BUSINESS Memo

Edited by The Mail Tribune Advertising Department

NEWSPAPERS—'62 MAJOR ADVERTISING MEDIUM. Newspapers again received the lion's share of the advertising dollar in 1962, according to preliminary estimates prepared for Printers' Ink by McCann-Erickson, Inc. Total ad expenditures hit a record $12.2 billion, a gain of 3.5% over the $11.8 billion invested in 1961. National advertisers spent $7.4 billion last year, a gain of 2.7% over 1961. Local advertisers spent $4.8 billion, scoring a gain of 4.8% above 1961. Of the 1962 total, more than $3.7 billion was invested in newspapers. Television, magazines, radio and outdoor combined totaled $3.5 billion. With a few minor exceptions, the 1962 advertising expenditures appear to have undergone a slow but very much apparent rise, says Printers' Ink. "In summary," the magazine concludes, "1962 advertising expenditures paralleled the economy in the sense that it was a year when the economy edged slightly forward again after the pause experienced in 1961." The following tabulation shows the amount invested by advertisers in each medium:

MEDIUM	Total Expenditures	Local Expenditures
Newspapers	$ 3,793,900,000	$2,973,100,000
Television	1,744,800,000	300,000,000
Magazines	973,400,000	——
Radio	709,000,000	439,400,000
Outdoor	170,500,000	55,500,000
Direct Mail	1,830,000,000	——
Business Papers	600,000,000	——
Regional Farm Publications	34,200,000	——
Miscellaneous	2,403,100,000	1,010,700,000
TOTAL	$12,258,900,000	$4,812,900,000

WINNER IN NATION-WIDE COMPETITION. H. L. Templeton, manager of Drews Menstore in the Medford Shopping Center, is one of the winners in a $50,000 national contest sponsored by Hart, Schaffner & Marx, Chicago clothing manufacturer. Templeton is shown above, right, with Greg Altenhofen, Drews assistant manager, looking at the certificate entitling him to receive the large piece of Samsonite luggage, shown in this photo, as his award.

Templeton was formerly associated with Hemphill-Wells, Lubbock, Texas, before coming to Medford as manager for Drews when that firm opened here in August, 1962. He resides with his wife and three children at 1620 East Main street.

"Our contest was one of the largest ever sponsored in the clothing industry," states John D. Gray, president of Hart Schaffner & Marx, "and we were delighted to conduct it as a part of our anniversary. We were pleased, too, to have so many salesmen participate so enthusiastically."

The 75th anniversary which Hart, Schaffner & Marx recently observed marks the day in 1887 when the present firm name was adopted. The beginnings of the company, however, go back to 1872, just six months after the Great Chicago fire. In that year, 21-year-old Harry Hart and his brother, Max, 18, opened "Harry Hart and Brother," a retail clothing store on State street in Chicago.

Today under the slogan "America's First Name in Men's Clothing"—a phrase on which it holds a Patent Office copyright—Hart, Schaffner & Marx produces what is generally conceded to be the most comprehensive selection of men's apparel of any manufacturer. This includes a broad range of suits, outercoats, sport coats, slacks for formal wear. All are sold under the widely-known "Trumpeter" trademark.

JOE TOMJACK HONORED BY GREYHOUND. A handsome plaque inscribed to show 12 years of faithful service, "performed with distinction, reflecting honor upon the company he represents, and denoting singular devotion to the community in which he lives," today hangs upon the wall of the Medford Greyhound Depot—inscribed with the name of Greyhound Agent Joe Tomjack.

The gold, blue and white plaque was presented to Agent Tomjack, above center, and personally placed upon display for all to see, by G. C. Teeling, district marketing supervisor, left, and I. L. Carew, district superintendent on behalf of Greyhound Lines.

"This plaque is more than a simple 'well-done' for work performed by Mr. Tomjack as our Medford representative," points out Mr. Teeling. "It is, we feel, a way of proclaiming the value of his service to the citizens of this community.

