



BUSINESS Memo

Edited by the Mail Tribune Advertising Department

RETAILERS TOAST TO GOOD '62 VOLUME—Last year's over-all sales story was a happy one with volume topping the peak volume of 1961, reports Fairchild News Service. The year was climaxed by a magnificent ending: The final Christmas shopping spurge beamed up by an extra day and the week ending last Saturday piling on even more sensational gains. Although figures gathered in a survey of key cities across the country could be based only on merchants' estimates, the volume increase for the calendar year pointed to about 7%. Post-Christmas clearances last week seemed to be moving well and inventories were reported generally in good condition. Sportswear, a leader all year, stayed in front right to the last, with separates and sweaters hot items. Sales gains of coats, suits, dresses, accessories and lingerie were also cited. As for coats, this seemed the year for the fur-trimmed with this fashion still reigning as the year bowed out.

1962 SUCCESSFUL YEAR—The most successful sales year in its history has been completed by Rambler.

Rambler retail sales in 1962 rose to a record 434,788, topping 1961 sales by 14 per cent. Thomas A. Coupe, vice-president of automotive sales of American Motors, reported today.

Rambler led all other compact cars in 1962 sales by a wide margin, Coupe said.

The compact car leader also set new records for the final quarter of the calendar year and for December. Sales in the last quarter rose to 113,791, compared with the previous high of 110,400 sold in the October-December quarter a year ago, Coupe said. December retail sales totaled 35,866 Ramblers, compared with 34,767 in the comparable month of 1961, the former peak December.

Rambler retail sales on an annual basis now are more than four times higher than they were in 1957, when Rambler sparked the compact car revolution. Annual calendar-year sales since then are as follows: 88,567 in 1957, 199,236 in 1958, 368,464 in 1959, 434,704 in 1960 and 380,525 in 1961.

Coupe pointed out that compact cars reached an all-time high popularity in 1962, accounting for almost 40 per cent of total U.S. cars sold. Compacts — cars between 170 and 200 inches in overall length — accounted for 36 per cent of the total in 1961, for 27 per cent in 1960 and for 12 per cent in 1959.

Lea Motors is dealer here for Rambler cars.



CHINESE NEW YEAR CELEBRATION PLANNED—The Year of the Hare will come in with a bigger roar than the Year of the Tiger just ending — in San Francisco's Chinatown, at least. The largest Chinese community this side of Asia has been fraught with pre-New Year activity and anticipation for weeks. Nowhere in the New World is the 4461st Chinese New Year due for a more rousing reception.

Festivities start February 1 with the opening of a 10-day street carnival in Chinatown. There will be sidewalk exhibits, game booths, festooned buildings and Hong Kong-style street decorations. Commencing February 3, comely contestants from all over the United States will compete in the annual "Miss Chinatown, U.S.A." pageant, the winner to be crowned February 8 at the Coronation Ball in the Masonic Temple. The whole, brilliant Oriental spectacle reaches its zenith Saturday, February 9 at 7 p.m., starting time for the "Big Parade" presided over by the sacred dragon borne through the streets in resplendent majesty on the shoulders of serpentine marchers.

Always one of San Francisco's most colorful events, the Chinese New Year celebration this year will be even more elaborate thanks to stronger community backing. For the first time, cash prizes totalling \$2,500 will be awarded for the best floats and parade entries, and parade units will be judged by the All American Association of Contest Judges, a nationally accredited organization. The procession will move up Market Street from First Street to Grant Avenue, along Grant to Pacific Avenue, down Pacific to Kearny Street and past the reviewing stand on Kearny between Washington and Clay sts. Shown left is the 125-foot sacred dragon which will gyrate grandly through San Francisco streets.

Also high on San Francisco's slate of unusual spectator attractions is the 1963 Lucky International Open Golf Tournament January 21-27 at Harding Park Golf Course.

CENTRAL DRUG FEATURED—Under the business promotion section of Drug News Weekly, a trade paper published in New York, a picture and story describes the reader board signs recently installed on the building occupied by the Central Rexall Drug. The signs are used to display timely specials, institutional copy and will also be used to promote worthy community activities or drives, according to Ed Hall.

BERNARD PIELS, owner of the Medford Sure-Fit store has been declared a winner of the Sure-Fit Sales Award for 1962. The auto top and seat cover retailer, whose store is at 437 South Central, far exceeded a quota based on the previous year's sales.

