



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

CONTRACTOR'S BANQUET TO BE HELD IN APRIL. Tuesday, April 2, The General Contractors of the Rogue valley will be guests of the Southern Oregon Chapter of the Painting and Decorating Contractors of America. The chapter, comprised of fifteen Painting Contractors of the area, hope to make this an annual affair.

The banquet, starting at 6:30 will be held at the Rogue Valley Country Club. Speakers for the evening will be Jimmy Dunlevy, Mayor of Medford and Bob Taylor of the Chamber of Commerce, on topics of interest to those of the Construction Industry.

Invitations are being mailed to fifty or more guests in the General Construction Industry.

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1920-1932=100) was 267.18 on Thursday, March 21, against 287.07 a week ago. The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, fell one cent this week to \$5.77. This is 2.0% below level of last year.

AUTO SALES CONTINUE TO INCREASE. The nation's car dealers delivered 163,496 autos in the March 1-10 period, or an average of 20,437 a day in each of the period's eight selling days, reports *The Wall Street Journal*. This was up 10% from 18,572 a day sold a year earlier, when dealers delivered 167,150 cars in nine selling days. This year's rate for the first third of March was the highest for this period since March, 1956, when sales averaged 21,720 a day. Early March sales were also up 6% from 153,949 sales a month earlier.



William Berner

WILLIAM BERNER, NEW MANAGER OF GENERAL TIRE SERVICE of Medford, has been associated with the General Tire organization for the past eight years in Seattle. Before entering the tire business, Berner was engaged in heavy duty construction work in Seattle. His wife, Peggy, will soon join him here. General Tire Service is located here at 1112 Court street.

Berner is a member of the Masonic Lodge and a veteran of Navy service in World War II.

Two new truck tires, which General Tire and Rubber Company officials consider a major breakthrough in rubber compounding, design and construction were unveiled recently at a dealer meeting in Portland attended by Bill Berner. One was the Dual Super G, a premium tire designed and constructed to withstand the punishing long highway and freeway hauls, and the Jet Cargo, a new concept in truck tires at the original-equipment level.

General Tire extensively utilized its exclusive Nygen cord and the company's new rubber compound in the construction of both of these tires.

"With the use of Nygen and Duragen, plus improved design, we are able to offer two truck tires which will give increased tread wear, better braking and more traction," Berner said. "They are also much quieter and more bruise resistant."

The Dual Super G is a belted tire . . . the cord in each ply runs across the tire from bead to bead and is banded by a belt of steel wire which fits around the circumference of the tire, separating the plies from the tread.

A belted tire has excellent wear characteristics because the design prevents the tread elements from moving to any great extent when these elements are in contact with the pavement. Previously, belted truck tires were designed to use steel wire throughout the complete tire.

The fundamental difference in the Dual Super G and other belted truck tire designs, is that it uses Nygen cord as the basic structural carrying member in the tire carcass instead of steel wire.

The Dual Super G was tested at General's 8 1/2-mile track in Uvalde, Texas, and thousands of Dual Super G tires were placed in service to obtain additional field data. Many of these tires have accumulated more than 100,000 miles and are still running.

CARNATION DAIRY PRODUCTS FEATURED HERE. Always alert to economic advantages to the community, as well as to individual consumer's needs and their ultimate satisfaction, United Grocers, Inc. announced today that they had completed arrangements to bring another famous brand name to Medford. This according to F. D. "Bud" Nelson, Branch Manager of United Grocers, Inc.

United Grocers will be distributing fresh milk and ice cream products in Medford, Klamath Falls, Ashland and Grants Pass under the Carnation and Shurfresh labels. These products will be available to consumers at United Grocer member stores in these areas, said Nelson. United Grocers will have available a complete line of fresh Carnation dairy products, ice cream, cottage cheese and frozen desserts. He went on to point out that United Grocers had selected Carnation Company to be their supplier of fresh dairy products. Carnation Company which originated in the Northwest, has long been noted throughout the dairy industry for their pioneering of new processing and packaging methods.

A Carnation spokesman stated that arrangements are being made to purchase milk from local dairy farmers. This will allow Carnation Company to provide Medford consumers with the latest plastic coated milk carton filled with locally produced milk.