"Transportation is a vital part of a community's well-being. In large measure its business and social life depends upon it. As the human link between the community and Greyhound, Mr. Tomjack occupies a position sometimes beset with difficulty, and always demanding the need for understanding of, and sympathy with the vagaries of human nature.

"The 12 years during which Mr. Tomjack has represented Greyhound here have demonstrated that he possesses a high community spirit. From our viewpoint we know Medford has benefited by his faithful and competent representation of our company.

"I know that everyone in Medford will join in congratulating Mr. Tomjack upon receiving this Award Plaque, the first of its kind to be authorized by Greyhound Lines."

Mr. Tomjack began his career in public transportation in 1934, and has been Greyhound representative here since 1951. He resides at 918 Grant avenue and is closely identified with a number of civic and other organizations.

AUTO SALES CONTINUE TO CLIMB. In the first third of February, new car dealers sold an average of 19,200 cars in each selling day, up nearly 12% from the 17,195 cars a day sold in the February 1-10 period of last year, reports The Wall Street Journal. In units, dealers delivered 153,599 cars in the period this year, down slightly from 154,755 a year earlier. The year-ago period, however, had one more sales day. Inventories of new cars in dealers' lots are also up. On February 11 they totaled 990,000 cars, up from 960,400 on February 1 and 969,000 a year earlier. In terms of current sales, however, this is a 52-day supply, compared with a 56-day supply a year earlier. In the first third of January of this year, which like the February period had 8 selling days, dealers delivered 170,438 cars, 10.8% more than in the first 10 days of February. Such a decline between the period isn't uncommon, although there is no clear year-to-year pattern.

LEA MOTORS, INC. NAMED TO COMPETE FOR BRAND NAME RETAILER-OF-THE-YEAR AWARD! Among the retail firms selected this year as finalists in the brand name retailer-of-the-year competition is Lea Motors, Medford.

Brand name retailer-of-the-year awards are given each year by Brand Name Foundation to honor leading merchants for their outstanding presentation of manufacturer-trademarked products. Lea Motors was included in the 438 merchants who will now begin preparing full exhibits showing their 1962 activities and the foundation has just announced that Lea Motors was named one of the 17 finalists in the automobile dealer category. In March these presentations will be judged by a panel of experts, comprised of the top executives of last year's winning firms, now ineligible themselves to enter the competition for five years.

The awards competition, now 15 years old, has proved to be an incentive for better brand retailing. As a result more and more firms try for these national honors each year. In announcing the finalists, the foundation's awards committee paid special tribute to Lea Motors, pointing out the high standards that must be met to reach the finals in any one of the 23 categories of the competition. To be named as finalists retailers in each category must survive intensive screening by a committee of experts in their industry.

In April, following the judging, representatives of the winning firms will come to New York for two days of meetings. At this time manufacturers, media, and advertising agency members of Brand Names Foundation will work together with these retail leaders to find ways to create greater areas of understanding and strengthen further the maker-dealer relationship. The 1962 Brand Name Retailers-of-the-Year will serve as advisers to the foundation in the creation and planning of continuing programs for retail dealers in all fields.

The climax of the competition will be the awards ceremony held in the Imperial Ballroom of the Americana Hotel in New York City on April 11. At this time the winners will be presented with their awards before a capacity audience of national business leaders.

Virginia Gray

TALENTED, VERSATILE AND CHARMING are apt adjectives to describe the new manager of Ashland's Mark Antony Motor Hotel, Virginia Gray, who has just initiated a series of pre-festival holidays at that hotel.

Miss Gray came to Ashland from Missouri where she was one of Springfield's best known and most civic-minded citizens. For nine years she operated the Virginia Gray Charm School and Model Agency, during which time she was chairman of the women's division of the Springfield chamber of commerce.

