



BUSINESS Memo

Edited by the Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME ROSE CONSIDERABLY during the 7-day period ended Wednesday, January 16, above the corresponding week last year, Dunn & Bradstreet reported today. National per centage changes varied from the corresponding levels of a year ago by the following percentages: plus 4 to plus 6 per cent. Regional percentage changes varied from the comparable levels of a year ago by the following percentages: Middle Atlantic minus 6 to minus 2; New England minus 5 to minus 1; Mountain minus 2 to plus 2; South Central minus 1 to plus 3; West North Central plus 3 to plus 7; Pacific plus 6 to plus 10; East North Central plus 8 to plus 12; West South Central plus 12 to plus 16; South Atlantic plus 13 to plus 17. Table below shows how well general lines of merchandise were moving during the preceding 7-day period compared with same 1962 week.



THE COMET SPORTSTER, a sleek new hardtop version of Mercury's Comet luxury compact, will go on sale at Medford Motors here this week. The Sportster, which will be offered in the custom series and the S-22 bucket seat series, increases the total number of Comet models to 14. Two convertibles were introduced in October. The Custom Sportster will have a factory suggested list price of \$2,125, and the S-22 will be \$2,285. Prices include a fresh air heater, which is a delete option, but do not include Federal and local taxes, preparation and delivery charges and transportation.

NEW YORK RETAILERS FEEL DIRECT EFFECTS OF NEWSPAPER STRIKE. A continuation of the New York newspaper strike will result in a dramatic slowdown in retail activity, says Edward F. Engle, manager of the sales promotion division, National Retail Merchants Association. "It is becoming more and more apparent with each passing day that, while stores can ride out a natural buying period without newspapers, there is no substitute for the daily papers over the long pull," Mr. Engle added. The newspaper strike, entering its 42nd day this Friday, is dealing retailers an increasingly heavy blow. According to Women's Wear Daily, New York City department stores experienced a 12% decline in sales last week. Mail and phone order business was all but completely wiped out. In contrast, the branches of these stores scored gains estimated at 7 to 8% last week; while the 2nd Federal Reserve District (New York, northern New Jersey, and Fairfield County, Connecticut) had a loss of 1% for the week.



BECK'S INTRODUCES NEW LOAF—"Rich as butter and sweet as a nut," is the slogan on the attractive wrapper of the new Butter-Nut loaf of bread being introduced locally by Beck's Morning Fresh Bakery. The new loaf also has the seal, "Genuine Butter Nut Bread." It is enriched with vitamins, iron, protein and calcium. The new loaf has a texture and an unusual flavor all its own. Butter Nut bread is being featured "Morning Fresh," like the other Beck products.

AMONG THE MANY MEDFORD PEOPLE out of town on buying trips this week is Tony Manno of Acme Hardware who is attending the National Housewares Show at McCormick Place, in Chicago. Manno reports that it is quite nippy there with temperatures dipping down to 14 below zero. Prior to his attendance at the Housewares Show, Mr. Manno, past president of the National Retail Hardware Association and now on the Advisory Committee, was in Indianapolis for the January Board meeting. On his return trip, Tony Manno will have a stop over in Portland to take part in the annual Pacific Northwest Hardware and Implement Association meeting and Hardware Show at the Multnomah Hotel. R. A. Naumes and Manno are both on the board of this local group.



Jack Fitzgerald

LASME ADVERTISES MEDFORD—The Los Angeles-Seaside Motor Express, LASME, is calling attention to Medford and Southern Oregon in advertisements in trade papers and magazines. Two recent ones in the Commercial News, Southern California's transportation and business newspaper, and Pacific Air and Truck Traffic magazine, published in San Francisco, show a LASME truck with a map of Medford on the side. Under the truck it says, "MEDFORD... gateway to Oregon and center of the growing Rogue River valley. The attractive advertisement is a further step in the growing population and industry of Medford and Southern Oregon for the past 30 years. Medford's population has more than doubled since 1940. Employment, manufacturing, new construction and business activity are continuing at records heights. Medford is guided by the long range planning of its civic leaders, making the cities' future growth look very bright."

Jack Fitzgerald is local agent for Lasme. The Medford terminal is located at 1017 North Central. Their terminals are located in the cities between Bakersfield and Vancouver, B.C.

