



BUSINESS Memo

Edited by the Mail Tribune Advertising Department

RETAILERS LOOK FOR EASTER GAINS. With Easter here, retailers are confident that their showing was a good one in terms of the cash register and physical volume as well as visually. Sales did not do so well as they might when the figures are compared with those of a year ago, but the comparison is affected by the three week disparity in the date of Easter. This means that last week's performance was being compared with a week that followed Easter in 1961. Volume should show marked increases over last year levels. Resident buying offices report that the warmer weather in most parts of the nation brought a surge of orders for parade apparel. Coats and suits are leading the rush for reorders and immediate deliveries, and laminated coats are doing especially well. Blouse business has been excellent, with special attention given to novelties.



OLDS OFFERS SUPER-CHARGED SPORTS COUPE. Oldsmobile's new Jetfire Sports Coupe, powered by a sensationally performing turbo-charged aluminum V-8 ultra high-compression engine, was publicly introduced Friday at the International Automobile Show in New York. The Jetfire is now in production and will be available soon at J.R. Whitney Oldsmobile, 415 S. Riverside, Medford.

The Jetfire is a sports coupe of pillared design. Its distinctive exterior appearance is highlighted by dual windpills on the hood, wide satin finish aluminum band along each side and special Jetfire emblems. The Turbo-Rocket engine powering the Jetfire is like no other turbo-charged engine in the industry. The Turbo-Rocket combines supercharging with ultra high-compression for outstanding performance without the loss of operating economy. Interior appointments of the Jetfire offer true sports car flair. Front bucket seats and a center console are standard equipment at no extra cost. A Turbo-Charger performance gauge is mounted on the console. A three-speed transmission is standard on the Jetfire. A four-speed manual transmission or the 4-8 Hydra-Matic drive is optional at extra cost and includes stick shift control mounted on the console.



CONLEY INTRODUCES IBC HOMES. One way to cut the cost of home building for those who are adept with saw and hammer is offered by IBC Homes, according to Ben Conley, representative for the nation-wide organization in Jackson, Josephine, Klamath and Douglas counties in Oregon, and Siskiyou County, California.

The initial IBC Home is now underway on the North Pacific highway just west of the 21 Club. This model home, similar to the IBC home shown above, will be open for public inspection soon, according to Conley.

IBC Homes, recently featured in Family Weekly and the Mail Tribune, are constructed with nationally known, brand name materials and built by skilled craftsmen, according to officials of the Charleston, Illinois firm. After the basic home is completed the buyer may complete the interior finishing in line with his own imagination and family preference, using present-day interior finishing materials that are easy to handle.

If desired, according to Conley, the cabinets, plumbing, heating, wiring materials as well as installation services may be included in the "no money down" financing plan available through IBC's associate financing organization, Mid-West Home Acceptance Corporation of Charleston, Illinois. This financing, Conley said, may extend over 6, 12 or 18 years, or, if desired, converted to FHA financing when the home is completed. If buyers prefer to finance in their own community, fullest help will be provided.

More than 100 plans are offered by IBC Homes or this firm will build to the buyer's own plans and specifications. Conley's office will be established at the new IBC model home on Highway 99 North when it is completed. In the meantime IBC salesmen will be at that location.

CARLSON HONORED AT NATIONAL PLYMOUTH MEETING. Mr. and Mrs. Leonard F. Carlson of Medford were photographed during Plymouth's national sales meeting at the Diplomat Hotel in Hollywood, Florida, where he was honored for his selection as one of the 144 top Plymouth automobile salesmen from among 8,000 in the United States. Winners and their wives were brought to Florida by the Chrysler-Plymouth Division of Chrysler Corporation for the four-day meeting of the Diamond Chapter of the Plymouth All-Star Salesmen's Club. Mr. Carlson is a salesman for Dick Knight Company, 8th street at Riverside in Medford.



WATCH FOR NEXT BUSINESS MEMO. Car buffs are urged to watch for the Mail Tribune's next "Memo" for official pictures and stories on one of the most radical and talked-about new cars in years, Studebaker's new prestige sports car. Time and News-week magazines say it will be dubbed "Avanti", an Italian word well suited to an exciting, fiberglas bodied, high-speed coupe styled in the Italian manner. It's the work of Raymond Loewy, who designed the famous '53 coupe. Watch to see what he does for Studebaker this time. The story will be part of "Business Memo's" continuing effort to keep readers up to date on news from along the Auto front.