Nelson added, "This will give our members the latest packaging advantages plus the newest products available. Carnation Company was first to introduce the new plastic (wax free) carton in Oregon. They were also the first to provide customers with Vita-Glo, a fortified skim milk product which has less than 2% butterfat and is truly 'TOMORROW'S MILK TODAY.' This product which has grown substantially in recent months throughout Oregon, provides 'Mrs. Consumer' with less fat, more proteins and vitamins at an economical price. These are the things that are important to our customers, and we will be able to provide them with these. All in all," he concluded, "we believe that our decision to handle Carnation fresh dairy items will not only benefit consumers but will gain good local acceptance by Medford residents."

STITT CONCERT SPONSORED BY LUSK MUSIC. Frank Stitt, noted popular organist, will appear at the Holly Theatre, April 3, 8:00 p.m., sponsored by Lusk Music Company of Medford. The concert will be free and the public is invited according to John Lusk.

Stitt is a native of the West Coast having majored in organ at the University of Redlands and beginning his professional career as a church organist and supper club entertainer in the Los Angeles area.

During his service, Stitt entertained other service personnel in the Philippines during the last stages of World War II. Following this, he returned to the United States where he became the first Baldwin staff organist, traveling the country giving concerts, TV performances and civic engagements of various kinds. His most recent recording was made on a Baldwin Organ in the Famous Organ Loft at Salt Lake City.

Stitt will be in Medford for just the single concert on April 3. "Anyone who would like to hear this outstanding organist is welcome to join the crowd at the Holly Theatre for the Free Concert," Lusk said.



Frank Stitt

PITTSBURGH PAINT FEATURES NEW WALL PAINT. Householders who do their own home painting are being offered new Wallhide Latex Flat wall paint, now being offered by Pittsburgh Paint dealers.

"Recent announcement of this new Wallhide Latex is of special interest to do-it-yourself families," says John Luke, paint manager of the Pittsburgh Plate Glass Company branch in this city. "Its prime ingredient is GHP, which means greater hiding power that cuts painting time, work and costs almost in half."

Laboratory tests, as well as actual use in homes during the past year, have demonstrated that this new Wallhide Latex Flat covers better with one coat and goes further. One coat will cover most surfaces, when applied at the rate of 450 square feet per gallon, Luke said.

"New Wallhide flows freely off the brush or roller. It goes on without muck or spatter. Missed spots can be touched up later and will not show when dry. It dries lap- and bubble-free, and without objectionable odor, in half an hour to a handsome, flat finish that has practically no angular sheen."

Another singular feature claimed for new Wallhide Latex is that it can be easily and safely washed after only 48 hours of drying time. Finger marks and smudges can be wiped off quickly with just water or detergent. Cleanup after painting, too, is easy as painting tools can be washed off with soap and water.

New Wallhide Latex Flat is offered in eighteen attractive, ready-mixed pastel and medium shades that range from Alabaster and Bone White and Surf Green. In addition, most monochrome with practically every desirable color scheme.

As a trim-mate, Pittsburgh has also introduced Satinhide Lo-Luster Enamel in ready-mixed and Maestro colors that match easily those available in Wallhide Latex.

'62 FOOD STORE VOLUME UP. Food store sales increased 5.1%, to \$56.2 billion in 1962, said Robert L. Mueller, publisher of *Progressive Grocer*, reports *Supermarket News*. A 5.2% increase for independents and a 5% gain for chains were noted. In this latest report some classification changes were made - defining supermarkets as stores doing at least \$500,000 a year, and also upgrading superettes and smaller stores. It defines chains as 11 or more stores. The large stores continued to account for almost all of the sales gain by independents. Mr. Mueller said, with independents doing less than \$100,000 experiencing a volume decline, while all other independents gained.

A FRIENDLY LITTLE MAN WITH A TOP HAT introduced to southern Oregon a brand new group of stores in this area known as Tip-Top Markets. The four stores are all members of United Grocers, a wholesale food organization made up of independent retail stores, according to Virgil Morton, United Grocers representative.

Included in the new Tip-Top group are Walter Davidson of Grandview Market, 2330 Crater Lane Avenue in Medford; Don Paulsen and Martin Gates of Paulsen & Gates Thrift Market, Central Point; Don and Ernie Plerson of the Talent Drive-In Market on South Pacific Highway at Talent, and Don Raines and Lon Howard of the Market Basket in Ashland.

