



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

INCOME AND HOUSING HIT HIGHS IN MAY. Personal income and private housing starts hit record highs in May, says the Commerce Department, reports The Wall Street Journal.

Personal income last month rose to a record seasonally adjusted annual rate of \$459.2 billion, up \$2 billion from April. This was also an increase over the \$439.7 billion rate in May, 1962.

Private housing starts climbed 5% last month from April's rate to a record annual rate of 1,722,000. This was 9% above the 1,579,000 seasonally adjusted rate of May, 1962. The improvement in starts was mixed geographically. They were up 15% in the North Central region, up 8% in the South and 6% in the West, but down 14% from the April rate in the Northeast.



Hugh Coleman and Ford Achievement Plaque

Inscribed on the award, shown at right, was the commendation: "Ford Motor Company has honored his dealership with the Distinguished Achievement Award for serving the community with the highest standards of quality representation during the year 1962."

Hugh Coleman has been a Ford dealer in Medford since January 1, 1950. The dealership is located at 6th and Fir streets.

HUGH COLEMAN RECEIVES FORD RECOGNITION. Crater Lake Motors of Medford was presented an award naming them one of the nation's outstanding Ford dealerships in ceremonies at the Rogue Valley Country Club, Thursday, June 20.

The Ford Motor Company's Distinguished Achievement Award was presented to Hugh Coleman, agency owner by John Casleton and Richard Exley of the Ford Motor Company. The award is presented: "In recognition of progressive management . . . modern sales and service facilities . . . sound merchandising practices . . . high quality standards . . . and continuing interest in rendering superior service to Ford owners."



FULL SPEED AHEAD FOR TRUCK SALES. Predictions are for a new record in truck sales, says Business Week. For 12 years the industry has failed to match the 1,142,307 units (excluding exports) sold in 1950. It came close last year when sales reached 1,068,725. In fact, 1962 marked the first time since 1951 that sales topped the one million mark. This year, truck manufacturers are hoping for new records. A General Motors official predicts 1.2 million unit sales in calendar 1963, and the rate of dealer deliveries seems to support this optimistic forecast. From January through April, deliveries ran to 395,700 according to industry estimates. This was 18% ahead of the first four months of 1962.



plastic top, turn the can upside down and press the nozzle over the tire valve. The firm said it is aiming its sales toward women, who usually find it too difficult to change a flat.

"In exactly 60 seconds," he adds.

FAMED COWBOY PETE CRUMP shown at left, came to grief in this bit of fast action, while attempting to ride Short Fuse, one of the world's greatest bucking horses. Short Fuse will appear as part of the show at the Klamath Basin Roundup Association's annual rodeo in Klamath Falls, July 2, 3 and 4.

The bay gelding was named the greatest bareback buck of 1960 in the national finals rodeo in Dallas, Texas. According to onlookers, this hunk of horse can swap ends faster than the eye can travel. Evening shows will be held at the rodeo on July 2 and 3, and an afternoon show is slated for July 4.



BACK-TO-SCHOOL BRIGHTENS LUGGAGE PICTURE. Last fall, the nation's 5 1/2 million teen-age high school and first year college girls spent a total of \$1.1 billion on back-to-school wearing apparel and other items for fun and work, reports Luggage & Leather Goods. In Luggage and leather goods alone, they put \$5.2 million in 2.2 million new wallets to carry in 1.6 million new handbags which cost them a total of \$6.8 million. The 433,000 teen-age girls who went off for their freshman year at college did their packing in 202,000 pieces of new luggage which cost them a total of \$8.7 million, an average of \$20 per girl. The back-to-school market is big and getting bigger.

Newburg Girl Wins Scholarship

Bend - (AP) - Elizabeth Anne Hovee, 19, of Newburg, was awarded the eighth annual Presidential scholarship by the Oregon Pharmaceutical Association Monday night at its annual convention here.

The scholarship, which carries a total cash award of \$500, is presented to an outstanding young man or woman from Oregon seeking a career in pharmacy.

Liberty Bell Replica En Route To Portland

Portland - (AP) - A full-sized replica of the Liberty Bell for Portland has reached Chicago and will be on display here July 4. The bell was cast at the McShane Bell Foundry Co. in Baltimore. It is being transported across the country by truck

FIGURATIVELY SPEAKING. The figures on U. S. currency, that is, are what's on pretty Meg Myles' mind as she entered Canada Dry's second annual Money Tree Sweepstakes last week. Here, the attractive Hollywood starlet, now featured in the Broadway hit comedy "Enter Laughing," is reminding customers that rules on how to enter the Sweepstakes are available right now at local food stores and supermarkets and that the big event closes June 29 with the 1966 prize winners to be picked soon after. First prize winner will get to keep all the money he or she can pick from the Money Tree in three minutes with the soft drink company guaranteeing that the winner will get no less than \$15,000.

