



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**NEW YORK NEWSPAPER STRIKE CAUSES SALES DROP.** Major New York City department and specialty stores lost at least \$5 million in sales in January as a result of the newspaper strike, reports Women's Wear Daily. Retail observers point out that with the month's favorable weather and all other factors being equal, stores should at least have equaled last January's overall volume of about \$63.4 million and very probably would have exceeded it. Instead, New York City stores suffered an estimated 8% decline in volume, which was attributed directly to the lack of newspaper advertising during the critical January promotion period, says WWD. Suburban retailers did much better. Sales for the New York-northeastern New Jersey metropolitan area, which includes the lagging New York City figures, were about even with January, 1962, volume of approximately \$106.4 million. "Although they have increased mail advertising and use of radio spots, store advertising people point out these media do not have the impact or afford the selectivity that accompany advertising in the major newspapers," reports WWD.

**STRIKE HURTS MOST DEPARTMENTS.** Normally, reorders for early spring dress lines would be coming into manufacturers' offices, but that business has been off because of the lack of advertising. Silk dresses and resort items that would have been the subject of heavy advertising promotion last month were not moving at their accustomed pace. Normal heavy consumer traffic for clearance sales was also limited. New York City department and specialty stores reported fur sales as much as 15% below last year, but branches did well because of increased promotions. Main floor accessory sales dropped 4 to 5% in the city. Malls and in-store flyers met with only partial success in this department. All priced stores excepted to the general picture was found in the sportswear departments. The result of the weathered the critical January sales month far better than expected. The result of the month's setback is that many spring deliveries are being held up by manufacturers until more of the clearance merchandise moves from selling floors. If the strike continues far into the month, clearance hopes will dissolve completely and spring-summer business will certainly be affected adversely, says Women's Wear Daily.

**NEWSPAPERLESS CLEVELAND EXPECTS LOW SALES MONTH.** Department and specialty stores in Cleveland recorded a 5% drop in sales last month, and store executives generally agree that February will be a rough month for the 70-day-old newspaper strike continues, reports Women's Wear Daily. The majority of retailers expect sales to be off from 5 to 10%. The department stores and better priced specialty shops have leaned heavily on radio, but have not done too much with TV. The radio response has been described as only "fair," however. Women's Wear Daily reports that "all the various forms of advertising being used as substitutes for the newspapers are considerably more expensive than the newspapers — as much as 15 to 30% more — so the stores are getting a smaller return on their advertising dollars." At the same time they are losing out on the telephone and mail order business. The department store executives estimate that phone orders are down from 40 to 80%, and mail orders from 30 to 65%.



**A UNIQUE THREE-POINT SAFETY BELT,** shown here in a side view, has just been introduced as standard equipment on all Swedish-made Volvo automobiles sold in the U.S., featured by Stevens Auto Sales of this city.

Designed for maximum safety and comfort, the lap and chest type belt holds the wearer firmly in position yet permits freedom of movement. It has no catches against the body, and the locking device can be engaged or disengaged with one hand in a matter of seconds.

**POWERFUL MOWER SALES SEEN.** While 1962 power mower sales did not reach the industry's expected high, it is predicted that 1963 unit sales will reach the four-quarter mark, reports Building Supply News. Replacement sales will account for three-quarters of the market. The remaining volume will be accounted for by new homeowners. Power mowers this year will generally be easier to start, quieter to operate and offer greater safety. A recent survey by Moto-Mower, Inc., also shows that people are more quality minded. While price is of importance in selection, the study shows that the majority of present owners looking for a replacement require easy starting, easy height adjustment, quality engine and safety features. Increasingly important is availability of local service, brand name and dealer's reputation as a merchant. Of the 4,800 families interviewed, most recall newspaper advertising.

**NEW TRENDS IN DECORATING HIGHLIGHT** the 1963 "Home Decorator," a color styling booklet that will soon be available to area homemakers, according to H. D. Field, manager of the Sherwin-Williams Branch at 1229 Court Street.

The 45th edition of this helpful 44-page, full-color idea book is published as a public service by Sherwin-Williams and will be distributed to homemakers at no charge during the next few weeks," Field said.

The booklet suggests interesting decorative schemes for both the interior and exterior of the home. Living rooms, family rooms, bedrooms, kitchens and bathrooms all get pictorial attention. A three-page feature describes and illustrates in detail how color can be used to tie all the rooms in a home together to create striking decorative unity. Exterior color plans shown include suggestions for wood and masonry houses, as well as for those finished with shakes and shingles.

"But beauty and eye-appeal are not the only subjects covered," Field explained. "There are helpful tips on how to paint, what types of paint to use on various types of surfaces and the most practical tools to use to get best results. Included, too, are some interesting facts about recent advances in paint science and research," he added.

