



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**COFFEE DRINKING ON THE DECLINE.** Coffee consumption in the U. S. has declined 11 per cent from the 1947-49 base average while consumption of tea has increased 17 per cent, reports Primers' Ink. This decline took place at a time when the population was increasing. The statistical picture looks like this: cups per day consumed by coffee drinkers down from 4.17 in 1962 to 4.12 this year; last year, 74.7 per cent of the population (over age 10) drank coffee, this year, 73.2 per cent do; in the home, consumption has dropped from 2.57 cups per day to 2.33 cups.



**NEW AMERICAN MOTORS CARS MAKE DEBUT.** American Motors today announced new and broadened 1964 Rambler Classic and Ambassador lines. Styling refinements, new hardtop models and new convenience options are prominent among the advances in both American Motors' top-selling Classic line and the Ambassador luxury line, according to Paul Lea of Lea Motors, Fifth and Bartlett streets in Medford. With the company's lowest-priced Rambler, the drastically changed 1964 American that was announced last week, the company has now introduced three distinct lines of 1964 compact cars that completely span the market for this popular car type. Curved glass side windows and a distinctive horizontal grille accentuate the all-new 1964 Rambler American, shown above. Five sedan models are offered in addition to two hardtops, two station wagons and one convertible. Stainless steel rocker panel covers — which provide added protection — are standard on most models. Sports-type styling with top performance and extremely luxurious interiors highlight the 1964 Rambler Ambassador 990-II two-door hardtop, below. Hardtops are new to both the Rambler Classic and Ambassador series this year. Also available are four-door sedans and station wagons. Horsepower ratings range from 127 to 198 on Classic models and from 250 to 270 on Ambassadors.

**PRESTONE ANTI-FREEZE**  
with Exclusive MAGNETIC FILM  
PROTECTS ALL COOLING SYSTEM METALS INCLUDING ALUMINUM  
PROTECTION AGAINST FREEZE-UP... PROTECTION AGAINST RUST!  
There is no substitute for the world's most tested, most trusted anti-freeze.

**CHILLY FALL MORNINGS OFFER A REMINDER** that winter is just around the corner so the makers of famous "Prestone" Anti-Freeze are using Mail Tribune columns to remind motorists to prepare their cars for cold weather. Total protection is the keynote of Prestone's 1963 campaign and the familiar can, shown here, contains the widely known much tested and trusted anti-freeze. Medford dealers are stocking up with Prestone to meet the demand of top selling months ahead.

**GAIL'S MARKET IS MOVING** to a new building in Rogue River. The former location, a frame building, is being removed by Weldon & Son, house wreckers of Wilderville, while the new store just back of the old is being made ready for opening day, the latter part of next week. A parking lot will occupy the place of the building being taken down.

**O. K. RUBBER WELDERS, INCORPORATED OF LITTLETON, Colorado** and Klickitat County Developers, Inc. today jointly announced plans for the location of a new tread rubber manufacturing plant in Goldendale, Washington. Mr. Harold V. James, Chairman of the Board and President of O. K., stated he was very pleased to have the new plant located in Goldendale. Mr. W. D. Brewer, Executive Vice President of O. K., stated, "The expanding demand for O. K. tread rubber, tires and other products, required that we establish a tread rubber plant in the Northwest. Following this decision, a number of aggressive and dynamic communities in the State of Washington submitted attractive proposals to us. The people of these communities were so cooperative and hospitable that a decision as to the best location was very difficult. After considering all factors involved, however, we chose Goldendale and look forward to becoming a part of that community. The Goldendale plant will represent an initial investment of approximately \$250,000."



**SMALL EGG'S PARTY EASY TURKEY NEW EGG-SALAD MIX.** Today's news for housewives is a new product for all-family use a tasty, piquant, prepared Egg-Salad Mix, with an unligated range of uses has made its bow in just-right-size 7 1/2 ounce cans. This amount is enough for three or four sandwiches depending on the size of appetites. A special cooking process which insured fresh egg flavor which, combined with nippy seasonings, makes this a tasty, properly moist, product. Although its classic use will be as a sandwich filling it is suitable as a spread for hors d'oeuvres, and as an addition to salads, sauces, or vegetables. It may also be combined with cold or leftover meats, fish, or shellfish. In fact, housewives will be delighted with the many, many possibilities this versatile new food product offers your imagination and menu.

