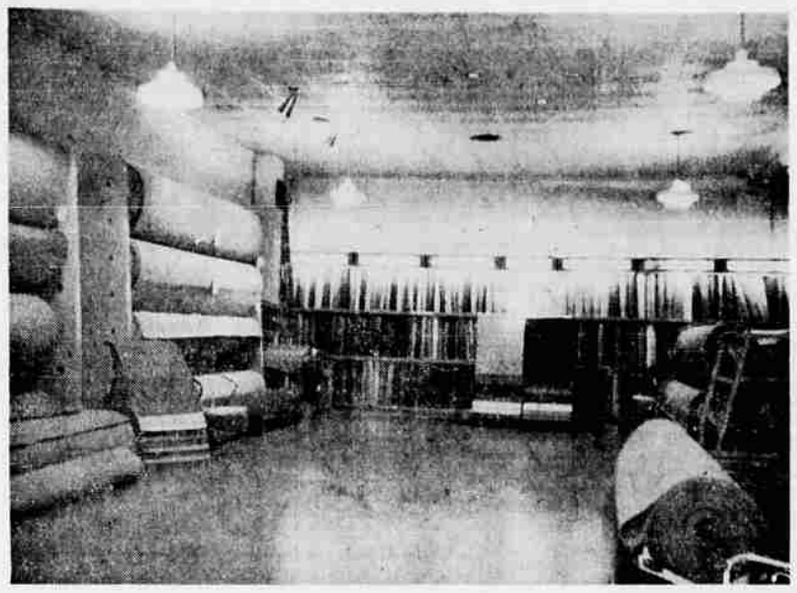
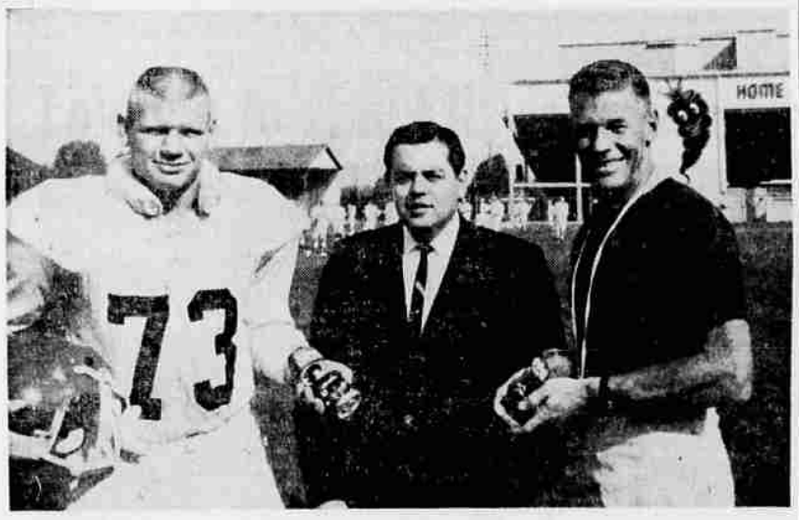
BUSINESS Memo

CONSUMERS IN BUYING MOOD. New cars, houses and household goods should sell briskly in the next half year, indicates the University of Michigan Survey Research Center. The latest quarterly survey, conducted in August and early September, found a "moderately high level of consumer optimism." Analysis of peoples' attitudes about their personal financial situation shows the vast majority consider themselves at least as well off as they were a year ago. As for business expectations, 63% of all families expect good times for 12 months, up from 60% in May and 56% a year earlier. Intentions to buy a new car in the next year rose to 9.4% of the families, against 9.1% a year ago, while the percentage of prospective used car purchase was off by one family unit. The survey noted that the lower income groups now intend to buy new cars, whereas a year ago it was families with $7,500 income and over who made up the bulk of the new car purchasers. Plans to buy new houses continue at the high level of the past year. But fewer people than a year ago are planning to make repairs or additions to their homes. The survey noted good business in refrigerators and kitchen ranges.



WEEKS & ORR EXPAND FLOOR COVERING DEPARTMENT. More room, new fixtures, improved lighting, larger stocks and wider selections are featured in Weeks & Orr's newly remodeled floor covering section, according to Marion Robbins. The newly completed department with 1,875 square feet of floor space, is now open.

Weeks & Orr, Southern Oregon's pioneer furniture store, has featured carpets and floor covering since 1892, Robbins said, and one of the company's staff of carpet layers has been with the Medford firm for the past twenty years.



FOOTBALL DOLLS FOR FOOTBALL GUYS. Weisfield's Jewelers has prepared a clever and unique football presentation to honor football team members of most Rogue Valley schools.