**INVESTORS STOCK FUND, INC. DECLARES FIRST QUARTER DIVIDEND**—Directors of Investors Stock Fund, Inc. have declared a regular quarterly dividend of 11 cents per share, payable February 1, 1963 to shareholders of record January 31, 1963. Harold K. Bradford, chairman and president of the Fund, announced.

The first quarter dividend for fiscal 1963 compares with 10 cents per share paid for the preceding quarter and 10½ cents per share paid at the end of the first quarter in 1962. The dividend will be distributed entirely from net investment income. It is the 70th consecutive dividend paid since the Fund was founded in 1945.

Investors Stock Fund, Inc. currently has approximately 58,968,000 shares outstanding, compared with 50,804,000 a year ago. Fourth largest fund in the mutual fund industry, it is one of five funds in the Investors Group for which Investors Diversified Services, Inc. provides distribution and advisory services.

**COMBINED SALES OF FORD DIVISION CARS** and trucks for January were the highest for any January in division history.

Lee A. Iacocca, Ford Motor Company vice president and Ford Division general manager, said preliminary figures showed that car and truck sales during the month topped 143,450, or up more than 7,000 units over the previous record of 136,000 set in January, 1962.

In comparison with last year, combined car and truck sales were up more than 7 per cent. The strongest showing in the various car lines was registered by the standard Ford car, with sales of 59,300 units — an increase of almost 20 per cent over sales in the same month last year.

Truck sales continued their record pace with more than 29,500 units being sold in January. Truck sales for the month were up almost 31 per cent over the same period of 1962.

**NOTIONS SALES MOUNT.** Retail sales of notions will probably hit a \$1½ billion this year, estimated Harold Rattner, president of Triangle Sales Corp., head of the National Notion & Novelty Association, which opened its 37th annual show in New York City Monday. Mr. Rattner also predicted that notions sales volume in the two main channels of distribution — variety chains and department stores — would hit a record \$750 million, compared with an estimated \$700 million in 1962, reports Daily News Record. He called "product diversification" the "single most noteworthy fact" about the notions industry.

**STEPPED UP ADVERTISING NEEDED IN SHOPPING CENTERS.** Strong, continuous traffic building advertising and promotion is essential to a shopping center, says W. W. Callahan, vice-president of Homart, shopping center development division of Sears, Roebuck & Co. "Even the well-located, well-leased regional center has little or no normal foot traffic, very few impulse shoppers and only a few unsolicited old-fashioned window shoppers," said Mr. Callahan, reports Advertising Age. Mr. Callahan suggested that center merchandising plans be made a year in advance, to insure participation by all tenants. He stressed the importance of each store participating in advertising, so that the shopper finds no gaps in the full range of merchandise being advertised. "Any gap," he said, "destroys the whole concept of completeness of a center." Kermit W. Nordeen, advertising manager of the Smart Shop, Huntington, West Virginia advises smaller stores to "study successful advertising that sells what you are selling," and described consistency as the key to creating effective advertising, especially in the smaller store.

**JANUARY—RECORD MONTH FOR AUTO SALES.** New car sales in January were a record for the month, reports from various auto makers indicate, says The Wall Street Journal. It appears January sales for all U.S. makers were about 340,000 to 350,000 units, up from 486,000 in the same month a year earlier. It would be only the second time that January deliveries of American-made cars pushed above the half-million mark. In January, 1955, 512,000 autos were sold.

## 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.

**Mr. T.U. —** She insists I change my will and leave all to her.



B. LOUIS GREGORY Director of Kapers

### Kapers Director To Start Work on Kiwanian Show

B. Louis (Bob) Gregory, director for John B. Rogers Producing company, will arrive in Medford Wednesday to begin rehearsals for the annual Medford Kiwanis Kapers.

A "meet the director" party will be held by Kiwanians at 7:30 p.m. Wednesday in the Medford High school band room. Gregory also will attend the noon luncheon of the Kiwanis club at Rogue Valley Country club at which wives of members will be guests. The Kapers production, "Well, Filp My Wig," will be presented Feb. 27 and 28 and March 1 and 2 at the high school auditorium. It will feature all-local talent under Gregory's professional direction.

Gregory has been with the Rogers firm for the past two years. When not on the road he resides in New York City and Dayton, Ohio.

**In Road Company** He has been in show business since he was 14 years old. Gregory played Dexter in a road company presentation of "Kiss and Tell." That was 14 years ago. He served as master of properties for the touring company of "Deep Are the Roots" and later stepped into the role of Cousin Roy in that production.

As a member of the team Allene and Gregory he appeared in an exhibition ballroom act in theaters and night clubs. In Dayton he had his own television and marionette show and has appeared a number of times in television and radio roles. His formal training in theater arts was at Northwestern university and in Philadelphia, Pa., and he studied dancing in New York. Gregory has served as an entertainment specialist in the Army and has had a number of summer theater jobs. His between show work has included that of airline flight steward, of display manager for a women's specialty shop, of speech and dance instructor, of modeling, construction laborer and of public relations for a home building firm.

