



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

CONSUMER OUTLAY HITS PEAK IN '62. Spending by the nation's consumers for all goods and services in 1962 reached a record total of over \$355 billion, according to the U. S. Department of Commerce. This is a gain of 5.5% over 1961. Expenditures for durable commodities, \$48 billion worth—cars, furniture, TV sets, etc.—went up 16.5% compared with a 4% rise in spending for nondurables, \$161 billion—food, clothing, toiletries, etc. Almost \$146 billion went for services of all kinds, a gain of 5.6% over the 1961 total. The Department of Commerce also reported the following:

A total of \$15.8 billion was spent for women's and children's wear (not including footwear) in 1962. This was an increase of 3.8% over 1961.
 Consumers spent \$4.7 billion for footwear, 6.2% more than in 1961. Of the 1962 total, men's and boys' footwear accounted for \$2 billion, and women's and children's footwear, \$2.7 billion.
 A 3.5% gain was reported in spending for men's and boys' wear in 1962, totaling \$9.1 billion, compared to \$8.8 billion in '61.
 The nation spent almost \$92 billion for food, tobacco and alcoholic beverages in '62, a 3.7% increase over 1961. Food purchased in food stores and other stores for off-premise consumption amounted to \$63.6 billion, compared with \$51.3 billion in '61.
 Consumers spent over \$27 billion on home furnishings of all types, a 5.5% gain over the 1961 total.

Wash, and will stock a new ranch purchased in the Rogue River Valley on Ross Lane. Shriners of Yakima assisted in bringing the horses to Medford. They were greeted here by members of the Jackson County Shrine club, and the joint party held by the two groups netted more than \$2,000 for the Shriners Hospital for Crippled Children.
 C. H. Sigman is one of the operators of the Big Y Shopping Center in Medford.



SOUND SHOP CELEBRATES GRAND OPENING. The Sound Shop, well known headquarters for Hi-Fi and Stereo "bugs", is celebrating the grand opening of its brand new facilities this weekend, 1116 North Riverside.

Operated by Paul and Mary-Anne Smith, The Sound Shop has, according to Smith, the largest stock of Hi-Fi's, Stereos and components in Southern Oregon and Northern California. Such well-known names as: Concerione, Lansing Paragon Speakers, Dyna, Eico, Sherwood, Rockford Furniture, Audio Originals, Banzley, Norelco, Miracord, Marantz, Capital Pre-recorded Tapes, Sound Craft, Trilon, Sony, Radionette and Command Records, are featured.

Paul Smith was formerly with the Groceria Super Market where he worked for 12 years as vice-president of the company. Paul attended the Radio School of the U. S. Air Force and was stationed at the Medford Air Base during WW II. Mary-Anne's father, Bill Gates, founded the Groceria Company and was a well-known figure in Southern Oregon. The service department of this new shop will consist of Earl Cabelt and Bill Compton. The shop will also employ Mrs. Jack Vance.

A most unusual display in the shop is a stereo system valued at \$4,000.00. During the grand opening free coffee and donuts will be served and an attractive prize will be given away. Smith is also a well-known member of Medford Kiwanis.

KEEPING COFFEE FRESH FOR SIXTY YEARS. Think of something which will hold tight, not squoosh, keep air out, look bright and shut up when you want it to—and there you have the coffee can.

Coffee companies have been meeting these requirements for decades. And in some pretty fascinating ways.

Take that staunch five-pound can with the wire handle. Remind you of a farmer's pail? Well, with five pounds of coffee in it, this type of coffee has probably served many a big old-fashioned farm family, and the farm hands, too.

But look at the canister right next to it—the very newest M.J.B. can in our picture. Anything the other can do, it can do better. It's a vacuum-packed, two-pound can which you can open with a regular can opener, no key, no unwinding. Then you throw the metal lid away and use the extra plastic top for re-closing. It fits more snugly than metal would, so, the coffee stays fresher longer.