COMMUNITY BENEFITS which inevitably arise from increased travel and tourism may well be a plus factor in the economy of this area during 1963. This is the word brought back by Mr. G. C. Teeling, District Marketing Supervisor for Greyhound here, upon his return from San Francisco, where he attended a three-day marketing conference attended by more than 100 Greyhound operating, sales and other supervisory personnel from the 11 western states and Canada.

"The phenomenal and continuing growth of population in the West, and the increasing popularity of planned vacation tours, will doubtless all be reflected in more travel to and from this area in the coming months," reports Mr. Teeling.

"As a vital national transportation system, Greyhound is prepared to devote unusual effort, nationally and locally, to promote the benefits and economy of bus travel for intercity movement, vacation tours, charter service and the movement of merchandise through its package express service.

"Not the least of these efforts will be renewed emphasis upon newspaper advertising in 1963 for presenting the pleasure, convenience, safety and economy of Greyhound service to the public."

Featured speakers at the gathering in San Francisco attended by Mr. Teeling included: R. E. Thomas, president of Western Greyhound Lines and C. D. Kirkpatrick, vice president-marketing, both of San Francisco; and officials of the Greyhound Corporation, Chicago—J. E. Hawthorne, vice president-marketing and V. F. Kelley, vice president-advertising and public relations.

NEW MANAGER FOR BEARING SALES—Bearing Sales and Service, Inc., Northwest ball and roller bearing specialist, has recently announced appointment of N. C. "Newt" Jannsen as manager of their Medford office. The local branch, located at 3550 N. Pacific Highway, was established in December, 1960, to serve the southern Oregon and northern California areas with top brand names in bearings and power transmission equipment.

Newt Jannsen was born and has lived in Oregon and Washington all his life except when serving in the navy as machinist aboard the USS California during war years 1943 through 1945. He has had a wide mechanical experience relating to the machinist trade, well drilling, shop foreman responsibilities, selling and general mechanical know-how.

The office is manned by R. W. Mulder, Jr., who will continue to handle sales from the inside.

Bearing Sales & Service, Inc., maintains offices and warehouses in 11 locations in Oregon and Washington. The company has at all times qualified people available for emergency 24-hour service to help avoid costly breakdowns in mill or logging operations.

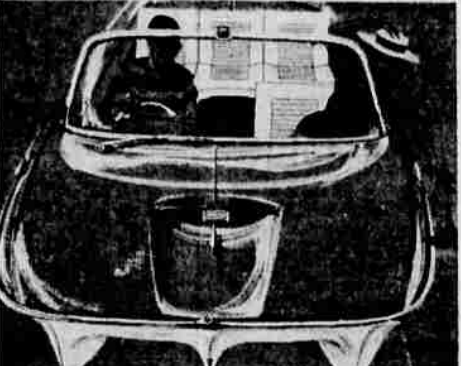


AUTO SALES START NEW YEAR ON RIGHT TRACK. Auto sales for the January 1-10 period soared to 170,138 cars, a record for the period and 20% ahead of the 1961 rate, reports The Wall Street Journal. If new car sales continue to rise at the same rate as in the first third of January, between 500,000 and 600,000 U. S. made cars will be sold this month. Only in 1953 did January sales top a half million, when 512,000 cars were retailed. Severe storms and freezing weather in some parts of the country may, however, hold back some sales. The Commerce Department predicted U. S. auto output this year will reach 7 million units compared with 6.9 million in 1962, and second only to the record 7.9 million units produced in 1955. The Department said "with the exception of 1955, new models have never created so much consumer interest."

"WAIT AND SEE"—FURNITURE DEALERS ATTITUDE. Furniture dealers across the country are viewing 1963 prospects with caution. Despite record volume last year and brisk sales since Christmas, most retailers interviewed by The Wall Street Journal at the Winter Home Furnishings Market in Chicago are trimming inventories or holding stocks at current levels. Many dealers say the threat of prolonged strikes and uncertain economic indicators may put a damper on consumer buying in the months ahead. A substantial number of retailers prefer to "wait and see" before committing capital for stocks. Retail furniture sales last year followed an erratic course, slumping at mid-year and rebounding at the close. The National Association of Furniture Manufacturers estimates 1962 volume at \$4.9 billion, up from \$4.4 billion in 1961 and just a little over the record \$4.8 billion in 1959.