### First Aid Classes Set by Red Cross

The Jackson County chapter of the American Red Cross announced the formation of two new standard first aid classes this week.

The first class begins today at 7:30 o'clock at the chapter house, 60 Hawthorne ave. The second class will be conducted each Monday, beginning Feb. 18, at 7:30 p.m., at the chapter house.

Officials stressed the importance of having at least one person in every family trained in Red Cross first aid. It has been difficult to keep up with the demand for courses in the past because of a shortage of instructors; however, a number of new instructors are now in the community making it possible to offer more courses. Additional classes will be scheduled in accordance with the community needs and requests.

Persons wishing to participate in either of these two new classes should contact the Red Cross office by telephoning 772-4455.

**TO MEET NEWSMEN** Washington—U.S. President Kennedy will hold a news conference at 1 p.m. (PST) Thursday. It is expected to be televised but no decision has yet been made.

## Press Conference Planned in Eugene

Eugene — Newspaper men and women from throughout Oregon will be in Eugene Feb. 15 and 16 to attend the 44th annual Oregon Press conference at the University of Oregon.

A feature of the conference is the annual faculty-press luncheon Feb. 15.

Hans Linde, associate professor in the University School of Law and a member of the Oregon Constitutional Revision commission, will speak at the luncheon on "The New Constitution and the Press."

Luncheon speaker on Saturday will be George S. Turnbull, professor emeritus and former dean of the School of Journalism. Turnbull, whose record of service to the University and journalism totals more than half a century, is still actively engaged in writing on the history of newspapers in Oregon. His luncheon topic will be "Half a Century of Press-Journalism School Cooperation."

The conference opening session Friday morning will be under the chairmanship of Eric W. Allen, managing editor of the Medford Mail Tribune.

## Angus Duncan Is Elected President of State IRL; Valley Delegation Attends

Angus Duncan, junior at Medford High school, was elected president of the Oregon High School International Relations league during the 16th annual conference held last week end on the University of Oregon campus. He is the son of Congressman and Mrs. Robert Duncan.

Fifty-eight schools were represented at the conference, which had the Latin-American Alliance for Progress as its theme. On the program were a mock meeting of the Organization of American States and representatives from the Medford, Crater, Phoenix and Ashland High schools presented the viewpoint of Oregon. Eight committees were set up to study as many different facets of Latin American problems and relationships. Two plenary sessions were held, and resolutions adopted.

In addition to young Duncan, delegates from the Medford High school league were Michael Whinnihan, Chris Rasmussen, Steve Blackhurst, David Warren, Roseanne Legas, Sara Madden and Linda Wilson. Attending as observers and guests were

Nikki Yahya, American Field service student from Malaya, and Jens Hofeldt, AFS student from Denmark.

Attending from Phoenix High school were Teresa Dierich, Pat McAllister, Laura Griffith, Richard Coulter and Bob Hunter. Their advisor is John H. Kuchler.

**Others Noted** From Ashland High school were Barbara Lawrence, Connie Felger, Diane Williams, David Woodell, Oli Saner, Charles Moore, Bruce Bamforth, John Roberson, and Charles Hillested.

Representing Crater High school were Gary Moore, Pat Neal, Rera Offutt, Jenny Lou Thompson, Marvella Liechtenstein, Jeanette King, Kathy Brown, and Carol Straus.

Speakers at the conference included Dr. William Sanders, assistant director general of the Organization of American States who remained throughout the three-day event, and Dr. Arthur S. Flemming, president of the university.

This makes the fourth time in 16 years that the state IRL president has been from Medford. The preceding presidents were William McAllister, Steve Nye and John Alansky. Mrs. JoAnne Smith, advisor of the Medford league, accompanied the students.

## Small Worlds Around Us

By Lynn W. Watkins

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**Lots of Good, Clean "Fun" in Naming of "Gopher Wood"** You can hardly find any scientific facts pertaining to "gopher wood" regardless of how many books on botany or horticulture you might peruse. "Gopher wood" is any wood light enough in structure and soft enough in its tissue makeup to burn quickly, making it necessary for you to "go for" another chunk before you receive much warmth from the piece all ready on the fire.

"Gopher wood" is not a species of tree, nor is it a condition. There are many species of trees whose tissues, under combustion, give off but little heat and last but a short period of time, and are therefore not desirable for a fireplace or for cooking fuel. One such is the poplar.

The old adage "Where there is smoke" re must be fire," holds true even when "gopher wood" is being burned, for with this or any soft wood there is usually an ample supply of smoke but not very much heat. So the wise householder selects wood that is harder, firmer, slower burning and lasts longer than "gopher wood."