You can also throw away the paper brand label and when the M.J.B. coffee's all gone, you have a handsome, non-commercial-looking, generous-size canister with a tight-fitting plastic top. All for the regular price of the coffee inside!

It goes to show we've come a long, long way from the coffee barrel and scoop in the general store, and the coffee toted home in paper bags.

The oldest coffee can in our collection is that slim-one-pound one at the upper left. And talk about fashions going in circles; it has almost exactly the same shape as the very newest one-pound cans.

Now about sizes. Time was when they sold tins as small as that 1/4 pound tin! The latest thing these days is the three-pound size—an extremely economical way to buy coffee. If you're worried about losing freshness and flavor too fast, do what the coffee experts advise: close it really tightly (the new plastic lids will assure this). And keep the can in the refrigerator.

Freshness used to be a much bigger problem than it is now. Before airtight coffee cans, women bought coffee in green bean form so it would hold its flavor better. Then they had to roast it at home—a hazardous process which yielded nice brown beans some of the time, and clouds of black smoke other times.

Home roasting (and home grinding) dropped out after the vacuum-packed coffee can came in, during the early twenties. But in the forty years since then there's been practically no change. What with the new plastic top canisters, the stubby key-unwinding cans we're used to may soon be in antique shops. The ones that aren't retired to a dignified old age as paint cans, that is. Oh yes—you'll find M.J.B. coffee at your favorite grocer's.



A COUPLE OF PRIZE WINNERS shown here are C. H. Sigman's new champion for three years in a row, the pure bred Arabian horse, "Mishal" and Jorgensen's Dairy homogenized milk, also a prize-winner. Introducing the two champs is Joe Jorgensen, past illustrious potentate of Hillah Shrine Temple and owner of Jorgensen Dairy & Produce Company. Sigman's fine stable of pure bred Arabians was moved recently to Medford from Yakima.



Sound Shop Proprietor Paul Smith

Graham Addresses Film Colony Group

BEVERLY HILLS, Calif. (UPI)—Evangelist Billy Graham, who concluded his southern California crusade for Christ Sunday night, spoke Monday night at a dinner meeting honoring the motion picture relief fund country home in Woodland Hills, Calif.

Graham told the 900 diners attending the affair that "the motion picture industry is the only industry in the world which takes care of its own."

Guests were James Cardinal McIntyre, Rabbi Edgar F. Magnin, actress Mary Pickford, actors Danny Kaye and

Adverse Effect in Civil Rights Seen

WASHINGTON (UPI)—Atty. Gen. Robert F. Kennedy says that President Kennedy's efforts to pass civil rights legislation is having an adverse effect on his brother's chances of reelection—in the North as well as the South.

The attorney general said in an interview that northerners were becoming aware of racial problems "and I think this kind of awakening is having an adverse political effect upon the administration." But, he added, "I think we have to do it."

Cuban Sugar Mill Struck by Bombs

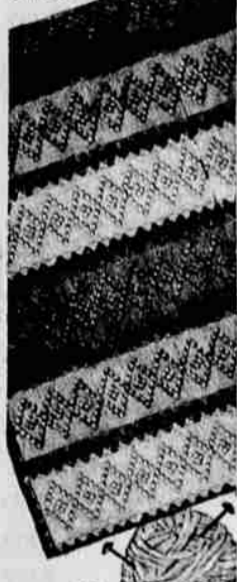
HAVANA (UPI)—Cuba's biggest sugar mill was bombed at dawn Sunday but anti-aircraft guns prevented raids on two Cuban cities that night, the Castro government said Monday night.

A release handed out shortly before midnight said a plane "from the north" dropped five 50-pound bombs on the Brazil (Jaronu) sugar mill at 4:30 a.m. Sunday, damaging one building but causing no casualties.

Refugee spokesmen in Miami, claiming credit for the Sunday attack, said they thought their bombs hit the Jaronu mill—which was their objective—but added, "Whatever we hit, we destroyed it."