OTHER FURNITURE MARKET FRONTS BRIGHTER. The majority of buyers at the New York Furniture Exchange and the National Furniture Mart intend to place firm orders in anticipation of good business in the spring, reports Home Furnishings Daily. Although some of the dealers were divided on the start of business for the year, all looked forward and were making plans for increases in the first six months. The Dallas furniture market got off to a fast start. Most retailers came to the market keyed by a successful 1962 closeout and initial orders were good.

JOHNSTON STORES BOAT SHOW PLANNED. The OMC inboard-outboard boat will be one of several featured at a boat show Friday, Saturday and Sunday, at Johnston Stores in the Medford Shopping Center.



New OMC 3-point inboard runabout boat show feature.

The remarkable design of the hull offers the speed characteristics of a three-point hydroplane. This hull won't tip in tight high-speed turns or with lopsided loads according to Bob Johnston.

The OMC 17 deluxe model was the first prize winner in the marine interior designing competition sponsored by the American Institute of Interior Designers and Popular Boat.

DRUG STORE SALES REACH NEW PEAK. Sales in the nation's 54,000 drug stores reached a new peak of \$3.4 billion during 1962, reports Topics Publishing Company. This is a gain of 6.4% over 1961. Sales were divided in ratio of 74.8% for independents and 25.2% for chain drug stores. (one of a group of four or more drug stores). Independents accounted for \$6.3 billion of sales, and chain drug stores for \$2.1 billion.

RAMBLER MOTOR TRENDS CAR OF THE YEAR. Paul Lee, head of Lee Motors, Rambler dealership in Medford, Ore., today announced that the 1963 Rambler has been named "Car of the Year" by Motor Trend magazine.

Lee received official notification of the award at a zone meeting with Thomas A. Coupe, vice-president of automotive sales of American Motors Corporation.

The local Rambler dealer said he has available complimentary copies of the 26-page section devoted to Rambler in the February issue of Motor Trend.

The reprint includes complete road tests of the full 1963 Rambler line—Classic, Ambassador and American—an illustrated article on engineering and manufacturing, and a pictorial feature tracing the automotive history of American Motors.

Synthetic of the award is a five-foot silver and gold trophy which Charles E. Nerpel, editor of Motor Trend magazine has presented to Roy Abernethy, president of American Motors, at a ceremony in Detroit. In making the award Nerpel said:

"Each year sees more and more engineering and styling advances from more auto makers and through more model lines, and each year it is more difficult to select the product that best shows the most progress in design. However, based on close scrutiny to all features offered for 1963, American Motors' Ramblers are this year's best examples of outstanding design achievement and engineering leadership."

Lee termed the award to Rambler a "singular honor" and "most gratifying because it represents the objective viewpoint of qualified technical experts after comparative evaluation of all the 1963 cars."

"The selection of Rambler as 'Car of the Year' substantiates our opinion that the 1963 Classic, Ambassador and Americans are outstanding in the vital consumer areas of performance, dependability, and value," he said. "Motor Trend's recognition of these merits will make the public more fully aware of the many benefits inherent in Rambler design."

'62 VOLUME GAINS IN SUPERMARKETS. The supermarket sales and profit picture of the last few years prevailed again in 1962. Most firms had volume gains, a Supermarket news survey of 14 major cities indicated. And while there were some profit increases, higher fixed costs and oversaturation of stores were reasons given for poor profits. Sales and profits in supermarket chains and independent operations continue to spiral upward in Los Angeles. And it was also a good year for supermarkets in Milwaukee. Profits and sales of supermarkets in Boston were the field of discounting. Last year generally was a good one for Denver area supermarkets, with gross sales expected to average between 4 and 5% above 1961. Profits held steady, with no gain reported against the ever-stiffening competition in this highly competitive market.

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.)

Dorine E. — She should divorce him so he can marry me.

Hilda G. — I have three small children to think of.

Dorine E. — Two years ago I met a married man who had already left his wife. Now there's no chance of his ever going back to her, for he is in love with me. We want to do the right thing, but his wife is making things so hard that we may have to find an irregular solution.

Chris has been sending her child-support money for their children. He'll keep on sending her the checks, and I'll chip in to increase the amount, but we want her to agree to a divorce. She says no. If she continues that way, we'll just have to start a common-law home together. And we'll move to another state where Hilda can't do anything.

