

BUSINESS Memo

Edited by the Mail Tribune Advertising Department



THE CHRYSLER-PLYMOUTH DIVISION of Chrysler Motors Corporation premiered their new All-Star Sales Development Plan training film, "A Week in the Life of an All-Star," Wednesday night during a banquet at the Mark Anthony Hotel, Ashland.

The film stars Leonard "Digger" Carlson, salesman at the Dick Knight Co., Medford Chrysler-Plymouth dealer, and portrays a week in Carlson's life. It will be used in training Chrysler and Plymouth salesmen throughout the United States. "Digger" is one of the most successful automobile salesmen in the country. He is a three time Plymouth Diamond Chapter All-Star Salesman and is currently chapter First Vice President. He is also a member of the Chrysler Medallion Club for outstanding Chrysler salesmen.

Don Julius of Detroit, Michigan, Chrysler Plymouth Division Merchandising Manager, presided at the banquet. Special guests included Paul Miles, Assistant Manager of Chrysler-Plymouth's Portland Region and W. Gerald McCray, writer of the film script. Carlson's customers and associates who appeared in the film were present along with local civic officials and Medford newspaper, radio and TV representatives.

In the Landis photo above is a glimpse of the Mark Anthony Hotel banquet room with the assembled group of southern Oregon friends of Carlson, participants in the sales training film and Chrysler-Plymouth officials. Top center: Glimpse of the head table at the Chrysler-Plymouth banquet. Left-to-right: Wyatt Hammond, Chrysler-Plymouth representative from Portland; Mrs. Leonard Carlson, Leonard "Digger" Carlson, Paul Miles, Dick Knight, Mrs. Dick Knight, W. Gerald McCray and Justin L. Moran, Portland official of N. W. Ayer & Son, Inc., advertising counselors for Plymouth. Lower center: W. Gerald McCray, scriptwriter, presenting Wilding, Inc. "Cartwheel" to Digger Carlson; and below: Paul Miles, assistant manager of the Portland Chrysler-Plymouth Region, is shown presenting a gold film can containing a special print of the new sales training film to Carlson on behalf of the Chrysler Corporation.

RETAILERS SEE CHRISTMAS SALES RISE. "This Christmas shopping season should be a sales record breaker," said J. Gordon Dakins, executive vice-president and treasurer, National Retail Merchants Association. Mr. Dakins based his prediction on results of a recent survey by the association of 197 member stores. Seven out of ten answering look forward to seeing their Christmas sales rising over last year's level. "Their median estimate for the expected volume rise was a healthy 4%," Mr. Dakins said. "A highly revealing survey result was the fact that 67% of the respondents are planning to stress better quality merchandise this Christmas. Only one third will emphasize popular priced goods. In NRMA's fall survey, the answering store heads were evenly divided on this question," he pointed out. The study also revealed that women's sportswear is expected to be the top selling merchandise line for Christmas. Twenty per cent of the respondents picked it as a holiday volume gainer. Eleven per cent mentioned men's sportswear, 10% chose boys' wear, and 8% mentioned men's furnishings. The fourth week of November was indicated by 26% as their preference for commencing additional night openings, 25% chose the first week in December and 22% indicated the second week in December.

BUREAU SURVEY ALSO SHOWS HOLIDAY OPTIMISM. Seventy-two per cent of 166 retailers in the U.S. and Canada expect to chalk up more Christmas volume this year than in 1961, indicates a survey conducted through member daily newspapers of the Bureau of Advertising, ANPA. Another 21.9% of the respondents feel business will remain the same while 4.5% look for a sales decline. Some 1.5% did not answer the question. Five per cent is the median sales increase anticipated. However, merchants are not so optimistic regarding profits this year. Some 49.5% expect an increase while 10.7% look for a decrease in profits. A little over 23% say they think profits will remain the same. More than 16% of the retailers did not answer the question. The average anticipated increase is 2%. As in previous years, merchants will rely heavily on daily newspapers as their basic advertising medium. Seventy-eight per cent plan to invest 80% or more of their ad budgets in newspapers. Some 15.3% will invest 100% of their ad dollars in newspaper advertising.



SEVERSON'S CANDIES' fifteenth anniversary, now being observed by Henry and Elsie Severson, is marked by completion of a bright, new front on the firm's West Main street location. The building at Main and Grape streets, owned by Neil Davidson and also housing Landis Studio, now has an attractive new front and protective canopy for pedestrians.

Severson's Candies, operating also at 16 South Central avenue in Medford, offers one of the largest assortment and stock of candies between Portland and San Francisco. The Seversons are also originators and producers of "Pearfections," a unique and tasty confection using famous Rogue River Valley pears as the main ingredient.

