



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**CAL-ORE LEAGUE MEETING TUESDAY**—The Cal-Ore Electrical League's governing Board will convene at the Rogue Valley Country Club, Medford, Tuesday, June 18th, for their annual mid-summer business meeting. According to Clarence Weaver, Managing Director, an exceptional attendance is expected by this "Electrical Tradesman's Association," whose operations include the area covered by Pacific Power & Light Company (COPCO and Central Divisions) and other utilities operating in Southern Oregon and extreme Northern California counties. It has been pointed out that the membership is extremely high, not only for Electrical Appliance and Contracting, Plumbing firms in the area, but including local and Portland based Distributors and advertising media outlets throughout. The organization was first conceived about five years ago for, as Electrical Industry people refer to it, the promotion of "All electric living." Vern Owens, Klamath Falls business man, is the current President, following Richard Finch, original President and a Medford business personality. Clarence Weaver has played a considerable part in the League's steady growth and handles its business affairs out of their Medford office.



Dick Finch

The Electrical League has a rather enviable progress record and among distinctions is the approval by the National Electrical Manufacturers Association and International Association of Electrical Leagues.

From records carefully assembled each month from members, a close analysis of their combined promotional efforts toward living Electrically is obtained. The public has long recognized the League emblem pictorially, but as another indication of Electrical local industry people working to the common good of the public.

Shown here are, left, Dick Finch, owner and manager of Home Appliance stores here and in Klamath Falls, who was the first Cal-Ore League



Clarence L. Weaver

President. He is currently a member of the board of directors. Right, Clarence L. Weaver, Cal-Ore League's managing director. Vern Owens of Klamath Falls is president.

**ROGUE VALLEY TO BE REPRESENTED AT NATIONAL REAL ESTATE SHOW**—Mrs. Virginia Plummer of the Clark J. Walker Agency is leaving for New York City tomorrow to take charge of the agency's booth at the National Real Estate Show to be held at the New York Coliseum on June 20, 21, 22, 23 and 24. Mrs. Plummer is taking with her a variety of brochures and information on the Rogue Valley as well as film provided through the courtesy of Pacific Power & Light Company on the Toketee and Big Bend Projects.

Clark J. Walker, a Real Estate Broker in Medford for many years decided to take space at the show because of the many inquiries received from people in the East for properties in the valley. The display will consist of pictures and full information on properties listed by the Clark J. Walker Agency. In addition, as exclusive selling agency for the new 140 home Rio Vista Subdivision at Gold Hill. Mrs. Plummer will promote the sale of custom built homes at Rio Vista, every lot of which overlooks the Rogue River and has a panoramic view of the valley.

The advantages of the valley as a place to retire will be especially stressed as well as the advantages of coming here, the "Oregon Vacationland" for fishing, boating, surfing and hunting, in easy reach from any area in Southern Oregon.

The National Real Estate Show attracts over 100,000 people yearly and is a boon to manufacturers of building materials as well as a real estate outlet on a national scale. It is anticipated that this show will not only create tremendous interest in Oregon and the valley in particular but will be the means of directing large numbers of vacationists from other areas. Mrs. Plummer is Branch Manager of the Clark J. Walker Agency in Gold Hill.

**ACE CABINET SHOP OPENS**—Rogue River Valley's newest cabinet and carpenter shop, located east of U.S. Interstate 5 freeway at the Central Point off-ramp, has recently opened under the management of Bill Ross, formerly of southern California.



Bill Ross

Included in the latest modern equipment of the Ace Cabinet Shop are a six foot jointer, shaper, two table saws, boring and mortising machine, band saw, routers, sanders and drills. Including the company's specialized work will be kitchen and house cabinets of all kinds, guncases, wall paneling, bookcases, etc.

Bill Ross completed his apprenticeship at Long Beach, California, from 1947 to 1951. He attended the Business and Technology Division of Long Beach City College, earning his Journeyman's certificate in the local Union. He has worked in many of the finest cabinet shops in Southern California in the cities of Long Beach, Compton, San Bernardino and Riverside. He is also a graduate of the Skadron School of contracting and estimating in San Bernardino.