Hilda G. — I keep hoping Chris will get over his madness and do the right thing. No good will come to Dorine or him because of what they have done to me and my children.

He hasn't kept up his payments to me and I've had to go on welfare for weeks at a time. When the courts try to find him, he's in another state. Then I have to start an action for non-support each time. The first case ended with his choosing to go to the county workhouse rather than pay up. Now he threatens to start a common law home with Dorine in North Carolina, where he comes from. He says I can't get hold of him there.

Osteopathic Group To Meet in Portland

Portland — A study of industrial accidents, state law, claims and compensation will be made Sunday, Jan. 27, in a mid-year meeting of the Oregon Osteopathic association at Portland Osteopathic hospital.

The day-long program will feature speakers from the State Industrial Accident Commission, headed by Sidney B. Lewis, chairman. Lewis will open the morning session with a discussion of the philosophy of workmen's compensation before some 60 doctors and their medical assistants who are scheduled to attend the educational sessions.

Hardware Convention Attracts 650 Persons

Portland — 650 persons were registered today for the 50th annual convention of the Pacific Northwest Hardware and Implement Association's convention, an increase of about 100 from last year.

The convention runs through Friday.

babies, Chris won't find another state to flee to, and give you the "Hilda deal"? And to Hilda, we suggest an orderly, dignified disposition of this tug-of-war. If there's a glimmer of a chance for a restored marriage, the one to see is a clergyman or a marriage counselor. If not, a divorce seems better than this cat-and-mouse pursuit. Support money will certainly be sought for her by her lawyer and the welfare department. But, lacking it, other resources should tide her over until she can accept employment, and carve out a brighter life for herself.

Ten years hence she may well be thanking Dorine for the "break."

Observatory To Be Setup in Cascades During Summer

Eugene—A University of Oregon professor will establish an observatory somewhere high in the Cascades during the coming summer to conduct the first research observations in astronomy ever attempted in Oregon.

Dr. E. G. Ebbighausen, professor of physics, has received a \$5,500 grant from the National Science Foundation to set up the summer research post.

Exact location of the observatory has not yet been chosen, although it will probably be situated at a high altitude near a Forest service look-out station. It must be accessible by road, because the weight and fragility of the scientific instruments makes "packing-in" impossible.

The university's 15-inch telescope, which normally sits atop the Science building, has been removed and is undergoing renovation in preparation for the project.

Some of the grant money is being spent for electronic equipment to be used with the telescope and a motor generator to operate the equipment.

Although astronomical observations have been made in Oregon for many years, this is the first time that fundamental research in astronomy has been attempted.

Dr. Ebbighausen's chief research objectives will be studying the brightness of stars. He is particularly interested in binary stars, those pairs of stars that are eclipsed as they circle around each other and therefore display variations in brightness.

In addition to the primary research project, Dr. Ebbighausen hopes to demonstrate that astronomical research is feasible in Oregon, particularly at high altitudes during the summer months when the air is clear and visibility is good, thus paving the way for a more extensive astronomical research program in the state.

The scientist intends to remain at the temporary observatory from about July 1 to Sept. 15. Although plans are not completed, astronomers from neighboring states may visit the observatory for varying lengths of time during the summer to assist in the research.

Defense To Eliminate 9,818 Civilian Jobs

Washington — (UPI) — The Defense Department said Monday it plans to eliminate 9,818 civilian jobs in the 12 months beginning next July 1, reducing its total employment from 1,064,983 to 1,055,165.

It said the reductions would be brought about by not filling vacancies when they occur.

Flash--It's News!

9497
10-18



by Marjorie Martin

Elegant, new—Spring's under-stated look composed of a curvy overblouse and slim skirt. Sew it for day or evening in stark white, vivid pastels in silk or cotton.

Printed Pattern 9497; Misses' Sizes 10, 12, 14, 16, 18. FIFTY CENTS in coins for this pattern — add 10 cents for each pattern for first-class mail. Send to Marjorie Martin, Medford Mail Tribune Pattern Dept., 232 West 8th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

FREE OFFER! Coupon in Spring Pattern Catalog for one pattern free — any one you choose from 300 design ideas. Send 50c now for Catalog.

