



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES SCORE FIVE MONTH GAIN. Total sales to retail stores in May were \$21.3 billion, a 5.5% increase over May, 1962. The furniture and appliance group led off with an 8.4% increase, which was followed by a 7.1% gain for the food group. Eating and drinking places classification rose 6.2%. The automotive group and gasoline service stations classification each scored a gain of 5.5%. The following tabulation, based on Department of Commerce data, compares sales of the principal retail groups for the first five months of 1963 with the same months last year (in millions of dollars):

	First Five Months 1963	1962	% Change
Food Group	\$24,178	\$23,066	+4.8%
Eating and Drinking Places	7,046	6,464	+8.4%
General Merchandise Group	10,991	9,464	+15.7%
Apparel Group	5,414	5,296	+2.2%
Furniture and Appliances	4,261	3,985	+6.9%
Lumber, Building, Hardware	5,724	5,578	+2.6%
Automotive Group	19,056	17,669	+7.8%
Gasoline Service Stations	7,664	7,355	+4.2%
Drug and Proprietary Stores	3,313	3,242	+2.2%
Total Sales	\$96,990	\$91,497	+6.0%

*Includes data for kinds of businesses not shown in above categories.



THE CASCADE MARKET in the new Cascade Shopping Center, now under construction at Camp White, opened Monday under the management of Melvin Hall, well known Medford grocer. It is the first firm, with the exception of the long-established Cascade Marina, to open in southern Oregon's newest shopping area.

Mel Hall's handsome Cascade Market, in typical western rustic wood and modernistic coloring, has a floor space of approximately 10,000 feet. It is a complete market with lunch counter, up-to-the-minute meat and produce departments, bakery division, etc. A spacious breezeway separates the Cascade Market from other firms in the main building.

The new shopping center is tentatively slated for opening in about two weeks. Among other firms included in the attractive new center are the First National Bank's White City branch, Town and Country apparel shop, a pharmacy, beauty and barber shops, laundromat, restaurant, saddle shop, variety store, professional offices, etc.

ZALE JEWELRY COMPANY'S employee Profit Sharing Plan received a record company contribution of \$776,195.00 for the fiscal year ended March 31, 1963. It was announced today by Ben A. Lipshy, president of the Dallas-based firm and a trustee of the plan.

Zale employees in 34 states, including those in Medford, are among nearly 1,600 participants sharing in the plan. The company's cash contribution amounted to 10.97 per cent of each participating employee's annual salary. Employees with balances in the plan last year received additional credits to their respective accounts for earnings by the fund for the fiscal year.

Total assets of the Profit Sharing Plan are now over \$6 million. All contributions to the plan are made by the company, none by the employee, said Mr. Lipshy.

"We are extremely pleased with the company contribution to the plan. This reflects the continued progress of the Zales Jewelry Company in sales and profits, as well as customer confidence in each of the markets served by the 298 Zale stores."

GWINN JOINS DEAN & TAYLOR. Milton O. Gwinn is the newest addition to the staff of new and used car salesman at Dean and Taylor, according to Bob Taylor.

Gwinn is no stranger to this area, having first worked in 1946 in the parts department of Dean & Taylor with the late "Tubby" Dean and then with Chevrolet. Gwinn was last employed here at Jay Allen Co.

Active in the West Main Church of Christ as an elder of the church, Gwinn is married to Euphia Mae Gwinn. Bob Taylor indicated that Gwinn's knowledge of automobiles from the service standpoint will be a great help in his new role as car salesman.

PER FAMILY INCOME ON THE RISE. The average income of the 58 1/2 million families and unattached individuals in the U. S. in 1962 was \$7,140, reports the U. S. Department of Commerce. Some 30% had incomes between \$6,000 and \$10,000, 50% had incomes over \$6,000 and 20% had incomes over \$10,000. The \$419 billion in aggregate family personal income was \$23 billion higher than in 1961, as against a \$14 billion rise from 1960 to 1961. In both cases the number of consumer units increased by about 1.3 million.



PP&L HOSTS LOCAL BOYS. Medford boys were among the 185 high school boys who visited Pacific Power & Light Company's engineering department in Portland while enrolled for Junior Engineers and Scientists Summer Institute at Oregon State University. James Moyer (left) and Craig Williams (center), both of Medford, listen to Bob Gudgel, PP&L engineer, explain blueprint. The boys observed engineers at work, later heard discussions of engineering career opportunities.