- Here is shown the Egg-Salad Mix as used for a quick sandwich party. Youngsters will be amused by the Towerin' Tivoli sandwiches, which layer rounds of bread, cheese, and the Egg-Salad Mix, and are topped with humorous little clown picks. For the basic sandwich, just spread bread, buttered, with this ingenious new product. Combine it with left over meats or other sandwich fillings.
- BASIC EGG SALAD SANDWICH**  
8 slices white bread softened butter  
Spread each slice of bread with softened butter. Spread with Egg-Salad Mix (add lettuce if desired) and put together. Wrap sandwiches in sandwich wrap until ready to eat. Serves 4 generously. NOTE: Chopped chicken, ham, bacon, crab, or shrimp may be added to the Egg-Salad Mix.
- TOWERIN' TIVOLI SANDWICH**  
1 5-oz. jar sliced chicken  
1 7 1/2-oz. can Egg-Salad Mix  
1/2 cup mayonnaise  
1 7 1/2-oz. can Egg-Salad Mix  
1 loaf dark rye bread softened butter  
6 slices Swiss Cheese  
1 loaf dark rye bread softened butter

lemon juice, to taste  
salt and pepper, to taste  
Slice rye bread to 18 slices. Using round graduated cutters, cut 6 of each size. Spread each round with softened butter. Cut chicken finely, add mayonnaise, lemon juice, and seasonings. Spread largest round of rye bread with the chicken mixture. Top with the second size round. Cut cheese slices to fit and place on top with a bit of lettuce; top with the third size round. Spread Egg-Salad Mix on remaining round, add to first two layers and top with party picks or cherry tomatoes cut into petals. Makes 6 tempting sandwiches. NOTE: Bread will cut better if frozen.



**NEW BUICKS GO ON DISPLAY HERE FRIDAY** at the showrooms of Skinner Buick-Cadillac, 143 South Riverside avenue, according to an announcement by Lon Skinner. The 1964 lineup has 26 models that features two new super turbine transmissions providing up to 43 per cent more wheel thrust, along with three new engines and a host of styling changes that includes an all-new roomier Special series. Skinner stated, "Three inches have been added to the wheelbase and almost a foot to the length of the all-new Buick Special for 1964, shown above, which for the first time is built on a solid steel frame. The Special is not only longer, but is also wider, roomier and has more door space for easier entrance and exit. An improved new V-6 engine with displacement increased to 225 cubic inches is standard equipment. Options include the new Super Turbine 300 torque converter transmission; the four-speed synchromesh transmission, and also the new 300 cubic inch displacement aluminum V-8 engine. Styling highlights include curved glass in side and rear windows. Buick's Wildcat for 1964, below, takes on a new appearance with complete restyling of the front, sides and rear. The new grille — outlined by a stout chrome frame — features a floating center bar which carries the Tri-Shield emblem. The side view is dominated by new moulding extending from the front wheels to the rear bumper. Ventiports have been redesigned and placed one above the other. The exclusive Wildcat chrome plated spoke wheels shown here are optional. In addition to the two-door hardtop, the Wildcat comes in a new four-door sedan, four-door hardtop and convertible. Buick's new Super Turbine 100 torque converter transmission, or a four-speed manual transmission are optional on the Wildcat, along with a 425 cubic inch engine equipped with two four-barrel carburetors.

**PILFERAGE INCREASES WITH GROWTH OF SELF-SERVICE MERCHANDISING.** Shoplifting is becoming more widespread in retail drug stores as more and more of them utilize self-service merchandising techniques, indicates a recent study of retail drug stores by Drug News Weekly. Of all types of drug operations, the prescription-only shop, which makes almost no use of self-service, is least affected by pilferage. The degree to which drug stores are affected varies. Small items, especially cosmetics, seem to be the chief target. However, such items as tape recorders, hair driers and radios are also shoplifters' favorites.

## College Leaders Adopt Resolution

**ASHLAND** — The Oregon Federation of College Leaders, composed of students, has taken action to give its strongest support to Measure 1, the Oregon tax program to be referred to the people Oct. 15 and will conduct an active campaign in favor of the measure. Jim Long, Southern Oregon college student body president, has reported. Releasing the text of the resolution passed by the Oregon Federation of College Leaders, Long called attention to the students' pledge to support the measure and their plea, urging "all civic and service groups and all citizens interested in avoiding the tragic consequences of the measure to join in the crucial effort to pass Ballot Measure 1." "The resolution stated in part: 'Elimination of \$60 million would almost certainly reduce funds for education; for higher education and basic school support for primary and secondary education, markedly increasing student tuition charges. Reduction of the insufficient funds currently available to public higher education would deprive many Oregon children of the college education on which they and their parents are rightfully counting.' In conclusion the resolution maintains that opponents of the tax program have failed to offer 'satisfactory and realistic alternatives' in the tax measure."

## Fourth Report Lunch Scheduled Monday

The fourth report luncheon for the United Crusade will be held Monday, Oct. 7, according to Jerry McGraw, campaign chairman. At the third meeting a total of \$52,638, or 29 per cent, had been collected so far. Goal for the 1963 campaign is \$180,040. A breakdown of contributions so far show that 34 per cent, or \$29,205.80, has been collected by the divisions and 23 per cent, or \$23,432.20, has been collected by plant chapters. Medford Corporation's had 24 of its 245 employees contribute to the crusade of which 236 gave a fair share, equal to one hour's wages per month for the year, which is 96.3 per cent. A check for \$200 from the Southern Pacific Foundation was presented George Jones and Billie Lee Leaders.



