



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

AUTO SALES JUMP IN JUNE. New car sales in June were the highest for the month since 1955 and topped a year earlier by 13.2%, reports The Wall Street Journal. But the June selling pace declined from May and April selling rates. The nation's car dealers sold 609,610 new American-made cars last month, up from 538,735 a year ago. It was the first time since 1955 that June sales passed the 600,000 mark; in 1955 sales hit 683,900. Car deliveries last month were off 7% from the 656,776 in May and 6% from April; however, auto executives report that they see no significance in the slower June sales pace. The new car inventory on July 1 was estimated at 894,700 or a 38-day supply at the June selling rate.

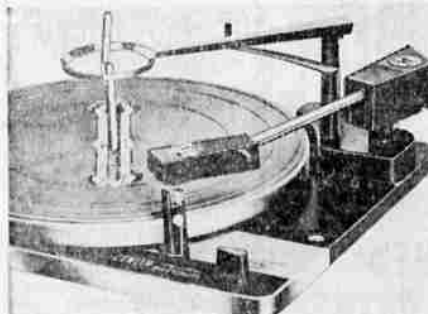


JULY SALES START OFF WITH A BANG. There were some duds and some wet fuses, but most of the nation's retailers had a bang-up sales display during the Fourth of July week, reports Fairchild News Service. Before-and-after holiday clearances were the big firecrackers, although sports-wear, at regular prices, set off sparks of its own. Sales in the New York-northeastern New Jersey metropolitan area were up an estimated 25%. Sales of furniture and other big-ticket merchandise were strong. Sportswear, children's wear and fashion accessories, also turned in good performances. However, in Minneapolis-St. Paul sales declined. Cooler than a year ago temperatures, and the lengthy Minneapolis newspaper strike, are major reasons given for the slow pace. In Portland, Oregon, volume zoomed 15% ahead of last year. Cotton and travel dresses were noted as outstanding. Clearances comprised much of the activity in St. Louis, pushing sales 6% ahead. This gain puts the area on the plus side for the 14th consecutive week. Overall volume in San Francisco ran from even to plus 10%. Suburban sales were plus 5 to plus 10%. Cincinnati retailers reported sales spotty, with ready-to-wear showing some signs of picking up.

NEW BORDEN'S SAFFLOWER MARGARINE. The Borden Company, Western Division, is introducing in the Pacific Northwest a new Margarine product under the trade name, "Borden's Premium Quality Safflower Margarine". An advertising campaign in the Mail Tribune will be telling southern Oregon and northern California consumers about the health and flavor advantages of Safflower Oil—the only oil used in the Borden product. According to Wilbur Smith, Borden Sales Vice President, trade response to Borden's Safflower Margarine has been far greater than first projection, showing the great public awareness of the role of polyunsaturated fats in the diet. Leading Rogue River Valley grocery retailers have Borden's new Safflower Margarine in stock, according to Arlie Carter, company representative here.

RAMBLER SALES SET RECORD. Rambler retail sales in American Motors' Portland Zone are setting a new record in the first nine months of the 1962 model year, according to R. D. Gallacher, zone manager. The Portland Zone covers Rambler dealers in Oregon, Washington, Alaska and northern Idaho. Rambler sales climbed to 11,800 in the October-June period, a 23 per cent gain over the 9,562 sold in the comparable year-earlier period, Gallacher said. On a national basis, American Motors sales set an all-time record for the nine months. Rambler sales rose to 333,789, a 15 per cent gain over the year-earlier period.

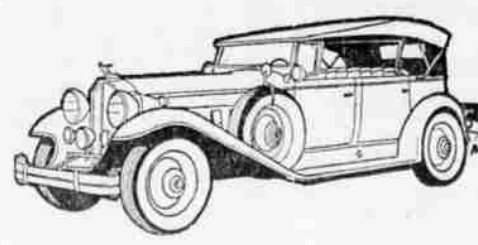
PANCAKE GRIDDLE OFFERED. General Mills is announcing a new promotion on Betty Crocker Butter Milk Pancake Mix, to run exclusively in the high-consumption West Coast area. For \$3 plus a proof-of-purchase, every Betty Crocker Pancake Mix user will have the opportunity to get a beautiful 10 1/2-inch aluminum pancake griddle... a \$6.95 value. The cooking surface of this griddle is coated with DuPont's amazing new Teflon... making it possible to cook pancakes without using any grease or fats. Betty Crocker Butter Milk Pancake Mix has long been a favorite in the West. Timed to break during the peak season, this promotion will mean extra sales for the retailer.