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Bradford Attends State Convention
Al Bradford, acting postmaster at the Medford post office, is in Newport this week attending the state convention of the National Postmasters association.
Bradford was in Seattle last week, attending a school of in-



AIR SHOW HERE SUNDAY. The largest air show and general aviation open house to be staged in Southern Oregon in 1963, takes place this Sunday, at Rogue Flying Service, Medford Municipal airport. On hand for the showing will be a wide variety of flying events and activities, including skydivers, formation flights, airplane rides for only two cents per lb., per person, and a demonstration flight of America's newest airplane, the new Cessna Skymaster, and many other flight activities, states J. C. Hamaker, general manager of Rogue Flying Service.

Sunday's activities are scheduled to start at 10 a.m. Acts in the show include skydiving by the Southern Oregon Skydivers, new aircraft flight demonstrations, a fly-by of nine different, new Cessna aircraft models, and demonstrations by the star of the show, the all new, tandem-twin engine, plus numerous other aircraft demonstrations.

The 1963 fleet of Cessna aircraft, nine different models in all, from the two-place Cessna 150 to the luxurious six-place, Skyknight, and Cessna's newest push-pull, twin-engine Skymaster, shown above, will be on display all day.

SCHWAGER JOINS HUNT ORGANIZATION. Marlin Schwager has joined Hunt Foods and Industries, Inc. at their Fullerton, California headquarters as media supervisor. It was announced today by Robert Gluckman, Hunt's media manager.

In his new post, Schwager will have responsibility for the purchase and placement of all retail newspaper space for the company's Fuller Paint division, as well as for business publications, direct mail and couponing activities for all divisions of the company.

Formerly, Schwager was Media Director in the Los Angeles office of Kenyon and Eckhardt, and before that he was associated, for several years, with J. M. Strauss & Co. and Doyle, Dane, Bernbach, in media and research capacities.

TOP TEN ADVERTISERS FOR 1962 DISCLOSED. A record \$1.86 billion was spent in major media last year by the 100 leading national advertisers—up 8% from 1961 according to a recent article in Advertising Age.

Proctor & Gamble, which topped General Motors out of first place in 1961, continued to lead in 1962 with a \$119,985,780 total, up 5% from \$114,454,258 the previous year.

General Motors came in second with \$112,833,567. Ford Motor Co. boosted its expenditure by \$15,000,000 to \$87,948,458, rising to third place from sixth in 1961. Others in the top ten were:

General Foods, \$60,637,987; American Home Products Corp., \$54,203,500; Lever Bros., \$53,599,631; Bristol-Myers, \$53,189,323; Colgate-Palmolive, \$50,255,630; R. J. Reynolds Tobacco Co., \$42,337,890; Chrysler Corp., \$41,306,273.

Biggest gain in the top ten was by Bristol-Myers whose total soared 50%, as it advanced from tenth to seventh of the ten, all showed increases except Lever, which dipped 7% and fell from fourth to sixth.

THRIFT AUTO EXPANDS FACILITIES. Three hoists are now available for use in muffler installation at Thrift Auto Supply, 801 N. Riverside, according to Keith Babcock, owner and Merle Dewey, manager.

The completion of installation of the new hoist in back of the Thrift Auto Supply building brings the total hoists to three. "The addition of this hoist allows us to keep up with the increased traffic we have enjoyed in the installation business and helps cut down the time a person must wait for installations," Babcock pointed out.

The shop features installation "While-U-Wait". Items include mufflers, shocks, tail pipes, auto air conditioning, seat belts and plugs.

Status of Bills in Congress

Washington (UPI) — Status of major legislation:

Income Taxes — President Kennedy has proposed tax reduction and revision bill that would provide net cut of \$10.4 billion in individual and corporate taxes over three years. House—ways and means committee is voting item-by-item on administration program. Senate—awaiting House action.

Excise Taxes — Administration requested one-year extension of present taxes on corporation profits, liquor, cigarettes, automobiles, telephone calls and airline tickets which are scheduled to drop to lower levels July 1. (Corporation taxes would be permanently revised downward if Kennedy's tax-cutting program is enacted). House—approved one-year extension of all temporary rates. Senate—expected to complete action before deadline.

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—nothing scheduled.