The announcement was made by N. G. Zink, National Manager of Sure-Fit Stores. According to Zink, the Medford store's achievement is truly outstanding. "They competed with all the nationwide Sure-Fit Stores for Medford customers with values and service on auto seat covers, tops, safety belts, carpeting and all related auto interior products," he said. "In behalf of the Sure-Fit Division of The Howard Zink Corporation, I congratulate Mr. Piel and his able personnel."



WINTER DRIVING TIPS—Most motorists in the United States are going to be called on for maximum cold weather driving skill this winter, which the long-range forecasters predict will be one of the toughest in recent years over most of the country.

Police and safety experts list some driving techniques on icy, snow-covered highways and some precautions:

1. Reduce speed — materially. Thirty miles an hour on a road zoned sixty can be too fast for some conditions. Lower speeds will also reduce skids caused by increased torque resulting from the up-shift of automatic transmissions.
2. Start slowly. Gradual accelerator pressure helps avoid spinning the wheels and digging in.
3. Stop carefully. Pump the brakes for a series of successive slowings to avoid locking the wheels and skidding.
4. "Rocking" the car. Quick changes from drive to reverse are difficult with some automatic transmissions. A "rocking" motion can usually be achieved by short bursts of acceleration in either drive or reverse.
5. Skid recovery. Quick braking will make a skid worse. Let up on the accelerator, steer with the skid. Use brakes sparingly as motion slows.
6. Clear windshield, side and rear windows completely of frost. Be sure air is circulating inside car to avoid "steaming" of windows and monoxide poisoning.

Automotive engineers emphasize that good mechanical condition is of extra importance in bad weather. The battery requires full power for starting, lighting and heating accessories, the generator (alternator) and regulator should provide ample recharging of the battery. Carburetor and automatic choke should be adjusted for winter driving.

Brakes should apply evenly, worn lining can cause "grabbing". Tires should have ample tread; snow tires greatly increase traction. Transmission or clutch and drive train should deliver power smoothly.

Shock absorbers should function efficiently. Tests by Monroe Auto Equipment Company have shown that a combination of a severe bump and worn-out shock absorbers can cause loss of car control on dry pavement in good weather. The danger is multiplied many times on rutted, bumpy, icy roads.

Finally, all experts agree that only necessary driving should be attempted over bad road conditions and that the driver's ability to concentrate and react should never be reduced either by excessive weariness or alcohol.

The charming wintertime driver is at the wheel of an Oldsmobile 88.

DRUGGISTS AID TAXPAYERS — A new service to provide the average family with an annual record of drug purchases for federal income tax purposes is being announced in the Mail Tribune by Central Rexall Drug and McLains Drug Center. The service will be provided without charge to customers.

The system, called DrugTax, uses data processing equipment to keep a record of drug store purchases that may be deductible in computing federal income tax returns.

Each customer will be assigned a code number — in most cases the family telephone number.

Each purchase will be recorded on "memory" tapes, which later will be fed into computing equipment. At the end of the year, DrugTax, Inc. will mail the customer a record of the total amount which may be deductible in computing the tax return.

"Many taxpayers," Ed Hall of Central Rexall Drug said, "have not taken their proper deduction, or have not taken the full amount allowed, because they have not had proof of purchase or did not know what items are of a deductible nature."

He indicated that literally hundreds of drug items may be deductible, and said the new DrugTax system "should help our customers save money on their tax returns."

RETAIL SALES AT PEAK IN '62. Total retail sales hit \$234 billion in 1962, a record high and up about 7% over the 1961 total of \$219 billion, reports Women's Wear Daily. Government economists said it would be unrealistic to expect total retail sales to show another gain of more than 4% in dollar volume in 1963, without an early, substantial income tax cut for individuals. For the first quarter of 1963, the outlook is for some declines in consumer durable goods spending, but it was emphasized that the home goods part of the durable goods total probably will not decline sharply. The durable goods sales declines are apt to be almost completely a reflection of a slowing pace for first quarter sales of new automobiles.