Larry Love, manager of the Medford Weisfield store is shown in the picture above, presenting football dolls to Fred Spiegelberg, head coach, and Jeff Hardrath, team captain of the Medford High School team.

Weisfield's has prepared these football dolls for all varsity football team members from Medford, St. Marys, Phoenix, Ashland, Crater and Eagle Point high schools; and Southern Oregon College. Each doll is painted with the appropriate school colors and is complete with the name and number of each player.

Any varsity team player may pick up his doll by simply stopping by the Weisfield's store in the Medford Shopping Center and asking for it.

"The employees and management of the Medford Weisfield store want to contribute something to the outstanding students now participating in football for Rogue Valley schools and their coaching staffs," Love stated, "so we are giving these dolls away free as a token of our appreciation."

BUD'S TIRE EXCHANGE HAS NEW SNOW TIRE. High in the Colorado Rockies, engineers conducted traction tests last winter, shown at left, on a new mud and snow tire. This new winter tire has just been announced here by Willie Wassum, manager of Bud's Tire Exchange, 1600 North Riverside avenue in Medford. "The new Gates Commando XT," he says, "uses a 'cog railroad' traction principle much like that of the famous train that runs to the top of Pikes Peak. The tire worked so well in these tests that The Gates Rubber Company has applied for basic patent rights on the entire traction principle. The tread features a series of offset wedge-shaped blocks that tire engineers say will give far more traction that ordinary diagonal snow treads."

The Gates Commando XT is available in popular passenger car and light truck sizes.

NEW CAR SALES SOAR. Car sales in the last third of September jumped almost 36% to 176,151 cars from 129,669 in 1962's September 21-30 period, reports The Wall Street Journal. Both periods had eight selling days. Industry sales for the whole month were 390,801 cars, up 9.8% from September, last year. The major car makers are estimated to have sold 7,217,000 cars in the 1963 model year, up 12.2% from the 6,450,000 sold in the 1962 model year. For purposes of such an estimate, the model year was established as running from October 1 of one year to September 30 of the next. Model years vary according to the make, but most 1963 model cars, however, were sold between October 1 of last year and September 30 of this year. The 1963 model year sales total would be the largest for any model year since 1955, when an estimated 7,346,000 cars were sold.

SLIGHT DECLINE EXPECTED IN HOUSING STARTS. The pace of housing construction will show a modest decline next year, predicts the National Association of Home Builders, reports The Wall Street Journal. The Association forecasts starts of private nonfarm units at 1,500,000 in 1964, about 2% less than the 1,530,000 the trade group expects for all 1963. The group's economists projected the pace of single-family homes next year at 975,000 units, the same as this year's, but they put starts of multifamily units at 525,000, down from 555,000 estimated for this year. Private nonfarm starts totaled 1,439,100 in 1962, well above the 1,284,800 of 1961, according to the association.

ZENITH COLOR TV SETS NEW SALES RECORD! Zenith color TV, which has been selling over one million sets per year for five consecutive years, has broken its own record by hitting the million mark in the first nine months of 1963, Leon Evans, manager of Ead's Furniture, announced this week.

Ead's Furniture is the Zenith dealer for Medford and the surrounding area. Evans also announced that the Zenith Sales Corporation is launching the most powerful advertising campaign ever scheduled by the company in local and national printed media during the peak selling autumn season. Announcement of this plan was made by L. C. Truesdell, Zenith Sales Corporation president.

The program provides for multiple insertions of two-color and black-and-white national ads in over 240 newspapers throughout the United States, and is over and above the regular advertising normally scheduled by Zenith distributors and dealers in the Fall of the year, Truesdell said.

NATIONAL BRAKE DEVELOPS ALIGNMENT DEPARTMENT. Al Boettcher has been hired by National Brake Company of Medford to develop this department for the firm. Boettcher has 6 years experience in the alignment field, having worked for Firestone in Reno and General Tire and OK Rubber Co. here in Medford. He is shown abover with the company's new alignment equipment.

Charles Erb, manager of National Brake, said "this new equipment is the best and most modern available in Medford." He also stated that "alignment equipment can be installed at prices ranging from $400 to $5,000 and this equipment is at the $5,000 level."

National Brake is now equipped to handle Brakes, Mufflers, and front end work, according to Erb. This development in the alignment business is in line with a national trend across the United States.

Fiscal Responsibility Demands Review of Entire Gold Situation

"Fiscal responsibility demands that the U.S. government review the whole gold situation immediately," a speaker warned the Medford Chamber of Commerce Roundtable Monday.

Norman L. Easley, a retired Portland lawyer and part owner of a gold mine, told the group that the government is "finally admitting a crisis."

