

# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**FEBRUARY SALES SCORE GAINS.** Shoppers stepped up their spending last month boosting the nation's retail sales to \$17 billion, as compared with \$16 billion in February, 1962. This is a gain of 6.3%. All principal retail classifications scored a sales gain, which was led off by the automotive group with an 8% increase. A 7.5% gain was registered by the general merchandise group, followed by the furniture and appliance group with an increase of 6.8%. Eating and drinking places registered a gain of 5.5%. A sales rise of 4.5% was chalked up by the apparel group.

**LERNER SHOPS IS COMING** to the Medford Shopping Center next Thursday, March 21st. The handsome new store, with 14,000 square feet of floor space, will be number 324 of the world's largest chain of stores specializing in fashions for women, girls and boys. It is the fifth Lerner Shops unit in Oregon and will be managed here by Jack Haslett, (at left) who is moving to Medford from Portland, Oregon.



Jack Haslett

The fine new Lerner Shops is a creditable addition to Medford's fast growing shopping center and business area. The store is completely air conditioned, and for dramatic accent there is a combination of direct and indirect lighting with spotlighting designed to provide a high level of illumination with low surface brightness resulting in the absence of annoying glare. Soft pastel colors with decorative signs will identify each individual department and the latest designed fixtures assure easy, pleasant shopping.

Manager Jack Haslett's wife, Patricia, and two sons, Matthew and Mark, will make their home in Medford, a move especially appealing to Lerner Shops' new manager because he is a fishing, hunting and golf enthusiast. Haslett attended both Portland State College and Lewis and Clark College and has been in the Lerner organization for the past 16 months.

The new Medford Lerner Shops will be under the supervision of Pete Van Dyke, who has been in charge of the company's Oregon stores since 1954. Before becoming Lerner's regional manager, Van Dyke was in charge of the Colorado area with headquarters in Denver.

**NEW MANAGER OF OK TIRE STORE.** A short time ago Harry Wageman sold his tire business in Alturas, Cal., and got ready to retire. Harry likes to fish and he was looking for a place to settle where he could pursue that hobby. He also likes the tire business and when the opportunity was offered him to manage the Medford OK Tire store, 1760 No. Riverside, he accepted.

He has moved his family here and work has started on his new home. Wageman operated the OK Tire store in Alturas for 5 years and the OK Tire store in Sand Point, Idaho for 10 years. The Medford store will continue to feature both OK and Goodrich tires.

OK recently introduced the new premium tire named "Starmaster" with a unique 4 rib design which gives it a wider, flatter tread for extra mileage. The thousands of gripping edges gives the Starmaster greater traction, stability and handling ease. "All the quality that can be incorporated in the construction of a tire," Wageman says, "has been built into the new OK Starmaster."

**NEW MANAGER FOR THE OREGON STATE MOTOR ASSOCIATION** in the Jackson-Josephine county area is Wallace Shaffer, former southern California businessman, who came to the Rogue River Valley as a refugee from Los Angeles smog. With his wife, Marlis, two year old daughter, Bonnie, and infant son, Faine, Shaffer resides in Ashland and commutes to the Medford AAA office, 1133 South Riverside avenue. "Hawkins", an English cocker spaniel, is the fifth member of the family.

After World War II service with the U. S. Army Air Force, Wallace Shaffer was associated with James Lees and Sons, nationally known carpet manufacturers, and became western general sales manager. In 1959 the Shaffers left the Lees organization and, after a vacation on the island of Barbados in the British West Indies, returned to California where he entered the bond business. He later left to make his home in the Rogue River Valley.

In discussing the expanding scope of AAA membership, Shaffer cited the growing world-wide travel services for members, including complete planning, acquiring of reservations, purchase of cars abroad if desired and processing of international drivers' license applications. There is also expert domestic travel planning and assistance, insurance and bail bond facilities, emergency road service expedited by two-way radio dispatching systems, and dependable evaluation of hotel, motel, resort and restaurant accommodations.

The Oregon State Motor Association also extends public service throughout the state, Shaffer pointed out, such as drivers education work in high schools, extensive safety promotion through all communications media, providing safety films for public groups and schools, etc.

Assisting Shaffer in the Medford O.S.M.A. office will be Helen Stevens, who has been associated with AAA for the past six years. Mrs. Stevens is considered an expert in travel planning and arranging travel reservations.



**PLEASURE BOATING IS \$2.5 BILLION INDUSTRY ANNUALLY.** If your neighbor is "Mr. Average Pleasure Boater," he probably spent \$67.56 last year for approximately 90 gallons of marine gasoline, and accessories for his outboard motor boat, and most likely borrowed your trailer to take his craft to the launching dock.

