

Advisory Committee Has Wide Area of Service in State

The mental health advisory committee to the state board of control, to which Dr. A. E. Merkel, Jackson county public health officer, has been appointed for a term extending to July 1, 1966, has a wide area of service, the county physician has pointed out.

Organization to Provide Services By PP&L Is Noted

Pacific Power and Light company has announced formation of a Medford sales organization to provide more services to commercial customers and provide support for tradesmen and contractors in activities associated with the electric industry.

Also serving on the mental health advisory committee, appointed by the governor, are Dr. Herman Dickel, now chairman, who came here with the traveling child clinic for about 10 years; and Dr. Richard Sleeter, former Medford pediatrician, now director of the Crippled Children division of the University of Oregon Medical school.

There are 5,000,000 confirmed alcoholics in the United States, Dr. Merkel said. Dr. Titus informed the gathering. He is working with churches of all denominations in addition to heading the state group in Education and Prevention of Alcoholism.

Other statistics given by Dr. Frazee revealed 12 million problem drinkers in the United States and the expenditure of \$11 1/2 billion annually by people of the United States for alcoholic beverages. This amount of money, Dr. Merkel quoted the speaker, would build a four-lane highway from Portland to Washington, D. C., and back with 17,500 houses placed at frequent intervals all along the way.

The members act in an advisory capacity on matters pertaining to the mental health program as it is carried out through the division of mental health which went into operation July 1, 1962, under the administration of Dr. Joseph Treleven.

This division is responsible for the administration of the five mental institutions in Oregon, including the three hospitals, the home for the mentally retarded at Fairview and Columbia Park.

Promotion of Programs
In addition, the division is responsible for promotion and support of community mental health programs in which Jackson county participates through the family guidance clinic.

The advisory committee meets every three or four months, Dr. Merkel said. The July meeting, held at the Oregon Alcoholic Studies and Rehabilitation Center in Portland, was devoted to the program of the Alcohol Studies and Rehabilitation Section.

George C. Dimas, director of the section, is known in this area where he has been working with the Alcoholics Anonymous group trying to set up an information center in Jackson county. The Jackson county health department assists in this clearance work now and has available for distribution the educational materials.

The mental health clinic gives a certain amount of patient care to individuals and group therapy in connection with drinking problems.

Community Group
In the state program the Community Mental Health group is charged with carrying out at least two of the seven services listed to qualify for a basic clinic program. These services are child guidance and counseling, family guidance including marriage counseling, alcohol education and rehabilitation, training and assistance in the families of mentally retarded persons, outpatient psychiatric treatment, follow-up program for persons from state

Smith Named To Crater Lake Post

Paul F. Smith has been appointed assistant district ranger for the Annie Spring district in Crater Lake National park. Superintendent W. Ward Yeager has announced. Smith is a transfer from the National Forest Service's Region 9, including Michigan, Minnesota and Wisconsin, where he was stationed for two years. He formerly held seasonal positions with the forest service and the U.S. Fish and Wildlife Service.

While working for the U.S. Fish and Wildlife Service, Yeager said, Smith was associated with the National Park service during a survey conducted in Isle Royale National park.

A notice of Minnesota, he attended the University of Minnesota for four years, receiving a bachelor of science degree in forest management in 1960.

Smith and his wife, Patricia, will make their home at park headquarters.

Body of Yoncalla Man Found in Car

Cottage Grove — The body of Caleb McDaniel, 22, Yoncalla, was found in his wrecked car off Interstate Highway 5 near Curtin, about 10 miles south of here Monday.

An Oregon highway department crew found the car, which had gone off the highway over a 90-foot embankment.

McDaniel, a student at Northwest Christian college in Eugene, left the school Saturday night to visit his parents in Yoncalla.



