



BUSINESS Memo

Edited by the Mail Tribune Advertising Department

RETAILERS SEE '63 FIRST HALF SALES GAIN. Fifty-seven per cent of the 262 retail executives interviewed by the National Retail Merchants Association expect a sales rise in the first six months of next year. Thirty-three per cent believe volume will hold even with this year's levels, while 10% foresee a decline. Half of the respondents see increased profits in the first half; 13% predict a drop and 37% expect earnings to hold even. An average sales increase of 4% accompanied by a rise in profits of 5% are anticipated by the nation's retailers for the first six months of 1963. Department, specialty and variety stores all placed increased emphasis on fashion as a competitive weapon. Nine out of 10 respondents said they planned to increase their stores' fashion emphasis next year. The study also reveals that a third of the stores participating in the survey are planning to increase their promotional budget during the first half. Of these, 41% will increase their investment in newspapers, 14% on mail, 13% on display, 11% on radio, 10% on circulars, 8% on shows and exhibits and 3% on TV.



COLONIAL HOUSE PROVES POPULAR. Serving Southern Oregon electrically for 43 years, Trowbridge Electric has now added a new department. A specialty shop dealing in Early American and Colonial furnishings. The new shop features not only furniture, but lamps, rugs and accessories, including a large display of pictures and wall hangings; wood, glass, metal and ceramic imports.

The main furniture lines are Salem House, Broyhill's Lenoir House, Nichols and Stone, Empire Chair, Jasper Cabinet and Sprague and Carleton. In lamps they feature a very broad line of Early American and Colonial styles, as well as many suited for the more traditional decor. Among the many lines featured are the Ruby Lamp, Betty Lee Copper, Del Rey, Frederick Cooper, Wilmar, and Lightoller. The accessories include a full representation of the old pine specialties by the Three Mountaineers, as well as a select collection of fine European imports. Trowbridge Electric's new furniture shop, the Colonial House, also features Simmons mattresses and hide-a-beds.

Moving from the Bay Area to assist in the new department is Kenneth Swan, a devotee of Early Americana. His wide experience and background will assist the customer in selection of furnishings, and guidance in general decor.

While Trowbridge Electric has added a new department, they have expanded their other well-known departments. The appliances department features Westinghouse products, both appliances and television and stereo. They also are the Southern Oregon and Northern California factory service station for these products. Trowbridge Electric also features a large display of fine residential lighting. Contained in the business house is the wiring department, including a large supply of wiring materials, a large lamp department, specializing in the particularly hard to find light globes, a TV repair shop, small appliance sales and repair. Recently they expanded their flooring cleaning department by adding the Hoover vacuum line. Also new is a department specializing in electronic imports, transistor radios and equipment imported directly by Trowbridge Electric, including a service department equipped to repair all electronic equipment sold.

MERCHANTS HAVE MIXED FEELING ON YEAR-END BUSINESS. The nation's merchants are divided on how 1962 business will finally compare to 1961, indicates a survey by Audits & Survey Co. of more than 35,000 retailers across the country. Forty-two per cent of the retailers say 1962 will top 1961; 44% say there will be no change, and 14% believe 1961 will prove to be better. "The study shows a wide gulf in attitudes between groups of retailers depending on their type of business and geographic location," says Solomon Dutka, president of the company. Most optimistic are merchants in the western U. S. Mr. Dutka added that department stores and discount outlets are the most optimistic about 1962. Seventy per cent of the department stores and 67% of the discounters expect an improvement over last year.



NURSERY LAND'S NEW BUILDING. Shown here is the striking, new Nursery Land building just completed and opened in time for the holidays.

The building is octagonal with plenty of glass and features an office space and open floor space for plants and pots. The exterior is done in rustic fashion with a hand hewn shake roof. Russ and Nell Faulkner, owners, indicated: "Our new Garden Center is ready for your inspection—we're proud of this building and are expressing our gratitude by offering special values for Christmas gifts." An ad in the Sunday Mail Tribune brought this message to the public and favors were given to all ladies who visited.

Nursery Land, formerly Ornamental Nursery, is located at the new Freeway interchange at Central Point. The nursery features a complete and varied selection of plants, shrubs and trees. Mrs. Faulkner is noted throughout the valley for her landscaping activity.

THE WORLD BOOK ENCYCLOPEDIA is suggested as a gift especially appropriate at Christmas by Ray Leeson, representative here for Field Enterprises Educational Corporation. Seven holiday-season combination offers are featured in an attractive advertisement which will appear in the Mail Tribune on Thursday, November 29.