Add-A-Strip Hit

7425



by Alice Brooks

Keep cozy on cold nights with this brilliant afghan of warm knitting worsted.

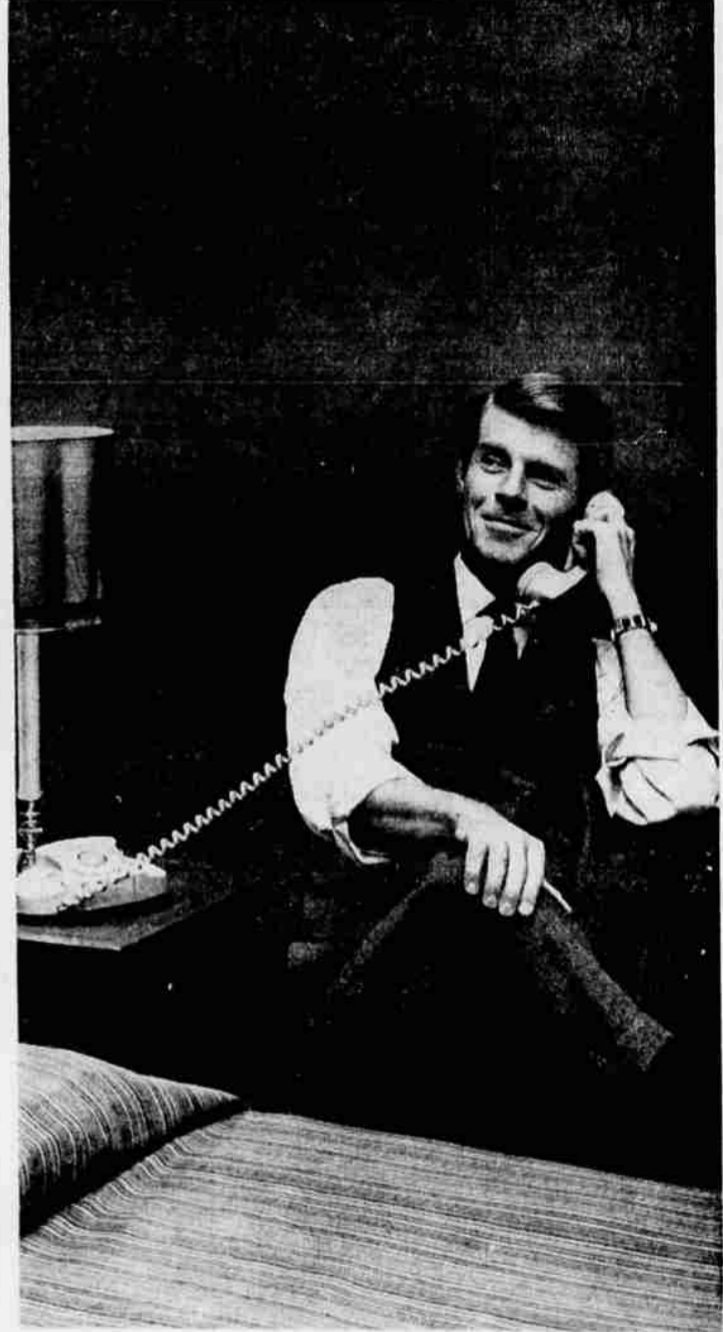
Knit-A-Strip afghan—easy, effective in 3 shades of a color or multicolors. Popcorn stitch, crocheted border. Pattern 7425. Knitting directions.

THIRTY-FIVE CENTS (coins) for this pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P.O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, PATERN NUMBER.

206 HANDICRAFT HITS in our big, big, new 1964 Needlecraft Catalog, out now! See toys, fashions, crewelwork, heirlooms, gifts, bazaar hits—everything to crochet, knit, sew, weave, embroider, quilt, smock. Send 25 cents right now.



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