It was emphasized by Morton that there will be no change in ownership and in personnel of the four Tip-Top Markets.



MORE STUDENTS CALLED ON CARPET. When school bells ring next fall, hundreds of students across the country will be "called on the carpet" — and what's more, they'll like it, according to Lyle Schoppert of S-W Floor Cover Shop, 709 South Riverside Avenue in this city.

Their parents and teachers will like it, too—for the use of carpet in schools has proven to be a wise investment for schools seeking economy of maintenance as well as the best possible atmosphere for teaching and learning.

Approximately 100 schools both public and private, are now using wall-to-wall carpet in classrooms, corridors, administrative offices, libraries and auditoriums. These schools, located throughout the United States, cover all age levels, from elementary through high school and junior college.

Notable examples include Shaker High School, near Newtonville, N. Y., which has had a carpeted senior high wing since 1958; the Peter Pan Elementary School in Andrews, Tex., which was carpeted in 1957; and the newly-completed Andrews High School, where carpet was specified by the architect and approved by the school board, largely because of the favorable experience with carpet in the elementary school.

Why this big swing toward "wall-to-wall" in schools? Simply because carpet provides ease and economy in maintenance, greatly improved acoustics, more efficient use of school facilities and "bonus benefits" in psychological effects.

Scientific testing, as well as practical experience, has proved that carpet in schools stands up to these requirements, which must be considered by architects, administrators or other officials in planning school buildings.

Carpeting specified for schools is of the heavy-duty commercial type, also used in public areas such as hotels, theaters and restaurants. Its initial cost, which is generally higher than the cost of more conventional hard-surface flooring, is easily offset by savings in maintenance, Schoppert said.



Walter Wassum

BUD'S TIRE EXCHANGE, 1600 North Riverside Avenue in Medford, is now operating under the management of Walter Wassum, former Sacramento, California businessman. Before coming to Medford, he was manager of the Central California and Nevada district for Gates Tires.

Wassum, who will have charge of the southern Oregon district for Gates, will establish his home here with his wife, Joyce, and three daughters, Sylvia, Melissa and Wilma. Before joining the Gates organization five years ago he attended Chico State College at Chico, California.

Featured now at Bud's Tire Exchange, according to Walter Wassum, is new free replacement guarantee offered with Gates High Capacity tires. This guarantee adds to Gates' usual warranty against defects and road hazards the assurance of a free replacement if the tire should fail for any reason, with the exception of repairable punctures. The offer is good, Wassum said, as long as the original non-skid tread pattern remains, right down to the last one-tenth inch of tread depth.

STRONG EASTER GAINS EXPECTED. There will be a 10% rise in department store sales nationally for the peak Easter week ending April 13, forecasts Gordon McMillan, research head of Frederick Atkins, Inc., reports *Women's Wear Daily*. Mr. McMillan's prediction compares with the same week last year when Easter Sunday fell on April 22. For the week ending April 6, sales should hold even to the same week last year. Early April last year brought balmy, spring shopping weather in most areas of the country. J. Gordon Dakins, executive vice-president, National Retail Merchants Association, also looks for a good Easter selling period on a national scale if retailers are favored with good spring weather.

GAIN IN U.S. POPULATION NOTED. United States total population was about 187,481,000 on February 1, the Census Bureau reported. This is a gain of 8,168,000, or 4.6% since April 1, 1960, and an increase of 2,720,000, or 1.5% over the corresponding month of 1962.

NEW MANAGEMENT FOR WEISFIELD'S HERE. Larry Love, who has been associated with Weisfield's coast-wide organization for the past five years, recently assumed the management of that firm's store in the Medford Shopping Center. Before coming to Medford he was with the company's West Seattle store.

Love has established residence at 1884 Crestbrook Road in Medford with his wife, Pauline, and two children, Jodi and Scott. He is a member of the Elks lodge.

Assisting Love in the management of the Medford Weisfield's store is Herb Edward, formerly with Andy's Jewelers here. Edward, who has had 17 years experience in the jewelry business, will have charge of diamond sales along with his assistant manager's post.



Larry Love



Herb Edward

CALGON WATER CONDITIONER IS POPULAR HERE. Here's a simple, sure fire method to give new life to dull, discolored whites and linens, as recommended by all leading washer manufacturers, according to Don Goodman, Gillespie-Petersen representative here.