There are, according to Leeson, World Book sets which can help children in school and for a lifetime which will provide educational and entertaining for all the family. Feature for holiday giving are the World Book Encyclopedia, claimed to be the largest selling encyclopedia in the world, the World Book Dictionary, Childcraft and World Book Childcraft Cyclo-teacher.

Childcraft gives younger children a rich and colorful introduction to music, literature, art, history and science while the Childcraft Cyclo-teacher is a teaching machine designed for practical use in the home.

TRADING STAMPS GOING DOWNHILL? Trading stamps are losing favor among merchants in some regions, reports The Wall Street Journal. The reason cited: Stamps boosted sales but not enough to cover the extra cost of giving them. Great Atlantic & Pacific Tea Company is understood to be less than happy with trading stamps as a sales stimulant in some of its Upstate New York supermarkets. And a New Jersey service station operator says: "The gimmick is gone in trading stamps; everyone gives them and they don't do anything but cost me money." Less than a third of Colorado's service stations give trading stamps compared with 95% last year, says a spokesman for the Petroleum Dealers Association of Colorado. But trading stamp companies insist any general discount among trading stamp givers is minor, and contend they're signing up more new customers than they're losing. New discount grocery stores cash in on their no-stamp policy by advertising that their prices are as much as 15% under conventional supermarkets which hand out trading stamps.

TAKES UP SPACE

Moscow—UPI—A young loafer named Gagarin — no kin of spaceman Yuri Gagarin — decided to mend his ways after angry fellow villagers threatened to have his name changed by court order, the newspaper Izvestia reported Monday.

Truck Kills Man

Roseburg—UPI—Clyde Jefferson Barnes, 55, Roseburg, was killed Monday about three miles south of here on old Highway 99 when he was struck by a truck during a heavy rain.

BIRDS AVOID BIRD

Northampton, England—UPI—Thousands of starlings got lost in fog Monday and flew down a chimney into the town hall. The only office not visited by the birds before they were freed was that of the mayor's sergeant — Herbert Bird.

ZALE'S JEWELERS OPENS NEW MEDFORD STORE. Zale's Jewelers formally opened its new store in Medford, 218 E. Main street, this week.

The downtown store, formerly Andy's Jewelers, and which was acquired by Zale's last August, is the first location in Medford for the Dallas-based firm, which now has nearly 250 stores in 33 states, including four in Oregon. Other Zale stores are situated in Eugene, Salem and two in Portland.

"We look forward to the opening of our Medford store as another successful phase in Zale's Oregon expansion program," said Charles Pecht, the manager. "Our new store is a direct outgrowth of the favorable response to other Zale stores in this state, and the increasing demands of a growing population for expanded service."

In the past decade, Zale's has laid particular stress on the improvement and development of downtown market stores said Pecht.

"Despite the trend to suburban shopping, Zale's feels the downtown area of any community is vital to a dynamic business climate. For this reason, Zale's maintains modern, up-to-date stores in promising downtown areas to furnish a sturdy base for any future suburban expansion."

Listed on the American Stock Exchange, Zale's reported record sales and earnings of nearly \$83 million for the fiscal year ended March 31.

As the nation's largest retail jeweler, Zale's maintains buying and production facilities in key markets all over the world, including New York, London, Tel-Aviv, Antwerp, Switzerland and Tokyo.

Charles Pecht, a native of Salt Lake City, attended the University of Utah. He served for two years in the U. S. Army.

Pecht has had 17 years experience in the wholesale and retail jewelry business. Before being appointed manager of the Medford store, he served as manager of the Zale's Provo, Utah, store for three years.

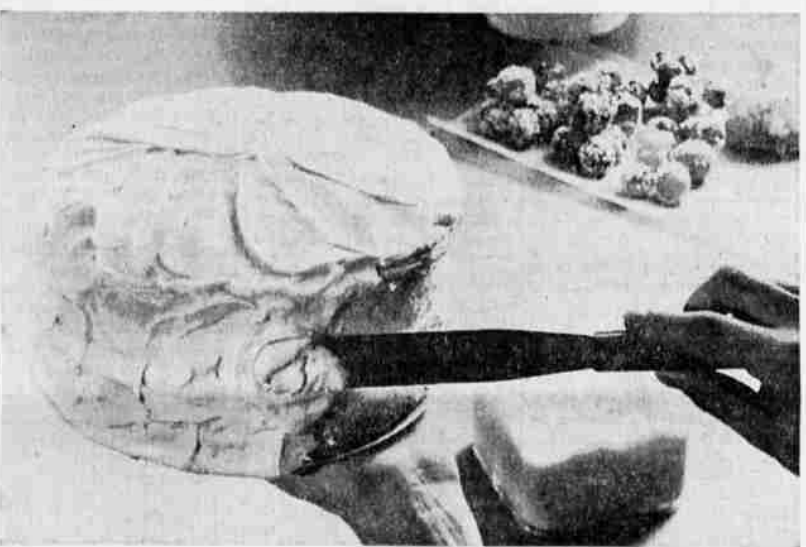
He will make his home in Medford with his wife, Shannon, a daughter, Natalie, age 6, and a son, Matthew, age 3, at 549 Eastwood Drive, Medford.

