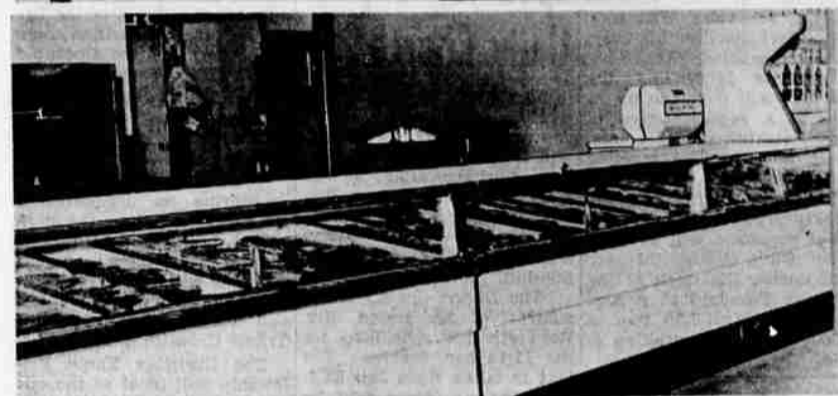
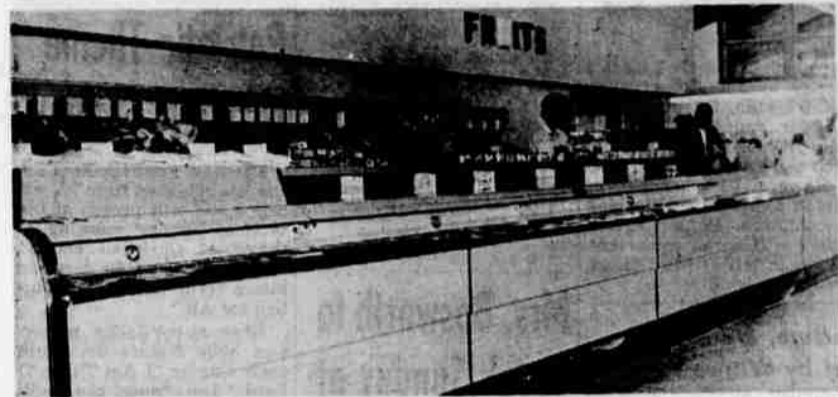




# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**JULY-AUGUST HOT GIFT MONTHS** - In the next two months, millions of Americans will be potential customers for, and/or recipients of many gift items, reports American Druggist. Some 33 million people will have birthdays; 16 million husbands and wives will acknowledge wedding anniversaries; more than 300,000 couples will be married; more than 750,000 babies will be born; 15,000 bridal showers will be held for girls to be married in September; and more than 300,000 girls will preside over sweet sixteen parties. Although these occasions make July and August the hottest months of the year for the sale not only of gifts, but also of party goods and most types of greeting cards.



**INTERIOR VIEWS OF CASCADE MARKET IN WHITE CITY** - Shown here are three interior views of the new Cascade Market, just opened in the Cascade Shopping Center, White City. Mel Hall is manager of the store and his son, Bill Hall and son-in-law, Gaynor Huck are assistant managers. Bob Darnell is in charge of the produce department, shown here, and Argel Ackley heads up the meat department, also shown. The third picture is one of the modern check out stands that the store uses. Also included in this modern store is a lunch counter and

bakery department. Grand Opening activities are currently underway at the market and the public has been invited to drive out to the center and visit the new facilities there.

