

Nation's Merchants Hope Buying Spurt Will Pass Record for 1955

Merchants are hopeful that Christmas sales will reach or surpass last year's record before stocking hanging time although they report shopping was off to a slow start in some places.

A United States national survey showed retail sales ranged from "one better" downward. Unseasonably warm weather over much of the country was blamed for some of the sales dip. Degree of weather at Los Angeles cut trade eight to nine per cent. At Seattle a 10-day trade strike cut into early sale. Only heavy selling will enable merchants to match last year's record mark, it was said.

But Dallas H. D. Tyrman, president of the Retail Merchants Association reported good sales in spite of Thanksgiving being a week later in Texas than the rest of the nation.

Sales were reported fair in New York with some items sluggish. Others doing well. Luxury items such as jewelry and watches seemed to be favored. Toy sales lagged behind those of a year ago.

Big Finish Expected
Generally, merchants and sales managers throughout the nation said they felt things would close out in a roar.

A. W. Zelomek, head of the International Statistical Bureau, anticipated a last minute shopping wave. A one per cent increase over last year would be excellent he said.

There seemed to be no pattern to purchases across the country. In Chicago and generally throughout the Midwest hi-fis topped the demand list.

In Washington, D.C., small items led the field, and liquor sales in the nation's capital were reported better than last year.

In San Francisco, Federal Reserve Bank figures showed sales at a standstill with last year. Shopkeepers believed, however, an extra two shopping days between Thanksgiving and Christmas might help set a new record.

Early Santa
One merchant said, "People weren't holiday minded," in reference to a slow sales start in some West Coast cities. It wasn't the stores' fault. One San Francisco department store brought on Santa Nov. 3 in an effort to spur sales.

Clothing and soft goods were reported doing well in most sections of the nation.

Patrick Laughlin, official of the Lazarus Company, Central Ohio's largest department store in Columbus, said the store anticipated 1956 Christmas sales would be the biggest ever. Home furnishing and appliance sales were setting new highs, he said.

Mail order houses reported record sales last month. Sears Roebuck & Co. said sales for November were up 12.7 per cent over a year ago.

Children Boost Sales
Montgomery Ward & Co. spokesmen said that a bumper crop of children in the three to 10 age group would boost sales to new highs.

Members of the Retail Street Council, a Chicago retailers' association said a spurt of colder weather would push already good sales to a figure at least six per cent above 1955.

In Boston, "sissy shirts," a ruffly fronted women's blouse, were reported leading otherwise dragging sales.

Pickin' Pears News and Notes From Camp White

By BILL HURN

VFW auxiliary, department of Oregon, dance Monday night was well-attended in spite of weather conditions. Music was by Jim Rae and his Camp Whittiers. Coffee and doughnuts were served.

Liberty Pease has returned to Camp White from a furlough to his old home at Shenandoah, Iowa. The 57-year-old World War I veteran with five war medals attended the annual reunion of his old company, Company E of the 168th infantry. It was his first visit there since the 1952 Last Man's club meeting. Completion of a new armory at Shenandoah enable him to make a presentation for the army trophy-room of his medals; Distinguished Service cross, Silver Star citation, French Croix-de-Guerre, Service Medal and Purple Heart, won in the Battle of Champagne-Marne and at Chateau-Thierry. Pease was also rated as being the youngest enlistee at time of his enlistment in 1917.

Grants Pass American Legion auxiliary 28 conducted a card party Monday afternoon at recreation hall. Marie Wilcox, Florence Hughes, Minnie Tantlinger of Grants Pass, with Thelma Williams of Medford, auxiliary hospital chairman, served as hostesses.

Chapel decorations for the Sunday services were by the Sun Valley Garden club with Mrs. M. C. Overgard and Mrs. M. R. Byers representing the club.

Awards and citations in various divisions of VA's staff were recently made.

Supply division orientation class conducted by Eldon Humphries on furthering efficiency and service gave recognition to Wilmer L. Wallace, Ted Nichol-

son, and Humphries by presentation of certificates by E. K. Ricker, VA manager, and Walter S. Lee, chief of supply division.

Honoring Melvin H. Lewis, nursing assistant since July, 1952, the sustained superior service performance award was presented him by Ricker and Miss Grace Stuh, chief of nursing unit.

William Cody, chief of protection section of engineer division, was in charge of a six-week course of instruction for supervisors and office staff of engineer's division in the interest of more efficient service which closed with the issuance of certificates to nine members. Awards were made by Ricker, Engineer Officer Burton R. Sims, and registrar Lauren L. Dover. Dorothy Doty, Clyde Williams, Dick Schultz, Dale Sawyer, Frank Richardson, Bob Findley, Clarence Henderson, Chuck Ice and John Peterson were award recipients.

American Gold Star Mothers are being given the VAVS plaque display recognition for this week by direction of E. K. Ricker, manager.

VAVS auxiliary, department of Oregon, entertained Wednesday evening at the theatre with a program presented by Shady Cove Steelhead Post auxiliary. Coleen, Hope Studio of Medford presented eight acts by Shady Cove pupils followed by variety numbers by the Lone Pine grade school orchestra group.

Mr. and Mrs. K. Ricker left Saturday morning for a Christmas visit with their son, Eapt. K. Ricker at Ft. Lee, Va. Ricker was driving the southern route.

