



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME ROSE CONSIDERABLY during the 7-day period ended Wednesday, February 13, above the corresponding week last year. Dun & Bradstreet reported today. National Percentage Changes varied from the corresponding levels of a year ago by the following percentages: plus 4 to plus 8. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: New England minus 5 to plus 1; East South Central 0 to plus 4; West North Central and West South Central plus 2 to plus 6; Middle Atlantic plus 6 to plus 10; East North Central plus 7 to plus 11; Mountain and Pacific plus 8 to plus 12.



THE TRIUMPH SPITFIRE 4, a new British import, is the latest in the Triumph line of sport cars according to Bob Boyer of J. R. Whitney Olds. First full-size sports car in the popular price range, the Spitfire 4 features low, sleek body styling by Michelotti of Italy. Roll-up windows and foam-cushioned bucket seats add to driving comfort. An easily-erected vinyl top converts the Spitfire 4 to a snug all-weather car. The four-speed gearbox controls a twin-carburetor, four-cylinder engine. The engine develops 63 bhp and delivers a top speed of well over 90 miles an hour. A combination of four-wheel independent suspension and rack and pinion steering makes for precise handling under all conditions. Front-wheel self adjusting caliper-type disc brakes are standard equipment. The Spitfire 4 shown here carries a suggested list price of \$2249 at West Coast ports of entry, plus state and local taxes.

OREGON FOOD STORES has announced two "big money" winners in their \$120,000 cash give-away program.

Maxine Miller of Ashland won \$100 and Mrs. Paul Gould of Grants Pass won \$250. Every participant in this program wins something and the profit-sharing premium cards are guaranteed to be worth at least \$1.00.

According to Walt Vaughn, Oregon Food Store manager: "No purchase or other consideration is required to receive the Premium Card or to participate for the premium indicated under the seal!" The card has 13 "Free Punch" areas that must be punched out before the seal is removed.

Top cash amount to be given away during this program is \$1,000.00.

WESTERN AUTO SUPPLY COMPANY contributed a record-breaking \$2,086,063 to its Employees' Profit Sharing Program for 1962. It was equal to seven and one-half weeks' base pay.

The contribution exceeded the \$2,000,000 mark for the first time and boosted the total in the profit sharing fund to nearly \$15,000. The company's 2,585 profit sharing employees throughout the nation have to their credit in the fund an average of nearly \$6,000 each.

Employees become eligible for participation in the program after completing three calendar years of service with the company. All the money in the program, considered one of the most liberal of its kind in the country, is contributed by the company at no cost to employees.



Venus De Mars

"GOOD THINGS COME IN SMALL PACKAGES" and no exception to this rule is Miss Venus DeMars, left, currently being featured at the Medford Hotel.

Standing a scant 37 inches tall, Miss DeMars dances, sings and performs comedy at its best. Regarded as one of the finest Mexican Ranchera singers, she has made several recordings that have been best sellers in Mexico. She is well known for combining the beauty of Mexican songs with the authentic costume of the country.

Watch closely, as she may surprise customers with quick costume changes as she sings such American favorites as "Bill Bailey," "Hard Hearted Hannah" and others. Danceable background music is supplied by the "Voyagers", who accompany her. The group includes her husband, Larry Ford. Venus was also just recently featured in the Alfred Hitchcock production of "Maria".

"WELL FLIP MY WIG" is the title of the 15th annual Kiwanis Kapers according to a series of ads currently running in the Medford Mail Tribune.

Ads sponsored by the Medford Kiwanis Club, Jorgensen's Dairy, Coordinated Milk Sales and the Mail Tribune point out that the show will be held in Medford Senior High School auditorium on February 27, 28, March 1 and 2.

STUDENTS QUERIED. What is the make-up of the college students' wardrobe. What did he buy last year and what influences his purchases are some of the questions asked by E. I. du Pont de Nemours & Co. in a survey conducted among 220 students in 26 universities and colleges, reports Daily News Record. The average expenditure for additions to the college man's wardrobe last year was between \$300 and \$350. He spent \$58 for suits, \$27 for dress slacks, \$14 for casual slacks, \$36 for sport coats, \$10 for outer jackets, \$33 for sweaters, etc. In store types shopped for these purchases, campus area stores obtained 30% of the business, university shops of department stores 20%, and others divided the remainder. Concerning the "most important garment attributes," style is way out in front with 93%, followed by price, comfort and durability. The two "most important influences" on campus attire are: well dressed students, 64%, advertising 56%. What media reaches these boys was the next part of the survey. Campus newspapers are read regularly by 83%; the daily newspaper by 65%. Sunday supplements, 63% and campus magazines, 26%. TV is available to 84% at college, but only 4% watch it regularly. Some 21% listened regularly to the radio. Regarding effects of advertising: 73% said it has made them more knowledgeable about clothing, and 72% more style conscious. Students were asked if they find clothing advertising informative; 72% answered affirmatively and 71% find them interesting.



