



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

HOMES U.S.A. Today's new one-family homes on the average are larger, have more floor area, more bedrooms, more baths and more garages than five years ago, indicates a study by F. W. Dodge Corp. The median selling price of a one-family house today is about \$18,000, up \$3,500 since 1956, reports Building Supply News magazine. Price ranges in various parts of the country vary from \$19,490 in the northeast and \$19,000 in the west, to \$18,000 in the north central region and \$15,925 in the south, according to the survey. The number of split level houses increased from 6% to 8% in the last five years. About 68% of the 1,000 homes surveyed had three bedrooms, and 17% had four bedrooms. Over 45% of the homes had two baths, a rise of 28% from '56.

CELEBRATES ANNIVERSARY. Eugene Orr, Medford businessman and owner of general merchandise store of Weeks & Orr, one of Southern Oregon's largest home furnishing concerns, is observing his thirtieth year with the pioneer firm. When he became associated with Weeks & Orr in 1932, the firm was then thirty-eight years old.

Gene Orr, a Mason, Shriner and member of the Elks Lodge has long been active in Medford business, civic and fraternal activities in this community. A World War II veteran, he is past commander of the American Legion and is rehabilitation officer for Oregon on the national Legion committee. Orr is a past president of the Hillah Temple Shrine band, past chairman of the Medford Retail Merchants association, past director of the Medford Chamber of Commerce and recently has headed the Medford football stadium committee.

CAR DEALERS BOOST SERVICE AD EXPENDITURES. New car dealers have boosted their advertising expenditures promoting service, indicates a survey by Automotive News. The increased investment has come about because of keener competition from non-dealer service businesses. Among dealers surveyed, 69% said they are spending more for service advertising than they did a year ago, reports Advertising Age. About two-thirds of the dealers reported they were up against heavy promotional competition from non-dealer outlets. Of the new car dealers, 32% use 10% or less of their advertising budgets to promote service; 16% allocate between 10% and 20%; 28% of the dealers invest between 21% and 25%; and 23% use more than 25% of their ad budgets on service.

SEARS AGAIN INVESTS MAJOR PORTION OF AD BUDGET IN NEWSPAPERS. Sears, Roebuck & Co. invested \$53 million in newspaper advertising space in 1961, reports Ashley Offill, manager, media research division of the retail sales promotion and advertising department. This was 72% of the company's retail advertising budget. Its 740 retail stores in some 560 marketing areas purchased 265 million lines of advertising in over 900 dailies and weeklies. Total retail media expenses almost hit \$75 million last year.

NEW NAME FOR "LITTLE OLD INDIAN." Recently Dean & Taylor Pontiac company conducted a contest to secure a name for the little Indian, who has become a real personality in the past few months. Sheila Jeanne Gilman, who resides at 92 Winema Way in Medford, submitted the winning name and is \$100 richer for her unusual entry. Show here is Sheila receiving a check for her suggestion from Herb Hunt, left, and Harvey Wyatt of Dean & Taylor Pontiac company for submitting the name. "Chukluk," pronounced "Chuk-luk," her inspiration was the fact that the little character is an Indian buck with a broad and happy smile. There were 173 names submitted for little Chukluk and all were good ones, according to Bob Taylor and Herb Hunt.

OREGON FOOD CELEBRATES OPENINGS. Grand opening activities are under way this week at Oregon Food Stores in Medford and Grants Pass according to Mr. Walter Vaughn, district manager of the chain.

In Grants Pass the Oregon Food Store is holding a grand opening of its new store under the direction of store manager, Pat Murphy. The store here burned out last winter and has been completely remodeled.

In Medford the organization is officially opening its large Westgate shopping center store on West Main at Ross Lane. This is the largest of the Oregon Food Stores in this area and is under the management of Mr. Dick Meister. Taking part in the grand opening activities is the other Medford store at 13th and Central under the management of Mr. Ray Miller.

Grand opening activities will be held through August 12 and the stores are featuring reduced prices and orchids for the ladies.

The Oregon Food Store chain includes 7 stores throughout Southern Oregon with another under construction. Stores are located in Grants Pass, 2 in Medford, Ashland, Lakeview and 2 in Klamath Falls with another under construction in Klamath Falls.

Corporation officers are Mr. Joe Fales, president; Mrs. Nellie Angstead, secretary-treasurer and Mr. Morgan Johnson, vice-president.

BURT THIEROFF, owner and manager of the Big Pine Lumber company, left, and John Weiser, right, contractor-sales department, discuss supplies for a plan covering a new construction project in Medford. One of the services that has made this company outstanding is its contractor-sales department which devotes itself specifically to the needs of contractors.

FOREST BURLITE, a new burlap-textured hardboard wall paneling manufactured by Forest Fibre Products Co., Forest Grove, Ore., is one of Big Pine's featured items. This Medford firm has been selected by the American Hardboard Association and Building Materials Merchandiser magazine as one of the outstanding building materials suppliers in the nation.

WHITNEY OLDS ADDS TRIUMPH DEALERSHIP. J. R. Whitney Olds is now Medford's official Triumph dealer according to Mr. J. R. Whitney, owner of the agency. The acquisition of the franchise makes the company now the Medford dealer for both Oldsmobile and Triumph. "The two cars go nicely together as both are for the sportsman or person who likes quality craftsmanship with zip," Whitney said. The Triumph line includes the Triumph TR-3 which features quick response, plenty of room and excellent gas mileage; the Triumph 1200 features four seats and economy and the TR-4 which is described as "the newest in a great line of sports cars."