REVOLUTIONARY MICRO—Touch tone arm with its "free-floating" 2G cartridge is a joint development of Zenith Radio Corporation and CBS Laboratories, Inc. Even though tone arm is jarred, dropped or scraped across a record, light 2-gram needle pressure and "floating" cartridge makes it impossible to scratch record grooves. Tone arm also provides highest compliance, finest fidelity ever obtained from a self-contained home console record changer. Pop-up brush cleans needle twice in each cycle, according to Leon Evans of Eads Furniture, 129 South Front Street, dealers for Zenith here.

DRUG STORE SALES SHOOT UP. Americans spent \$7.9 billion last year for some 325 product lines, according to the 15th annual "What the Public Spends" study just released by Topics Publishing Company. This was 3.5% more than the year before. The increase represents an average of \$5,045 of additional sales for each of the 54,116 drug stores in the United States. Prescriptions filled by drug stores came to \$2.2 billion, or 27.7% of total sales. Fastest gainers and their per cent of increase among drug store products sold in '61 vs. '60 are: metered caloric products +38.0%; electric hair dryers +35.0%; eye shadow +24.8%; lipstick +20.1%; aerosol cologne +20.0%; arthritic and rheumatic pain relievers +16.1%.

GENE BUT NOT FORGOTTEN.—Packard this month has added to a list of nearly 2,800 names that have faded from the automotive scene, but present Packard owners will not suffer from a lack of parts for their automobiles, according to officials of the Studebaker Corporation. The company's new name became official July 2 when the Packard signature is dropped from the official corporate name. Shareholders approved the name change at the corporation's annual meeting April 26 in South Bend. There are approximately 200,000 Packards registered in the United States and a good stock of most fast moving parts are being maintained for them in each of the 16 factory parts depots that are strategically located to provide overnight service on parts requirements, the company said. The central parts warehouse in South Bend maintains reserve stocks for virtually all Packard parts in current demand and the company still is continuing to purchase Packard parts for inventory in all cases where current movement requires it, the announcement said.



THINKS FOR ITSELF.—A hearing aid with an "electronic brain that thinks for itself" was described today by Dan E. Hauser, General Manager, Columbian Optical Hearing Aid Dept., with offices in Medford at New Medford Shopping Center. Hauser, General Manager of Columbian Optical Company's 10 hearing aid departments, was referring to Zenith's Sentry, a new hearing aid with controlled dynamic range that monitors the environment and amplifies the wanted signals. "One way to describe how this remarkable hearing device works is to say that the Sentry literally reaches out and captures the sound, whether it is up close to the person wearing the aid, or is as far away as the next room," he stated. "At the same time, the Zenith Sentry automatically controls extremes of volume and substantially reduces violent or uncomfortable noises, such as a slamming door, pistol shot, or backfiring of an automobile," according to Hauser. "In a sense the aid thinks for itself, instantly adjusting to conditions, without the user having to use knobs or dials or switches." Hauser, credited the sound laboratories of Zenith Radio Corporation in Chicago with development of the Sentry.



NEW FOREIGN STUDENT FARE.—Continental Trailways Bus System announced today that it will ask for approval of a special "Visit the U.S.A." bus fare for foreign students attending schools in the United States. The new tariff would give foreign students 99 days of unlimited travel over the 44-state system of Continental Trailways and its affiliates, at a cost of only \$99. The company said that it will also seek approval for an extension through December 31, 1963 of its current \$99—99-day "Visit the USA" fare which is available for purchase overseas by foreign tourists planning to visit in this country. Mr. D. A. Scott, Director of International Sales for Continental Trailways, said the company is asking for the new student's reduced fare and extension of the current \$99 fare in cooperation with the United States Travel Service's program of encouraging foreign travelers to visit in this country. Continental Trailways inaugurated the \$99 "Visit the USA" fare in 1961 as its means of stimulating travel to the United States from abroad. Under this arrangement the spe-

cial ticket must be purchased outside the continental limits of the United States and used within 99 days after the tourist's arrival here.

