



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1930-1932=100) was 268.54 on Thursday, February 28, against 268.25 a week ago. The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, remained the same this week at \$5.83. This is 1.0% below the corresponding level of last year.

SCORE A HOME RUN. Sporting goods dealers throughout the country again have the opportunity to tie-in their campaigns with "Let's All Play Ball" Week, April 13-20, sponsored by The Sporting Goods Dealer magazine. For the first time, \$100 will be offered to the retailer who, in the opinion of the judges, is doing the most outstanding job of advancing the cause of baseball in his community as an individual and as dealer, \$50 for the second prize, and \$25 for the third. The magazine will also award cash prizes for the best window displays and newspaper tie-in ad.

MEDFORD LEED'S STORE MANAGER Walter Meeker will take part, with other members of the firm, in Grand Opening ceremonies Thursday for their attractive new store in the Medford Shopping Center. Mayor James Dunlevy will represent the City of Medford in this community's welcome to Leed's when he cuts the ribbon at 8:30 a.m. to officially open the new store.

Meeker, who resides at 502 South Peach street with his wife, Jo, son Bruce and daughter, Candy, has been with Leed's Brothers Stores, Leed's parent company, for the past eighteen years. Before coming to this city to manage the fine new Leed's store here, Meeker was the assistant manager of the company's Stanford Shopping Center store in Palo Alto, California. Prior to entering active business he attended high school in Long Beach, Calif. and Contra Costa Junior College in Richmond.

Leed's is considered America's largest retailer of women's shoes and Leed's well known QualiCraft label is a familiar one throughout the U. S. on casual, play and dress shoes and smart accessories.

THE BOARD OF DIRECTORS OF INVESTORS Selective Fund, Inc., has declared a regular quarterly dividend of 12 cents per share, payable March 1, 1963 to shareholders of record at the close of business February 28, 1963, Paul R. Moore, district manager here, announced.

Investors Selective Fund, Inc. currently has approximately 3,250,000 shares outstanding compared with 2,964,000 shares at the same time last year.

MEDFORD TIRE SERVICE has just announced the opening of their new brake and wheel alignment service center in the former Johnston Store site, according to Bill Clark, president of the organization.

"We have leased the former Johnston Store site across from our present location (123 So. Riverside)", Clark said, "and our Brake and Wheel Alignment Service will include all brake work, alignments, installation of shocks, ball joint kits, etc."

Chuck Nelson is currently doing the work in this new shop that will later handle mufflers, tail pipes and other auto accessories.

This new service by Medford Tire Service has been featured in Mail Tribune ads during February and March.

COLLINS ATTENDS COCA COLA MEETING. Robert Collins, sales manager of Medford Coca-Cola Bottling Company, and seven route salesmen attended an all-day marketing meeting in Portland, Oregon, March 2.

The Coca-Cola business and show business combined to present to more than 300 bottling plant personnel one of the largest such conventions of its kind ever held in the soft drink industry.

The meeting at Portland presented sales and promotion plans to the route salesmen for 1963.

A ten-member Broadway cast together with complete stage sets, lights and other theatrical equipment moved into Portland by bus as part of a 30-city tour now under way.

Collins said that 1962 was the best sales year in the entire 76-year history of the Coca-Cola business and, if trends continue, 1963 should be an ever better year.

Among top officials of the Coca-Cola business attending the convention were:

Sam N. Gardner, vice president, bottler sales promotion; Thomas C. Law, Jr., vice president and field sales manager; bottler sales development; Nat C. Harrison, Jr., advertising department, The Coca-Cola Company, Atlanta; Frank C. Adams, Pacific coast regional manager, Los Angeles; and John L. Seaton, Portland district manager.

John Van Berkem, manager, Pacific Coca-Cola Bottling Company, Seattle, delivered the keynote address, and Kenneth A. Jernstedt, president, mid-Columbia Coca-Cola Bottling company, Hood River, Oregon, was master of ceremonies.

Among the local men attending the meeting were Otto Caster, Dick Caster, Chuck Johnson, Floyd Workman, Stan Ferns, Wally Henderson, Tom Williams.

BATES WHOLESALE DISTRIBUTORS, INC. of Medford, Oregon has been appointed exclusive distributor for the full institutional line of S&W Fine Foods in the counties of Jackson, Josephine and Klamath.

The announcement was made jointly today by Lew Bates, president of the distributing company, and James E. Alexander, manager of S&W's northern California division.

This institutional line of canned foods includes fancy grade "S&W" and "S&W Nutri-diet" (dietetic labels and various grade foods under other proprietary labels of S&W and its subsidiary companies).

Twenty-eight years in the food field, Lew Bates is well known to the food service trade in Oregon. Bates Wholesale Distributors serves its trade from its large new Medford warehouse containing the most modern storage and distribution facilities.