This picture comes from surveys by boat industry groups which show that pleasure boating and related recreational activities now is a \$2.5 billion industry enjoyed annually by more than 37 million Americans. Frank Wooten, manager of the sporting goods department at the Montgomery Ward retail store at 117 S. Central, said:

"There are seven million pleasure boats in operation today four million of these boats are outboards," he said.

More than 334 million gallons of marine gasoline were pumped for these outboard last year . . . enough fuel to run the 849,000 automobiles in the city of Chicago for twelve months.

Statistics can be confusing, he notes, "for it seems that there are one-and-one-half motors for each of the outboard boats, but only three-fourths of a trailer for each boat."

"This year will be a banner year for the boat industry," Wooten said. More boats and people will participate in water sports in 1963 than ever before."

"This is one of the reasons Montgomery Ward's Sea King runabout. Pictured above is one of three 1963 models of 13-foot Sea Venture fiber glass runabouts, equipped with a 60 HP Sea King outboard motor. The great increase in water skiing has helped raise the demand for back-to-back seating, which allows easy access to the boat's stern and enables passengers to observe the skiers most comfortably.

**NEW OWNERSHIP FOR GULF RED CEDAR.** Maury Isted, with Dean Lambert and Robert Voegly, have purchased Gulf Red Cedar and now operate the well known southern Oregon mill under the firm name of Tolo Cedar Mills. Lambert and Voegly are well known in this area and are owners and operators of the lumber company bearing their names and Southern Oregon Decking of White City.

Isted, formerly assistant manager and sales manager of Pine Products Corporation at Prineville, resides at 7 Windsor Avenue in Medford with Mrs. Isted and son, Charles, who attends Hedrick Junior high. A daughter, Miki, is a sophomore at Oregon State College and another daughter, Judi, is a junior at Centennial high in Portland.

Tolo Cedar Mills will continue specializing in 5/4 and 6/4 Shop and better lumber for mill work purposes. Other operations include manufacturing 4/4 common board material as well as 3x6 and 4x6 Cedar decking which is finished by Southern Oregon Decking Company with sales handled by the Lambert-Voegly Lumber Company.

**LUSK TELLS OF BARGAIN BONANZA.** March is the month for Baldwin's Bargain Bonanza according to John Lusk, Medford dealer for Baldwin Organ. "For the first time in many years, Baldwin is authorizing and backing a full-scale national promotion," Lusk said. "Baldwin dealers are authorized to sell specific models of instruments at definite reductions during March Only."

A series of ads in the Mail Tribune presents the "Bonanza" theme with a miner's pick and gold nuggets as the key illustration. This is also Baldwin's centennial year.

**YOURS FOR A RAINY DAY . . . RETURN IT ON A SUNNY DAY** reads the sign on the umbrella rack, left, in the lobby of the Jackson County Federal Savings and Loan Association, and the sign means just what it says.

There are three tiers of umbrellas, and resemble the type you would see the English carry along London's Barclay Square. One tier is gold colored and another is red, both colors having tassels and for the fairer sex. The remaining tier holds umbrellas of severe black for the men. Each handle bears the imprint of Jackson County Federal.

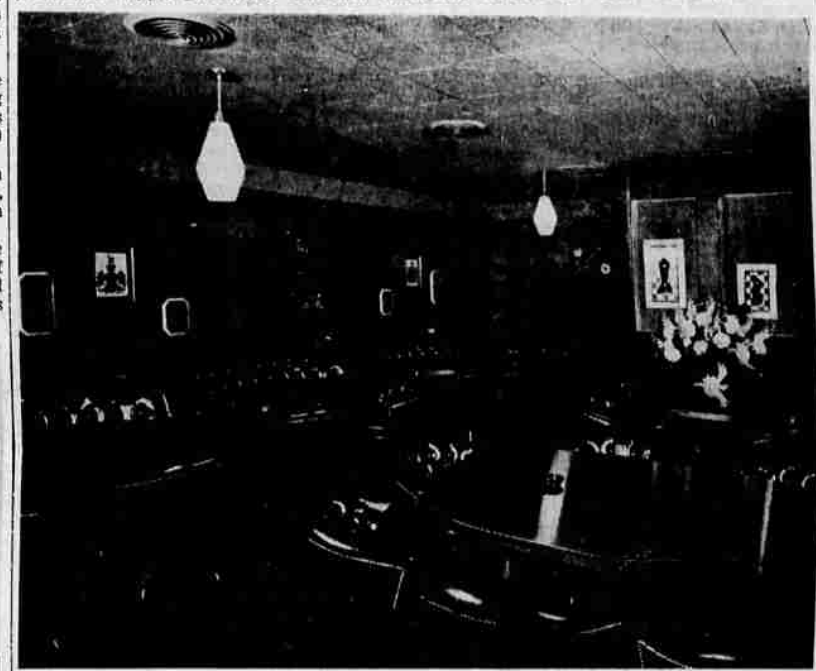
J. H. Pleisch, Executive Vice President stated that this service is not new in the Eastern and Mid-Western sections of the United States, but comparatively new on the West Coast. We will know that our customers will appreciate this new service, especially if they get caught in a sudden shower. Mr. Pleisch stated there was no cost involved for the use of the umbrellas. Jackson County Federal's Branch Office in Ashland also offers this new umbrella service for their customers.