**THE CASCADE SHOPPING CENTER** at Camp White is rapidly taking form and the Cascade Market, managed by Medford's veteran grocer, Melvin Hall, is slated to open Monday. A small army of workmen are busy on the entire project which, when completed, will offer complete shopping center services.

The First National Bank's new branch, Town & Country apparel shop, Cascade Marina, postoffice, pharmacy, beauty and barber shops, laundromat, bakery and restaurant are included.



Mary Louise Rosendahl

serving as commanding officer of a minesweeper.

**GIFT SHOP OPENS IN MEDFORD SHOPPING CENTER**—A number of quite unusual items will be featured in the new Mary Lou's Gift Shop which has just opened in the Medford Shopping Center, according to Mary Louise Rosendahl, owner and operator of the shop.

Located in the Oregon Bank Building in the Medford Shopping Center, the shop will handle Studio Girl of Hollywood cosmetics, Oak barrel type bars, copperware, fine porcelain, hanging ashtrays, wall decor, leather goods, greeting cards, wax goods and many imported gifts.

Mr. and Mrs. Rosendahl have lived in Medford for the past year, having moved here from Coos Bay and before that, San Diego, California. Mr. Rosendahl is a Navy commander currently

**MEDFORD MARINE COMPANY** has been appointed to handle the sales of the revolutionary new 4-cycle Homelite 55 h.p. outboard motor recently introduced by Homelite, a division of Textron Inc.

This new outboard is the first to use successfully the automotive 4-cycle principle with its many advantages. It is on display at 2060 West Main.

"Our own tests with the Homelite showed us that it will appeal to outdoor enthusiasts, whether they're looking forward to family cruises, to water skiing or to fishing," J. McCann said.

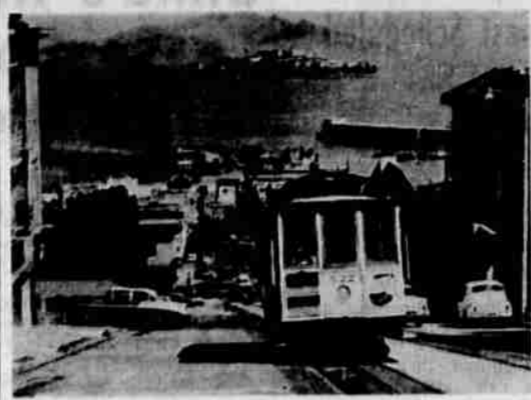
"This 4-cylinder, 4 cycle outboard cuts gas and oil costs in half. Unpleasant odors and fumes are eliminated by exhausting under water at all times. Gives you automotive quietness, convenience and reliability," McCann stated.

"Most important, the Homelite burns gasoline instead of gasoline mixed with oil. There's a separate lubrication system. You pull up at a gas pump and fill the tank, just as you fill the tank on your automobile."

The Homelite outboard, just like an automobile, uses one full piston stroke to exhaust gas and heat and one full stroke to bring in a fresh charge of air and gas. Two-cycle engines combine the exhaust with the power stroke and the intake with the compression stroke.

Tom McCahill, noted automotive and outboard motor test driver and writer, ran the Homelite on a 202 mile test recently with great success. The oil consumption for the whole trip was only 1/4 of a pint. "I averaged 24.2 miles per hour in an 18 foot lapstrake hull with 2230 pounds gross weight. I racked up 202 miles in 8 hours and 19 minutes at a total oil and gas cost of only \$12.12. That's just about half of what most two-cycle jobs would have cost to operate at the same speed, for the same load." Mr. McCahill reported.

**THE HUE IS BLUE FOR FALL FLOORS**—After hints of a return to the floor covering field for the past few seasons, blue has come up as the strongest, most significant color for floors for fall in carpets, area rugs and smooth surfaces, reports Home Furnishings Daily. The range of blues has a sky-high limit: From subtle silvery blues to brilliant vivid blue and from there to strong deep sapphire blues. They are also touched with green, gray and purple. The return of blue for floors does not rule out the colors which were strong at the January market. Golds, greens, hennas and the richer beiges are expected to keep their place on the floor.



**RHODES TELLS OF TRAVEL SERVICE**—A new travel service available to groups is currently in operation at the San Francisco Visitors Bureau, according to Chet Rhodes, director of visitor promotion for the Bureau, who was in Medford this week.