HOW ARE YOUR "WOOF" AND "WARP"? If you're not sure, then you're not up to date on "shirt talk." One who is qualified to talk about woof and warp is Ray F. Baker, manager of Penney's, which is vitally interested in woof and warp, for it is one of the country's leading distributors of men's shirts.

The life of your shirt is dependent on its thread count, or the correct balance in the fabric of woof, cross-wise threads, and warp, lengthwise threads. While Penney's has more than 60 years' experience selling shirts, the weaving of shirts goes back to ancient Greece, where only slaves wore them. Their masters, the citizens, reserved loose-fitting robes for themselves.

Wearing the toga, on the other hand, was a privilege reserved for those born in Rome. The Romans could tell strangers at a glance, for they had to wear shirts. In the Middle Ages, a shirt was a question of life and death. Its hard metal surface protected knights from the lance.

One sign of the man of distinction—even in Revolutionary America—was his lace collar. Thomas Jefferson and George Washington were no exceptions. Generals, before charging into battle, first made sure the silk around their necks was properly in place.

One man who decided to wear only plain shirts may have changed history. He was Benjamin Franklin, who, despite his post as ambassador to France, wore simple, unembroidered shirts to all receptions. His unaffected dress came to symbolize the new America and helped win the French over.

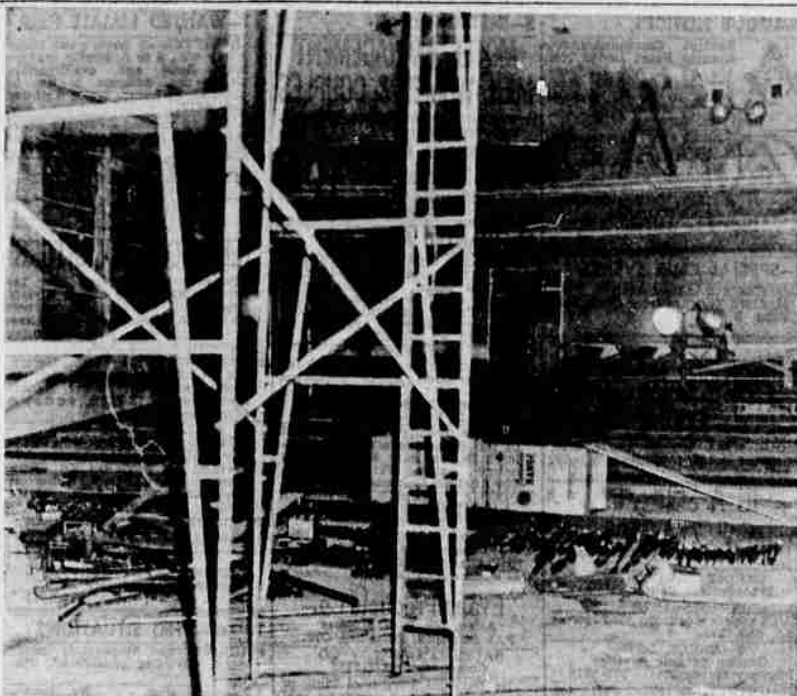
Shirts continued not only to proclaim the man but his occupation as well. It took a supersleuth like Sherlock Holmes to deduce that a man was a butcher by the cut of his shirt collar. But anyone could spot a bartender by his candy-striped shirt and contrasting collar, a clerk by his cardboard-stiff white one, and a waiter by his stiff ebony front.

Today, we still classify jobs as "white-collar," the garb of the office worker, and "blue-collar," the more practical factory wear.

Shirts keep talking, but they don't necessarily tell the things you should know when buying one. Penney's, which will salute its nationally known Towncraft dress shirts during its 61st anniversary observance starting on Thursday, Feb. 28, has these tips for shirt shoppers. Says Manager Baker:

"A good regular-finish shirt should wear well for 1½ to 2 years. Because of the strains in its finish which tend to weaken the fiber, wash 'n' wear shirts generally have a year's life. Whichever you choose, look for quality cotton like combed cotton, which has impurities taken out. Or Pima, its longer, smoother fibers make the best shirting. They'll both stand up under hard wear, Baker said.

At the left is shown a shirt of the type worn during the Civil War period while its counterpart is Penney's combed cotton dress shirt with snap-tab collar.



ONE OF THE FINEST THEATRES OF THE PACIFIC COAST is the way Robert Corbin, manager of Robert L. Lippert Theatres here, describes the Craterian theatre here after workmen complete the remodeling work now underway. There will be fewer seats, however, as new, wider aisles and wider, new-style seats will assure greater comfort than ever before.

The above view shows the interior of the Craterian at 23 South Central avenue as it appears now, proving that the ambitious remodeling program undertaken by Lippert Theatres is complete, from top to bottom. The opening date will be announced later by Corbin.