Severson's Candies' modern candy kitchen, operated at the 132 West Main street location, prepares fresh daily stocks of tasty treats and the public is invited to visit it at any time.



JACK WALKER, RIGHT, prominent Medford, Ore., operator of Walker the Weeper Mobilehome Sales, receives "thank you" gift from Thomas G. Fagan, left, vice-president Kit Mobilehomes, for his musical contributions during recent Kit Dealer Conference. The meeting, held recently at Statler-Hilton Hotel, Los Angeles, and featuring musical numbers composed and presented by Walker, marked the third year he had participated in the event.

NEWS PAPERS - NO. 1 CHOICE OF PHOTO STORES FOR CHRISTMAS PROMOTIONS. The newspaper is the favored medium of photographic retailers for promoting their products this Christmas, indicates an industry study by Photo Developments magazine. Eighty-seven per cent of the dealers responding named newspapers as their top choice. Some 48.8% of the respondents will use radio, while 31.2% have picked direct mail, reports Editor & Publisher. Television got 13% of the dealers' votes.

DODGE TRUCKS FOR 1963 feature two new engines and more than 60 engineering innovations improving the durability, reliability and performance of the vehicles. The new powerplants are a heavy-duty, 225-cubic inch, six-cylinder gasoline engine and a lightweight, 3.5 4-cubic-inch, six-cylinder Dodge-Perkins diesel, both for medium-duty use. The Dodge truck line ranges from pickups to big diesel-powered tandems. Shown above is the D-100 Utility half-ton pickup, which is popular with businessmen and farmers because of its low initial price and economical operation, according to Bud Parsons, of Parson Motor Co.



PICTURE OF A LADY HANGING OUT HER WASH - Modern electric clothes dryers have put an end to the tedious job of carrying out the wet wash and worrying if the sun went behind the clouds. This Sears Kenmore automatic dryer has exclusive "soft heat" dry control for the gentlest, softest drying possible, an air freshener, and an automatic clothes dampener. The new line of Kenmore clothes dryers, in electric models, is available exclusively at Sears, Roebuck and Co.

points out that millions of city jobs - 16 million - depend on farming. "Some 6 million people are involved in producing goods and services that farmers buy. Another 10 million work at transporting, processing, storing and selling farm products." The total spent by farmers last year will be duplicated in 1962, the Department of Agriculture says.



THE PROUD BOW OF A JAPANESE SHIP at Portland Public Docks, Terminal No. 1, is a dramatic reminder of the Columbia Basin's leading customer. Trade with Japan last year was worth \$114,000,000 and economic forecasts indicate it will increase to \$150,000,000 by 1970. Japanese trade will be the theme of the 4th Annual Columbia Basin Export-Import Conference to be held in Portland at Hotel Multnomah, Nov. 19-20.

CHRISTMAS ALBUM AT MEDFORD SERVICE STATION - As a result of last year's experience in record selling, Goodyear Tire has announced that their dealers will have available Volume II of "The Great Songs of Christmas" to offer their customers this season.

Bill Clark, Medford Tire Service, announced that the records will be available to the public later this month and the details of this program will be featured in his Mail Tribune ad on Wednesday, November 28.

Volume II follows the same format as last year's - 21 traditional Christmas songs performed by ten famous artists. Like Volume I, the record is a regular \$3.98 value which will sell for \$1.00.

Medford Tire Service is located at 8th and Riverside and is exclusive Goodyear dealer for this area.