Put the load through the normal wash cycle, but use no soap or detergent. Instead, use a cup of Calgon, the non-precipitating water conditioner. Although Calgon is non-sudsing, suds will appear within a few minutes.

This is what takes place: Greying is caused by hardness minerals which combine with soap or detergent to form a sticky, dirt retaining film that is very similar to bathtub ring. As water conditioner penetrates this film, it seizes and isolates hardness minerals, allowing unused soap or detergent to burst into suds and imprisoned dirt and oils to rinse away freely.

With this simple procedure, called "film stripping" in professional circles, you can literally rinse lattle-tale grey out the drain.

BUSINESS EXECUTIVES LOOK FOR GOOD SECOND QUARTER. Businessmen - retailer, wholesalers and manufacturers - are optimistic about prospects for the second quarter of this year, according to the latest Dun & Bradstreet survey. Of the 1,500 executives interviewed, 66% expect a sales increase in the second quarter of 1963 compared with the same period of 1962. Thirty-one per cent expect no change, while 3% foresee a decrease in sales. As for profits, 49% look for an increase, 46% expect their profits to be unchanged, and 5% anticipate a decrease. Of the retailers participating in the survey, 82% look for a sales increase in the second quarter of 1963, compared last year. Thirty-five per cent feel sales will remain the same, and 3% expect a decrease. Retailers are also optimistic when stating their profit outlook. Forty-three per cent anticipate a profit gain, 54% feel their profits will remain the same and only 3% look for a decline.

CAST OFF. Sporting goods dealers have the opportunity to tie-in their campaign with "Let's Go Fishing" week, May 11-18, sponsored by The Sporting Goods Dealer magazine. The basic purpose of this event is to give retailers a nationally-publicized slogan and recognized week during which they can exploit displays and advertising to increase sales of fishing equipment. The Sporting Goods Dealer is offering cash prizes for the best window displays and tie-in newspaper ad, featuring the "Let's Go Fishing" slogan.

CRAFTSMAN MOWER FEATURED AT SEARS. The average homeowner cutting his lawn has been known to come up with as many colorful complaints as an Army recruit during basic training. For years he wished he had a power mower, then when he got one, there were still many aggravations.

Older, gas driven mowers with pull-start starters were often difficult to start, and the people on the pulling end of the cord usually got hot long before the engine.

Owners of rotary type mowers were bothered by matting grass in the top of the housing which dropped out in clumps on the lawn which had to be swept up later. This grass accumulation also impaired the efficiency of the mower and required frequent cleaning by hand.

One recently introduced rotary mower, the Craftsman shown here, has the answer to both of these problems, according to Wayne Allen, merchandising manager for Sears here.

The Craftsman has a no-pull mechanism. A handle on top of the motor is used to tighten the tension of a powerful spring. When the spring is released, it turns the motor over several times giving a fast start with very little effort. A second rotating blade above the cutting blade keeps the mower's housing clean, thus preventing clumps of grass from falling on the lawn.

Sears, Roebuck and Company are exclusive Craftsman dealers.



WILLYS MOTORS, INC. RENAMED KAISER JEEP CORPORATION. The name of Willys Motors, Inc., has been changed to Kaiser Jeep Corporation, it was announced today by S. A. Girard, president.

Formal action on the change in name was taken at a meeting in Oakland, Calif., of the boards of directors of Willys Motors, Inc., and Kaiser Industries Corporation, of which the Toledo company is a wholly-owned subsidiary.

Mr. Girard, also a vice president of Kaiser Industries, said that a name change has been under consideration for some time to accomplish the following purposes:

1. To properly identify the Toledo company as one of the growing Kaiser "family of industries."

2. To more closely associate the company with its famous 'Jeep' trademark as applied to its entire line of products throughout the world.

All officers and directors of the company remain the same despite the name change. Mr. Girard said. Chief officers of Kaiser Jeep Corporation, in addition to Mr. Girard, are Henry J. Kaiser, founder-chairman of the board; Edgar F. Kaiser, chairman of the board, and Cruise W. Moss, executive vice president.

