

Trading Stamps Back On English Scene Draw Protest

Thirty S. and H. representatives recently fired the first shots in the "war" when they began operations in Northeast London.

As S. and H. spokesman said the general strategy was to create a group of non-competitive traders within a marketing area, all distributing S. and H. stamps.

The group would include a gas station, a hardware store, dry-

cleaning establishment and a bakery, all clustered around a super-market in the shopping district surrounded by apartment houses.

Although S. and H. representatives are now approaching retailers, there will not be a major stamp distribution until after Nov. 21.

A recent poll taken by social surveys (Gallup Poll) showed almost one out of four persons in

Britain — 23 per cent of the adult population — now save trading stamps.

Now Under Fire

In recent months, trading stamps have come under fire in the House of Lords, newspapers and at the 94th annual co-operative congress.

The schemes have been attacked by two diverse groups of critics — those who object to any form of competition in re-

tailoring and who usually say "Customers always pay the full price in the end," and those who say other forms of retail competition, such as direct price cutting, would be much better.

The biggest firm in the trading stamp field in Britain so far is the Greenshield Trading Co., which now claims about two-thirds of the market.

The second biggest scheme is the "gift coupon" group which

accounts for about 20 per cent of the market, and the rest is split among smaller units — about 30 companies in all.

A price-cutting war almost became inevitable recently when Pricerite, a group of grocers in southern England with 27 stores, became the first member of the National Association of Multiple Grocers to start issuing stamps.

Price-cutting in certain commodities is being planned as a counter to shops offering trading stamps. But one multiple store director said: "You can't price-cut forever. It could be a short and vicious war and the housewife will benefit from it, while it lasts."

At the recent annual co-operative congress which met on the Isle of Man, J. H. Jacques,

chairman of the Co-operative Union's trading advisory committee, advised his group against becoming responsible for starting a gift stamp war because it would eventually lead to rising prices.

Lists Arguments

Jacques listed three main arguments against stamp trading:

—Of the amount spent by a trader on stamps, too little goes to the customer. The value of the "gifts" received by customers is approximately half what the trader pays for the stamps.

—There would be a big in-

crease in administrative work in retail branches, and this could not be done without some reduction in the standard of service to the customer.

—To meet the cost of stamp trading, a retail branch would need to increase its business by between 15 and 20 per cent — or sock the customer.

But J. Murphy, vice president of the Carmarthen Society, which is the only society in Britain that has started its own stamp trading scheme, said the co-operative movement should get in on the ground floor of stamp trading by starting its own schemes.

"We cannot afford to ignore it because it is definitely coming," he said. "We should be the last people to complain about gimmicks. We already have them with tea and cigarettes. It is true that stamps are another gimmick, but it is one that is here to stay."

GOP Asks Where Crisis Will Occur

OKLAHOMA CITY (UPI) — The Oklahoma Republican State Committee announced Wednesday a contest "to find out the crisis that will occur just before the 1964 elections."

State Republican Chairman Bill Burkett said the contest winner will receive a \$50 bond.

"Just two weeks before the 1962 elections, President Kennedy suddenly discovered the presence of Russian missiles in Cuba, the same missiles that Sen. Keating of New York had been talking about for several months," Burkett said.

"We think there will be a similar crisis just before the 1964 elections," he said.

Predictors should address their letters to "Crisis Editor," Republican State Committee, 1300 N. Broadway, Oklahoma City, Burkett said.

The letters will be opened Nov. 1, 1964, just before the election.

Dr. Semler Dies In Portland Home

PORTLAND (UPI) — Dr. Harry Semler, 67, died at his home here Tuesday.

Semler was active in many fraternal and civic organizations and played a role in the establishment of Pacific University's college of optometry.

He was licensed to practice dentistry in both Oregon and Washington and was an honorary member of the California Society of Dental Surgeons.

A private funeral service will be held Friday.