In 1961, Virginia Gray was co-chairman of the National Foundation's March of Dimes campaign, the first woman in Greene County to be so-honored. She lectured before many organizations on various aspects of protocol, and business etiquette, was an instructor in "finishing school" subjects such as grooming and poise in a school for nurses, and conducted seminars and supervised hospitality gatherings for political and business figures in Missouri. Miss Gray was also a professional model for nationally known manufacturers and one of her proteges became "Miss Missouri".

The Pre-Festival Holidays, planned at the Mark Antony by Virginia Gray, will begin March 8 and extend for nine weeks.

TOTAL RETAIL DOLLAR VOLUME ROSE MODERATELY during the 7-day period ended Wednesday, February 20 above the corresponding week last year, Dunn & Bradstreet reported today. National percentage changes varied from the corresponding levels of a year ago by the following percentages: minus to plus 5%. Regional percentage changes varied from the comparable levels of a year ago by the following percentages: West North Central minus 2 to plus 2; Middle Atlantic minus to plus 3; East West South Central to plus 4; New England and East North Central plus 1 to plus 5; South Atlantic plus 2 to plus 6; Mountain plus 3 to plus 7; Pacific plus 5 to plus 9.

AN AWARD FOR OUTSTANDING ADVERTISING presentation was recently made to J. R.'s Whitney Olds of Medford and the Medford Mail Tribune.

The ad-builder award was given by Multi-Ad Services of Peoria, Illinois and was presented for an October, 1962 used car promotion that Whitney Olds conducted. The theme of the promotion was "for a Honey of a Deal".

The ad was full-page in size and in color. Featured were several used cars and a $100 coupon. This ad was the first in a series of three full-page, color ads for the company. Another in this series is currently being considered for an award. The ad was designed by Herb Partridge of the Medford Mail Tribune display advertising staff.

The award read: "In recognition of meritorious achievement in display advertising." This is the third such award to be made to the Mail Tribune and its advertisers. Other awards were won by The Grange Co-Op Supply Association of Central Point and First Federal Savings & Loan Company of Medford.

SPORTING GOODS SALES PREDICTED TO SOAR. Total consumer purchases of sporting goods will show an increase of 4% during 1963 over 1962, predicts Richard E. Snyder, National Sporting Goods Association economist. Sales last year hit $2.3 billion, up 5% over 1961. Total volume this year is expected to reach $2.4 billion, reports The Sporting Goods Dealer. "Realization of this 1963 attainment, however, depends on the industry's ability to capitalize on the favorable sales prospects for a number of its fast moving products, while at the same time maintaining rates of increases shown by some of the slower moving but larger volume categories," Mr. Snyder said. Product groups expected to make a strong showing this year and their percentage of increase are: Winter sports equipment, 25%; gymnasium equipment, 15.6%; archery, 12.3%; hockey, 12.3%; billboard tables and supplies, 11.6%; golf and squash at 10% each. On the next level are table tennis goods 8.3%; playground equipment, 7.6%; tents and skates, 6.6%; inflated balls other than footballs and basketballs, 5.6% and sleeping bags, 5.1%. Mr. Snyder warns dealers of competitive pressures. "The growth rate of the industry is slowing down due to the competitive pressures resulting from everybody getting into the act."

PONTIAC MOTOR DIVISION of General Motors Corporation honored two Medford automobile men at a banquet in Portland last Thursday, February 21. Leigh Gustison, left, and Harvey Wyatt, member of the sales staff of Dean & Taylor Pontiac Company, Inc., achieved membership in Pontiac's exclusive Master Salesman's Guild.

The recognition from Pontiac is based upon new and used car deliveries plus qualities of courtesy, reliability and service. The 1962 Pontiac Master Salesman's Guild gathering was held at Portland's Three Star Restaurant, preceded by a reception. The winners were also awarded Guild lapel emblems and a diamond is added for each succeeding year the honor is won.

Leigh Gustison has won the Guild award for three consecutive years and is ranked eighth in sales in the entire state of Oregon, according to Robert Taylor.