RECORD PREDICTED FOR '63 APPAREL SALES. Consumer expenditures for all apparel, including footwear, in 1963 will total \$32 billion, says William H. Shaw, manager, business economics, Textile Fibers Department of E. I. duPont de Nemours & Co. Speaking at the National Industrial Conference Board meeting, Mr. Shaw noted that the \$32 billion figure would set another all-time record, reports Daily News Record. The 1962 expenditure was estimated at slightly more than \$30 billion, and \$28.5 billion for 1961.

THE TOY WORLD is Ralph Moore's new store name for the second Moore's Toy shop located in the shopping center.

As does the Moore's Toy Shop on South Riverside Avenue the Toy World carries a complete and varied selection of toys. The new shop is located in the Medford shopping center across the parking lot from Safeway. Opening activities for the store were held November 9 and 10 and were the feature of an announcement ad in the Mail Tribune.

Customers who shop at Toy World will find convenient parking, educational toys, games, stuffed animals, trains, wagons, and a multitude of various items direct from Santa's workshop.



A TOTAL NEW AND DIFFERENT SUGAR. Magic Frosting Sugar, is being introduced to the grocery trade in nine Western-most states this month by C and H Sugar. Presentation of this unusual new sugar was preceded by careful test marketing and is backed to the hilt by market-wide advertising in major media. Magic Frosting Sugar is expected to become a staple item with good turnover in the sugar section.

Magic Frosting Sugar was created to meet real demands by homemakers for a sugar with ready-mix conveniences which will produce a variety of frostings of assured quality... quickly and easily.

The novel product consists of super-fine particles of pure cane sugar in small clusters or "bubbles." Magic Frosting Sugar neither lumps nor cakes. It pours readily from the carton's metal pour-spout, and it contains no starch. The sugar "bubbles" dissolve instantly in liquids, hot or cold.

Magic Frosting Sugar achieved unusual acceptance during consumer tests. The completely different texture, ease of use, and outstanding kitchen results achieved proved particularly appealing to homemakers. They also liked the 13-ounce, carton-to-a-cake size package.

A full year of rigid retail test marketings and several homemaker test panels were utilized to perfect and prove the product, the package, mixing methods, carton recipes and price. Advertising and promotion materials, likewise, were shaped through actual experience at the retail level.

A record C and H advertising volume is scheduled to introduce the product in November and December and to sustain initial sales in following months.



ter when you electronically calculate baseball batting averages or the flight pattern of a rocket ship. These are only a few of many of the fascinating things possible with these appealing projects."

The kits are available at HAPCO stores in Medford, Ashland and Klamath Falls.

MEDFORD BOTTLER HONORED for product quality by the Squirt Company. The Medford Coca-Cola Bottling Company, which also holds the franchise to bottle Squirt for this territory, was recently honored for quality of product by The Squirt Company. Announcement of the award was made at the Regional Meeting of the national soft drink concern, which was held recently in San Francisco.

Presentation of the award was made by Verne Littlefield, Squirt Company vice-president in charge of production. In announcing the award, Littlefield stated that competition in product quality among the 383 franchised Squirt bottlers is always intense and very close, and that it is a major accomplishment for any bottler to place among the winners.