**LOCAL FARMERS RECEIVE WFA SAVINGS.** Medford district farmers using Western Farmers Association marketing and purchasing services are now receiving \$71,150.03 as their share of WFA's record \$5,005,247 operating margins created from 1962's business volume of \$73,839,909 reports Romeyn Kruswyk, branch manager.

These patronage savings average \$7.15 per ton, or 9 per cent of the purchase price, of formula feeds and 7 per cent on all other non-feed production supplies.

Egg producers also receiving an extra 10 1/2 cents a case dividend on all eggs marketed and 1 1/2 cents a pound dividend on all fowl marketed through WFA. Fryer growers are receiving 1/2 cent a pound patronage dividend on all birds marketed the last quarter of 1962.

"These extra dividends members receive are from ownership and use of their farm production supply purchasing and their marketing services of WFA," Kruswyk said.



**THE ATTRACTIVE NEW LOUNGE** at North's Chuck Wagon, 1016 North Riverside avenue, has become a popular new addition to the expanding operation of John North, former Eugene businessman. Along with new banquet rooms and other facilities, the continuing development program at North's will eventually utilize 11,000 square feet of space in the plant. Added surfacing for parking will accommodate up to 175 cars.

Shown at top is the handsome lounge, most recent addition to North's Chuck Wagon and, below, is a view of the restaurant from North Riverside. North was the founder of the sports-minded "Linebackers," an organization credited with conceiving and financing the Medford High stadium. He is a member of the Parks and Recreation board of the City of Medford, a trustee of Medford Post 15, American Legion and manager of the Legion's Little League baseball team.

North's Chuck Wagon was established here in 1959.

**ADVERTISING AWARD WON BY WHITNEY OLDS AND MAIL TRIBUNE.** Award certificates have been presented J.R. Whitney Olds of Medford and Herb Partridge of the Medford Mail Tribune for "Outstanding Advertising Presentation" by Multi-Ad Services, Inc. of Peoria, Illinois.

This is the second such award won by Whitney Olds advertisements. This ad was the third in a series of full page ads in color that ran January 13, 1963. The first ad in the series also won an award. The ad title was "Price Shockers" and featured a \$100.00 coupon and several used cars.

The award was made by Multi-Ad Services who produced the ad materials used in the presentations. Awards are given each month by this firm on a nationwide competition basis. This is the fourth award to be won by the Medford Mail Tribune and its advertisers. Outstanding ads are submitted for competition by the newspaper.

**LOW CALORIES SCORE HIGH SALES.** In the dietetic food category sales rose 248% in 1961 over 1960, reports Food Topics. Consumers spend some \$130,000,000 for these items in grocery stores and the outlook is for sales to grow just as dramatically this year. As in several other categories, the creation of distinct departments is the key to increasing sales. The dietetic food section is really a miniature grocery store within the supermarket, since there is a wide variety of diet foods now available. Retailers are aware that purchase of a dietetic item usually means that a standard item will go unpurchased, but stocking of dietetic foods is growing by leaps and bounds for two important reasons: Markups on dietetic items averages 25-30%, from two to three times that of standard grocery items; Consumer satisfaction - as one retailer said: "If they're going to buy dietetic foods, I'd rather have them buy it from me."

**WINTRY WEATHER TAKES TOLL ON SALES.** Snow, slush and cold weather adversely affected sales last week, says Fairchild News Service. In Boston, the mere warning of snow on Friday turned business slushy and when the storm came on Saturday sales really went down. Cleveland retailers had one of the worst weeks they've ever experienced - fighting a combination of weather and the continuing newspaper strike. The same combination kept New York business down, sales in the city were off 7% for the week and 6% for the month of February, compared with gains of 1 and 2% for the metropolitan area as a whole. Atlanta made some gains but they could have been better were it not for cold and rain. Some balmy breezes helped the West Coast, generally, and early tests of spring apparel showed customers warming up to the new fashions. Sportswear continued to maintain its overall strength and dresses and children's wear sales also showed signs of gaining.