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

CAR SALES HIT HIGH IN EARLY JULY. Car sales by dealers continued at a strong pace in the first third of July, reports The Wall Street Journal. Preliminary figures indicate more than 177,000 autos were sold in the period. This is a July 1-10 sales record, and also marks the first time in many years that early July sales topped those of early June. Auto makers sold 171,039 U.S. made cars in the June 1-10 period. Car sales in July and August build to a spring peak in May or June before dropping off in July. Sales in July and the entire third quarter normally fall sharply from the spring months. This year's early July sales figure out to average sales of over 22,136 cars in each of the period's eight selling days. This compares with total sales of 141,609 cars, or 20,229 in each of last year's seven selling days. In 1955, when the previous July 1-10 sales record was set, total sales were 187,006. But that period had only seven sales days, so the record average daily rate of 23,857 set then still holds.



THE MEDFORD CORPORATION BOARD OF DIRECTORS convened in Medford July 17 and 18. The special meeting in Medford included discussion on general business conditions, markets and future plans.

A tour of local plant facilities was made by the officials to inspect the improvements made and possibility of even further advances in the manufacturing process.

The selective cutting program on company-owned timberlands was inspected and discussed during a field trip. The objective of this program is to provide a continuing supply of growing trees by harvesting only the mature, over-mature, defective and some sound trees; thereby leaving a stand of healthy, growing trees for future harvests. Those trees remaining will show an accelerated growth rate as well as protecting the forest floor and young seedlings.

Although this adds somewhat to the cost of logging, it does lessen the amount of costly timber lost to breakage.

This progressive program requires the cooperation of all company employees and management, but the reward is a sustained timber yield, permanent plant operation, job security and a long time benefit to the community in many respects.

The photo above shows the board members in session here: (front of table) James Fentress, vice-president from Philadelphia, Pa.; James Holland, director from Portland, Oregon; Russell Hogue, executive vice-president, Medford; Austin Jenner, director from Chicago, Illinois; (back row, l. to r.) Alger Chaney, president from San Francisco, Calif.; Kenneth Pickens, treasurer, Medford; George Birkelund, director from Chicago, Illinois; B. L. Nutting, senior vice-president of Medford; Paul Fentress, director from Florida; Calvin Fentress, Jr., director from Chicago, Illinois. The group is seated in the new conference room recently completed at Medford Corporation offices.



Capri Motel Under Construction

Is also associated with Job's Daughters, Lions International and the United Medford Crusade

The new Capri Motel will have 36 modern units with individual air conditioners, full mirrored inside doors, tiled baths with showers, baseboard electric heat and insulation throughout. The motel will also feature a swimming pool.

The Capri Motel has been built by the Pacific Development Company of Portland, Oregon under the direct supervision of Russell Conrad.

GOOD POSITION SEEN FOR SMALL FURNITURE RETAILER.

There is plenty of room for the small retail furniture store, but no room for the old-style peddler, shopkeeper or merchant who sells every item and lets every item sell itself, said Frank S. Whiting, president of the American Furniture Corp., Chicago. "The small store owner must be the master of his profession, the master of modern merchandising and display techniques, and able to hire competent personnel," Mr. Whiting said at the seventh annual Pacific Northwest summer furniture market. Above all, the downtown small store owner must be alert, fast thinking and flexible enough to withstand competition from chains, discounters and shopping centers, reports Home Furnishings Daily. "There is plenty of room in the furniture business for young men with young ideas, who realize that price selling alone is not enough," he added. While flexibility of stocking, advertising and display is the key to meeting shopping center competition, Mr. Whiting prescribed specialization for the unit faced with discount competition. "A small unit can't combat price competition, but it can deal in merchandise above the discount level," he explained. "If the merchant concentrates on unique items, or pointed items uniquely displayed and advertised, he'll make his profit." Mr. Whiting pointed out the vital role of the small furniture retailer. "When you consider that 60-70% of the furniture business is done by small retailers, you can see the strength of small and medium-size businesses."

PROBLEMS FACING REALTORS CITED.