GAINS PREDICTED FOR FIRST HALF '63. "Based on optimistic economic conditions, new products available, opportunity for creative merchandising and promotion and consumer psychology, we are anticipating a 2 to 3% increase during the first half of this year," says Gordon Maloney, vice-president of buying and sales promotion at Miller & Rhoads, Richmond, Va. Another optimistic note is heard from William B. Thalheimer, Jr., president, Thalimor Bros., Inc., who predicts a 2 to 5% increase during the first half of 1963. The first six months of 1963 will bring "good business," states Maxey Jarman, chairman of Genesco, Inc., New York. By that he means an increase of between 10 and 15%. Earnings will also show an improvement.

BRAKE FIRM OPENS HERE — Charles Erb announced recently the opening of a Medford branch of National Brake Company, at the corner of Court and Kennel.

Erb, who moved here from Grants Pass, extended a welcome to all area residents to visit the new building and inspect the facilities. Erb also indicated that the store staff were well qualified brake mechanics and experienced in this field. Only brake work will be done in this new shop.

"Brakes are our only business" is the slogan of the firm. A continuing series of ads in the Mail Tribune will be run by National Brake to keep readers informed of the very latest services and information.

MAGNAVOX CONNOISSEURS

Purucker Music House

ONLY 34 MORE DAYS TO BEETHOVEN'S BIRTHDAY

HAMMOND WURLITZER STEINWAY

North Central ave. and Drews Manstore in the shopping center.

The articles were written by Cleve Twitchell, Mail Tribune regional editor, who serves as correspondent for the Fairchild publications in the Medford-Ashland-Grants Pass area.

The Purucker Music house article, which appeared in Home Furnishings Daily, described how the store emphasizes the quality of merchandise rather than prices in its promotions. Mention was made of the TV set in the store window which has been on since Jan. 16, 1962 without adjustment or breakdown, emphasizing the quality of the set. Other types of promotions used by the store were depicted, and a photograph was published showing the reader board above the store entrance which last November read: "Only 34 More Days to Beethoven's Birthday."

More than half a page was devoted to Foster's Medical Center pharmacy in Drug News Weekly. The story was titled "Thriving 'Hole in the Wall'" to point up the fact that Foster's is only 15 feet long and 10 feet wide. In the story, owner Jim Foster was quoted as attributing much of his success to putting on a weekly television program with a personal touch to it.

The Cal-Ore Electrical league's program of year-around promotions of electrical appliances was described in a story in Home Furnishings Daily. Specific mention was made of the electric dryer promotion by member stores in which a free hair dryer was offered to persons buying a new clothes dryer. A copy of one of the league's ads placed in the Mail Tribune was reproduced with the article.

Central Rexall drug received mention in its reader board above the store's entrance and how the board has been used to promote sales. A photograph of the reader board was included.

A story was carried in Home Furnishings Daily about the new Johnston stores at the Medford shopping center, with mention made of the unusual layout of the store and of the Polyclean center adjoining the rest of the establishment.

Daily News Record carried a story on how Fred E. Robinson, owner of Robinson Bros., men's wear, credits keeping up with trends on a day-to-day basis as the most important single factor in operating a successful store in his field.

An account of the unusually complete baby department at Medford pharmacy, complete with two photographs, was carried in Drug News Weekly in early January.

The recent sale of the Groceries was the subject of a story in an issue of Supermarket news, also in early January, and the opening of Drews Manstore at the shopping center was noted in Daily News Record.



Commissioner Is Banquet Speaker

Robert Jensen, real estate commissioner for Oregon, was speaker Saturday night at the banquet at the Rogue Valley Country club at which officers of the Medford Board of Realtors were installed.

Donald B. Whalin was installed as president; Donald E. Herried, vice president and Herbert Leonovic, secretary. Directors included in the installation were Keith Bates, immediate past president; Kenneth V. Callison, Newton A. Mead and Mary Fasel.

Medford Multiple Listing service officers also were installed at the banquet. They are Callison, chairman; Mrs. Ellen Barker, vice chairman, and W. T. Fasel, secretary-treasurer. The Multiple Listing board includes William Frohnsayer, H. O. Martin, Clark J. Walker and Donald B. Whalin.