ELECTRICAL INDUSTRY DINNER-DANCE.—The Electric Club of Southern Oregon, Jack Moreland, President, acting as co-sponsors with the Cal-Ore Electrical League, Clarence Weaver, Managing Director, announces a mid-year buffet dinner and social evening at the Rogue Valley Country Club starting at 7 p.m. Saturday, July 21. This affair will bring together groups from the Electrical Contracting, Plumbing, Building Supply professions, including Distributor-Manufacturer personnel and from the many appliance retailers operating throughout Southern Oregon and Northern California. Also, many reservations can be expected from the Pacific Power & Light Company, newspapers, radio and TV station people interested in the past and future planned promotions of all electric living in the League. An open invitation is made to all such individuals and firms. Reservations can be made by calling 772-6171, ext. 327, or addressed to Cal-Ore Electrical League, P.O. Box 231, Medford, Oregon.

The history of the League has been a phenomenal one and this year they will celebrate their 4th birthday of promotional and other services rendered to their large membership engaged in the electrical business according to Weaver. Likewise, the Electric Club of Southern Oregon, consisting of Rogue Valley Electrical Contractors and Distributor firms has substantial membership and endeavors which integrate with the Electrical League's functions.



INCREASE PREDICTED FOR HOUSING STARTS.—The Commerce Department raised slightly its estimate of private home building for 1962, reports The Wall Street Journal. In a mid-year construction report, it predicted that private housing starts would total 1,425,000 units this year, up 2% from its December estimate of 1,400,000 units. This department said it expected the new prediction to hold even if the seasonally adjusted annual rate of housing starts tapers off later this year from its April and May levels. In those two months, the annual rate climbed to 1,500,000 units. If private home building attains the new predicted level, it would be up 9% from last year's total of 1,303,707 units. It would also be the highest since 1959, when 1,500,000 units were started. The report forecast that outlays for private construction would total \$42.5 billion, reflecting a 6% increase over year-earlier levels.

JEWELER IN NEW LOCATION.—After taking time out to serve in the Army and get married, Gary Picard is settled down in his new jewelry store in the Robinson hotel building, 108 East Main. Gary was associated for 6 years with his father at 129 South Central and at the Big Y shopping center. He purchased the store from his father and moved it to the new location. Gary says he will operate a specialized jewelry store with a stock of merchandise associated with that type of business. New fixtures were designed for the new store and Gary has purchased a complete new stock of popular brands of watches, diamonds, clocks, silverware and jewelry. Fine watch repairing and the manufacture and repair of jewelry will also be featured by Picard Jewelers.



"GUARANTEED WARRANTY" PLAN NOW IN MEDFORD! Charles W. Wentworth Jr. of Portland, Chairman of the Oregon Automobile Dealers Association's brand-new "Guaranteed Warranty" plan, demonstrates how the soon-to-be-familiar "GW" decal will identify Oregon dealers offering used cars carrying a one-year, free 15% cash discount on repair parts and labor. The decal won't appear on cars' windshields, however, but on dealers' showroom windows. Never before offered here, the unusual warranty will apply regardless of how many miles a car is driven, and will be honored for repair work by participating dealers throughout the U. S. and Canada.

State Board of Education Names New Division Head

Salem—Dr. Robert O. Hatton has been appointed to head the administrative organization or community colleges within the state department of education. The appointment was announced by Dr. Leon P. Minear, state superintendent of public instruction. Dr. Hatton will be an assistant superintendent of public instruction. The new administrator comes to Salem from his position as president of the Kellogg Community College, Battle Creek, Mich. Dr. Hatton, 41, assumes his duties as head of this division Sept. 1. The new emphasis reflected by this new administrative organization indicates the importance which the state now places on the development of the community college program, explained Dr. Minear. William G. Loomis, formerly the director of industrial education and community colleges, will serve as acting head of this new division until Dr. Hatton's arrival, after which time Loomis will retain directorship in industrial education and will assist Dr. Hatton in the development of this new program. The state board has indicated the new community college division will ultimately have three sections: industrial education, adult education, and lower division collegiate. A new director for the lower division collegiate will be requested of the 1963 legislature, added Dr. Minear. At present, there are approximately 2,000 full-time students enrolled in the existing seven community colleges and education centers in Oregon. Dr. Minear has predicted that by 1970 more than 20,000 students will be enrolled in a possible 13 such institutions. He indicated that one school, Portland Community college, currently registers an approximate 4,000 part-time adults. Within the next decade, it is anticipated that one out of four high school

City Police Check Two Burglaries

Medford city police Saturday checked two reports of burglaries, one at a residence under construction, and the other at Moore Steel company, 741 South Grape st. Harold Leslie Schmelzer, Talent, told police that someone had broken into a residence, which he is building at 1580 Miracle lane, and had stolen a box of tools valued at \$100. Schmelzer said thieves broke a window to gain entrance to the residence. An employee at Moore Steel company told officers that someone apparently forced the door to the firm's office late Friday night or early Saturday morning. The office was ransacked, police said, and about \$15.94 was taken from a cash box.