Try and Stop Me

By BENNETT CERF

GROUCHO MARX, in town for a TV show, was asked what particular bit of stage business he recalled with the greatest pleasure. "There were so many different acts over the years," he admitted, "that it's virtually impossible to single out individual lines or situations."

He did remember a skit where he and his brother Chico served as opposing lawyers. Chico became tongue-tied when it was his turn to question a witness. The judge thundered, "Confound it, ask your witness a question!" "All-a-right," said Chico. "What's a big-a-animal wild four legs an' a trunk in front?" "That's irrelevant," screamed Groucho. "Dat's-a-right," agreed Chico.

Groucho thereupon rushed across the stage, planted his portfolio on the judge's lap, and snapped, "I rest my case."

John Moore, in his new book "Your English Words," lists some words even John Charles Daly hasn't used on TV. It's a hundred to one you never before encountered these specimens either: Quackerwodge, Skillogalee, Calibog, Jobbernowl, and Rumblegumption. Their meanings? 1. A puppet. 2. A soup served sometimes to prisoners or sailors. 3. A mixture of spruce beer and rum. 4. A blockhead. 5. A Scottish word for common sense.

"Increase your word power" with these—if you CAN!
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Campaign Spending Draws Blast From Senator Proxmire

Washington — (UPI) — Campaign spending is almost a national scandal and threatens to make the office of president possible only for millionaires, according to Sen. William Proxmire.

The Wisconsin Democrat said in a prepared statement that unless Congress puts on the brakes, "the dollar and cent purchase of elections" will become even more disgraceful.

Congress should require detailed reports, including a full identification of contributors, he said.

Cut-Off Date Urged
Proxmire said "above all there should be a cut-off date on contributions several days in advance of elections, with ample time to inform voters of how much each candidate is spending and where the money is coming from."

Clinging what he termed were "shocking revelations" of recent weeks, Proxmire said thousands of dollars were contributed by a convicted con man, Jake "The Barber" Factor, to both political parties. "He also pointed to the 'incredible sum of a million and a half spent by each of the two candidates for govern-

VA Questionnaires Must Be Returned

Veterans and dependents on the Veterans Administration nonservice-connected pension rolls who do not return their income questionnaires by Jan. 31 will not receive future checks, and may even have to pay back the money received in 1962.

R. J. Novotny, manager of the Portland VA Regional office, issued this warning to the 5,000 Oregon veterans and dependents who have not yet returned their income questionnaires although they were mailed to them a month earlier. The forms were enclosed with the Nov. 30 checks, but the return deadline remains Jan. 31.

Hearing Set Monday On Date of Election

Salem — (UPI) — A hearing on a bill to change Oregon's primary election date from May to September has been set for next Monday by the House Elections Committee.

The CREDIT BUREAU IS NOW AUDITING ACCOUNTS for the next REDBOOK!

You make your own rating by the way you pay your bills. Pay promptly and make a good rating.

A Slow Paid Bill looks better than a Slow Bill that's still owing. Pay them today!

CREDIT BUREAU of Medford

TAX WORK MADE EASY

- Rent or Lease
- Adding Machine
- Typewriter
- Calculator

VOIGHT'S
8th & Grape 772-4100
Easy Parking Green Stamps

HUNGRY For The Truth

This young man is just one of the 80,000,000 once-free people of Eastern Europe.

They are still resisting—in Poland, in Czechoslovakia, in Hungary, Bulgaria and Romania—the ruthless domination of Communism. But they, and particularly their children, are being fed a poisonous diet of lies.

There is an antidote to this poison. Its name is Radio Free Europe. Broadcast through 28 powerful transmitters, daily messages to these captive people bring shining rays of truth to expose Red lies.

Radio Free Europe is one of the Free World's major weapons in the cold war. It is supported by American private citizens.

And it needs your help. In the fight against Communism, Radio Free Europe offers you the opportunity to stand up and be counted. Send your dollar!

Radio Free Europe Fund
American People's Counter-Voice to Communism
P. O. Box 1963, Mount Vernon, N. Y.

REDBOOK!

You make your own rating by the way you pay your bills. Pay promptly and make a good rating.

A Slow Paid Bill looks better than a Slow Bill that's still owing. Pay them today!

CREDIT BUREAU of Medford