The Toledo company was formed in April, 1953, when the physical assets of the former Willys-Overland Motors, Inc., were purchased by the Kaiser interests. It has continued as the world's leading producer of four-wheel drive vehicles for both civilian and military markets, and recently introduced two all-new 'Jeep' Wagoneer Station Wagon and Gladiator Truck lines.

In addition to its principal manufacturing operations in Toledo, the company has licensed foreign affiliates for the manufacture or assembly of 'Jeep' vehicles in 26 countries in the Free World.

CREDITING NEWSPAPER ADVERTISING with much of the success in Studebaker's upsurge in automobile sales since the beginning of the calendar year, L. E. Minkel, vice president of marketing, announced today that his company is re-instituting the cooperative advertising program that won praise from its dealer organization when it originally was tested in January.

Minkel said the recently concluded program was one of the most successful factory-dealer advertising promotions conducted by Studebaker in several years, and "showed beyond a doubt the tremendous ability of newspapers to reach directly into the home of the prospective automobile owner."

The new cooperative advertising campaign goes into operation April 1 and involves issuance of a \$30 per-car factory advertising credit for all cars and trucks purchased by Studebaker dealers over a two-month period - February 1 to March 30.

These credits, Minkel said, must be matched by dealers for advertising placed during the month of April. Advertising may be placed with any daily or weekly newspaper or in local radio, he said. Certain other types of promotions will be allowed if first approved by the zone manager.

Studebaker always has been a heavy user of newspaper advertising, and in 1963 will place better than half its advertising budget in this medium, Minkel said. "The use of a cooperative program is just another merchandising arm given our dealers in the promotion of Studebaker sales at the grass roots level," Jay Allen Co. is Medford's Studebaker dealer.

STAR GAZER
By CLAY R. POLLAN
Your Daily Activity Guide According to the Stars.
To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR. 21 APR. 20 1-8-10-22 7-15-57-89	Taurus APR. 21 MAY 21 41-47-49-45 57-71-76	GEMINI MAY 22 JUNE 21 42-43-51-64 72-73-74	CANCER JUNE 22 JULY 21 2-3-4-24 28-38-34	LION JULY 22 AUG. 21 14-16-20-21 25-44-46	VIRGO AUG. 22 SEPT. 21 12-15-17-32 39-40-81-82	LIBRA SEPT. 22 OCT. 21 52-54-59-46 69-77-79-83	SCORPIO OCT. 22 NOV. 21 18-19-45-48 60-63-86-90	SAGITTARIUS NOV. 22 DEC. 21 35-37-38-70 75-78-85-88	CAPRICORN DEC. 22 JAN. 21 30-32-50-53 58-61-62	AQUARIUS JAN. 22 FEB. 21 5-8-27-28 31-36-80-84	PISCES FEB. 22 MAR. 21 6-7-11-13 56-57-66
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Two Persons Appear In District Court
A preliminary hearing was continued in Jackson county district court yesterday on Leroy Jarvis, 28, of route 2, box 6565, Central Point, who has been charged with forgery.

The case of Norman Dell Lesina, 32, of San Francisco, Calif., was continued to allow him to talk to his attorney. He is charged with larceny involving a missing camera.

STARTS STATE VISIT
New York-King Hassan II of Morocco arrived here today to begin a 10-day state visit to the United States. He will confer with President Kennedy and Secretary of State Dean Rusk on Thursday and address the National Press Club in Washington the following day.

In-Service Course Set for Teachers
Salem - The first state in-service conference for teachers of educable mentally retarded children will be held in Salem April 5 and 6, under the sponsorship of the state department of education.

The program is especially designed to give special class teachers new insight and increased strength in curriculum development for the mentally retarded, according to Dr. Glen A. Purdom, Jr., supervisor of the mentally retarded program in the state department of education.

The conference program has been developed by Mrs. Katherine Baalman, consultant for mentally retarded children in the state department of education, with the assistance of Mrs. Hilda Hallman, supervisor of special classes for mentally retarded children in the Salem public schools.

MUSA 'SURPRISED'
Salem - UPI - Senate President Ben Musa said Monday he was "surprised" the House Tax Committee had not yet completed work on its package of revenue measures.

STOP SMOKING
At last! A pleasant, refreshing way to help break smoking habit. Great taste, gently medicated to help satisfy tobacco craving. At drug stores. BAN-SMOKE GUM

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• Calculator
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