The outlook for the real estate market is brighter today than it was six months ago and the economy as a whole "appears to be poised for a stronger advance," although the problems of unemployment and balance of payments have not disappeared and positive forces are not dominant everywhere. These are the views expressed by Silas J. Albert, Grand Rapids, Mich., chairman of the Committee on Real Estate Economics and Research of the National Association of Real Estate Boards, in an article appearing in the current (July) Quarterly Magazine Section of Realtor's Headlines, a publication distributed by NAREB to its 74,273 members throughout the country. "In the real estate market, as in other sectors of the economy, greater discernment about characteristics of demand in relationship to supply is needed," Mr. Albert writes. "There is need, too, for greater care in evaluating demand and ability to finance in those areas where factual data are available. Failure in this regard is a negative factor that is asserting an influence along with problems originating in unemployment and imbalance in our international accounts. Overall, however, affirmative factors are stronger than negative ones."

TEEN GROOMING SENDS SALES ZOOMING. In a sample of 1,649 junior and high school students, some 87% of the 820 girls use cologne or toilet water and 66% of the boys use deodorants, indicates a study by Lloyd Hall Company for Scholastic Magazines. More than 50% of teen-agers either buy grooming products themselves or specify the brands others should buy for them, reports Advertising Age. Shopping for grooming products is done in drug stores, supermarkets and variety stores. The survey found that 64% of the girls use safety razors, 36% use electric shavers; 83% of senior high school girls use eye makeup, and 85% use hair spray. Among the high school boys, 87% use shampoo, 90% use a hair dressing.

DRUG STORE SALES SOAR IN '62. Customers spent \$8.4 billion in the nation's 53,879 stores last year, indicates the 16th annual "What the Public Spends" study just released by Topics Publishing Co. This was 6.4% more than in 1961, and almost twice the increase drug stores had in the previous year. Prescriptions filled by drug stores came to \$2.3 billion or 28.1% of total sales. Fastest gainers and their per cent of increase among drug store products sold in '62 vs. '61 are: aerosol antiseptics, 93.8%; aerosol deodorants, 80.6%; electric tooth brushes, 50.0%; room decongestants, 45.2%; spray hair fixatives, 32.1%; cold tablets, 28.3%; cough lozenges, 23.3%; electric hair dryers, 21.5%.

MANAGERS NAMED FOR NEW CAPRI MOTEL.

Morris and Alice Boughner have assumed the management of the new Capri Motel, located at 250 Barnett Road in Medford.

The Boughners have lived in Medford for the past 15 years, of which more than 10 were spent as associates with the Groceries Super Food Market. Morris worked here as manager of the meat department. For the past 2 years, he has been with Crystal Meats Company of Medford. Morris, Alice and their daughter, Lynn, are members of the First Methodist Church of Medford and well known in Masonic circles.

Morris also belongs to the Scottish Rite and Hillah Shrine Temple, serving in 1960 and 1961 as Worthy Grand Patron of the Order of Eastern Star. He



Morris Boughner

Try and Stop Me

By BENNETT CERF

BERNICE CARTON, whose husband, Marvyn, is a successful and well-known amateur sailing buff, tells what's like to be the wife of a man who LOVES sail boats. "A boat owner," she warns, "becomes a Captain Bligh overnight. Just put that yachting cap on his head, and he immediately starts striding up and down the quarterdeck. This involves a certain amount of agility, since the average sail boat has no quarterdeck to speak of. The doughty Captain expects instantaneous and unquestioning obedience from his crew, which includes, of course, his wife. It's best to answer, 'Aye, aye, sir' to his totally incomprehensible orders, although if a salute is added the Captain may suspect he's being kidded. . . . The quickest way to sever diplomatic relations with a Captain addicted to nautical terms is to announce, 'I think I'll go downstairs and see about dinner.'"



In a very fashionable restaurant a waiter stumbled, accidentally pouring a portion of vanilla ice cream down a lady's back. The lady gasped and jumped to her feet, thereby overturning the table and knocking her escort to the floor. In the ensuing confusion, a man seated at the opposite end of the room beckoned HIS waiter and instructed him, "Bring me a double order of whatever that couple had."

A punning critic hailed Alfred Hitchcock's latest motion picture, "The Birds," as "corn on the macabre."

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Dennis the Menace



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