FOOD CHAINS SCORE SALES GAIN. Food chains with two or more stores reached an annual sales total of \$27.5 billion in 1962, reports Supermarket Editions of Chain Store Age. This is a gain of 3.8% over the previous year's sales volume. For the 12 month period, chains with 100 or more stores had a sales increase of 2.2% over the preceding year. Chains with 12 to 19 stores had an increase of 5.5%, and chains with 2 to 11 stores scored a yearly gain of 8.6% over 1961. Business Guides, Inc. reports the banner operations are on the increase—the latest count shows that there are 3,311 banner stores operated by food chains as compared with 2,810 in 1961. Business Guides also reports that there were 31,671 food chain stores in operation at year's end, of which 22,667 were supermarkets doing over \$10,000 weekly volume.

WINTER VACATIONISTS ON THE GO. There are now some six million winter vacationists and the number is constantly growing, reports Alexander Hamilton Institute. Their reactions to the weather puts them into two groups. One welcomes snow and ice for the sports they provide—skiing, tobogganing, etc. The other group heads south in quest of sunshine, warm-water sports, etc. However, both groups generate travel and resort business in substantial amounts. The number of skiers has doubled in five years and now exceeds two million. They are bigger spenders than even the summer tourists, averaging \$20 a day. Their purchases of ski apparel and equipment hit \$85 million last year, as reported by Ski Industries of America. Resorts have been cashing in on this trend, with increased construction to provide good skiing slopes and living accommodations.

SUPERMARKETS KEY FOOD PROMOTIONS TO PASSOVER, EASTER. Food retailers will again this spring feature ads and displays that are tied in with the observance of Passover (April 9) and Easter (April 14).

BIG POTENTIAL IN BRIDAL FOOTWEAR. More than 1 1/2% of the U. S. population marries each year—there were 1,620,000 weddings in 1962; 1968 marriages will total over two million, reports Boot & Shoe Recorder. Conclusion, bridal footwear sales potential is big. Shoe sales totaling up to \$70 are not unusual for a single wedding. To add to this bright picture, bridal footwear is an all year-round business. Forty-six per cent of all weddings take place in the first six months, 54% in the last half.

THE MOBIL ECONOMY RUN will take a high and rugged road this spring, it was announced today.

Drivers will try to squeeze top mileage potentials out of their 35 new passenger cars in this year's cross-country test, which will leave Los Angeles on March 30 and finish in Detroit on April 4, stated the United States Auto Club.

Risking spring thaws in the Rockies, the 1963 models will make overnight stops in Las Vegas, Nev.; Salt Lake City, Utah; Cheyenne, Wyo.; Omaha, Neb.; and Chicago, Ill., during the 2500-mile, 6-day trip.

Competing in what officials called the longest and toughest test in the 27-year history of the economy run will be the standard models representing all of



Detroit's major production cars, said officials.

Each entrant auto will be strictly stock and typical of the model anyone can buy from any dealership, officials stated.

The cars can only be tuned to factory recommended settings, drivers must obey all traffic laws and must not use gas-saving driving tricks, said officials.

The field will be divided into eight classes determined by engine and body sizes and prices. Competitors will compete against compacts, and luxury models will run against each other, stated USAC.

The classes will be: (A) Small engine compacts; (B) Medium engine compacts; (C) Large engine compacts; (D) Intermediate size cars with V-8 engines; (E) Standard size, six-cylinder models; (F) Low-price V-8's; (G) Medium-price V-8's; (H) Luxury automobiles.



JEWELRY IS GOING GREEN THIS YEAR, nominating jade as the leading fashion gem preference on everyone's "must" list, reported Charles Pecht, manager of Zale's Jewels.

Jade is seen in pendants, rings, brooches, earrings, and necklaces. Some pendants are designed similar to delicate oriental temples housing miniature jade Buddhas.

A very fashion-conscious necklace combines jade and gold beads. Jade, in the correct mounting, adapts itself to any occasion the gamut of fashion might dictate.

Gold used this season will be 14 karat. The Italian-style florentine finish continues in popularity.

"Bracelets are returning to traditional lines—simple and in good taste," the Zale manager remarked. "There will be an introduction of detachable charms. The charm bracelet will be suitable for afternoon wear and by removing the charms, you have a smart bracelet to complement your evening wardrobe."

There is a new concealed clasp that becomes one of the bracelet links when fastened. Charms will be larger and set with more precious stones—particularly diamonds.