McLAIN SELECTED. Ted R. McLain of the General Adjustment Bureau of Medford has been named Branch Manager of the Week for April 15-22. Part of this recognition included tour of Pacific Coast department offices in San Francisco on April 16.



SUNBEAM ALPINE NOW SOLD LOCALLY

STEVEN'S OFFERS NEW CAR LINE. Steven's Auto Sales of 505 North Central Avenue, Medford, is the newest Hillman-Sunbeam-Humber sales and service dealer appointed in Oregon by Rootes Motors. The new dealership will sell and service the Hillman Super Minx and the Hillman 1600, as well as the popular Sunbeam Alpine sports cars and Humbers. The Sunbeam Alpine sports cars, consistent winners in the world's major racing events, include the 1600 roadster or hardtop, shown left, and the deluxe Sunbeam LeMan's Grand Touring Coupe. Steven's Auto Sales, in addition to offering a full selection of Rootes cars, will maintain a complete service and parts department.

SUPER MARKET INDUSTRY-1961. Total sales last year in super markets hit a record \$36.5 billion, reports Super Market Merchandising. This reflects a gain of \$1.8 billion or 5.5 per cent over 1960's total. A super market is a retail establishment with a self-service grocery department, and meat, dairy and produce departments, doing a combined volume of at least \$500,000. Average volume was \$1,400,000 compared to \$1,430,000 in 1960.

JENSEN ANNOUNCES NEW NAME FOR FIRM. Effective March 27, 1962 the stockholders approved at their third annual meeting a new name for Insurance Company of America. The company will be called ICOA Life Insurance Company. The new name was necessitated by difficulty the company has had expanding to other states after its organization just two years ago. The company's applications in several western states had been challenged on the grounds of an alleged similarity of names. Due to the rapid growth of the new company and ICOA's desire to continue this growth throughout the western states, the new name was adopted as the most expedient method of resolving the difficulty. The new name was announced by Harold A. Jensen, vice-president and secretary of ICOA Life Insurance Company, from the new home office building located in Salem, Ore.



HAROLD A. JENSEN

PEOPLE ON THE MOVE. Some 34 million Americans change their addresses each year, reports Sales Management magazine. Over the last 13 years, the U. S. mobility rate averaged 19.5 per cent, fluctuating in that period from 18.5 per cent to 21.0 per cent. But if the average percentage figure remains somewhat the same, as the population continues to grow, the actual number of movers also grows. By 1970, U. S. population is expected to reach 208 million, which means that, given the same percentage of mobility, there will be some 40 million movers. The shift to the suburbs gave rise to a whole group of marketing developments—shopping centers and discount houses. The urban population increased from 96.8 million in 1950 to 125.3 million in 1960, while the rural population decreased from 54.6 million to 54.1 million. And advance figures from the magazine's 1962 Survey of Buying Power shows the urban population at 129 million as of January 1, 1962.

MERRILL APPOINTED OREGON FRYER MANAGER. Announcement was made at the evening meeting of the Oregon Poultry Inter-Industry Council that Warren Merrill of Salem has been appointed Manager of the Oregon Fryer Commission. Merrill, who has been serving the Commission as acting manager since March 27, addressed the group and told of future plans of the Commission to promote the sale of Fresh Oregon Grown Fryers. Merrill pledged the full co-operation of the Commission to all people in the industry and urged them all to join together in a mass effort to overcome the effects of mass imports of fryers during the coming summer months. Newt Hansen, chairman of the committee, stated that the industry people were well pleased with the recent changes in the Commission and resulting changes in procedure. He also stated that he felt the industry faced some very trying times, but were now united closer than ever in their efforts. The meeting, held at the Marion Hotel in Salem, was well attended by people in the allied industries as well as broiler growers from a wide area of the state.

RAMBLER AMERICAN WINS TOP HONORS IN 1962 ECONOMY RUN. Forty-four weary drivers wheeled their stock passenger cars across the finish line of the Mobil Economy Run in Detroit at noon, April 5, with a Rambler American taking top miles per gallon honors. The gas-sipping Rambler averaged 31.11 miles per gallon over the rugged 2497 miles of the course which started six days before in Pasadena. The long, rugged haul required the cars to average at least 42 miles per hour for the cross-country route over expressways, through stop-and-go secondary roads, and through rush-hour traffic in St. Louis and Chicago. Other leaders by classes are: Luxury compacts, Plymouth Valiant, 24.85 mpg; standard-size sixes, Plymouth Savoy, 24.61; low-priced V-8's, Chevrolet Impala, 20.78; high-priced cars, Chrysler New Yorker, 18.11 mpg.