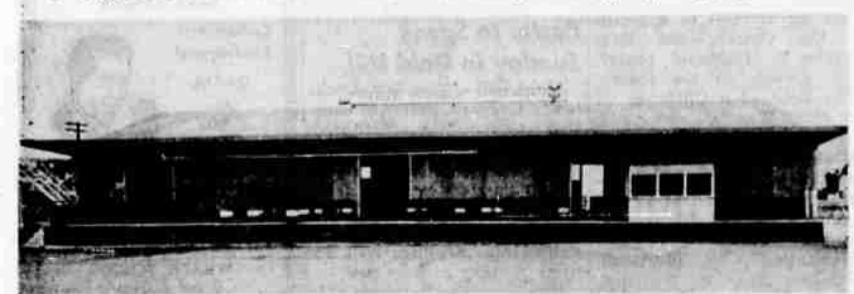
**CASCADE PHARMACY OPENS IN WHITE CITY SHOPPING CENTER** - Ernie Kennedy announced yesterday the Grand Opening of the new Cascade Pharmacy in the new Cascade Shopping Center in White City.

Opening activities are being held Saturday and Sunday, June 29 and 30 from 9 a.m. to 9 p.m. at the new store.

Kennedy has lived and worked in this area for many years and features friendly and efficient service for his customers. Free orchids will be given by the pharmacy to the first 250 ladies each day and other items to be given away include a portable TV set, baby blanket and Ansco Camera Set.

**NEWSPAPER IS FOOD SHOPPERS "BIBLE."** - Newspapers' food pages have become virtually a "bible" for most women shoppers, said Jack Kauffman, executive vice-president, Bureau of Advertising, ANPA, at the annual convention of the Grocery Manufacturers of America. Mr. Kauffman said that among the findings of a recent completed study of women in 40 cities for the Bureau of Advertising, was the fact that eight out of ten women look at newspaper food ads before making a shopping trip. And of this number, 90 per cent buy one or more of the items they see advertised. It was found also that 80 per cent of women shoppers take particular note of advertised specials, and that nearly all of these women, 78 per cent, shop the stores featuring such specials. The highly local nature of food retailing, said Mr. Kauffman, gives added significance to the findings. "Newspapers, because of their identification with the community and their importance as a source of local news," he declared, "are a powerful force in stimulating purchases at local supermarkets." Among other finds cited by Mr. Kauffman were:

- 75 per cent of women are interested in food recipes in newspapers.
- 60 per cent report that they clip recipes for future reference.
- 67 per cent check their supplies before shopping for grocery products.
- 60 per cent make up a written shopping list.
- 36 per cent consult other members of the family before going shopping.



**STANDARD OIL TO HOLD OPEN HOUSE** - R. E. Clarke, District Sales Manager for Standard Oil Company of California, has announced the promotion of an Open House at the company's Distribution Plant, South Stage Road at South Pacific Highway 99, this Saturday, June 29.

According to Clarke: "We feel that the people in this area are not fully aware of the complete and extensive facilities we have here. This is as fine an installation as there is for the distribution of petroleum products." "Moreover," he continued, "we have a number of retail sales products for home use that we don't feel the public is aware of and they are not aware of the fact that these are available to them at our plant."

Open House activities will be held Saturday from 8 a.m. to 5 p.m. Tours will be held of the complete facility and demonstrations of the equipment conducted.

The plant is located at the railroad tracks, corner of South Pacific Highway 99 at South Stage Road. A map and information of the Open House appear in a Mail Tribune ad Friday, June 29.

Everyone is invited to attend the event and Free Coffee and Doughnuts will be served.

**WHITNEY OLDS PARTS MAN HONORED** - Jerry Fouts, parts manager for J. R.'s Whitney Olds, was named top Parts manager in the Portland zone for 1962 according to a recent announcement by Oldsmobile.

The award is based on open competition between the parts managers on parts sales, neatness, records and seasonal contests between the 17 dealerships. Fouts has been in the parts business since 1948 and has worked in Portland, Pendleton and Medford. His wife's name is Margaret and he has four children, 1 boy and 3 girls.

"We feel Jerry's award represents an outstanding achievement, as he was in competition with some of the top metropolitan dealers as well as others in Oregon," Bob Boyer, general manager of Whitney Olds, said. "He is continuing to do outstanding work in building the parts department, which means better service and faster service for the public, which is our main objective."