A THREE-PRONGED "FULL SPEED AHEAD" sales promotion program during January, highlighted by the most successful factory-dealer cooperative newspaper advertising campaign in recent years, pushed Studebaker automobile sales to their highest January level since 1960, it was announced today by L. E. Minkel, vice president of marketing.

Studebaker sold 2,605 cars during the last 10 days of January—a 43.2 per cent increase over the corresponding period a year ago and 22.2 per cent over the previous 10-day sales period. This brought total car sales for the month to 6,759 units. That's a 14.8 per cent increase over the 5,890 Larks, Hawks and Cruisers sold during January a year ago, and 9.9 per cent above the 6,149 cars sold during the same month of 1961.

The daily selling rate of Studebaker cars during January was 14.5 per cent above the comparable month a year ago, and the 1.25 per cent of total market sales taken in January was the highest monthly penetration made by the company since last April.

The last 10 days also marked the fourth consecutive period in which Studebaker auto sales exceeded the previous 10 sales days and the third consecutive period sales surpassed the corresponding 10-day period a year ago.

The triple-threat sales program combined the introduction of the company's new Standard Series, price leader in the Studebaker line for 1963, with a competitive prospecting program which stressed Studebaker advantages both in price and exclusive features against its competition, and the cooperative newspaper advertising program.

The latter campaign, which involved the issuance of a $40-per-car factory advertising credit for all cars and trucks ordered by dealers between November 15 and December 15, gave dealers an opportunity to do a more effective job of advertising at the local level, Minkel said. Local radio stations were included with newspapers in the cooperative advertising campaign.

"By taking advantage of this program," Minkel said, "dealers and dealer advertising associations had an opportunity to see how newspaper promotions, as implemented at the local level, can reach directly into the home of the automobile buyer."

Virus Tennis

Long Winter Days Seem Longer As Dick West's Family Plays Game

By DICK WEST

Washington — (UPI) — This year my family has managed to make the long winter days and nights seem longer by playing a little game that we call "virus tennis." The fun began several weeks ago when my older daughter brought home a matched set of viruses that she had picked up in school.

West

"Catch, mother," she called, tossing one to my wife, who lobbed it on to me. I gave it a backhand spin that my younger daughter took on the first bounce and returned with a forehand drive to her sister.

Almost before we knew it, we were playing regularly.

At first, we were unable to keep more than one virus in the air at one time.

But as the winter progressed, we were batting around several different viruses simultaneously.

As our form improved, we switched from "singles" to "doubles". That is, rather than have just one player in bed with a virus, we had two.

The youngest member of the household, being only a year old, was too small to play, so we let him be the "virus boy." This is the equivalent of a "ball boy" in lawn tennis.

He would chase the viruses the rest of us had missed and bring them back to us.

I understand the game has enjoyed wide popularity, but in case it hasn't caught on yet in your area, here's the way it is played:

One player is called the "server." He tosses a virus into the air and propels it by means of a cough or sneeze toward the second player, who is called the "receiver."

To be a valid serve, the virus must land in the receiver's upper respiratory tract. When that happens on the first serve, it is called an "ace." If it misses, it is called a "fault," and the server must serve again.

Scoring systems vary, but in general the following rules are used: One point for a runny nose, two points for an earache, three points for a sore throat and four points for a temperature of 100 degress or more.

Bonus points are given if the receiver is (1) bed-ridden for at least 24 hours, and-or (2) calls a doctor. Players who take flu shots before the season opens have a 50-point handicap.

My oldest daughter is the leading scorer in our house, but she had an advantage over the rest of us. She plays a lot at school.

Small Worlds Around Us

By LYNN M. WATKINS

(Register and Tribune Syndicate, 1963)

Io Moth—Its Name Must Be Spelled, Never Pronounced

Ridiculous to have a name that must always be spelled rather than pronounced; a name of little meaning unless you are a close student of the outdoors or of Greek mythology, or familiar with some of the colorful moths that occupy a small space alongside us on this spinning globe. Io is the real name for a common moth, and you spell it rather than say it.