APPLIANCE MART OPENS HERE. Harry Clemons, Sr., well known Roseburg businessman, and his son, Walter Clemons, have been appointed distributors here for Hotpoint appliances. Under the name of Appliance Mart they have established sales and service headquarters for this nationally known appliance line at 132 South Central avenue. Harry Clemons, a resident of Roseburg for 50 years, was active in the grocery and trucking business and operator of a dairy farm. Walter Clemons, a graduate of Roseburg high school and veteran of the Korean War, is experienced in the appliance business in the Umpqua Valley community. Both men and their families will make their permanent homes in Medford. Associated with the Clemons is Jim Hartford, who has more than ten years experience in the appliance field. A former resident of Eugene and graduate of the University of Oregon, Hartford will also make his home here with his wife and two children. The Appliance Mart will offer complete service for all Hotpoint appliances and the new owners have assured the public here that Hotpoint's traditional guarantee of satisfaction will be carried out regardless of when the appliances were purchased.

COMEDY COMING TO VARSITY. Terry Thomas, one of Britain's most outstanding comedians, who has scored recently in pictures such as "Private's Progress," "I'm Alright Jack" and "School for Scoundrels" is seen here with the charming Billie Whitelaw and the imposing Hattie Jacques in a scene from his new comedy "MAKE MINE MINK," a Continental Distributing Release. It will open at the Varsity Theatre in Ashland on Tuesday's "Curtain at Eight-Thirty."



71 'Fifth Disease' Cases Are Reported

Seventy-one cases of "fifth disease," a skin infection reported among area children, were reported to the Jackson county health department last week, according to Dr. A. Erin Merkel, county health officer.

Other communicable diseases reported included measles, Ashland 23; Medford 3; Eagle Point 1; mumps, Central Point 2; Gold Hill 2; Medford 1; ringworm of the scalp, Ashland 1; whooping cough, Medford 1; gonorrhea, Medford 1; chicken pox, Ashland 1; pink eye, Rogue River 1; influenza, Shady Cove 2; Medford 3; Central Point 6; German measles, Medford 2; and infectious mononucleosis, Medford 1; Jacksonville 1.

Salem — The Oregon Sheriffs Association has gone on record in opposition to county home rule charters, saying they are "contrary to the concept of American government."

Moose Lodge Names Officers for Year

Recently elected officers of the Medford Moose Lodge will be installed Saturday, April 28. A dinner will be served members, their wives, and relatives of elected or appointed officers at 6:30 p.m. Installation of officers will take place at 7:30, with a dance to follow at 9 p.m.

Governor-elect is Bert Hayman, warehouse superintendent for American Steel. Hayman was junior governor last year.

Other elected officers are Buddy Gilbert, junior governor; Don Williams, prelate; William Peters, treasurer; and Don Darnelle, three-year trustee.

Appointive officers to serve under Hayman include Nick Theis, sergeant-at-arms; Don Hatfield, inner guard; and Riley Bean, outer guard; Henry

Fuhrer will continue to serve as secretary, and Wilfred Huffman will continue as trustee. Carlos Sander, retiring governor, will become junior past governor.

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The Week in California

Los Angeles Mayor, San Jose Treasurer Make News In Week

By United Press International
Los Angeles Mayor Samuel Yorty received some unexpected publicity last week from Washington, where an Army public relations officer accused the mayor of having a "communist background."

Within hours after Maj. Arch E. Roberts made the statement in an off-the-cuff speech to the Daughters of the American Revolution, Yorty denied the charge and the Army suspended Roberts. In making his denial, Yorty said that "such a loose charge" actually aided subversives. Roberts, an aide to former Maj. Gen. Edwin A. Walker, who was removed from his command in Germany for trying to influence his troops' votes in federal elections, had submitted his original speech to the Army for approval and was refused. From Accusation

Yorty said that Roberts' charges stemmed from an accusation made in 1938 by Arthur James Kent, while Kent was in jail on a burglary charge. "This allegation is a complete fabrication, originated by a convicted burglar and placed in the House Un-American Activities Committee record by an irresponsible congressman," Yorty said.