"We're broke," Easley stated. "We have about $20 billion in foreign debts on call, and we only have $16 billion in gold left."

The speaker said that "foreign central bankers are watching" conditions in this country and they "may make a call for gold at any time."

Historically, he said, gold has served man's purpose as a monetaary metal, and has been universally accepted.

Gold Equals Power

Further than that, "gold equals power," he said. "Whoever or whatever controls gold in this world, also controls power."

To illustrate his point, the speaker said that General Eisenhower had signed an order during World War II requiring American fliers in north Africa to carry gold coins instead of currency to enable them to buy their rescue in case they were shot down.

He said that gold has been purchased in Vancouver, Canada, and shipped to Formosa for use there by Chinese to buy their relatives' freedom out of Red China.

Totalitarian powers, he said, forbid their citizens to own gold. Persons found possessing gold in Red China are shot, he said, and prison sentences are meted to those in Russia.

Transfer Power

In this country, gold has been taken from the people because the government wanted to "transfer power from the people to the federal government."

This was done in accordance with the keynesian theory that by controlling gold, the government could manipulate power and avoid such occurrences as the depression of the 1930s. The theory holds, too, he said, that "there is no place for gold in an economy except in balance of foreign trade."

The result of federal government action, Easley said, is that the gold industry has been "destroyed" by saddling gold with a 1934 price.

International Fund

He said as a result of the Breton Woods Agreement (1944) the world powers established the International Monetary Fund for the purpose of "stabilizing currency by using gold at $35 an ounce as a yardstick."

Easely cited the agreement with its fixed price as one of the major contributing factors in the current gold dilemma.

He said that people in the U.S. government are "very upset about the situation and are trying to get the trade balance back in shape."

But rather than that, Easley suggested that the United States should "get its gold mines back into shape."

"We haven't even scratched the mother lode in this country," he said, "and this is particularly true in Oregon."

He said it would take about five years to get the gold mines in operation again, but he suggested with a government subsidy it could and should be done.

Not Enough Gold

"There is not even enough gold being produced right now in this country to take care of our industrial demands," he said.

Further, Easley urged that the U.S. "could harvest the gold that is already in existence—buried in back yards or hidden away in cookie jars."

He said the individual could help himself by "owning a little gold," perhaps in Toronto or in London.

He said it has been estimated that if a person had 10 per cent of his wealth in gold, he could make up his original investment with it when the financial crisis comes.

Another way might be to "hedge your bet by owning property in other countries," he said.

Grange News

Shady Cove Grange

SHADY COVE — At a recent meeting of the Shady Cove Grange, Mrs. Ann Cayford was obligated in the first and second degree by Master Johnnie Minor.

The Grange is planning a costume party for Booster night to be held Oct. 19. Members are to take pumpkin pies.

Mrs. Phyllis Calloway, lecturer, read "The Bloobers of Television and Radio" during the program period.

Hostesses for the evening were Mrs. Chester Calloway and Mrs. Dan Leary.

The Home Economics club of the Shady Cove Grange met at the home of Mrs. K. Langlo. Plans were discussed for a rummage sale to be held Oct. 24 in the Shady Cove Fire Hall. Mrs. Johnnie Minor, chairman of the rummage sale, asked that anyone having anything to donate for the sale to call her for pick-up service.

The next Home Economics club meeting will be held at the home of Mrs. Chester Galloway, Arkansas rd. Election of officers will be held.

Pomona Grange

Jackson County Pomona Grange met recently to confer the fifth degree on 19 candidates. This was in preparation for the sixth degree to be given at Phoenix by the state degree team.

All Grangers are encouraged to take the seventh degree to be given in Portland at the National Grange convention, Nov. 15 and 16.

Mrs. Arnold has tickets for this event and Mrs. Olive Floyd, the bus tickets. Buses will leave Medford and Gold Hill at 4 a.m. on Saturday, Nov. 16.

No stops will be made, it was noted so the group will arrive in time for the degree at 10 a.m. Those wishing lunch should take it with them.

The regular Pomona Grange meeting will be held on Saturday, Oct. 26, at Bellview Grange at 10 a.m. Home Economics Chairman Myrtle Hixson announced that the canning contest will be judged at that time.

Upper Rogue Grange

Upper Rogue Grange met recently with Master Roy Vaughn presiding.

Preceding the business session Bill Jess, vice president of the Rogue Basin Flood Control and Water Resources association, explained the present status of the Rogue Basin development, and County Commissioner Edwin Taylor spoke on the activities of the county farm and the rehabilitation program caried out there.

Both speakers answered questions put to them by the audience.