**DEPARTMENT STORE SALES WERE UP 7%** for the week ended Saturday, March 9, above the same week a year ago, according to Federal Reserve reports. The national average was up 2% for the four weeks ended Saturday, March 9, and up 3% for the year to date.

**TOTAL RETAIL DOLLAR VOLUME ROSE SUBSTANTIALLY** during the 7-day period ended Wednesday, March 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 +3% to +7%.

**CROWDS ATTENDED THE OPENING OF M. AND K. TRAILERS,** Sunday, in spite of the chilly weather. Southern Oregon people gathered at the attractive new home of this Oregon firm at 3490 South Pacific Highway to see the smart new line of Fleetwood mobile homes, to enjoy refreshments and register for special prizes.

Winners of the M. and K. Trailers opening prizes were: Mrs. M. R. Grusinger, 171 Granite street, Ashland; W. K. Campbell, 360 Pearl street, Ashland; G. V. Gray, Box 53, Rogue River; C. W. Crary, 4074 South Pacific Highway, Medford, and J. Call, 2799 South Pacific Highway, Medford.

It was estimated by Thomas Parker, manager of the new Medford headquarters of M. and K. Trailers, that well over 700 people inspected the mobile homes and enjoyed the firm's hospitality. Representatives of mobile home manufacturers, insurance and financial companies were on hand to answer inquiries from prospective owners.



## Grange News

**Upper Applegate**

Members of the Upper Applegate Grange were told at a recent meeting that Mrs. Edna Sawyer, home economics chairman, author and producer of the pageant, "Mother Goose Rides Again," to be staged at the Ruch school March 30 under the direction of Mrs. Cliff Childers, has been ill in a Medford hospital.

She is improving, however, according to the report given the Grangers.

Several bills before the Oregon legislature were discussed by Anna Scott, legislative chairman for the Grange. Senate bill 103, pertaining to inspection of farm slaughtered meat, was outlined by Bill Parker.

The bill expressly protects the right of farmers to butcher their own meat, sell direct to a consumer and haul to a public locker. It does prevent persons engaged in selling or serving meat to the public from buying or storing uninspected meat on their premises, Barker said.

Barker said it is felt that the bill would not only protect public health, but would serve to deter thefts of livestock on the hoof and of meat from lockers located on premises where meat is sold. The Grange voted to favor this bill.

Harlan Cantroll presented a resolution commending the highway department for work done on Highway 238 between Jacksonville and Ruch and urging continued extensive improvement in view of increase of use of the route by

commuters and commercial haulers. There will be a hearing with community representatives and highway officials at the county courthouse March 22 at 8 p.m.

Cantrall, also presented a resolution regarding the need for increased telephone service to keep pace with increasing numbers of telephone users in the area. The Grange gave the resolution its endorsement.

An alternative resolution providing for a change in meeting nights to the second Friday and fourth Saturday of each month was presented. Members were reminded that on or before the next regular meeting March 22 further resolutions may be presented. They will be voted on, as previously decided, on April 12 at the regular meeting.

The resignation of Chaplain Mammie Winingham was accepted, and Mildred Redhead was elected to the office for the remainder of the year.

Visitation night will be March 22, when Eagle Point Grange is scheduled to bring the traveling agate to the Upper Applegate Grange.

Mr. and Mrs. Hester Knutson and Mrs. Pearl Whitney are on the refreshment committee. They asked that each person bring cookies or sandwiches to the visitation meeting.

Central Point Grange members and friends attended an evening of games and visiting recently. The evening started

with a potluck dinner.

Mr. and Mrs. Homer Brown, Mr. and Mrs. William Straus and Mrs. Morris Frink were the serving committee.

Master James Cornutt presided at the business session. HEC committee announced plans for the rummage sale to be held on March 28 and 29 in the Grange hall.

The annual meeting of the Grange Cooperative Supply association will be held in the hall March 20. March 21 is the annual meeting of the Rogue Soil Conservation district. Dec. Hendrickson announced that the first and second degree team will give the degrees at the Bellview Grange hall May 7.

**MAN SENTENCED**

Bend -UPB- Circuit Judge Robert Foley has sentenced Jess Fisher, 42, Bend, to five years in the Oregon penitentiary for manslaughter. He pleaded guilty.

**DAD WARNED ME!**

keep buying those \$85 Barker suits or you'll go completely teale

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