasing firms on the Pacific Coast. The Bee Hive plan was designed as a service to firms and individuals, providing them with current model automobiles, trucks and pickups on an annual lease basis.

"Many business men have chosen this plan to eliminate initial investment and take advantage of the tax benefits," Miller pointed out. All makes and models are offered by the agency.

In addition to the lease business, the firm also rents cars and has a varied inventory of high quality used cars for sale. The agency also has a complete service department and facilities.

Miller has been in the automotive business for the past 25 years with 10 years in Medford as Oldsmobile dealer.

Opening activities for the new facilities will be held this Friday and Saturday, June 7 and 8. Free coffee and doughnuts will be served visitors as an added feature.

FOOD STORE SALES CONTINUE TO SOAR - Sales of the nation's chain and independent grocery stores reached a record high for the 23rd consecutive year in 1962, reports Progressive Grocer. Total retail sales were \$56.2 billion, up 5.1 per cent over 1961. Supermarkets captured 68 per cent of sales; 2 per cent of U. S. food sales went to discounters. Independents (operators of 10 or less stores) reported sales of \$33.05 billion, up 5.2 per cent over 1961. Chains (operators of 11 or more stores) achieved sales of \$23.15 billion, a gain of 5.0 per cent over the previous year. Consumers spent \$2.75 billion more in food stores in 1962 than in 1961. Per capita expenditure in grocery and combination stores increased from \$285 in 1961 to \$300 last year.

BILL FRAZIER TO REPRESENT DEL MONTE - Del Monte, one of the world's largest packers of canned goods, has named Bill Frazier to the position of sales representative for Southern Oregon.

Frazier will be in charge of wholesale and retail sales, promotions, merchandising of the Del Monte line of canned fruits, vegetables, juices, fish, pickles, and dried fruit. Color ads have frequently been used in this area for Del Monte promotions. Well known promotions of this company, which headquarters in San Francisco, are the Del Monte Roundup in the fall, Garden Show in the spring and the Sun Feat in late winter.

Previously, Frazier served as sales representative in Yakima, Washington for 5 years. He is married and has 3 children. His wife's name is Patricia, and his children are Billy, 17; Marsha, 8; and Jimmy, 5.

For 8 years, Frazier served in the U.S. Navy. In 1941 he served aboard the U.S.S. Nevada and was with this ship when it was sunk at Pearl Harbor, December 7, 1941. Later the same ship was raised and refitted. Subsequently, he served on the U.S.S. Nevada in the Aleutian Campaign, as troop convoy to France and Ireland, in the invasion of Southern France and in the South Pacific Marshall Island campaign and others.

Frazier was born and spent his youth in Kansas. He likes to fish and said: "I'm really looking forward to living in this area because of the fishing potential."

BOATING BOOM - Pleasure boating has increased some 10 per cent annually since 1949 to where it now commands consumer spending in excess of \$2.5 billion a year, reports E. I. duPont de Nemours & Co. This sum goes not only for the purchase of boats but also for accessories, care and storage for some 8 million crafts, including 4.1 million outboard motorboats, 842,000 inboard and auxiliary-powered sailboats, 516,000 sailing boats and 2.5 million rowing crafts. There are 1,150 U.S. yacht and boat clubs with water front facilities and more than 4,000 boat yards and marinas.

RECORD AUTO SALES YEAR PREDICTED - This year "could be the biggest auto sales year in the history of the business," topping even the 7.4 million car sales in 1955, said Byron Nichols, general manager of Chrysler's Dodge Division. This is the most optimistic public estimate yet made on 1963 car sales, reports The Wall Street Journal. Most auto men have been saying 1963 sales would match 1962's, when 7.1 million cars, including 340,000 imported models, were sold. In the first four months of this year 2,424,000 U.S. models have been sold by dealers, up 11 per cent from 2,180,000 a year ago, and slightly behind 2,475,000 in 1955. This year, however, about 25,000 to 30,000 imported models are being sold each month, while in 1955 few imports were sold. Therefore, including imports, this year's retail car sales are up slightly from 1955. The car sales, "coupled with a new surge of strength in the rest of the economy," could "thrust us into a period of sustained economic activity on a high level in the months ahead," Mr. Nichols said. Truck sales are another indicator "pointing strongly to an advancing economy in the months ahead," he added. Truck sales in 1963 are likely to set a record topping the old high of 1,142,000 sales in 1952, Mr. Nichols commented.