LOCAL MAN NAMED TO BOARD OF WESTERN RETAIL LUMBERMEN'S ASSOCIATION. Norton Smith, Smith Lumber company, Medford, was elected district director of the Western Retail Lumbermen's association at its 80th annual convention recently held in Seattle, Wash.

Mr. Smith will represent the retail lumber and building material dealers of the Medford-Grants Pass area on the board of directors of the association. This trade organization is comprised of dealer members from Washington, Oregon, Idaho and Alaska, and has its headquarters in Seattle.

Its primary function is to assist the membership to provide responsible service to homeowners and the community. It offers a broad educational program for both management and employees to help them keep abreast of the dynamic new home and home improvement fields, and the constantly changing materials and methods of construction. As a district director, Mr. Smith said his responsibility is to assist the association in coordinating this program and other activities to meet the needs of dealers in his area.

TIPS FOR SETTING UP PAINT DEPARTMENTS. Set up paint departments where they can be seen as customers enter the store, says Building Supply News. Most often recommended is the back wall or along one of the side walls. Use island displays to promote seasonal paints and sundries, leaving the main display area the same to attract traffic. Next, choose a name for the department like: "Color Corner," "Color Bar," "Color Harmony Room or Corner," "Home Decorating Center," etc. Create an area where customers can relax comfortably to look over chips, charts and to talk over their problems. Place as much stock as possible in the paint center. Customers will buy more if they see more. Don't neglect good lighting—customers want to be able to examine colors under the type of lighting they use in their homes.

CREDIT EQUITY, INC., an Oregon owned and operated company, has recently purchased Credit Advisors, Inc., of Medford. This firm is licensed and bonded in the state of Oregon, according to R. J. Dehut, Medford manager.

This is the third office to be opened by Credit Equity, a company founded for the sole purpose of aiding families overburdened by debt, Dehut said. Its services are available to anyone in financial difficulty.

Dehut recently moved to Medford with his family from Portland. Credit Equity, Inc., located at 201 Medical Center Building, 33 N. Central avenue, is now open to serve this area.

SALES GROWTH EXPECTED FOR INFANTS' AND TODDLER'S WEAR. By 1965, projections for infants' and toddler's wear volume at retail indicate a 10 to 15% increase over 1962, and by 1970 almost a 50% gain, reports Earnshaw's. These figures are a composite of opinions of retailers and manufacturers. Although there has been a dip in the baby boom, the 1965-1968 period should see the World War II babies starting to become parents themselves. Since they represented a high birth rate, the result should mark a sizable increase over 1961-1963 figures. The continuing flow of young families to the suburbs will be met with persistent suburban store expansion by retail organizations. This factor will bring big increases in infants' and children's wear volume. In 1963 leading retailers told Earnshaw's that they expect a sales increase ranging from 2 to 7%. Profits are also seen moving up.

FAMILY CAR BURNS MONEY AT 10.1 CENTS PER MILE. Automobile owners who always thought their cars burned money instead of gasoline now have some statistical confirmation. The Insider's News-letter reported today.

According to Edwin M. Cope, statistician for the U. S. Bureau of Public Roads, the cost of driving the family car is now reckoned at 10.1 cents per mile.

The impact on the drivers' pocketbooks is broken down this way: depreciation, 2.9 cents; repair and maintenance, 1.7 cents; gasoline exclusive of taxes, 1.4 cents; bare necessity insurance, 1.3 cents; oil, tires, accessories, parking and tolls, 1.6 cents; taxes, .7 cents and registration fees, .5 cents.

Cope took as his base a composite four-door sedan model, costing \$2,000 with an expected life of 12 years covering 100,000 miles on the long haul to the junk yard. The car can be expected to consume 7,100 gallons of gasoline, 15 replacement tires, a hundred spark plugs, several sets of new brake linings, and will probably undergo one major engine overhaul.

Fulbright Potshots At Eisenhower

Washington - UPI - Sen. J. William Fulbright (D-Ark.) Monday took a potshot at former President Dwight D. Eisenhower's Mexican duck hunting.

Fulbright said in a Senate speech that Eisenhower set a bad example last month by going into Mexico and shooting 40 ducks and 35 other birds in a three-hour period. He said neither U.S. nor Canadian efforts to increase the bird population will amount to much "if the ducks and geese are all decimated at the wintering end of the flyway."

Crime Rate Higher In Portland in '62

Portland - UPI - Portland's crime rate increased only 2 per cent last year compared with an average rise of 8 per cent in other cities of similar size, preliminary FBI figures showed Monday.

In individual crimes, however, murder (23 last year compared with 8 in 1961) increased 188 per cent and rape was up 81 per cent.

The 2 per cent increase was based on the number of criminal arrests — 18,654 last year.