Agriculture Committee Chairman George Moore reported on livestock sales and stated that prices were better as a whole. Harold Barber, legislative chairman, reported on bills in Congress waiting on passage by both houses.

Chaplain Tressie Vaughn reported that Rena Howe and Joe Josephson are both hospitalized, but are improving.

Election of officers will be held at the Nov. 7 Grange meeting.

Refreshments were served by Mr. and Mrs. Bud Chandler, Hazel Ulrich and Mary Boothby following the meeting.

Grange social night will be held on Thursday, Oct. 17, at 8 p.m. at the home of Mr. and Mrs. Bud Chandler. Members are to take a sack lunch.

Gold Hill Grange

Plans for a potluck dinner tonight were made during the Oct. 3 meeting of the Gold Hill Grange. The dinner will be at 6:30 o'clock and the occasion will be Booster night.

Members are reminded to take flowers and vegetables for exhibit.

Guests for the last meeting were Mrs. Rose Moore, Fruitdale Grange, and Syrena Davis, Upper Applegate Grange.

It was voted to invite different organizations in Gold Hill to use the Grange hall for a teachers party.

Frank Price . . .

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They'll Do It Every Time — By Jimmy Hatlo

Healthy Tree Crop Continues To Grow In United States

NEW YORK (UPI)—It may come as a surprise to some city dwellers, who can't see the leaves for the buildings, but this nation continues to grow a healthy crop of trees.

And at the same time, according to an overseas source, the supply of timber in Europe is shrinking—and thereby creating an export market for the United States, a market in which some firms now are actively engaged.

The American Forest Products Industries, Inc., a trade group, recently reported on the results of a nationwide public opinion survey made for the industry by Opinion Research Corp. It showed that 56 per cent of the persons sampled did not realize that the forests of the nation are growing wood faster than it is being used or lost to blight, insects or fire.

The report on the survey said the forest products industry was a "major challenge" in convincing people that the nation's forest resources are not being depleted; that managed forests keep right on yielding timber crops, just as well-managed cornfields keep right on growing corn.

Big Home Market

Whatever Europe's developing needs may be, there still is a big market at home for the products of the woodlands. The annual per capita consumption of paper alone is 457 pounds a year, up 64 pounds in the last 10 years.

To meet the demand for this and other wood products, the industry is rated the fourth largest industrial complex in the nation.

It employes more than 1.5 million workers with an annual payroll of nearly $6 billion, the AFPI says. It turns out goods worth $23 billion from 32,000 sawmills, 360 paper mills, 800 paper-paperboard mills and 300 plywood and veneer mills.

Around the use of the forests, and the streams and lakes which wooded lands protect, have grown millions of dollars worth of other enterprises, boating, and other outdoor recreational opportunities.

Demand Can Be Met

In the survey, the AFPI found that about half of the persons questioned believed the industry can meet continued demand for wood, although the population is expected to have increased by 40 million persons by 1975. About 37 per cent of those questioned thought that there would be a wood shortage by that time.

Geneva dispatches said the United Nations Economic Commission for Europe reported last week that Europe already faces a dwindling supply, and said that experts from 26 European nations decided there must be a "crash" program of expansion in forest output.

It found that in 1950, Europe was just about self-sufficient in timber, but by 1960, the continent was importing $800 billion more timber than it was exporting. This deficit could be between $1.6 billion and $2.4 billion by 1975, it found, with the need growing for more supplies from the United States, Canada and the Soviet Union.

Harney Jailer Locked in Own Jail

BURNS (UPI) — A county commissioner drilled the lock off a cell at the three-year-old city-county jail here Monday for the second time in two weeks.

And for the second time, jailer Harold Weatherhead, 58, walked out to freedom.

Weatherhead had spent more than 36 hours behind bars after John King, 27, of Prineville and Leonard Bogue, 18, Salem, threatened him with a sharpened butter knife Saturday night. They forced the jailer into a cell and took the only key with them when they fled.

Leonard Arntz, a Harney County commissioner and machine shop owner who doubles as a locksmith, finally drilled the lock off when he was unable to open it.

The same thing happened two weeks ago when Bogue and George Penrod, Salem, hit Weatherhead on the head with a boot and escaped. They were recaptured a few days later.

Harney County sheriff's officers said Bogue and King may have fled in a stolen car. King was being held on a charge of assault with intent to kill. Bogue faced charges of auto theft and escape after his earlier venture.

ACCUSES SOUTH VIET NAM

TOKYO (UPI) — South Viet Nam has been accused of sending troops into the demilitarized zone between South Viet Nam and Communist North Viet Nam the Communist New China News Agency said today.

In a broadcast monitored here, New China said the complaint was made to the International Control Commission in Viet Nam by the North Viet Nam army command.

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