NEW OFFICES FOR BAUMAN REALTY AND MID WEST CONSTRUCTION - A new office for Mid West Construction Company and Bob Bauman Realty is now open at the Grandview Market parking lot site, Crater Lake Avenue at Roberts Road.

Bob Bauman, well known realtor, announced that Lucile Daniels is now a licensed saleswoman for the agency. Bauman is publicity chairman for the recent Realtor's Week.

Wayne Crites owns and operates Mid West Construction Company. He is a general contractor and an established home and commercial builder. The new office has been open for the past two months and is located on the Grandview Market parking lot next to the site of the new post office annex station.



Religion in America

Glossolalia Continues To Be Controversial in Some Churches

By LOUIS CASSELS
UPI Correspondent

Last Sunday, Christians observed a holy day called Pentecost.

It is sometimes referred to as the birthday of the Church because it commemorates the occasion, seven weeks after the first Easter, when the apostles were dramatically endowed with "power from on high" to go forth and preach the good news of Christ to all the world.

According to St. Luke's vivid account, the apostles were gathered together in a house in Jerusalem "when suddenly there came from the sky a noise like that of a strong driving wind, which filled the whole house where they were sitting . . .

"And they were all filled with the Holy Spirit, and began to talk in other tongues, as the Spirit gave them utterance."

Oldest Reference
The foregoing sentence, from the second chapter of the Book of Acts, is the oldest reference in Christian literature to a phenomenon known as glossolalia or "speaking in tongues."

The New Testament contains many other references to the same phenomenon. By the time St. Paul wrote his First Letter to the Corinthians, in 54 A.D., ecstatic utterance had become the subject of sharp controversy within the church. Some Christians attached great importance to it as an external sign of being "filled with the Holy Spirit."

Others looked askance at the intense emotionalism associated with the experience. St. Paul apparently belonged to the latter group. He told the Corinthians he would "rather speak five intelligible words, as well as myself, than thousands of words in the language of ecstasy."

One thousand nine hundred and nine years later, the phenomenon called "speaking in tongues" is still occurring among Christians. And it is still causing controversy.

Until a few years ago, modern manifestations of glossolalia were found almost exclusively in the so-called "Pentecostal sects," such as

the Assemblies of God, Churches of God, and Four Square Gospel Tabernacles.

Today there is a growing Pentecostal movement within the big main-line Protestant bodies, and particularly within the Episcopal church. Although the movement is strongest in California and around Chicago, it also has cropped up in other parts of the country, including Yale university.

A careful and comprehensive study of the new movement was completed this month by a special commission of the Episcopal Diocese of California. Appointed by Bishop James A. Pike, the commission included five priests, a theologian, a Bible scholar, two psychiatrists and a psychologist.

Finds Two Types
The commission found that there are two quite different types of glossolalia. One, which is called "rare," involves "the use by a person of a human language which he has not studied and could not 'possibly' have learned." The commission members were unable to study this phenomenon at first hand, and offered no opinions about it.

The "most common" type of glossolalia, and the one principally involved in the current movement, involves the use of a special "language" which has no human counterpart, and which may be as unintelligible to the speaker as to his listeners.

When a person begins to speak in this "language of ecstasy," as St. Paul termed it, he is said to feel a strong sense of "surrender" to God, a release from anxiety and tension, and a conviction that the Holy Spirit will henceforth supply him with the strength to do all of the good and loving things which he has hitherto been too weak and selfish to do.

Issues Pastoral Letter
After receiving the commission's report, Bishop Pike issued a pastoral letter "advising" Episcopal clergymen of his diocese not to lead or take part in public services whose purpose is to induce or demonstrate glossolalia. He said that the holding of such

public services is "dangerous to the peace and unity of the church and a threat to sound doctrine."