RELATED SKI MERCHANDISE SCORES TREMENDOUS SALES GAINS. Retail sales of ski wear, skis, boots and other elements of the winter sport are estimated to have amounted to \$75 million during the 1961-1962 season, by Kenneth R. Davis, marketing consultant and a professor of marketing at Amos Tuck School of Business Administration of Dartmouth College. This is a 29.8% increase over estimated 1960-1961 retail volume of about \$58 million. Dr. Davis' survey, for Ski Industries American, indicates that ski clothing had the second largest percentage increase in sales, amounting to 37.8% over last year, with retail volume estimated at \$35,987,000, up from an estimated \$26,100,000 the year before. Dr. Davis also estimates sales of ski footwear, consisting of boots and after-ski boots, had the largest sales boost, 38.4% over last year. Sales of this merchandise amounted to \$13,735,000, up from \$9,918,000. Ski equipment, skis, ski poles, bindings, boot trees and ski racks—sales rose 16.8% at retail in 1961-1962, to \$24,124,000, compared with \$20,648,000 the year before. Dr. Davis, charting an over-all sales trend, estimates an increase of 144% in 1961-1962 sales over 1957-1958, and a gain of 471% compared with 10 years ago.

Free Advertising

Dick West Has Ideas To Take Advantage of Free Time on TV

By DICK WEST

Washington—UPI—There is a deeply rooted suspicion in the television industry that viewers do not always give the commercials the rapid attention they so richly deserve. Some of the advanced thinkers believe that certain members of the audience will invariably allow their minds to veer and yaw, and thus will miss part of the sponsor's message.

To combat any such negligence on the part of the public, they have adopted a policy of repeating key words and phrases often enough to stick in the brains of even the most abstracted auditors, including those who have fallen asleep. Some time ago, an enterpris-

ing group of interlopers, seeking to take advantage of this protracted commercial pattern, drafted a plan to market a line of products called "Brand X."

They reasoned that the constant mention of "brand X" on television was bound to have created a subconscious demand for it, even though the mention was always unflattering.

Some time later, another group of poachers, toyed with the notion of producing a product called "Alternate."

Their idea was to cash in on the free advertising they would receive from television announcers who keep saying "and now a word from our alternate sponsor." As far as I know, neither of these projects came to fruition, and I think I know the reason why. They were too vague. "Brand X" and "Alternate" are not linked in the public mind with

a specific type of product. I am convinced, however, that the basic formula was sound. Using it as a springboard, I have been working on a revised prospectus which I believe will meet with instant success.

Consider, for example, the numerous assurances given by medicinal-type sponsors that their products do not cause harmful "side effects."

My first product would be a compound called "Side Effects" and I would advertise it thusly: "Comes in liquid, tablet or capsule form. Won't cure anything but gives you the weirdest feeling."

The second product I have in mind would be a hair tonic called "Kid Stuff"—for the discriminating few who like greasy hair.

My third product would be better. Only I would label it "high price spread"—"guaranteed to cost more than margarine or your money back."

The fourth product would take advantage of the sponsor who claims that users of his toothpaste had "21 per cent fewer cavities than users of regular toothpaste." My brand would, of course, be "Regular"—for those of you who hate to be different."

Merton Lyster To Retire Dec. 1

Merton S. Lyster, Medford senior central office equipment man for Pacific Northwest Bell, will end a 37-year career on December 1, according to J. H. Creager, local manager for the company.

Lyster started with the Pacific Telephone and Telegraph company in San Francisco as a student in the plant department in 1925. He worked in that city as a junior engineer, cable tester, framer and a switchboard installer until 1943.

Born in Gardner on the Oregon coast, Lyster returned to his native state in 1943 when he joined Pacific Northwest Bell in Medford. Since that time he has served as a central office repairman, switchman and senior central equipment man.

A ham radio enthusiast, Lyster says that travel plans include Mexico and Canada soon, and possibly a trip to Europe later. Lyster lives with his wife, Ella, at 1442 Euclid st.

Actor Dick Powell Treated for Spasm

Santa Monica, Calif.—UPI—Actor Dick Powell was in St. John's hospital today undergoing treatment for what doctors described as a muscular spasm of the back brought about by a recent cold.

Powell's physician, Dr. John C. Sharpe, Beverly Hills, said his analysis showed the ailment had no connection with the recent disclosure that the actor was suffering from cancer.

The doctor said Powell would probably be released from the hospital Wednesday. The ailment was described as being similar to bursitis.

Optometrists to Meet in Portland Dec. 2-4

Portland—Pacific Northwest optometrists will launch an all-out educational attack against their most time-honored enemy—deficient vision among school children—during a three-day Congress of Optometry in Portland Dec. 2-4.

Four vision specialists from New York, Kentucky, California, and Oklahoma will conduct post-graduate seminars on how parents can help their visually subnormal children conduct therapeutic vision training at home, between office calls, how elementary school teachers can observe and help correct vision problems in the classroom, and how strabismus—afflicted (cross-eyed) students can be assisted optically.