**Scout News** **Cub Scout Pack** Badges were awarded to 29 Cub Scouts at the monthly meeting of Pack 5 in the Jefferson school gymnasium. The flag ceremony was conducted by Den 2 and Cubs of Den 4 presented a "Freedom" skit.

Cubmaster Wayne Bennett announced plans for the Cubs store window exhibit, to be displayed and judged during Scout Week, Feb. 7 to 13. Also announced were plans for the pack's annual Blue and Gold dinner, which will be potluck and held in the school cafeteria Tuesday, Feb. 26.

Akela's council found four boys seeking admission into Cub Scouts. They were presented their bobcat pins by their parents. The boys were John Baylor, Cory Mayfield, Ronnie Wridge and Barry Ball.

The following badges were awarded by Jack Pope: wolf badge, Dean Trask, Mike Pope, David Price and Jim Whalen; Wolf gold arrow, David Farmer, Jerry Crippen, Dean Trask, Mike Pope and Jerry Wagar; Wolf silver arrow, David Farmer and Jerry Crippen; lion badge, Steve Crippen, Robert Farmer, Kent Dusen, Dick Williamson and Scott McConnell; lion gold arrow, Kent Dusen, Scott McConnell, Robert Farmer and Steve Crippen; lion silver arrow, Robert Farmer; denner, Ralph Jenkins; assistant denner, Jerry Crippen.

A two-year pin was awarded to Jerry Szpak.

Pins also were awarded to the following boys for recruiting new members to Cub Scouts: Jim Whalen, David Price, Jerry Wagar, Dean Trask and Jerry Crippen.

Bennett introduced Mrs. Violet Malaby as the newest den mother.

For the fourth consecutive month, the Cubbie award went to Den 2.

The meeting closed with all the cubs participating in "The Living Circle."

## Your Money's Worth

By SYLVIA PORTER  
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### HOW TO SAVE ON TAXES—VII Casualty Losses

Hurricanes, frosts, freezing weather, floods, fires, other great natural disasters are not the only reasons you can take casualty loss deductions on your income tax return. Far from it.

Too many of you do not realize that you may have a deductible casualty loss when you scrape or dent your car fenders, scratch the body or break a headlight. The only bar to deducting such uninsured car damages is if you caused them by willful act or willful negligence. It's the rare motorist who creates this kind of damage willfully.

So check back over 1962. If you had some minor auto accident which either cost you money to repair or which has made your car less valuable because you decided not to fix the damage, you may have a deductible casualty loss.

Of course, you can't deduct a casualty loss for which the insurance company made good in full. But here, too, many of you overlook an opportunity for tax savings. In most cases, you were not reimbursed for the full loss because most insurance policies have a deductible amount.

As an illustration, say you had a \$250 damage to your car covered by an insurance policy with a \$50 deductible feature. You collected a check for only \$200. Even though you were covered by insurance, you can still deduct the \$50 loss which was not reimbursed.

Technically, the amount of your deductible casualty loss is the difference between the value of your car before and after the accident but not more than the cost of this car. To meet this requirement, you would have to have an appraisal of your car's value before and after the damage. But the Treasury lets you use an easier, much more practical way to measure your deductible loss. If you paid to have the car repaired, you can submit your repair bill as the amount of your deductible loss—assuming your repair bill merely made good the damage and didn't increase your car's value over its pre-damaged condition.

The casualty loss you can deduct covers only damage to your car in any accident. If the accident was your fault and you must pay for the damage to the other car, that payment is not a deductible casualty loss.

Auto accidents account, of course, for only a portion of the casualty losses which you can deduct.

**Recheck for any property damage you may have sustained in 1962 because of extreme cold, drought, heavy storms, etc. Deduct for any property which was stolen from you last year. This is one place where the tax law makes the U.S. Government share our loss. Don't forfeit any legitimate tax savings.**

A large casualty loss deduction often is a red flag to a tax agent. Thus be prepared to prove:

The nature of the casualty and when it happened—or if your deduction is for loss from theft, when the theft was discovered;

You were the owner of the property and have ready a purchase contract or deed to show the cost and cancelled checks or receipts to support any later improvements you made to it;

If your claim is for a casualty, that your loss was a direct result of the disaster;

If yours was a case of theft, that the property actually was stolen;

The amount of insurance or other compensation received or recoverable on the property.

A final note: if you are covered to any extent by insurance or otherwise expect to recover part or all of your loss, you must reduce your casualty loss deduction for 1962 by the amount you expect to recover, even though you didn't collect that insurance in 1962.

For instance, if you had a \$10,000 fire loss in 1962 for which you put in an insurance claim of \$8,000, you deduct only \$2,000 as a casualty loss on your 1962 return. If you are paid only \$7,000 in settlement of your insurance claim, you then can deduct another \$1,000 casualty loss on your 1963 return to make up the difference.

Next: New depreciation breaks.

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