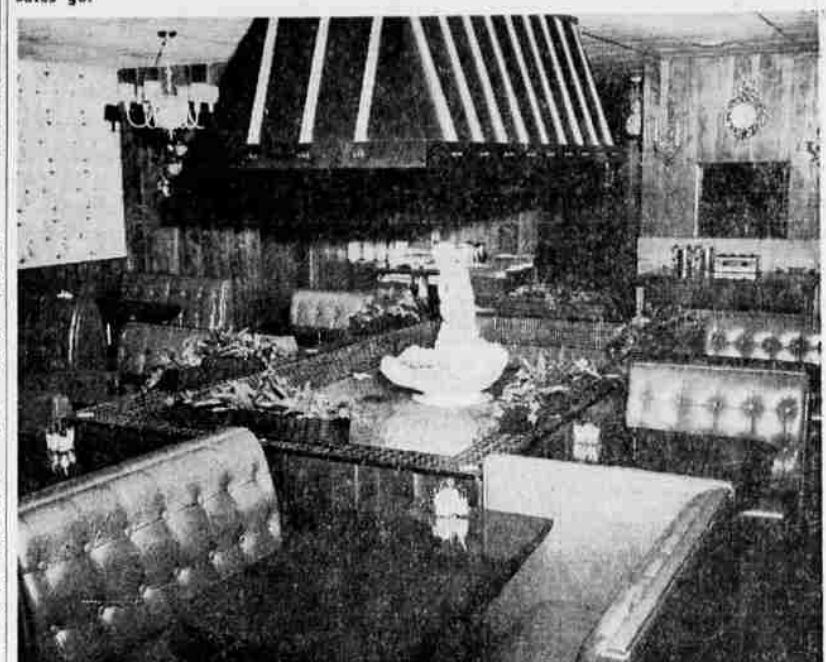
AUTO SALES STARTLE EVEN THE OPTIMISTS, REPORTS BUSINESS WEEK - The trend in auto sales this autumn is reinforcing Detroit's belief that 1962 will be another good year, reports Business Week. Despite the warning of many economists that 1962 "has to be a bad year because 1961 was a good one," Detroiters have continued to see rosy signs ahead. October sales confirm them.

Probably the most cheerful sign is that 1962 sales are not following the pattern of

1955, the only year in which sales were better. As the chart shows, sales were high all through the autumn of 1955. By December, however, they plummeted running 30% or more below 1955 levels all through 1956. Detroiters don't like to remember what kind of a sales year 1956 turned out to be.

In 1962 by contrast, sales have tapered off gradually, with a considerable but predictable drop in September. Auto makers had kept such close tabs on inventory that many dealers ended the model year with no stock. One Chevrolet dealer complained, "I don't have enough 1962s for my annual closeout sales."

Now sales are heading up. October set a new record, and November will be every bit as good, based on orders already received. Said one auto veteran: "You can almost always predict what kind of a year we'll have by the way October, November, and December sales go."



GRAND OPENING ACTIVITIES are now underway for the Colony Restaurant, according to Alex Murphy, general manager.

"The public's acceptance of our restaurant has been exceptionally fine," Murphy said. The Colony Restaurant is located at the corner of Fourth and Front in the former Port 'O' Call location. Described as New and Beautiful, the Colony features genuine charcoal broiled steaks, roast prime rib of beef, plus a complete and varied menu of Medford's favorite dishes.

Grand Opening dates are Thursday, Friday and Saturday, November 15, 16 and 17. Murphy has invited the public to "enjoy the excellent cuisine at the Colony, and at moderate prices."

Some of the staff members are: Billy House and Vern Langford, chefs; Dick Walker and Ken Myers, bartenders.

In addition to luncheons and dinners, the Colony will feature a special Sunday Family Dinner and is now taking reservations for Thanksgiving Day Dinner.

Hatfield Material Sent To Republicans

Salem - **UPI** - The office of Gov. Mark Hatfield Thursday night said it has sent biographical material on the governor to some of the nation's leading Republicans.

Travis Cross, the governor's press secretary, confirmed a report from Massachusetts that the material was sent out.

Cross said the material was an eight-page pictorial biography of tabloid newspaper size made up for the past Hatfield reelection campaign.

"We had some left over and sent them routinely to some leading Republicans in other states," he said. However, he would not state how much material was left over, how much was sent out and how many states to which the material was sent.

NO COMPLAINTS

London - **UPI** - "He has been kind of a silent lodger," the judge commented in granting Mrs. Kathleen Sherlock a separation from her husband, Alfred. Alfred admitted he had spoken only twice to his wife in the last 898 days.

UNDER NEW MANAGEMENT Rogue Riviera Supper Club

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SATURDAY NIGHT - LeRoy on the piano - Carl on the drums.

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- and Many Other Entrees

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Hotel Medford Presents...

the new
Tony Martini Group

A Young Versatile Group Packed With
Song, Humor and Enthusiasm!
"SONG, TWIST and COMEDY"



(Left to Right)

- Tony
- Corky Brumbell
- Roger Lowe
- Bill McCubbin

OPENING MONDAY

A very likeable young group that is making friends everywhere with an unusual ability to play to the "mood" of the audience. Tony is "on the threshold" as a name singer with an impressive voice... backed by a beautifully amplified accordion and guitar carried by an Echo-let speaker system giving dramatic tunes a "never-before-heard" sound in THE BAR OF MUSIC. The rib-tickling antics of handsome Chinese drummer, Roger Lowe, adds immensely to the group.

You'll Be Glad You Saw Them