Court Records

MEDFORD MUNICIPAL COURT.
John Bell Nelson, disobeyed stop sign, \$10.
Jerry Thomas, Burroughs, disobeyed stop sign, \$10.
Lloyd Randall Smith, violation of basic rule, \$10.
Leonard Nelson Shreve, Jr., disobeyed stop sign, \$5.
Gilbert Sterling Menden, disobeyed traffic signal, \$5.
Happy Elmer Berger, detective equipment, \$5.
Floyd Winchard Miller, disobeyed traffic signal, \$10.
John Claudius Kesler, violation of basic rule, \$10.
Keith Harold Ryden, disobeyed stop sign, \$10.
Anna Carroll Bishop, violation of basic rule, \$25.
Donald Oswald Green, disobeyed traffic signal, \$10.
Harold Lloyd Prince, no operator's license, \$5.
Faye Mable Pender, violation of basic rule, \$10.
Terrence Leon Lettbridge, disobeyed traffic signal, \$10.
Jack Rudolph Horkana, disobeyed traffic signal, \$10.
Dean Michael Walsh, violation of basic rule, \$10.
Dalen William DeGarmo, disobeyed stop sign, \$10.
Evelyn Francis Manning, violation of basic rule, \$10.
Keith Francis Smith, violation of basic rule, \$10.
Frank Sever, violation of basic rule, \$25.
George Ray Prince, violation of basic rule, \$25.
Mary Harriet Brunsvold, failure to yield right of way, \$10.
Arnold Wendell Wilkinson, expired operator's license, \$5.
Louis Irene Cousins, violation of basic rule, \$10.
Nelson J. de la Riva, defective equipment, \$10 suspended.
Jean Elmer Bowers, violation of basic rule, \$10.

House Furnishing Industry Looking For Banner Year

New York—UPI—Like the makers of what goes into the garage, the manufacturers of what fills the home are looking for final 1962 sales figures to show this was a big, if not the biggest, dollar volume year.

Automobile production last week was estimated at 3,131,000 cars, up nearly 28.6 per cent from the corresponding week of 1961.

Steady Course
With consumer spending holding to a reasonably steady course despite the ebbs and flows of other portions of the economy, retail sales of furniture and bedding have shown a healthy rise also above those for the previous year, the National Association of Furniture Manufacturers said in a recent report.

The figures are not quite so impressive as those for the automobile industry, but they showed a 12 per cent rise for the first nine months of 1962. Should they maintain this rate for the fourth quarter, the NAFA said the industry could record a bann \$5 billion sales year. John M. Snow, NAFA executive vice president said that even if fourth-quarter business ran along at only a normal pace, it still could be the second best year for dollar volume in furniture industry history.

Arrangements Changed
And perhaps because the post-war baby crop is growing up and sleeping arrangements are being changed in many homes, an allied industry, bedding manufacture, has reported that for the first eight months of the year figures were improved over those at the same time in three previous years.

Mattress and bedding shipments the first eight months had a wholesale value of \$282.2 million, or 6.9 per cent higher than \$263.9 million figure at the end of eight months in 1951, and about \$3 million greater than two comparable periods of 1960 and 1959.

NO NEWS CONFERENCE

Washington—UPI—President Kennedy will not hold a news conference this week, the White House said Monday night.

Extra Work Made Easy! RENT

- Adding Machine
- Typewriter
- Calculator

VOIGHT'S
8th & Grape 772-4100

Be Sure to See the
DECEMBER 2ND
Weekend Issue



From Eleanor Roosevelt's last book: advice for the younger generation.

How Anthony Quinn's 25-year struggle lead to Academy Award stardom.

PLUS STORIES AND FEATURES FOR ALL
Adventure: "We Faced Death in the Atlantic"

Fashion: "Fine-Feathered Hats" for Fall

Science: "Lie Detectors to Hire and Fire You"

Coming in Your Next
Family Weekly
with your copy of the

MEDFORD
MAIL TRIBUNE

WASH 20c
O.D. Seal
No Leak

Oakdale

COIN OPERATED
HAIR DRYER

DRY 10c
(One Dime)

Laundromat

DRY-CLEAN
\$2.00
If Quicker No Less

COIN OPERATED
DRY
CLEANING

11th and
Oakdale

Next to... OAKDALE MKT.

For Your Convenience & Savings—Big Double Load Washers

11TH STREET
LAUNDROMAT
STEWART AVE

WEST MAIN
COURTHOUSE
SAVE