Welfare Recovery Sets State Record

Felsh—The Oregon justice department set a record in June when its welfare recovery division collected \$51,789. Of the total, \$51,234 was collected for child support, and \$554 in welfare fraud cases. Biggest portion, \$33,452, came in Multnomah, Clackamas and Columbia counties. Other collections: Marion county \$8,892; Linn \$3,298; Yamhill \$2,008; Washington \$1,464; Tillamook \$928; Polk \$550; Lincoln \$395; and Benton county \$250.

Fuss-Free!



Quick, cool, clean—an un-waisted wonder of a dress to wear at home, marketing, sunning. See diagram—see how swiftly you can whip it up! Printed Pattern 9217: Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. Size 16½ requires 3½ yards 39-inch. FIFTY CENTS in coins for this pattern—add 10 cents for each pattern for first-class mail. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER. Extra Big Summer Pattern Catalog—over 106 styles for all sizes, occasions. Send 35c.

Churchill Leaves Hospital Bed

London—(AP)—Ailing Sir Winston Churchill, 87, is making such satisfactory progress that he has been allowed out of bed to sit in a chair in his hospital room, a Middlesex hospital bulletin said Monday. This was the first time the former prime minister, suffering from a broken left thigh bone and a bronchial infection, had been known to leave his bed since July 7.

It was on July 7 that doctors said Churchill had developed the phlebitis that led to the blood clot. The hospital announced no further bulletins will be issued until Friday.

It was learned that although Churchill is progressing satisfactorily, there are no immediate plans for him to leave the hospital. Churchill broke his left thigh bone in a fall while on vacation in Monte Carlo June 28.

Navyman Injured In Sunday Crash

William R. Frost, U. S. Navy, was reported in good condition at Sacred Heart hospital today following a one-car accident on Interstate 5 freeway near Rogue River early Sunday.

Frost, whose home town is Des Moines, Wash., was examined for possible head injuries received when his car turned over. State police from the Grants Pass office said the Navy man probably fell asleep.

Ole Earling Bakke, 32, of 455 Courtney st., Ashland, escaped injury early Sunday when his car rolled into a ditch and broke off a telephone pole, state police said. A car, driven by John Roger Dalton, 36, Grants Pass, struck a car driven by Virginia Loftland, 45, of route 1, box 54, Central Point, late Saturday afternoon, according to state police. The accident occurred north of Central Point near scenic rd. No injuries were reported.

Schellman to Spend September in Russia

Eugene—Dr. John A. Schellman, associate professor of chemistry at the University of Oregon, has been invited to participate in the official U.S.-Russian Cultural and Scientific Exchange program.

The chemist, who is an authority on the molecular structure of proteins, will spend September in Russia, visiting laboratories and conferring with Russian scientists.

The invitation came from the National Academy of Sciences, which has made arrangements for the visit with the Academy of Sciences in Russia. Dr. Schellman plans to visit and speak in Moscow, Leningrad, and Kiev. He will be accompanied by his wife, Dr. Charlotte Schellman, research associate in chemistry at the university, who has received a travel grant from the National Science Foundation.

San Francisco—(AP)—Signs seen Monday night on the back of an automobile crossing the Golden Gate bridge: "I Miss Ike," and in smaller letters: "Hell, I Even Miss Harry."

Your Money's Worth

By SYLVIA PORTER
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U. S. 'BEGGING' FOR JAPANESE INDUSTRY? OH NO!
A report flashed around the world from Tokyo the other day gave the startling impression that the United States was virtually begging Japanese industry to send money here to build factories on our soil, particularly in such "under-developed" areas as Wichita, Kan., and Wilmington, N.C. Said the front page story in Nihon Keizai, one of Japan's leading newspapers, "This request by the United States, hitherto leader of the Free World in the development of less developed countries, came as a surprise to the (Japanese) Foreign Office."

The Japanese newspaper's report hinted broadly that the U. S. was urgently in need of financial help from other nations. Rumors of an "invasion" of the U.S. by Japanese industry spread immediately; the reaction in such financially sophisticated centers as New York ranged from consternation to utter disbelief. Even President Kennedy's careful explanation at his last press conference that this represents only one of a series of steps we're taking to close the gap between the amount of money flowing out of the U.S. to other nations and the amount flowing from other nations to us didn't clear up the picture much.