Quotes From the News

By UNITED PRESS INTERNATIONAL
Nashville, Tenn. - A city policeman on the arrest of 26 Negroes who stretched out on the floor of an exclusive downtown restaurant, seeking service:

"They were lying in here blocking the man's door. He wanted them arrested."

Lima, Ohio - Phillip Axe, on learning that his wife had given birth to four daughters:

"You couldn't realize what a wonderful feeling it was."

Austin, Tex. - The Rev. Erce Carter, a Methodist minister, discussing the American visit of four Russian churchmen:

"When Khrushchev said he would bury us, I didn't realize he would send his ambassadors here to measure our shrouds in the guise of churchmen."

Washington - Walter Hallstein, president of the European Common Market, on the future of that organization:

"We start from the assumption that Britain will enter it."

Advertisement

Tense Nerves Block Bowels

New laxative acts on colonic muscles...de-constipates overnight.

The muscular wall of your colon contains nerves known to medicine as Auerbach's Plexus. In regular people, these nerves tell the colon muscles to propel and expel waste from the body. But tense nerves or emotional upset can block your normal bowel habits. Your colon muscle impulses are no longer strong enough to eliminate waste—which dries and shrinks, further aggravating the condition. The most effective relief, many doctors say, comes from a bulking action combined with a colonic nerve stimulating action. Of all leading laxatives

They'll Do It Every Time

Reprinted by E. J. Fennell

By Jimmy Hatlo



Scientist Isolated To Test Ability to Withstand Voyages

Washington - UPI - The space agency Saturday disclosed that a scientist has been isolated in a three-room chamber for more than three months to help test man's ability to withstand deep space voyages.

Research assistant, Wilden P. Breen Jr., 35, entered the chamber at University of Maryland on Nov. 17.

Since then he has been painting, writing a novel and completing routine functions in a sound-proof chamber at the College Park, Md., campus.

Dr. Eugene B. Konecni, biotechnology and human research director for NASA, said the experiment provides basic information about stress humans might undergo while confined to a space capsule during an extended journey.

Not Endurance Test
Konecni said the experiment is not an endurance test. He said Breen could call off the experiment at anytime.

Breen, who helped build the chamber, is permitted to talk by telephone or use a teletype with scientists who have him under surveillance 24-hours a day.

Described as an efficiency apartment, the chamber contains a 12 by 12-foot living and sleeping room, a work room and a bathroom.

During a normal day, the Birmingham, Ala., native completes a six or eight-step routine which the investigators call a trip. The routine involves, dressing, showering, eating, studying and other normal functions.

Dr. John Findley of Maryland, who is heading the program, said the routines force Breen to maintain a level of performance in a controlled atmosphere.

Firemen Rescue Girl From Bridge

Portland - UPI - Firemen Sunday pulled a weeping 18-year-old girl from the side of towering St. Johns bridge over the Willamette river.

The girl, Avis Ann Manion, was hanging on to a girder with only her arms when Bill Weseman reached her and pulled her to safety.

Her mother, Mrs. Ralph Manion, said the girl had been despondent over personal problems. She said she had dropped out of high school and had been unable to get a job.

tion with his wife, who hasn't seen him since the experiment began.

Asked what she thought of the experiment, Mrs. Breen would say only: "I think it's very interesting."



IN ISOLATION—Research Assistant Wilden P. Breen Jr., 35, is shown in this picture released Saturday by NASA. Breen has been in an isolation chamber at the University of Maryland since Nov. 17, 1962, after volunteering for a unique study of human behavior in a controlled environment involving prolonged isolation. (NASA Photo via UPI)

You do a world of good when you send \$1 Food Crusade packages please care — hunger hurts!

how do you answer the hunger in a child's eyes, if he lives thousands of miles away? By joining CARE's Food Crusade, you span the world to help feed hungry school children, orphans, refugees, the aged and sick, desperately poor families.

what you do is share our farm abundance—staples donated by the U.S. Food for Peace program. CARE adds other foods, packs various units to match country needs. Every \$1 you give sends one package—with your name and address, to bring a personal message of friendship from the American people.

where need is urgent, CARE delivers your gifts. You cannot specify persons, but you may choose any of these places: Colombia, Cyprus, Dominican Republic, Ecuador, Greece, Haiti, Hong Kong, Iran, Israel, Jordan, Korea, Macau, Mexico, Pakistan, Poland, Sierra Leone, Turkey, West Berlin, Vietnam, Yugoslavia.

EVERY \$1 SENDS A FOOD PACKAGE IN YOUR NAME

CARE New York 16, N.Y. or your local CARE office

Here is \$..... for the Food Crusade. (Make checks payable to CARE, Inc.)

(Your name)

(Address)



Courtesy of Mail Tribune