Oregon has about one-sixth of the remaining standing timber in the U.S.

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Inter-School Sports Topic Of Study in Medford Schools

Eugene—Are organized inter-school athletics harmful to boys of grade school and junior high age? Or do they actually do some good?

This question that the University of Oregon will try to answer through a long-range investigation by its school of health and physical education.

Program Here
The research program is being conducted in Medford public schools. According to U of O representatives, Medford was chosen for two reasons:

- 1) School officials in Medford have shown a strong interest in the study to the point of supporting it financially.
- 2) Organized inter-school athletics are introduced in the Medford physical education program in the fourth grade.

The program is being supervised by H. Harrison Clarke, research professor at the University.

The testing of Medford youngsters was started this fall by Clarke and his assistants, graduate students in physical education from the university.

Boys from the ages of 6-15 are being tested.

Three Phases
The study has been set up to include three possible phases:

- 1) A cross-sectional survey for upper elementary and junior high boys, including immediately available information. Forty boys will be used at each age.
- 2) A modified longitudinal study, based on four-year sequence with each fourth year overlapping, in which 100 boys at each age will be tested.
- 3) A longitudinal study from 6 to 17 years—if time and ultimate finances permit. One-hundred boys at age six will be studied through their school years, right up to graduation.

Not New Controversy
The controversy on whether or not inter-school athletics are good for boys—especially at an early age—is not a new one, it was pointed out.

In recent years such programs have made considerable growth. So far, according to Clarke, the only valid conclusion that can be reached is that the evidence is inadequate, and inconclusive in indicating either the beneficial or harmful effects to the boy from participating in such programs.

Clarke doesn't hope to answer this question entirely. But he's going after the basic information that will contrast the basic traits of boys who make the team and the boys who don't.

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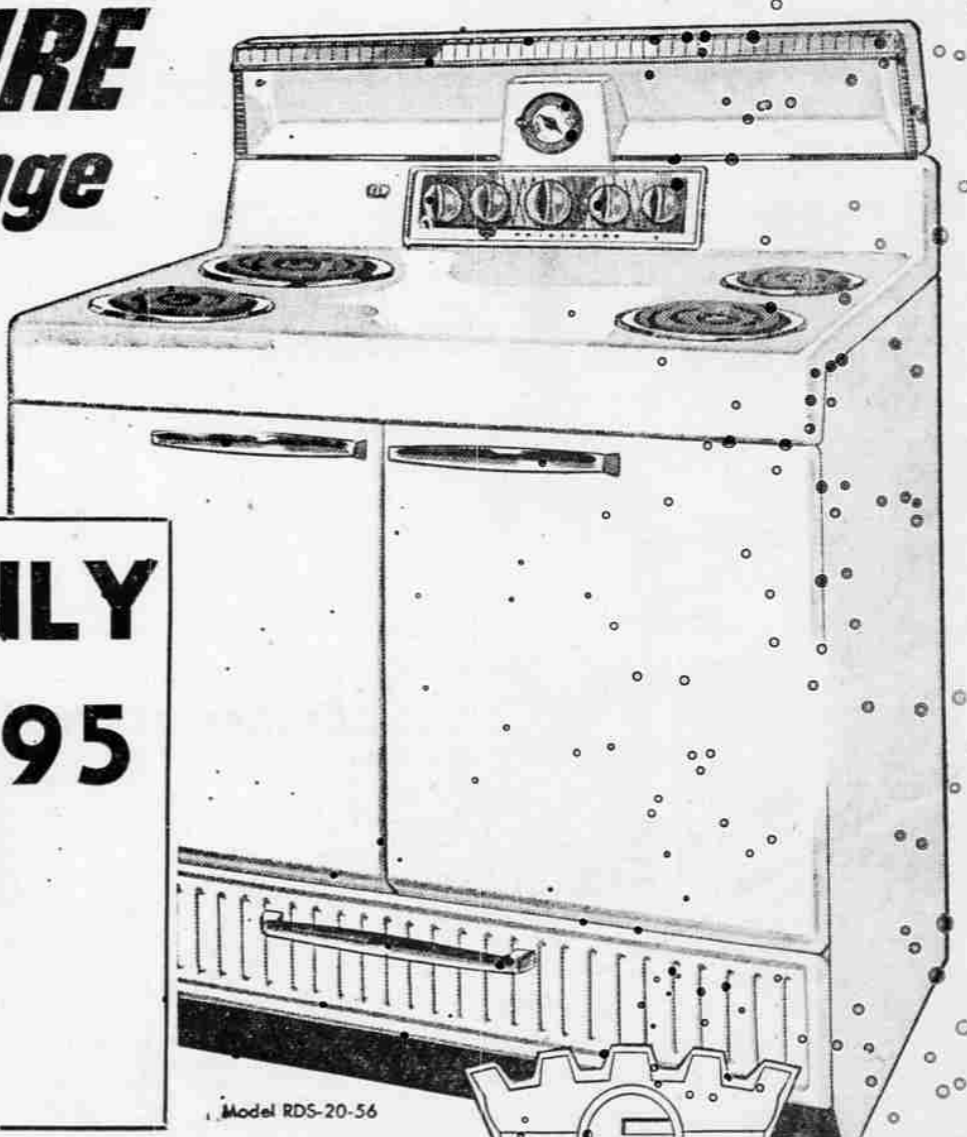
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