Foreign Aid — Administration asking \$4.5 billion. House—foreign affairs committee expects to begin voting this week. Senate—hearings under way.

Health Insurance — President wants hospitalization program for persons 65 and older financed through social security. House—ways and means committee plans to hold hearings this summer. Senate—awaiting House action.

Mental Health — Administration wants long-range, \$717 million program for community mental health centers, research on and treatment of mental retardation. House—commerce subcommittee hearings completed. Senate—passed with some revisions.

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—no hearings yet.

College Construction — Kennedy originally asked for federal funds to build classrooms and laboratories as part of larger \$5.3 billion school bill; agreed later to separate bills. House—education committee approved \$1.6 billion in grants and loans for colleges. Senate—hearings under way on omnibus school bill.

Schools and Libraries — President wants aid continued for "impacted areas" and libraries. House—education committee approved in separate bills, with amendments forbidding use of funds for segregated facilities. Senate—hearings under way on omnibus school bill.

Civil Rights — President has asked legislation to speed voting suits, increase protection of negro voting rights and extend life of civil rights commission; he will request additional legislation, possibly this week. House—judiciary committee hearings under way. Senate—hearings under way on extension of commission.

Cotton — Administration backed subsidy plan would provide cheaper cotton for U. S. textile mills; includes lower support prices for large-scale growers and potential relaxation of planting restrictions. House — Agriculture committee approved. Senate—Hearings completed.

Mexican Farm Hands — 12-year-old law permitting importation of Mexicans for temporary work on American farms expires Dec. 31; administration requested one-year extension with new safeguards to protect domestic workers. House — Bill to extend program two years without change defeated on House floor. Senate — No hearings scheduled.

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.

Wilderness — President wants to establish a national program to preserve public lands in their natural state. Senate — Passed, with provision up to 35 million acres eventually. House — No committee hearings set.

Depressed Area — Kennedy asked Congress to sharply expand program of federal aid to local industries designed to create jobs in areas of chronically high unemployment. Administration bill defeated on House floor. Senate—Banking committee approved bill.

Youth Employment — Kennedy asked 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 3,000 skilled volunteers to carry out work in this country similar to Peace Corps projects abroad. \$5 million first year cost. House Education and Labor. House—Education and Labor. Senate — Hearings under way.

Draft — Congress granted Kennedy's request for four-year extension of selective service and doctor draft.

Feed Grains — Congress extended for two years temporary program of paying farmers to hold down surplus production of corn and other feed grains.

National Debt — To permit government to borrow money it needs to keep paying its bills, Congress raised legal limit on national debt to \$307 billion through June 30 and to \$309 billion during July and August. Previous temporary limit was \$305 billion; further legislation will be needed to prevent ceiling from dropping to \$285 billion Sept. 1.

Silver — To combat shortage of silver for coins, Congress gave administration authority to request to replace existing silver-backed \$1 bills with gold-backed \$1 bills.

Women Workers — Starting next June, employers must provide equal pay for women workers who do the same work as male employees; new law applies to jobs covered by minimum wage-hour law.

Replacement for Ben-Gurion Eyed

Jerusalem, Israel (UPI) — The majority Mapai party agreed today to nominate Finance Minister Levi Eshkol to replace David Ben-Gurion as premier of Israel.

Ben-Gurion, known as his country's George Washington, quit as premier, minister of defense and member of the Knesset (parliament) last Sunday.

The Maipai was expected to move quickly to recommend Eshkol, 68, as his replacement to President Shomo Shazar. Eshkol, who calls himself a disciple of Ben-Gurion, is considered a moderate.

Dancers on the program are Martha Wynd, Sara Covall, Judith Offord, Linda Levering, Sara Stambler, Toni Thompson, and Powell Shepherd. Choreographer is Shirlee Dodge.

Sewage Treatment Facilities Are Visited by Group

Grants Pass—New revisions and expansions to the Grants Pass sewage treatment plant were discussed at a recent meeting of the West Central, Southwest, and South Central Oregon sections of the Pacific Northwest Pollution Control association at the city hall in Grants Pass.

The purpose of holding this meeting was two-fold: to help promote active participation in local sections of this organization, and to give individuals a chance to get together to discuss items of interest pertinent to pollution control.