**"GET THE MESSAGE!"** - These smiling youngsters at left, ask Pacific Northwest drivers, Thousands of Idaho, Oregon and Washington school children have started their summer vacations. Miss Carol Lane, women's travel director of Shell Oil Company, points out . . . vacation time for children is not only happy, but headless. Watch out for them - they might not watch out for you!

**APPLIANCE SALES ARE BOOMING.** - Fresh from a good year in 1962, it seems that the major home appliance industry is on the way to still better business in 1963, indicates a survey of appliance dealers across the nation by The Wall Street Journal. Not only are sales of many dealers on the rise, inventories of such appliances as refrigerators, ranges and home laundry equipment are little changed, and in some instances lower than a year ago. Prices are steady in many instances. Economists say strong sales of major appliances are an indication that consumers are in a spending mood, because a major appliance is the sort of purchase that can often be postponed. Replacement demand is spurring sales of many appliances, industry observers note, and dealers say replacement demand is mounting.

Mr. and Mrs. Robert D. Ford, owners of Marco Advertising, are shown departing from the Medford Municipal Airport, June 24. The couple are on their way to Washington, D.C., to attend the Specialty Advertising Guild International Showcase, the semi-annual showing of specialty advertising items and gifts. Ford stated that members of the U. S. Congress were invited to attend the special showing and that Congressman Wayne Morse, Walter Norblad, Maurine Neuberger, and Robert Duncan have accepted invitations to the International Show being held this week at the Shoreham Hotel in Washington.



**Mrs. Gaston Floux Honored at Party On Retirement**

A party Thursday afternoon at the Jackson county courthouse auditorium honored Mrs. Gaston (Lou) Floux who has resigned as receptionist and switchboard operator at the courthouse.

Mrs. Floux was hired nearly six years ago for the position when it was established as offices in the courthouse changed from individual telephones to the switchboard setup.

During the party County Judge Earl Miller presented her with a resolution from the court commending her for her service to the county.

Throughout the time she worked there she was known for her helpful arrangements at the receptionist's desks and in various offices throughout the building.

Mrs. Floux and her husband make their home at route 1, box 50, Grant rd., Central Point. Floux retired in February after working with Pacific Northwest Bell Telephone company for 41 years.

Plan To Travel

The couple's plans are to travel throughout the state this year. Mrs. Floux explained that present plans call for a longer trip next year which will include the New York World's fair.

Assuming Mrs. Floux's duties at the courthouse is Mrs. Carol Canfield, 1193 Siskiyou Blvd., Ashland. Mrs. Canfield has worked for Judge A. A. Smith in justice court in Dunsmuir, Calif., and for the Southern Pacific Railroad company in Dunsmuir. She was formerly a switchboard operator for the Klamath Valley hospital, Klamath Falls. During World War II she was employed by the U.S. Army in Portland.

Mrs. Canfield has two children, a daughter and a married son.

**Portland's Liberty Bell Repaired**

Portland - (UPI) - Portland's Liberty Bell arrived Thursday with a simulated crack plus some real damage.

The one-ton bell slipped off its supports and damaged the mahogany-covered steel base. The base and one support suffered minor damage.

But emergency repairs were made and the bell was ready for today's parade through downtown Portland on a flatbed truck. After that it will go into storage until brought out and rung publicly at noon July 4.

**DON'T BE SKINNY**

## Long Range Plans For Expansion at College Discussed

Ashland - Long range plans for the expansion of the Southern Oregon college campus were discussed, and proposed building sites were toured by Dr. Roy E. Lieuallen, chancellor of the state system of higher education, this week.

The discussions and tour were conducted by Dr. Elmo N. Stevenson and other college officials.

Proposed boundaries of the future campus include an area of approximately 135 acres with an estimated value of \$704,690 exclusive of 5.8 acres which are within the present campus boundaries, but as yet unpurchased.

The latter acreage has an estimated value of approximately \$183,570.

