

Medford Ranked High As Retail Market

On the basis of its economic strength, as exhibited in the past year, Medford is ranked high as a retail market.

Personal income and per family spending proved to be at a higher level locally than in most sections of the United States.

The city's market standing, relative to that of other communities, is indicated in a new, copyrighted "Survey of Buying Power," released by Sales Management.

It shows that business activity reached new heights in the year, with local stores chalking up sales totaling \$75,079,000, topping the previous year's \$69,555,000.

Amount Was Greater
The amount was much greater than might have been anticipated on the basis of population alone. From that standpoint, retail business locally should have produced only .0138 per cent of the national volume. Instead, however, it accounted for .0319 per cent.

The advance was not limited to any particular retail lines, although the automobile business was a star performer. People spent more money for soft goods, such as food and clothing, as well as for durable goods, like air conditioners, household appliances and refrigerators.

The gains were achieved despite warnings of a probable business slump and despite the stock market break in the Spring.

To these the public paid little heed. Their confidence was high and they displayed it in the way they spent their cash.

Better incomes was the reason. They made possible the large-scale spending.

Net Earnings Locally
The survey shows that net earnings locally, after deducting personal taxes, came to \$55,392,000, an increase over the prior year's \$52,862,000.

It was equal to \$6,295 per household, an arithmetical av-

erage obtained by dividing the local income by the number of households.

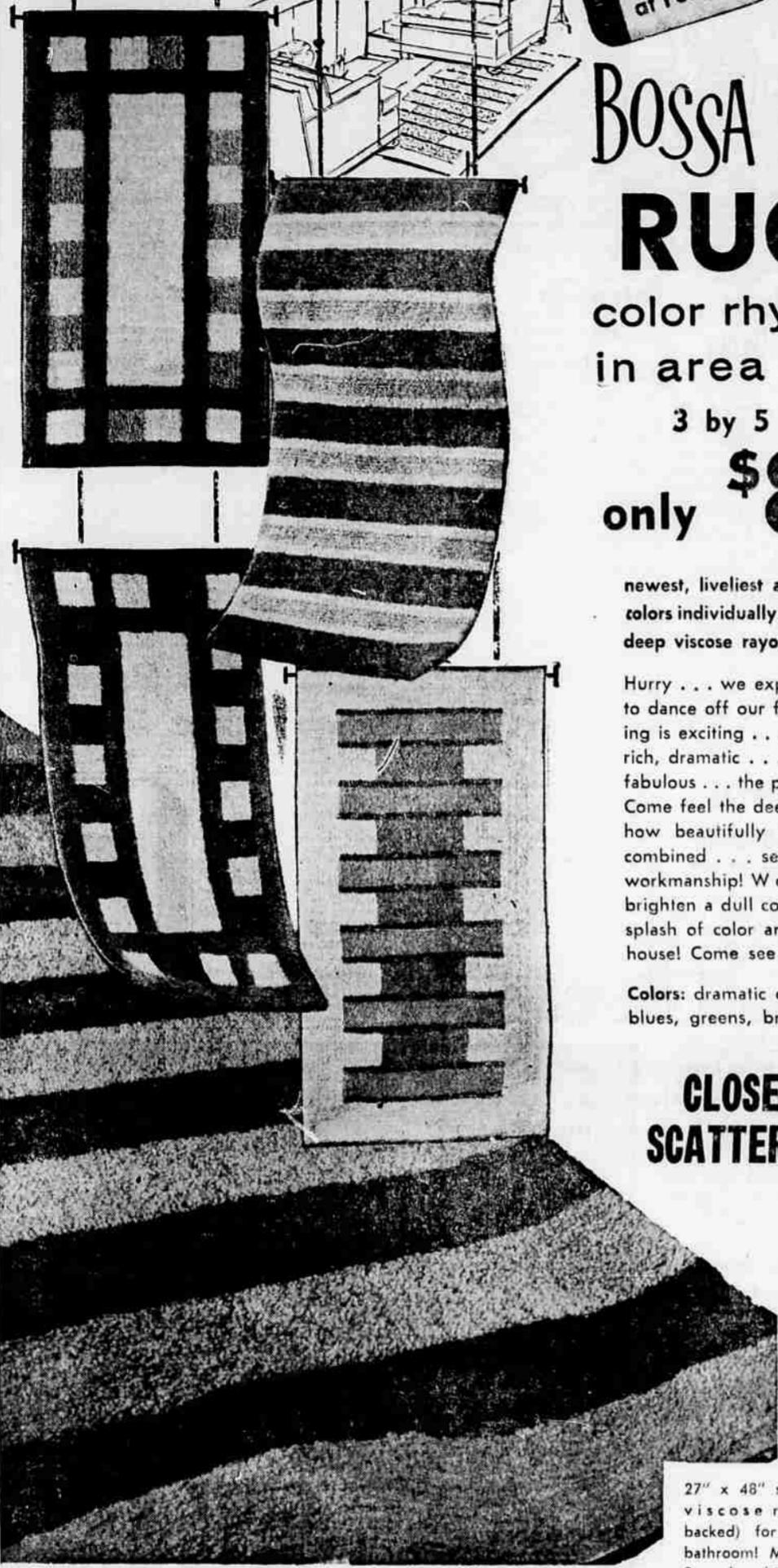
The relative standing of one community to another, with respect to purchasing ability

and business vitality is shown through an "index of sales production," which considers

population, income and spending. Medford is given an index

rating of 231, which is 131 per cent higher than the national average.

