



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. The survey notes that the option or "all purpose" charge account is still gaining in popularity in retail circles. Almost six out of 10 now offer the option charge account and 14% are considering offering this service.



Weeks & Orr, one of Southern Oregon's oldest and best known furniture stores, will observe its seventy-first anniversary starting Monday, according to Eugene Orr, general manager. Although this pioneer firm was literally established in the "horse and buggy days", steady expansion and improvement of the 114 West Main street location has made Weeks & Orr one of Oregon's largest exclusive furniture stores. Eugene Orr and his mother, Mrs. Bert Orr, are owners of the firm.

To celebrate the 71st anniversary here, Weeks and Orr will feature a store-wide sale beginning Monday.

Gene Orr, active manager of the large furniture store, observed his thirtieth year with the firm in July, 1962. Active in fraternal and business circles here, Orr is a past commander of the American Legion's Medford Post 15, is rehabilitation officer for Oregon on the national Legion committee, is past-president of the Hilleh Temple Shrine band, past chairman of Medford Retail Merchants and former director of the Medford chamber of commerce.

INCREASED HOUSING STARTS SEEN FOR '63. Private housing construction in 1963 will top this year's expected level by less than 2%, the Commerce Department estimates.

Department officials said the 1963 construction outlook is based on an assumption that President Kennedy's ban against discrimination in Federally assisted housing will have little impact on housing demand, reports the Wall Street Journal. The agency said private farm and nonfarm housing starts in 1963 will total about 1,450,000 units, up slightly from an expected 1,425,000 starts this year. The 1962 housing starts estimate is up 9% from last year. The agency estimates private nonfarm housing starts will total 1,425,000 in 1963, up from an expected 1,400,000 this year. Farm home construction of 25,000 units is expected in both years.



JAY ALLEN NEW STUDEBAKER DEALER—Studebaker Corporation announced recently that Jay Allen Company of Medford, 1078 Court Street, is now dealer for the Studebaker automobiles.

Jay Allen, owner of the company, said they will be: "Sales and service headquarters for the unique new '63 Avanti, (shown above) Lark, Cruiser and Hawk". In addition to the cars, Jay Allen Company will handle the full line of Studebaker trucks.

The Avanti is Studebaker's newest product and is considered by many as America's most advanced automobile. The Lark and Lark Daytona are feature cars of the middle range and low range class and the Lark Wagonaire is unique as the only station wagon with a slide-open roof. The Cruiser is called by Studebaker: "America's first and only limousette". The Hawk rounds out the Studebaker line as the sports car classic.

Previously, the Studebaker franchise had been held by DeLeigh Motors and later Park Motors. In addition to the Studebaker line, Jay Allen Company will maintain its used car operation as it has for many years.

In announcing the Studebaker line, Allen invited all residents of the Rogue River Valley to: "Come in and see these exciting new models with combinations of features offered by no other cars!"

COSTUME JEWELRY SALES EXPECTED TO CLIMB. Sales of costume jewelry rose to over \$600 million in 1962, according to leading manufacturers, reports American Druggist.

At this rate, costume jewelry accounts for about one-third of all jewelry sales. Sales are expected to rise further to \$625 million in 1963, due to growing consumer preference for higher-priced items and increasing sales of men's jewelry, especially cuff links. Industry leaders report that products used by adult women account for more than half of all costume jewelry sales, while the balance consists of items used by men and teenagers. The market is a year-round one, but it is geared to fashion trends. Women's tastes are shifting to smaller items and those with a far eastern motif.

NEWSPAPER CIRCULATION SEEN TO ACCELERATE. Total daily newspaper sales will jump as much as 51.1% by 1980, predicts Irving W. Reynolds, director of economic research for the Copley Press.

From a present level of \$9.2 million total circulation, Mr. Reynolds forecasts a climb to \$3.3 billion by 1965, another five million gain by 1970 and up to \$1.6 billion by 1980, reports Editor & Publisher. In the past ten years, newspaper circulation increased about one-third more than the population in the 18 to 65-year-old age group. This group is expected to greatly increase its rate of growth in the decade and will provide a much larger newspaper audience.



'63 LOOKS BRIGHT FOR MEN'S WEAR MERCHANTS. In the first six months of '63, compared with '62, 37 of the 80 men's wear stores surveyed by the National Association of Retail Clothiers & Furnishers expect sales increases ranging from 1/2 to 20%. The median gain for this group is 5%. Almost the same proportion, 36 stores, expect business to be the same. Only 7 merchants expect lower volume of from 3 to 10%. More optimism is expected for the entire year with 46 stores expecting a better year of from 1/2 to 15%, with the average store in this group expecting a gain of 5%.