Potential area for the campus south of Siskiyou Blvd. is bounded on the east by Walker ave. and on the south by a broken line following the contour of the hillside which extends diagonally from the southeast corner of the campus at Walker ave. and Prospect st. to Mountain ave. at a point about half way between Oregon st. and Prospect st. It is bounded on the west by Mountain ave. and on the north by Siskiyou Blvd.

**Area to North**

The potential area north of Siskiyou Blvd. is bounded on the east by Walker ave., on the north by East Main st., on the west by Weightman st., and on the south by Siskiyou Blvd. and Highway 66.

Plans are based on the enrollment of 4,000 students with an increase in faculty from 91 to 200 individuals and a corresponding increase in the academic and service buildings from 209,970 square feet to 403,200 square feet.

**Americans Rescued By British Destroyer**

Cairo, U.A.R. - (UPI) - The British destroyer Agincourt today rescued four U.S. Philco Corp. civilian employees who made an emergency landing in the Red Sea in their chartered U.S. Air Force amphibious plane.

The destroyer was reported en route to Aden with four men. The U.S. Embassy here said they were all reported uninjured.

## Court Records

**MEDFORD MUNICIPAL COURT**  
Carl Edwin Vogel, violation of basic rule, \$25.  
Robert Antonio Ferreira, excessive noise, \$10.  
Loren Malcolm Glenn, failure to stop upon entering a public street from a private driveway, \$5.  
William John Hernalin, excessive noise, \$10.  
Lotus Montana Eaton, disobeyed stop sign, \$10.  
Vaughan Allen Bigalow, displaying a false driver's license, \$10, driving with a suspended operator's license, \$50.  
Joyce Ann Standforth, violation of basic rule, \$15.  
Sammy Lee Hopkins, violation of basic rule, \$15.  
Tom Joe Martin, violation of basic rule, \$20.  
Harris Virgil Hojasapple, violation of basic rule, \$25.  
Frederick Mathias Mast, violation of basic rule, \$25.  
Gene Clayton Anderson, violation of basic rule, \$5.  
Sarah Eleanor Penland, disobeyed stop sign, \$5.  
Albert Piche, violation of basic rule, \$10.  
Francis Elbert Oakes, violation of basic rule, \$15.  
Mary Kneeling Ateberry, improper left turn, \$10.



**CELEBRATES BIRTHDAY** - The young Duke of St. Andrew is shown as he celebrated his first birthday this week in Hong Kong. The photo was made by the Earl's father, the Duke of Kent. (UPI)

## Quotes From the News

**BY UNITED PRESS INTERNATIONAL**  
San Francisco - Sen. Barry Goldwater (R-Ariz.), addressing the National Young Republican convention: "It is the moral bankruptcy of the liberal politicians which is causing the young people to move toward the Republican Party. They are the reactionaries. They haven't had a new idea for 30 years."

Cork, Ireland - President Kennedy, addressing a crowd at the City Hall: "We are in the most climatic period in the most difficult and dangerous struggle in the history of the world."

London - Party girl Christine Keeler, testifying at the vice trial of Dr. Stephen Ward about gifts she received from men: "One of the men (John Profumo) who gave me presents did give me some money but not for myself. It was for my mother."

New London, Conn. - Nicholas Ukraine, waiting for police outside a home where he allegedly had slain a couple and their son: "I just killed three people."

## Nixon and Family Visit Pope Paul

Vatican City - (UPI) - Former Vice President Richard M. Nixon called on Pope Paul VI today, and afterward praised him as "a man who has great spiritual qualities" and who "will carry on the great tradition of Pope Pius and Pope John."

The former Republican presidential candidate took his wife, Pat, and daughters, Patricia and Julie, to the Vatican for the meeting with Pope Paul.

They were inside the Vatican one hour and 15 minutes and Nixon said that the visit "probably will be the highlight" of the trip they are making through Europe and the Middle East. The Nixons saw the Pope just four days before President Kennedy is

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