PENNEY'S
ALWAYS FIRST QUALITY
DOWNTOWN MEDFORD



Use your Penney Charge Card. Take advantage of these terrific Savings!

BOSSA NOVA RUGS

color rhythms in area rugs!

3 by 5 feet

only **\$8**

newest, liveliest accent rugs!
colors individually inlaid!
deep viscose rayon pile!

Hurry . . . we expect these rugs to dance off our floors! The styling is exciting . . . the colors are rich, dramatic . . . the quality is fabulous . . . the price incredible! Come feel the deep pile . . . see how beautifully the colors are combined . . . see what careful workmanship! Wonderful to brighten a dull corner . . . add a splash of color anywhere in the house! Come see . . . hurry!

Colors: dramatic combinations of blues, greens, browns, oranges.

CLOSEOUT! SCATTER RUGS

2 For **\$5**

27" x 48" size! Style-carved viscose rayon pile (foam-backed) for bedroom, hall, bathroom! Machine wash. Sand, white, green, pink, silver, beige.
* lukewarm water

STARTING TOMORROW and for Only a Very . . .

limited time

20% off

draperies all fabrics in our superb custom collection!

LET US MAKE DRAPERIES TO YOUR MEASURE . . . SEE HOW LITTLE IT COSTS AT PENNEY'S!

- Choose from hundreds of samples!
- Beautiful prints! Solid colors
- Handsome weaves! New Textures!

HURRY IN, choose from our magnificent collection of decorator fabrics for draperies, slipcovers, upholstery . . . a superb group all specially ordered for you from the top decorating fabric manufacturers in the country! All fine, first quality, all the latest, loveliest colors, styles, weaves! Don't miss these savings!



NEW . . . Radiantly lovely colors! NEW . . . With new lofty Supernap

Petunia Print Electric Blankets

72" x 84"

\$15

2-Year Replacement Guarantee! Machine Washable!

Newly developed dyes give unusual depth and brilliance of color to this print! Come see! Downy-soft rayon/cotton, fluffier, more beautifully machine washable with new Supernap. Have the luxury of constant all-night warmth (7 settings) with one cloud-light blanket. Nylon binding. Gift-boxed.
print in ruby, yellow or blue on white grounds.
* lukewarm water



NOTE: Final week of Penney's great August white goods event! . . . save on sheets . . . now at January prices!

Bedding . . . Penney's Street Floor

PET TALK

By M. I. L.

OUR NATIONAL EMBLEM

The bald eagle, symbol of democracy, is vanishing. The census, thus far, taken by 1,100 volunteers under the direction of the National Audubon Society indicates that there are about 4,000 bald eagles in the United States, excluding Alaska.

On nesting success, the most alarming find that only one out of ten attempts by bald eagles to rear young on the Atlantic Coast appeared to be successful in 1962. Observations in South Florida, where conditions are at their best, indicate the rate of nesting success should be close to 60 per cent instead of 10 per cent.

Under mandate from Congress, a project has been under way at the Federal Wildlife Research Centers in Maryland and in Alaska to determine the effect of DDT on birds, and specifically the bald eagle. The poison spray has been applied in great quantities for mosquito control in the coastal areas which eagles inhabit and has been found still effective ten years after it has been sprayed. DDT occurs widely in fish and eagles feed largely on dead fish, so eagles potentially have access to DDT.

Also, it has been definitely determined that sub-lethal doses of DDT reduce the capacity of pheasants and quail to reproduce, but still the research goes on with captive eagles tied to a pole with their eyelids closed by sutures and fed varying amounts of DDT with their food in the name of science.

In the meantime, the bald eagle, our national emblem for more than a century and a half, is fast fading along with other wildlife because of the wide use of pesticides, forest clearing, wanton shooting and forced poisoning for experimental purposes. Insects have been building up a tolerance to most pesticides which is passed on from one generation to another. Most animals have a low tolerance to poisoning effects of pesticides, and in the case of birds a zero tolerance.

Many pet animals may be unwittingly poisoned through the use of weed and garden sprays. Dogs and cats frequently eat grass on which the sprays have fallen, and the cat's habit of washing its feet may also lead to serious poisoning.

After weed killers have been used water thoroughly with a hose before pets are allowed to walk on the treated area.

HUSBAND DETAINED
Portland - (AP) - Susannah Hale, 31, was killed here Thursday night and police were holding her husband for questioning.

TOWEL SPECIAL!

EXTRA LARGE BATH TOWELS

Prints 25" x 46" **\$1**

hand towels 2 for \$1
washcloths 4 for \$1

Take your pick . . . beautiful rose-print on expensive low loop towels with fashionable fringed ends. Thick, thirsty cotton terry, made to Penney's famous specifications . . . both quality you'd expect to cost far more! Hurry!

solid colors: white, pink, yellow, velvet brown, teal, peacock blue, kelly green.
print colors: baby pink, pastel yellow, peacock blue.

Shop Till—
9 P.M. Mondays and Fridays