Host for the meeting was the South Central Oregon section with Dick Hanson, Grants Pass sewage treatment superintendent as chairman. Cities represented were Springfield, Eugene, Medford, Glendale, Canyonville, Sutherlin, Corvallis, Roseburg, Coos Bay, Coquille, Winston, and Ashland.

Guests included Ed Lynd and J. A. Jensen, Oregon State Sanitation authority; Bill Roberts, Pensalt Chemicals, Portland; and Thomas Nicksch, of Cornell, Howland, Hays, and Marryfield, consulting engineers of Corvallis.

The meeting was opened by a welcome from Roy Eames, Grants Pass, city manager. Plant problems of interest were discussed and some of the members showed slides of their respective plants.

Members toured the city's sewage treatment plant and water filtration plant. The next meeting of the Tri-Section will be held in Coos Bay, September, 1964.

The Medical Roundup

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

Woman Who Whispers

Every so often, when a woman comes into my office whispering, I take a tiny mirror and look into her voice box, where I see that her vocal cords are behaving perfectly. There is nothing wrong with them or with the nerves that make them work. The cords are not ulcerated, and there is no cancer starting to grow on one of them.

Usually, then, I can be pretty sure that the woman's trouble is a form of hysteria; she seems either to have lost confidence in her ability to talk out loud, or she may have decided unconsciously that the best way out of an unhappy situation is to take refuge in silence.

Actually, I doubt if anyone knows exactly what goes wrong in the brain to produce the often remarkable manifestation of hysteria. I am sure many of these symptoms, such as anesthesia (lack of sensation in a limb) or dilation of the pupil in one eye, or a very rapid pulse, cannot be produced voluntarily.

Often, after talking sympathetically with a whispering woman, and explaining to her

that her vocal cords and her nerves are all right, and that if she would make an effort she could talk, I have induced her to talk to me for a while with a normal voice. My old professor used to get most of these people to talk in a few minutes simply by taking a small electric battery and applying a weak Faradic current to the front of their neck.

The only trouble with just getting the woman to talk is that in a considerable percentage of cases, pretty soon she is back to whispering again. This is why I always feel that I must try to find out why she prefers whispering to talking.

Punishing Someone
Sometimes I learn that she is punishing someone who has hurt her emotionally, or I learn that in a way she is escaping from someone — often her husband — who has been unkind and abusive.

For instance, the last whispering woman I saw I did not try hard to cure because I soon learned that she needed the illness to fend off her very mean and nasty husband. For some time he has been cursing her and calling her names. When she quit talking to him, except in whispers, he quieted down and stopped abusing her. Naturally, she didn't want to go back to talking to him. Another woman, by talking in whispers, "took all the steam" out of her unpleasant mother-in-law who lived in her home.

If, after a long talk with the woman, I think she ought to make a big effort to get over her whispering and go back to talking, I try to get her to see that she may be fastening onto herself a bad habit, which later may be very hard for her to break. So she had better break it now. Sometimes then she will talk normally again.

Wages Go Further In Jackson County in 1963

Can a working man in Jackson county buy more food and clothing now, after a day's work, than he could have formerly?

To what extent have local families benefited from the higher incomes they have been receiving in the last few years?

With the changes that have been taking place in the cost of living, it is difficult sometimes for a family to know what progress it has been making, if any.

On the basis of figures released by the Tax Foundation, the Department of Labor and others, the average local family is better off today than it was in 1958, when a similar study was made.

Salary Increases Up
It had an income last year that was approximately 20.8 per cent higher than at that time.

Musicians, Dancers To Present Program
Ashland — Musicians and dancers from the Oregon Shakespearean Festival's 1963 company will go to Salem Wednesday for a special pre-opening appearance.

The occasion will be the premiere of Village Internationale, a center of specialty shops, gourmet foods, and entertainment. The Village has been initiated by Meier and Frank company, and begins its 91-day run Wednesday on the second floor of the Salem store.

Appearing from the Festival Music company, under the direction of W. Bernard Windt, will be Lee Anne Allen and Kathleen Barnes, mezzo-sopranos; Charles Richmond, recorder; Allan Hughes, recorder; Lucille Melinat, recorder; Andrea Reeder, recorder; April Lewis, bass viol.

Dancers on the program are Martha Wynd, Sara Covall, Judith Offord, Linda Levering, Sara Stambler, Toni Thompson, and Powell Shepherd. Choreographer is Shirlee Dodge.

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