**1964 CADILLAC ON DISPLAY HERE THURSDAY.** New standards of performance, comfort and convenience are coupled with unmistakable Cadillac styling in the 11 models that make up the 1964 line up. Smart new '64 Cadillacs will be on display Thursday at Skinner Buick-Cadillac, 143 South Riverside avenue. The performance gains result from a new engine and a new transmission, while the comfort and convenience story for 1964 is highlighted by the first fully automatic year-around conditioning system ever offered in an automobile, according to Lon Skinner. The most popular Cadillac model is the Coupe de Ville, shown above, featuring it apart from other models is this exclusive roof line, shown with an optional vinyl padded roof covering. Cadillac's traditional tail fins are lowered and more tailored while the deck lid and bumper ends are new. The distinctive elegance of the 1964 Cadillac Fleetwood Sixty Special Sedan (below) is reflected in its clean body sides, stately roof and luxurious interiors. The vinyl covered padded roof continues as an option on this and four other of Cadillac's eleven models.

## Kennedy Warned Of Segregation At Speaking Site

**LITTLE ROCK, Ark. (UPI)** — White House sources said they had been assured that the audience would not be segregated. The Arkansas NAACP has warned President Kennedy that he will be speaking Thursday at "the worst segregated institution in the state" — the Barton Coliseum at the Arkansas livestock exposition here. Kennedy is scheduled to deliver the Greers Ferry dam at Heber Springs Thursday morning and to appear at the livestock exposition in the afternoon. In a telegram, NAACP field secretary L. C. Bates told the Chief Executive the coliseum always had been segregated and that he supposed it would remain so. "This fact is brought to your attention," the wire said, "since you have persistently advised members of your staff not to appear before segregated audiences in the hope that you will not set a precedent that will harm the cause you so honestly espouse." However, in Washington, White House sources said they had been assured that the audience would not be segregated. "A spokesman said the President had 'never spoken to a segregated audience,' and added: 'As in every appearance of the President, no matter where it is, we have received assurances that any citizen will be admitted.' In Little Rock, Clyde Byrd, an official to the exposition, denied that the coliseum grounds were segregated. "Our grounds have been integrated for years," he said. "We have thousands of colored people out there every year." It was noted that the President would be speaking out of doors, and not inside the coliseum. Dr. Jerry D. Jewell, president of the Little Rock NAACP, also wired the President warning of segregation. There will be Negroes on the welcoming committee greeting Kennedy, he said, but only "as a smokescreen for the actual practices that exist." The segregationist Capital Citizens Council placed an advertisement in the Arkansas Democrat calling on citizens to "turn their backs on him (Kennedy) as an expression of their disgust."

## Prehistoric Ice Will Be Studied

**CHICAGO (UPI)** — Ice can get too cold for its own good, reports Cardox division of Chemtron corporation. The company's liquid carbon dioxide truck-refrigeration system protected a load of prehistoric ice by maintaining a precise -30 degrees F. during recent shipment from Chicago to the new Hanover, N.H. headquarters of the U.S. Army cold regions research and engineering laboratory. The ice, gathered from the Antarctic, Alaska, Canada and Greenland, will be studied as part of U.S. polar research. Had the temperature dropped too low during the journey, Cardox says, the extreme cold might have cracked the ice and destroyed much of its scientific value. "This fact is brought to your attention," the wire said, "since you have persistently advised members of your staff not to appear before segregated audiences in the hope that you will not set a precedent that will harm the cause you so honestly espouse." However, in Washington, White House sources said they had been assured that the audience would not be segregated. "A spokesman said the President had 'never spoken to a segregated audience,' and added: 'As in every appearance of the President, no matter where it is, we have received assurances that any citizen will be admitted.' In Little Rock, Clyde Byrd, an official to the exposition, denied that the coliseum grounds were segregated. "Our grounds have been integrated for years," he said. "We have thousands of colored people out there every year." It was noted that the President would be speaking out of doors, and not inside the coliseum. Dr. Jerry D. Jewell, president of the Little Rock NAACP, also wired the President warning of segregation. There will be Negroes on the welcoming committee greeting Kennedy, he said, but only "as a smokescreen for the actual practices that exist." The segregationist Capital Citizens Council placed an advertisement in the Arkansas Democrat calling on citizens to "turn their backs on him (Kennedy) as an expression of their disgust."



Wilburn Ward, P&L journeyman serviceman, is one of the highly-skilled men who assure you of dependable electric service in Jackson County. Mr. and Mrs. Ward, their four children, Mike, Curt, Cathy and Steve, are residents of Medford.

Another way Pacific Power serves you in Jackson County...

# \$3,369,000 PAYROLL!

The men and women who help provide the dependable P&L service you enjoy are friends and neighbors of yours here in Jackson County. The \$3,369,000 annual payroll they share and the goods and services they buy are important to business throughout the County. It's one more good reason why you get today's biggest value with electric service from Pacific Power & Light.

**Pacific Power & Light Company**  
Your Partner in Jackson County Progress!