But the bishop said he had "neither the authority nor the desire . . . to discourage the individual exercise of the gift of tongues by anyone in his private devotional life."

"The very rise of this movement within major churches in this country is a sign of a real need and hunger for a more vital, spirit-filled Christian experience in life," said Bishop Pike. "We commend those preists and laymen who have sensed this need and at the risk of scorn and misunderstanding have sought to be avenues for the filling of the church with the Holy Spirit."

They'll Do It Every Time

FESQUE BRINGS HOME A JOKE FROM THE OFFICE AND TELLS HIS FRAU - BUT HE MIGHT AS WELL HAVE KEPT MUM . . .

AND THE DINER SAYS, 'WHAT'S THIS IN MY SOUP?' AND THE WAITER SAYS, 'I'LL ASK THE MANAGER - I'M NEW ON THE JOB!' HA-HA!

THEN THEY GO TO A PARTY AND WHO INSISTS THAT HE TELL WHAT NOW THAT HE DOESN'T LIKE IT, EITHER?

OH, FESQUE - TELL THAT FUNNY STORY - YOU KNOW - THE ONE ABOUT THE MAN WITH THE SOUP IN THE RESTAURANT . . .



Insurance Men Plan To Attend Conference

Curtis L. Hopkins, Wayne H. Safley and W. Wayne King, representatives of Aetna Life Insurance company in Medford plans to attend the 35th annual meeting of the company's Corps of Regionnaires June 16-19 in Santa Barbara, Calif.

The local insurance men were named to Aetna Life's national honorary organization in recognition of their outstanding records in the life insurance field during the past year.

Subscribers

To report improper or non-delivery of the Mail Tribune in Medford, phone 775-8141; Astoria call at 416 Bridge St., or phone 482-3002; Yreka, phone Victory 2-2808 before 6:45 a.m. daily and 10:30 a.m. Sunday. If regular delivery arrives shortly after you call please notify office, thus eliminating special messenger service.

MOVING YOUR Independent AGENT
JUNE 10, 1963
Leland Clark Insurance
—30 Years—
Safe Insurance at a Savings
to
OREGON BANK BUILDING
711 East Jackson St.

48 HR. OLD FASHION Hotpoint SALE

No Gimmicks—No Big Claims—Just Good Old Fashion Sale
On All Hotpoint Products In Our Store Fri. & Sat. Only

\$199⁰⁰
NO TRADE NEEDED

- 30" Range Save \$50..... **\$139**
- 40" Range Dbl. Oven, Save \$40 **\$329**
- 361-lb. Upright Freezer **\$188**
- 24' Freezer Save \$40..... **\$359**

SAVE \$30
• STEEL SHELVES
• BIG FREEZER
• STORE MORE DOOR

REMODELING? See The All New KITCHEN CENTER

Take A Coffee Break With Us!

All Products On Sale 48 Hours

BALLOONS For The Kids

OPEN TILL 9:00 FRIDAY NIGHT

\$239⁰⁰
NO TRADE-IN NEEDED
SAVE \$30

Hotpoint WASHERS
AS LOW AS **\$189**

Hotpoint DRYERS
AS LOW AS **\$139**

• True Food Freezer Refrigerator Comb.
• Porcelain Crisper
• Store More Door
• Five Year Warranty
• Exclusive Roll-to-you casters on Refrigerators.

Belger's
214 W. MAIN
Phone 779-1894

WE SERVICE ALL MAKES AND OUR RATES ARE REASONABLE

Model CTAS11



COLOR GIRL - Midshipman First Class Charles S. Minter III embraces his Color Girl, Diane Lovewell, 21, of Arlington, Va., during Color Ceremonies at the Naval Academy at Annapolis. Minter, commander of the top-judged 9th Company, selected Miss Lovewell to be the 1963 Color Girl. (UPI)

THE DANMOORE HOTEL
1217 SW Morrison St. PORTLAND, OREGON
All transient guests. All those who come, return. Rates not high, not low. Free garage, new location 1/2 block from hotel. Open until 10 P.M. TV's and radios. Reputation for cleanliness.
CHILDREN UNDER SEVEN NO CHARGE