Business will be the same according to the forecast of 27 merchants, while 7 expect volume to decrease from 3 to 5%. Analysis of these figures shows that overall a 3% increase in volume is expected in the men's wear retail trade in 1963.

THE AMERICAN INSTITUTE OF MARKETING SYSTEMS, nationwide residential home marketing plan headquartered in St. Louis, Mo., today announced the appointment of American Home and Land Company of Medford as its franchised representative in the Medford area.

American Home & Land Co., with offices in Medford Hotel, is now prepared to offer persons leaving the Medford area National Award Home brochures and other detailed information on available homes in their intended relocation area.

These services are available at no cost to either buyer or seller of residential properties, according to Jim Nistler, owner of American Home and Land.

Nistler reports that the firm will service with its AIMS National Award Home Program families living in and moving out of Medford, Phoenix, Jacksonville, Central Point, White City and Talent.

Basically, the program will enable prospective buyers of homes — locally and nationally — to shop for a new home in the comfort of their own living room. It is claimed that this new marketing program, affording the "showing" of listed homes on a local and national basis, will result in much better shopping methods for the public than those now generally employed in the real estate business.

Complete statistics on homes listed in the Medford area will thus be made available to families moving into the area.



12. For their first appearance together in 20 years the illustrious pair have selected "An evening of Shakespeare" — an American Shakespeare Festival Theatre and Academy production.

The Sheraton-Palace theater-in-the-round has a resounding new offering. Six nights weekly "76 Trombones" come marching through the hotel's sedately sophisticated Garden Court, led by Forrest Tucker. Tucker plays the title role in Meredith Wilson's ebullient hit, "The Music Man," which launches the Garden Court's second season of dinner theater productions.

The San Francisco musical calendar is full and varied: 90 performances of the San Francisco Symphony Orchestra are scheduled during its current 51st season which extends through May 24, 1963. Howard Mitchell will guest conduct the Orchestra in concerts January 9, 10 and 11 at the War Memorial Opera House. . . Eileen Farrell, the versatile dramatic soprano considered by many to be the country's greatest, will be heard at the Opera House January 12 in a varied program of Handel, Respighi, Debussy, Faure and current selections. . . On the nightclub circuit, Miriam Makeba, the young South African songstress, opened her month's engagement at the hungry i this week with a repertoire of jazz, Zulu chants, West Indian songs, African folk tunes and Yiddish refrains. . . Coming January 10 to the Fairmont Hotel Venetian Room: Jazz-master Louis Armstrong.

HAROLD LLOYD learns never to underestimate the power of a woman, particularly when she is a double threat as a back-seat driver and his mother-in-law in "Hot Water", one of the scenes included in "Harold Lloyd's World of Comedy". This laugh-packed old-timer opens today at the Varsity theatre in Ashland. Personally produced and supervised by the famed comic, the full length picture includes sequences from eight of the best, straws-hatted hero's most famous films.

TWO OF THE AMERICAN THEATRE'S BRIGHTEST FIGURES will illuminate the stage when the curtain goes up on San Francisco's 1963 theatrical season. Helen Hayes and Maurice Evans star in "A Program for Two Players" coming to the Masonic Temple for three evening performances January 10, 11 and 12 and one matinee January 12.

Farmers' Prices Down 1 Per Cent

Washington — AP — Prices farmers received for crops and livestock fell 1 per cent in the month ended Dec. 15, leaving farm prices 1 per cent higher than a year earlier.

The Agriculture Department monthly farm price report Monday showed that the cost of production and living supplies purchased by farmers rose one-third of 1 per cent to a new all-time high. The cost of production and living was 2 per cent higher than a year ago.

A comparison of farm market prices and farmers' cost showed prices in December averaged 79 per cent of parity. This was the same as a year earlier but one point below mid-November. Parity is the price needed to put the value of commodities sold by farmers on par with the cost of items they must buy.

Georgia Governor To Join Railroad
Atlanta — AP — Gov. Ernest Vandiver will become general counsel for the Georgia Railroad Association when he leaves office Jan. 15, it was reported Monday. Sources said Vandiver will not replace the existing staff of the association, but will work with the current staff.



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