CARS, MEXICAN TRIP, MINK ARE PRIZES. An Oldsmobile, a Ford Galaxie, a trip to Mexico City for 2, and a mink stole are the prizes to be carried home by some lucky people in the Western Slope.

In a unique drawing fostered by Sunkist Orange Juice-Drink and Arden Farms who distribute this product, winners will be established by people merely sending their name and address along with the name and address of their market and part of a carton of Sunkist Orange Juice-Drink to be a potential winner.

There is no contest, nor are there any complicated rules. All entries for the drawing must be in Sept. 30 and winners will be announced Oct. 10.

Newspapers, including The Mail Tribune, and Sunday supplements from the Canadian border to the Mexican border will be used exclusively to bring this unusual drawing to the attention of Mr. and Mrs. Housewife Johnson Associates, Inc., developed and planned the promotion.

Four markets will also participate in the drawing because the lucky winner who sends in the name of her favorite market makes them a winner to the tune of \$1000 in cash.

THERE ARE SOME \$5 MILLION MEN 20 and over, with a 13.7% growth projected by 1970, for a total of over 61 million, reports Printers' Ink. The fastest growing group (20 to 34 years) will expand by almost 25% in the coming decade. The 35-49 year group will increase by 0.7% in the next decade while the 18-19 year group will expand by 16.2%; the retirement age 65 and up is expected to grow by 14.8%. The male consumer accounts for tremendous sums of money spent on products strictly for his own use or for those purchases he is largely responsible. These range from some \$10.5 billion spent annually on men's clothing and footwear, to \$185 million laid out for cigars. He is also a prime target in the booming \$2 billion sports-equipment industry, and accounts for almost the equal yearly expenditure of some \$450 million for shaving preparations and equipment. Equally important is the fact that the U.S. male is raising his voice again in family buying decisions. Many researchers feel that there has been a reversal in the trend that saw women making more and more of the family purchasing choices. This has been reflected in the purchase of autos. The swing back toward bigger cars and the promotion of sports features like bucket seats, even in family sedans, reflects resurgence of the male in the decision-making role. There is also increasing evidence that men are getting more involved in purchases once exclusively female. A recent survey by Coordinated Marketing in 2,000 outlets belonging to 19 supermarket chains showed that 25% of all transactions involved men.

LEGAL NOTICES

CLERK'S MONTHLY STATEMENT OF COUNTY COURT PROCEEDINGS
JACKSON COUNTY COURT

The following is a statement of the proceedings of the county Court of Jackson County, Oregon, for the month of July, 1962, which were passed upon by the court, as required by Chapter 136 of 1949, Section 1.

CLERK, MADDEN, County Clerk
Approved by County Clerk
Orders in the Matter of Designation of newspaper for publication of records and proceedings of the county court, to-wit: The Medford Mail Tribune, published by the Medford Mail Tribune Publishing Co., Inc., for the month of July, 1962, as follows: George N. Dahl, Plaintiff vs. Elmer L. Adams and Theresa G. Adams, Defendants; George N. Dahl, Plaintiff vs. Elmer L. Adams and Theresa G. Adams, Defendants; and Elmer L. Adams and Theresa G. Adams, Defendants vs. George N. Dahl, Plaintiff.

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Fishermen Seek To Get Steelhead Bill Off November Ballot

Salem — Fishermen Monday filed a suit in Marion County Circuit Court here seeking to get the steelhead game fish measure off the November ballot.

The suit, against Secretary of State Howell Applegate Jr., contends the measure is invalid, lacking the necessary number of valid signatures.

The Oregon Supreme Court rewrote the ballot title that had been issued by Atty. Gen. Robert V. Thornton, and Monday the suit charges that the signatures obtained under the old ballot title were illegal. This would mean the group sponsoring the measure didn't have enough signatures to get it on the ballot.

20,000 Held Valid
The suit claims that 34,000 of the 54,000 signatures were invalid. That would leave only about 20,000 valid signatures, and 43,000 are needed.

The suit was filed by the Columbia River Salmon and Tuna Packers association, Union Fishermen's Cooperative Packing Co., oPint Ad-

LEGAL NOTICES
CIVIL NO. 81-243

SIDNEY I. LEZAR, Acting United States Attorney, 306 U.S. Courtroom, P.O. Box 7, Portland, Oregon, vs. D.A. D. ROBINSON, JR., Assistant United States District Court, FOR THE DISTRICT OF OREGON, UNITED STATES OF AMERICA, Plaintiff, vs. D.A. D. ROBINSON, JR., Defendant.

LEGAL NOTICES
PUBLIC NOTICE
LAND SALE
August 1, 1962, 9:30 A.M. and 1:30 P.M. P.S.T.
The Oregon State Highway Commission, under authority of the Oregon State Highway Commission, will sell by public auction the following parcels of land in the Gold Hill and Central Point areas. The sale will be held on the premises described as follows on August 1, 1962, at 10:30 A.M. and 1:30 P.M. P.S.T. File No. 10022: 2.5 acres of land in the Gold Hill area, being a portion of the highway at the Gold Hill interchange, being further described as follows:

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