Another new fashion item destined for popularity is the 14k gold ball pendant. The pendant is available in many sizes and can be worn alone or in combination with a gold bead necklace or uniform pearls.

Multicolored gold will be seen in the form of bangle bracelets. Milady can wear several in rainbow gold colors.

Behind-the-ear hair styles will demand earrings as never before, with the trend going toward karat gold varieties.

Men's jewelry has taken a new twist. Tie tacks are coming out in the shape of bugs, turtles, mice and other such creatures. These will add spice to men's lines and are set with precious stones.

Looking at the entire fashion field, jewelry is bigger—with a flair toward airy craftsmanship. Most outstanding will be the emphasis on jade—used in all types of jewelry for round-the-clock occasions.

One of the poisoned dogs was Larry's puppy. Search continued for the poisoner.

Child Recovers From Strychnine

Tigard (UPI)—Larry Brazil, 3, was reported fully recovered today after apparently consuming strychnine while playing.

Humane society officials said five dogs and a cat died from strychnine poisoning here in the past week. The boy apparently picked up a bone covered with strychnine, officers said.

The boy's father said the youth was very ill for three days.

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Mushy Notes All Right But Drink Must Stop

Milwaukee, Wis. (UPI)—Mrs. Elizabeth Menge told Judge Christ Scraphim that her husband of 40 years, Otto, 70, wrote her mushy notes and drank too much.

"Lady, you shouldn't be mad about the notes, you should be glad," the judge told Mrs. Menge. And turning to her husband he added, "You'd better stop drinking, but keep writing those notes to your wife."

A smiling Mrs. Menge left the courtroom with her hand on her husband's arm.

Four Accidents Investigated by Medford Police

Medford city police investigated four vehicle accidents Saturday and one Sunday, according to reports. A passenger in one of the cars was treated as an out-patient at Sacred Heart hospital.

Slightly injured was Mrs. Mamie Sweetman, 68, Grants Pass, a passenger in a car driven by her husband, Ernest Ben Sweetman, 70. The Sweetman vehicle collided about 12:28 p.m. Saturday at Central ave. and Ninth st. with a car driven by Carl Houston Cook, 54, of 335 Maple st., according to police.

Cook was cited for failure to yield the right of way. Robert Ferris Russell, 49, of 2886 Beall lane, was cited for making an improper left turn after his car collided with a vehicle operated by Laverne Bud Traux, 34, Central Point, about 11 a.m. Saturday at West Main and Orange sts., reports show.

Ralph Junior Newman reported to police that an unknown vehicle struck and damaged his car about 11:20 a.m. Saturday while it was parked in front of his residence at 102 Elk st.

Cited by Police
Jerry Lee Jarman, 19, of 4712 Table Rock rd., was cited for violation of basic rule, after the car which he was driving struck a parked house trailer at 1243 South Riverside ave. about 10:30 p.m., police said. The trailer was registered to R. O. Jay Walker, 2805 Lucky lane.

In the only accident Sunday, a vehicle driven by John Allen McKinley, 20, of 124 Newton st., struck a car registered to James Carrel Mitchell, 3380 North Pacific highway, about 1 a.m., while it was parked at Sixth st. and Riverside ave. McKinley was not cited, officers said.

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In the Day's News

By FRANK JENKINS

The mail brings this interesting letter from Eugene Antley, a reader of this column in Ashland:

"Unfortunately for the hopes that you expressed the other day for a Pax Americana lasting for generations, there is a factor that didn't exist during the Pax Romana (the Peace of Rome) or the Pax Britannica (the Peace of Britain).

"A relative peace existed while and because Rome and Britain were supreme — one on land and the other on the sea. The Pax Romana and the Pax Britannica ended when these two powers could no longer dominate.

"Today war may come at any time because there is not one great national system in the world, but two. Neither will give in to the other and, so far, neither will turn over enough of its sovereignty to a supra-national system to ensure disarmament and peace."

TRUE enough.
But, before there could be a Pax Romana, the struggle between Rome and Carthage for the mastery of the then-known world had to be settled. It took the three Punic Wars to settle it. The first began in 164 B.C. and the third ended in 146 B.C., when Rome defeated and utterly destroyed Carthage.

The Pax Romana followed. While it lasted, there was peace. There was peace because throughout the then-known world no country was strong enough to risk incurring the wrath of Rome.

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THE NIGHT CHURCHILL ALMOST GAVE UP THE WAR

Relive with author Stanley Lowell the tense hours of decision when Winston Churchill faced the prospect of surrender or complete destruction of England to Hitler's armies.

The outcome of that decision is history, but from it comes a little-known story that stands as a tribute to one man's courage.

Read how "the greatest speech since the Gettysburg Address" grew out of deep despair

in the FEBRUARY / **Family Weekly**

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