Court Records

JUSTICE COURT
Ashland District
Vivian G. Ferguson, violation of basic rule, \$10.
Wayne D. Knouff, no fixed load license, \$5.
John G. Doull, violation of basic rule, \$25.
Lawrence L. Simpson, truck speeding, \$10.
Wallace E. Long, overload, \$22.
Ronald A. Wilson, excessive noise, \$10.
Delmer G. Maloy, disobeyed stop sign, \$15.
Chester H. Golden, disobeyed stop sign, \$15.
Lloyd W. Whitaker, disobeyed stop sign, \$15.
Richard E. Thomas, expired vehicle license, \$5.
Lawrence W. Otisler, no safety chains, \$10.
Michael J. Savers, no rear view mirror, \$10.
Gary C. Gosha, no safety chain, \$10.
William C. Bushman, violation of basic rule, \$10.
Albert Marino, failure to dim headlights, \$10.
Danny T. Aldrich, failure to transfer title, \$5.

JUSTICE COURT
Gold Hill District
John William Kane, violation of basic rule, \$10.
Ray Delbert Haynes, violation of basic rule, \$25.
Eliza Dewain Armstrong, improper muffler, \$25.
Vivian Albright Fordyce, disobeyed stop sign, \$10.
Johnnie Ester Cook, violation of basic rule, \$10.
James Lawrence Worthington, violation of basic rule, \$10.
Lela Mae Collin, violation of basic rule, \$10.
Robert Lee Marshall, violation of basic rule, \$10.

MEDFORD MUNICIPAL COURT
Sandra Elizabeth Lee, failure to obtain an Oregon operator's license, \$50 suspended, 19 hours of work in library.
William Kyker, disobeyed traffic signal, \$10.
Raymond Ellsworth Craft, disobeyed traffic signal, \$5.
William Lewis Chapman, defective equipment, brakes, \$10.
Kenneth Lynden Paschke, violation of basic rule, \$10.
Walter Allen Anderson, operating a vehicle the wrong way on a one-way street, \$10; disobeyed traffic signal, \$10.
LaVone Vician Rouse, no operator's license, \$5.
Philip John Wilson, failure to leave information at the scene of an accident, \$50.
Evelyn May Myers, expired vehicle license, \$5.

CIRCUIT COURT
Robert D. Gallagher vs. Opal June Gallagher, divorce decree.
Larry E. Charter vs. Iris Lee Charter, divorce decree.
Sarah E. Fuller vs. Robert Steven Fuller, divorce complaint.
Marilyn Thomas vs. Darrell W. Thomas, divorce complaint.
Arlene June Carson vs. Boyd Jesse Carson, divorce complaint.
Carmela Constance Wheat vs. Robert L. Wheat, divorce decree.
Ruth F. Lippert vs. Joe P. Lippert, divorce decree.
Richard Walter Burden vs. Betty Faith Burden, divorce complaint.
Edward J. Bergesen vs. Evelyn Jeanette Bergesen, divorce decree.
Raymond Eugene Roberts vs. Theresa Grace Roberts, divorce decree.
Dorothy Elizabeth Ricks vs. Harold Alfred Ricks, divorce decree.
Frederick R. Howard vs. Virgie May Howard, divorce decree.
Wilton Stafford vs. Myra Stafford, divorce complaint.

MARRIAGE LICENSE APPLICATIONS
Thomas Emerson Walter, 1242 Res. Lane, Medford, and Janet Andra Kumas, 1810 Johnston St., Medford.
William H. Short III, Route 1, Box 29, Eagle Point, and Maryetta Lundale Hyle, Trail.
Donald Grayson Barnett, 21 Glenbrook St., Medford, and Ethel Marie Chord Luman, 109 Tropp St., Medford.
James Heway Matthews, Box 291, College City Calif., and Nettie Louise Steele, Route 2, Box 1922, Medford.
Edwin Eugene Christensen, 125 Clover Lane, Medford, and Karen DeJoria Britt, Bendon, Ore.