SHOE SALES RISE SEEN FOR '63—An overall rise of 2.4% in retail shoe sales predicted by retailers surveyed by Boot & Shoe Recorder, Irving Joseph, chairman, Joseph Salon Shoes, Beverly Hills, California, looks for a rise of 10-20%, while J. H. Kutz, Kutz Shoe Store, Chicago, also looks for a volume rise, but says there are too many shoe stores. Stores are opening before local population catches up, he states. Richard Wallace, shoe buyer for Whitehouse & Hardy, New York, looks for a sales rise of 5% this year. Shoe chains are slightly more optimistic in their outlook and forecast a 3 to 5% gain in 1963, though in the cases where substantial new openings are planned, the dollar volume gains are set for higher plateaus. Saul Schiff, president of A. S. Beck, New York, sees an overall shoe sales gain of 3-4%. Joseph Blatt, board chairman, Gallenkamp, Los Angeles, sees a rise of 3%, and says the biggest challenge facing shoe chains in 1963 is maintaining a proper ratio between operating costs and volume. Photo Courtesy Harl, Schaffner & Marx.

BRUCE FARROW OPENS BEAUTY SALON — Monday, January 7th, Bruce Farrow announced the opening of the Beauty Spot, a new beauty salon located in downtown Medford on the 8th street side of the Jackson House.

Bruce Farrow, an operator from the Medford School of Beauty, is a specialist in permanent waves and hair dressing. He has had experience in this field in Lakeview, Oregon, and locally in some of Medford's well known shops.

The Beauty Spot, according to Farrow, will be open six days a week and evening appointments will be available for everyone's convenience.



"Boy! You got the cleanest wife in the whole world!"

The Family Council

Editor's note: The Family Council consists of a judge, a psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of a family disagreement presented to the Council. The Council deals with problems, major and minor, encountered by guidance counselors and social workers. Edited by Mrs. Alma Denny. (Copyright by General Features Corp.)

Barbara J. — My mother wants me to quit school and get married.

Mrs. A. J. — I'd rather see her married than going steady.

Barbara J. — I'm 16 and in love with a boy of 19. I was foolish enough to bring him home a few times. I didn't realize my mother was so old-fashioned. She says if I love Hank so much, I should quit high school and marry him. She doesn't understand about dating and going steady.

I don't want to leave school. Hank is just a dear friend now. We enjoy being together and going out as a pair. But we don't talk about getting married. He's planning to join the Navy, and I'm eager to complete my education and get a diploma.

My mother's doing all she can to upset the apple cart. Please let her to leave us alone.

Mrs. A. J. — In my time, when you hung around with a fellow seven days a week, you got married.

Barbara should either pay attention to her studies and go out once in a while on a Saturday date, or else marry this fellow she spends every spare moment with. She says she's in love with him. Then what is she waiting for? He has a job and they might as well be married. Otherwise, she should only see him on a week end, and she should be meeting other boys and attending movies and parties with her girl friends, too.

I know when I brought a boy home to meet my parents, he became my fiance. If that's what Hank is to Barbara, she should marry him now.

The Council: We'll bet a gulden that Mrs. J. doesn't want Barbara to leave school any more than the girl herself wishes to. It's fear that prompts her to rush her daughter into marriage. She'd rather have her respectably "settled down," even if mis-treated, than pregnant or jilted or abandoned—all possible sequelae of such a steady dose of going steady.

To both we urge, no marriage. Mrs. J. would be a wiser mother to encourage Barbara to bring Hank home for dinner, and for celebrations and parties, upon specific invitations. The home should also be open to other friends of Barbara, boys as well as girls, to expand her social experience.

Sheriff's Office Notes Increase In 1962 Complaints

The Jackson county sheriff's department received a total of 3,115 complaints during the year ending Dec. 31 and cleared a total of 2,613 cases, Paul E. Bettiol, former sheriff, reported in the department's annual report.

The total number was led by non-criminal cases, of which there were 1,895. Felony cases numbered 399 and misdemeanor 818.

The value lost to the county through criminal theft was \$41,219.29. The reported loss from worthless checks, of which there were 82, during the year was \$5,192.72.

The total showed an increase of 187 over the 1961 record when there were 2,928 complaints received by the sheriff's office.

Leading the list of felony complaints in number were burglary, 132, and larceny cases, 91.

Persons Jailed — There were 1,039 persons lodged in county jail following arrest by 16 law enforcement agencies.

During December there were 244 complaints received by the county sheriff's department and non-criminal cases again led the list with 141. There were 62 misdemeanors and 41 felonies. The total number of cases cleared reached 196.

The total number of cases represented a decrease when compared with records of the previous month of November when there were 288 complaints received by the sheriff's department, according to the report from Lee D. Rice, sergeant.

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CREDIT BUREAU OF MEDFORD

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