The city of San Jose also had one of its officials in the news, but under much different circumstances. He was city treasurer Robert D. Callison, 61, who confessed to stealing between \$60,000 and \$80,000 in parking meter revenues during the past 10 years. "It was ridiculously easy," Callison said.

Turning from city to state affairs, Secretary of State Frank M. Jordan announced that Californians will choose from among 642 candidates for 142 state offices in the June 5 primary election. Jordan, himself a candidate for reelection, said the official ballots would include 381 Democrats and 289 Republicans. Breaking down the list by another form of affiliation, there were 648 men and 22 women.

On National Level
Moving to the national level, attempts were made in San Francisco and Washington to break the logjam of ships in Pacific ports because of the West Coast Maritime strike.

Federal Judge George B. Harris, who ordered the Taft-Hartley 80-day cooling off period, issued orders clearing the way for departure of numerous vessels still tied up in the dispute. The Taft-Hartley injunction had failed to get operations going again because seamen refused to sign on for more than the 80-day period.

In Washington, the chairman of the House Merchant Marine Committee asked Congress to extend the railway labor act to the maritime industry to cope with shipping strikes.

Elsewhere, there were these developments:
Cohen: A superior court judge in Los Angeles cleared Mickey Cohen and three co-defendants of murder-conspiracy charges in the death of Jack (The Enforcer) Whalen. Judge Lewis Drucker ruled there was insufficient evidence to warrant re-trial of the dapper ex-gambler, Roger Leonard, George Perry and Joe DeCarlo. Drucker took no action in the case of a fifth defendant, Sam Frank Lo-Cigno, who was convicted once of murder in the 1959 slaying of Whalen but had the decision reversed by the State Supreme court. The trial of Cohen and the four other defendants ended in a hung jury two weeks ago.

Taxes: A couple from Burney in Shasta county quoted the Nuremberg War Crimes trial verdict to explain why they refused to pay 60 per cent of their federal income tax. In a letter to the Internal Revenue Service, Mr. and Mrs. Roy C. Kepler pointed to Nuremberg judgments holding that "every person has the duty to refuse to participate in crimes against humanity..." on both moral and legal grounds. Kepler, saying that the judgment applied

to Americans as well as the Germans tried at Nuremberg, paid only 40 per cent of his income tax because the balance, he said, would be used for "new and even more diabolical ways to kill, burn, radiate and destroy men, women and children by the millions."

Reapportionment: Los Angeles county supervisor Frank G. Bonelli began circulating a petition aimed at getting a new state senate reapportionment proposal on the November ballot. Bonelli needs the signatures of 420,462 registered voters before June 28 to qualify his proposal which would increase the senate from 40 to 50 members and give Los Angeles five of the new representatives.

Dodd: Paul A. Dodd was appointed president of San Francisco State college to succeed Glenn S. Dumke, the newly elevated Chancellor of the State College system. Dodd, a former dean of the

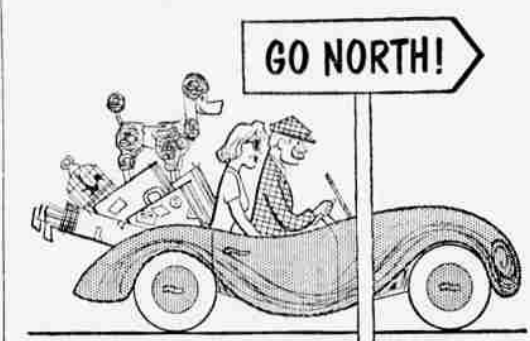
college of Letters and Sciences at the University of California in Los Angeles, is presently in Europe.

Plane: A crippled Pacific Airlines Plane with 41 persons aboard made a successful crash landing at Vandenberg Air Force base by skidding on its belly over a mile of foam-covered runway. None of the 38 passengers and 3 crewmen of the twin-engine air liner en route from San Francisco to Los Angeles was injured. The passengers cheered as the plane skidded to a stop.

REENLISTS

Airman Leon W. Todd, son of Mrs. Elizabeth Lambert, Eagle Point, reenlisted in the Navy recently while serving on the attack aircraft carrier, USS Bon Homme Richard, operating out of San Diego, Calif. Before entering the Navy in December, 1960, Todd attended Butte Falls High school.

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