Lake Champlain includes about 30 separate islands.

MEDFORD MAIL TRIBUNE

SECTION B MEDFORD, OREGON, THURSDAY, OCTOBER 31, 1963 PAGES 1 to 10

PENNEY'S

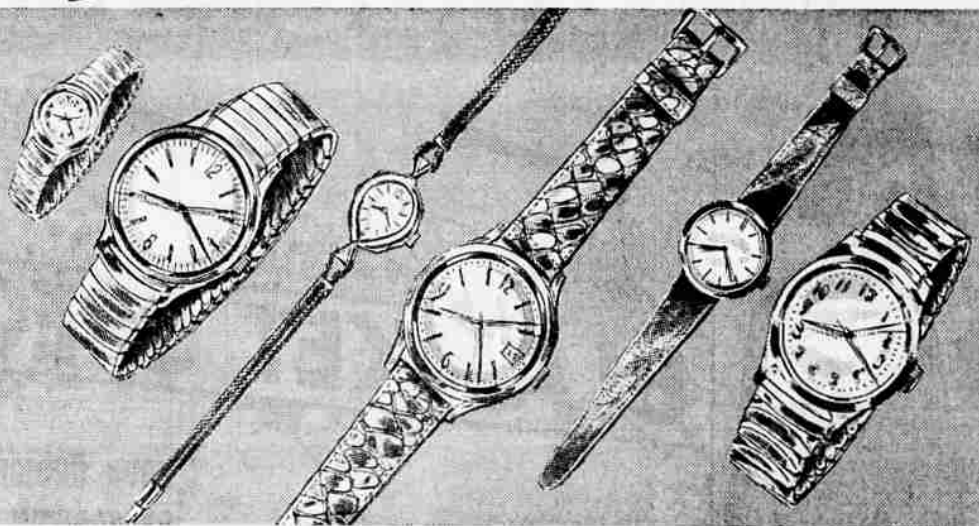
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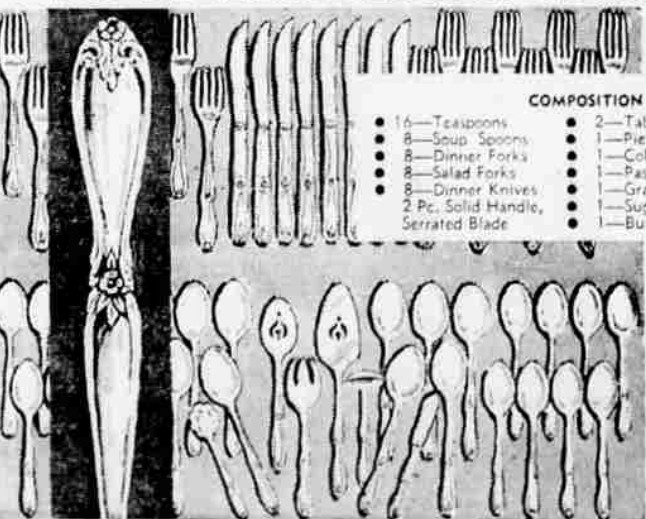


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... Extra: tumblers, dessert plates, even covered butter dish... 3 beautiful patterns to choose from... break-resistant service for 8. Save money... time in the kitchen with quality Melamine dinnerware molded by Brauchell.

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- 16—Teaspoons
- 8—Soup Spoons
- 8—Dinner Forks
- 8—Salad Forks
- 8—Dinner Knives
- 2 P.C. Solid Handle, Serrated Blade
- 2—Table Spoons
- 1—Pierced Serving Spoon
- 1—Cold Meat Fork
- 1—Pastry Server
- 1—Gravy Ladle
- 1—Sugar Shell
- 1—Butter Knife

988

Complete service for eight... it's Rosemont pattern by International Silver Company. Strong stainless steel. You'll be proud to serve with smart stainless steel from Penney's.



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