Groups planning to visit the city can now obtain the answers to their questions about where to stay, where to eat, what to do and how much it will cost from one convenient, central source. A postcard, letter or telephone call is all it takes.

Not only does the Bureau serve as an information center, but, more importantly, will arrange accommodations for out-of-town groups at hotels and motels, set up luncheons and dinners, program fashion shows, sightseeing and shopping tours and secure tickets for such upcoming events as the Giants' games at Candlestick Park, Spring Opera, Cinerama, stage plays and musicals on the Civic Light Opera schedule.

This group visitors service is designed to make it easier for clubs, schools and organizations of all types to take advantage of the city's unlimited social, recreational, cultural and entertainment facilities without the bother of burdensome details.

Best of all, there is no charge of any kind for this service by the Bureau. And, as is often the case with group travel arrangements, substantial savings can sometimes be realized with the assistance of on-the-spot experts.

Groups interested in information about this service should contact the San Francisco Visitors Bureau, 1375 Market Street, San Francisco 3, UNDERhill 3-2615.

The typical San Francisco scene shown here is taken from the Hyde Street cable car line with Alcatraz Island in the distance. Until recently Alcatraz was the nation's number one maximum security prison.

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**WEST COAST AIRLINES SCORES GAINS WITH NEW SCHEDULES**—Medford has shown the greatest traffic growth of West Coast Airlines' entire 60-city system during the first month of revamped schedules, it was reported today by Hal Wallis, Vice-President in charge of sales for West Coast Airlines.

West Coast Airlines, which serves 60 cities in the West extending from Calgary to San Francisco, has recently inaugurated a new expanded "commuter-type" service between Northwest points for early-morning, evening-return business travelers. "Response," said Wallis, "was both instantaneous and amazing."

According to Wallis, lowest round-trip fares to Portland and San Francisco, along with more convenient schedules, are "but the first of many innovations which will stamp West Coast as the nation's foremost local service airline."

Shown above is the modernized version of the reliable F-27 turbo-prop plane which West Coast Airlines is currently putting into service along its 60 city route.

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**RETAILERS SAY THE BEST IS YET TO COME.** Optimism was expressed by buyers who are in New York to see the new fall apparel lines, reports the New York Herald Tribune. In formal and informal meetings, speakers advised their audiences to accent innovation, more appealing fashion and better quality goods. A consensus of opinion is that better volume and enhanced profits will be possible for fall and seasons beyond. At member-store clinics sponsored by Kirby Block & Co., Inc., Cynthia Marks, merchandise manager, advised stores to give attention to "trading up"—servicing the woman who will pay more for something that is worth more." Miss Marks stressed that any trading up effort requires an additional open-to-buy allocation, rather than carving some of the buying budget from lower priced merchandise. "Otherwise," she said, "the lower priced lines suffer, established customers are lost." In coats and suits, she emphasized the sales potential of fur-trims and classic styles. Harry Udoff, president of Atlas Buying Corp., told a better sportswear clinic held by his firm that sportswear "could and should show an increase of better than 10%." His forecast increased sales in junior sportswear, owing to a 6% rise in the number of teen-agers this year over last, and to more novel styling offered in this field. He also predicted growth in skiwear sales and stressed the potential sales of stretch fabrics. The latter, he said, can "easily be 70% of pants sales this fall," as production catches up with demand, stretch will be "the miracle fabric for jackets, suits, tops, skirts, coats, etc."



## Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate, 1963)

**Necessity Replaces Taste In Animals Choice of Food.**

A rabbit doesn't like carrots any better than clover, grass, tree bark or alfalfa, but being always hungry for vegetation, it will eat carrots or nearly any available plant and obviously enjoy whatever is provided.

Neither is cheese the favorite food for mice, yet pictures usually show a rabbit eating a carrot and the mouse losing its head over a piece of cheese. It's not always a question of preference so much as it is necessity.

The house mouse, faced for the very first time in its life with a piece of cheese, would prefer to eat it leisurely. He would like to nibble it leisurely. He would like to nibble at it, for it smells good; he has the time, he isn't going anywhere and he would like to enjoy every bit. The trouble is the trap snappers, even before he has savored the first mouthful, and to the mouse, it's a sad state of affairs.