VACATION ITEMS SCORE SUCCESS IN DRUG STORES. Some \$400 million was spent last year in the nation's drug stores on vacation merchandise, reports Drug Topic. Druggists who advertise the vacation-bound customer needs are the ones who get the business. Eye-catching displays attract attention and boost extra vacation item sales.



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Hatfield, Norblad Disagree On Equal Access Proposal

By YVONNE FRANKLIN

Mail Tribune Washington Bureau

Washington - Two key Oregon Republicans, Gov. Mark Hatfield and Rep. Walter Norblad, disagree on one controversial part of the administration's omnibus civil rights bill which would prohibit businesses from discriminating against Negroes.

While he was in Washington conferring with President Kennedy and other governors on the serious crisis which faces the country in rising Negro demands for equal treatment in all areas of life, Hatfield urged Congressional Republicans, whose support is essential to the passage of any bill, to back Kennedy's entire civil rights program.

President Kennedy requested federal laws to:

Guarantee equal access to public accommodations such as hotels, motels, restaurants and stores and authorize the government to bring suit to protect this right.

Allow the attorney general to file suit to desegregate public schools and colleges.

Permit the federal government to withhold financial assistance to any program or activity where there is racial discrimination.

Establish a Community Relations Service to help ease local racial tensions and solve local racial disputes.

Strengthen the President's Committee on Equal Employment Opportunity by giving it a statutory basis.

Protect the Negroes' right to vote.

In addition to his civil rights bill, Mr. Kennedy renewed requests for a number of other related legislative proposals, such as his education and tax bills which he said would improve the Negroes' lot, and called for various job training and vocational-education programs.

Norblad said he would support all of the President's recommendation's except that section having to do with private property rights - telling a businessman whom he should serve.

"I think he has a right to serve whoever he wants to - white, yellow, black, anybody," said Norblad.

The bill will be thoroughly debated before the year is over, Republican leaders in both House and Senate indicate this "public accommodations" part of the bill is unacceptable to them, and Republican votes in the Senate are necessary to curb an expected southern filibuster.

Both Hatfield and Norblad are concerned about possible Negro demonstrations in the nation's capital, particularly Capitol Hill, this summer while Congress is wrestling with its collective conscience. A march of 100,000 has been threatened by Negro leaders in New York. This kind of intimidation Norblad said would have a very bad effect on Congress.

"I would resent it," he said, "I think a lot of people who are more or less neutral on the issue like I am would resent it."

Hatfield expressed concern that "extremists" would get control of the Negro movement, not show enough restraint, and, if their demands were not met fast enough would continue to "take to the streets" in protest instead of the courts.

He thought this breakdown in law and order was dangerous for the country and for

the Negro cause. He is concerned with the antagonism it creates between the white and colored races.

"I agree with the right of petition," Hatfield said, "but the long-range effort requires responsible leadership on both sides. I don't think the present mob action and violence is doing any good."

"This is good (demonstrations) for immediate need, but in my opinion it does precious little good for racial harmony, unless it becomes the foundation core for legislative action in which the individual has recourse through the

Pearl Watson Home in Central Point Is Sold

The Pearl Watson home for the elderly, 155 South First st., Central Point, has been purchased by Mr. and Mrs. Harold D. Strever.

Strever holds bachelor of arts degrees from Walla Walla, Wash., college and from Pacific Union college in California. He has served 27 years as a minister in the Seventh-day Adventist church and has taken special medical study at the David Livingstone Medical center in London. He also studied special diseases at the Tropical School of Medicine in Calcutta, India.

Mrs. Strayer is a registered

nurse and a graduate of the Portland Sanitarium and hospital. She has specialized in nutrition and also did post graduate study at the David Livingstone Medical center. She has been superintendent of nurses in an Oregon hospital and has spent many years in nursing homes for the aged.

The Strevers operated a hospital in Oregon and have spent 10 years in India in medical missionary work.

July 1 their home will become a qualified nursing home with a registered nurse

Second Degree Murder Charged at Vernonia

Vernonia - (AP) - Mrs. Mary Lou Norman, a 31-year-old housewife, has been bound over to a grand jury on a second degree murder charge in connection with a shooting Monday.

Mrs. Norman was held in the shooting of Glenn Wood, 32, a logger from Aloha.

She was taken to Rocky Butte jail in Portland.

on duty at all times. At present they will continue to operate under the Pearl Watson name, but plan to adopt the name the Gold Age Nursing home later.

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