We run into the name, or the spelling of it, in Greek mythology. Io was the daughter of Inachus, the river god and first king of Argos. Zeus, himself no piker, was chief god of the ancient Greeks, ruler of Heaven, identified with Jupiter. His wife was Hera. She was a goddess and queen of Heaven. She became very exasperated when she found her husband was in love with Io. To get even she turned Io into a heifer and sent a gadfly to constantly torment her. Involved, but that's Greek mythology.

All of which has little connection with the brightly colored Io moth that is distributed pretty generally throughout all of the eastern United States, except to show that both moth and goddess were burdened with an unpronounceable name.

Not Gentle

Io the moth, like her namesake, is no gentle, harmless creature in spite of her coloring and innocent appearance. Her soft body is covered with sharp, spiny surfaces that contain poison glands. Incautious handling of this lovely creature causes severe itching and burning. Later, the flesh becomes red and inflamed; she is a hard one to handle—the moth Io.

The bright colors of the Io moth are in the scales that cover the body. If handled they fall away and the color disappears away with them.

The female Io moth is somewhat larger than the male. Her fore wings are a purplish yellow while those of the male are a bright, lemon-yellow. On the pair of rear wings of the female are round, black spots. On the male the spots are on the fore-wings.

Both varieties are very beautiful, and are considered among our most colorful moths. Considered to be large insects, they usually measure about four inches across the wings. They fly mainly by night and consequently are seldom seen by most people, in spite of the fact they are usually plentiful during the warm summer months.

This fact alone is fortunate, as the poison glands would be extremely harmful to those uninformed folks that might try to catch and handle the beautiful creature.

To serve her further purpose in life, the female deposits her eggs on the ground, or hides them in a crevice of some tree. From the eggs will come little hairy caterpillars. Like the parents, they too are pretty little monsters with light green bodies, decorated with a pink stripe along each side. The pink stripe is bordered with white markings. The caterpillars are just as "hot" to handle as the adults, for their bodies are equipped with tufts of stiff hairs that prick the skin of anyone who attempts to handle them.

Their caterpillar days are few. They roll themselves up in a leaf on the ground and bind the two leaf edges together with silk threads. They drop off to sleep and nature sneaks quietly in and changes the worm body to that of a winged moth; the moth whose name must be spelled every time it is pronounced.

Apron Allure

by Alice Brooks

Make a hit with the newest serving success-aprons that are ALL exotic flower petals.

Little fabric, LOTS of allure and appeal Sew petal-pretty aprons to please bride, hostess. Pattern 7332: apron transfer; directions.

THIRTY - FIVE CENTS (coins) for this pattern—add 15 cents for each pattern for 1st-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune Needlecraft Dept., P.O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS and PATTERN NUMBER.

1963's biggest needlecraft show stars smocked accessories—it's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Plus free pattern. Send 25c now

Bills Approved by State Legislature

Salem — (UPI) — The legislature Monday approved the following bills:

In the Senate:

SB44 — Relating to the education of mentally retarded children.

SB105 — Relating to commodity storage.

SB151 — Relating to commercial fertilizer.

HB2008 — Financial administration of Board of Barber Examiners.

HB2018 — Financial administration of Board of Chiropractic Examiners.

HB2037 — Financial administration of forest protection and conservation committee.

HR2074 — Financial administration of state podiatrists' examining board.

HR1152 — Relating to livestock auction markets.

In the House:

HB1154 — Relating to livestock transportation certificates.

HB1356 — Relating to imitation milk products.

Styled-to-Slim

12½—22½

by Marian Martin

Wider, bra-concealing straps for the sheath—graceful, low-curved collar for the jacket. Town-and-travel success in cotton, shantung.

Printed pattern 9333: Half sizes 12½, 14½, 16½, 18½, 20½, 22½. Size 16½ costume takes 4⅝ yards 35-inch.

FIFTY CENTS in coins for this pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th 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 — anyone you choose from 300 design ideas. Send 50c now for catalog.

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