**Strong Jaws**

With the rabbit, the situation is usually different. He probably knows what the carrot tastes like. Being an animal that must always be alert and watchful that any enemy doesn't sneak up on him, it would be reasonable to presume he would hurry his meals. But, he, like the mouse, hasn't anywhere to go or anything to do except eat, so he takes plenty of time and savors every mouthful. His jaw muscles have about as much endurance as his legs, for a carrot just 4 inches long and barely an inch in diameter will necessitate a tremendous amount of "jaw-work."

Watching a rabbit eat, even when it is not hurried, takes some pretty fast counting. One 4-inch carrot necessitates about 500 complete up and down jaw movements, give or take a few. The rabbit helps its watcher a little, for occasionally it will stop chewing to look the immediate situation over and be sure the coast is clear.

**3,000 Bites**

By the same process of watchful counting, and con-

centrating on the jaw movements of a squirrel, a close approximation of its jaw work was gotten; he took around 400 bites to open a hickory nut, and it took seven nuts, and about 3,000 bites later, before the little guy was satisfied. He obviously enjoyed every bite.

He opened the first nut in a little less than two minutes; it took four minutes for the second nut, and seven minutes for the sixth-cutting the entire side of a hickory nut requires some serious chewing, and it's tiring.

The same squirrel opened a peanut in three and a half seconds, then he took half a hundred bites to reduce the nut to swallowable pieces; the squirrel could devote more time to tree climbing if an adequate supply of peanuts was always available. But, of course, too many soft shelled nuts would not be abrasive enough to keep the little rodent's teeth worn down to the proper length—so it should eat harder-shelled foods.

**Eats When Hungry**

Unlike man, who usually eats by the clock, the animal eats whenever it is hungry. We waste a great amount of time eating, and expend much energy. Our jaws execute 700 to 800 jaw movements at every meal; three meals a

day runs our jawwork into sizeable numbers.

In the world of living things, we have the chewers, munchers, nibblers, gnawers and swallowers—most of which expend energy in enjoying what they deposit in their stomachs. Considerably different is the poor little house mouse who is trapped by the first nibble at a piece of cheese, when he would rather have had a peanut or a sardine.

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### 'Verbosities Anonymous'

## Muzzled Congressmen Threatened With Disintegration by Frustration

By DICK WEST

Washington—(UPI)—Last year the alleged muzzling of military officers was making headlines. And now there is a big controversy over the muzzling of congressmen. Of the two, I would say the latter is potentially more explosive. If you muzzle a military officer, he can always relieve his frustrations by barking at an enlisted man.



But if you bottle up words in a congressman, you get a dangerous fermenting effect, like putting too much yeast in the home brew. He is likely either to blow his cork or fly three feet into the air and bust.

Oddly enough, the muzzling of congressmen is being carried out by two of their own kinds — Reps. Wayne Hays (D-Ohio) and Paul C. Jones (D-Mo.).

Hays got sore the other day because someone objected to his request for unanimous consent to address the House for five hours. He thereupon began to block similar requests by other members.

Since then, forensic activity in the chamber has been pretty much confined to the actual business at hand. There hasn't been an eerie silence exactly, but the decibel count is relatively anemic.

When you confine a congressman to the business at hand, you are playing a piano with only one string.

The verbal blockade was further tightened this week by Jones' one-man crusade to curtail the practice of "extending" remarks and otherwise having material printed in the Congressional Record.

Jones pointed out that the cost of printing the record had risen to \$90 a page, including a lot of what he called "trash, tripe and trivia."

He urged his colleagues to show more restraint and discretion in contributing to the record, which other literary critics have described as the nearest thing we have to a national wastebasket.

And, in case some members lacked the will power to refrain from such embellishments, Jones posted himself as a sentinel to make certain they tapered off.

Needless to say, he and Hays will not be nominated as the two most popular kids on the block.

If you could hear the muffled cries of congressmen with words to disgorge and no place to utter them, it would turn your heart to butter, or at least to margarine.

Unless Hays and Jones relent soon, I fear the buildup of gaseous compression will cause our lawmakers to disintegrate.

As an act of mercy, some of us are planning to form an organization called "Verbosities Anonymous" to help them endure the ordeal. Should a congressman wake up at night with a compulsion to talk, we will lend him a tape recorder.

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Rogue River



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