It's an important story with a significant background and implications that demand explanation. Here goes. Yes, months ago, the U. S. Commerce Department, in an effort to attract more foreign investment here, quietly sent brochures to U.S. embassies in other industrialized nations—including Western Europe and Japan—explaining to manufacturers the advantage of building plants in the U.S. to manufacture products for sale in the Western Hemisphere. The brochures give our embassy personnel the promotion material with which to encourage the investments.

There is no thought of importing foreign workers—except possibly a few top technicians and managers. There is no thought of an "invasion" by foreign industrialists. The idea is simply to bring in more foreign capital to finance factories to be built by U.S. workers and then staffed by U.S. workers. The aim is simply to indicate to foreign industrialists that they might find producing in our area just as profitable as U.S. industrialists find producing in their areas. Why? A few statistics dramatize the tale.

Last year alone, net U.S. private investment abroad—which includes the building by U.S. corporations of overseas plants—totaled over \$3.9 billion. But net foreign private investment here totaled only a pittance \$577 million. This gap of close to \$3.4 billion was a key factor in our balance of payments deficit.

As of the last reporting date, U.S. private investments abroad totaled \$45 billion while foreign private investments here were only a fraction of this—under \$17 billion. Now we are making determined efforts to balance our international financial accounts—narrow to a tolerable amount the difference between our outflow of funds and the influx of funds. We have begun a major campaign to expand our exports of goods. We are trying to raise our earnings from foreign tourist spending within our borders. We are insisting that our prosperous Western partners take over more of the share of expenditures for military defense of the free world and economic aid. We are also, through this promotion program, attempting to increase long-term investments by foreign enterprises in the U.S.

We don't expect spectacular results from this quiet campaign—especially from Japan. For Japan has strict barriers against export of capital and she wouldn't let her industrialists send their funds here even if they had funds to send (which they don't). But whatever foreign investment we can stimulate will be a plus. The plants will use our materials, employ our workers and, as President Kennedy said, there'll be more of a "matching" of what we invest overseas and what others invest here.

In addition, if by this invitation we can help break down the barriers other nations have on the export of capital so other industrialists can hike their investments in factories in the really undeveloped regions of the world, our economic burden will be eased. "This is a basic objective of the program," said one informed source. "The invitation for capital to come to us paves the way for capital to go elsewhere."

The only thing "wrong" about this program is the way it was reported—belatedly and sensationally—in the Japanese press.

ATTACKS DISTRIBUTION
Washington—(AP)—Sen. Alexander Wiley (R-Wis) believes that there is too great a concentration of defense production and an inequitable distribution of defense contracts. Wiley said he planned to confer with other senators and Defense Secretary Robert S. McNamara in an attempt to assure more equitable distribution of contracts. He cited a Defense department study that he said showed 16 states got more than two-thirds of defense business.

New! Huck Pillows



7339
by Alice Brooks

Add brilliant accents to your den, living or bedroom with new huck pillows. New pillow talk! Two of huck toweling lovely with colorful weaving. Pattern 7339: chart, directions for 2 designs and basic pillows. THIRTY-FIVE cents (coins) for this pattern—add 10 cents for each pattern for 1st-class mailing. Send to Alice Brooks, care of Medford Mail Tribune Needlecraft Dept., P.O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS and PATTERN NUMBER.

Never-Before Value! 200 designs to knit, crochet, sew, weave, embroider, quilt—in our 1962 Needlecraft Catalog. Beautiful Bulkies in a complete fashion section plus bedspreads, toys, linens, afghans, slippers, covers plus 2 free patterns. Send 25c now.

There's no USO in Peoria

With good reason. Peorians in our Armed Forces are not staying in Peoria. They're wherever our frontiers of peace need protecting. And that's where the USO is. Serving those who are serving us. Besides serving those in training areas here, the USO reaches GI's in potentially explosive trouble spots—Berlin to Okinawa—where USO's spiritual uplift and homey relaxation is more needed by our troops than it was in the hot, shooting war. For, as President Kennedy said, "Winning the Peace is a Lonely Battle." Of the 2,750,000 GI's, over half are under 25... and away from home for the first time. For most GI's, their link with home is the nearest USO. But more USO's are needed. That means more money. Not for Peoria. But for its son, guarding the city limits in far-off lands. Don't let him wonder—even for a minute... "Does Anybody Know I'm Here?" Support the USO through United Fund or your Community Chest.

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