



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

CONSUMER SPENDING ON THE RISE. Consumer spending in the first quarter will reach an annual rate of \$368 billion, up 1.5% over the fourth 1962 quarter, reports the Commerce Department. This is also a 5% increase over last year's first quarter. Improved weather conditions across most of the nation also has led to optimistic feeling among many retailers that Easter sales this year will far out-pace those of last year.

SPECIAL VALUES TO BE HIGHLIGHTED IN HARDWARE WEEK. For the 11th consecutive year, independent hardware retailers have the opportunity to increase store traffic, sales and profits. Hardware Week, April 18-27, provides this opportunity, says Hardware Age. In every section of the country, customers will be looking to hardware dealers for nationally advertised, brand name products at special prices.



CALIFORNIA PACIFIC UTILITIES COMPANY WINS AWARD. E. K. Albert, president of California Pacific Utilities Company is shown, at left, accepting the Gold Award for gas air conditioning achievement in 1962. R. O. Fladland, western regional manager for Arkla Air Conditioning Corporation, officiated at the presentation.

The presentation of the coveted Arkla Gold Award plaque was made at a meeting arranged by the Arkla organization recently at the Hotel Medford. Plans for the promotion of National Air Conditioning Week, sponsored by the American Gas Association, were outlined at this meeting attended by California Pacific Utilities Company managers and heating and air conditioning contractors from this area, western Oregon and northern California.

FIRST NATIONAL BANK OF OREGON reported record high deposits and loans for the first quarter of the year, President Ralph J. Voss, announced.

Deposits of \$970,190,000 were reported March 18, as compared with \$893,760,887 in March of last year. Loans outstanding among the banking system's 91 offices totaled \$568,559,531 for a gain of \$66,487,013 over the March, 1962 figure. Resources topped the \$1 billion mark.

Figures were announced in response to the quarterly call for statements of condition by the Comptroller of the Currency.

The Central Point branch of First National reported first quarter deposits of \$3,384,350 and loans outstanding of \$3,990,447, according to Branch Manager F. E. Ayres.

Comparable totals for the branch a year ago were \$3,477,074 in deposits and \$3,353,777 in loans.

During the first quarter of 1963 the First National Bank added the University Branch in Eugene to the statewide system, Voss said.

Five new branch offices currently are under construction, with opening dates set for this year. The new Madras branch will open in April and Portland offices at Burlingame, 5th and College street and the new Standard Plaza will open later. Construction of a second Springfield branch was started this month.



OFFICE FURNITURE DEPARTMENT AND DECORATING SERVICE OFFERED BY MCGUIRE'S. A new service has been added to McGuire's Home Furnishers, according to Dick McGuire, owner.

An office furniture department is now located on the second floor of McGuire's Home Furnishers, 220 North Bartlett. According to McGuire, the office furniture department will follow the same mode of quality and service as the present home furnishings.

A design service is also now available with the opening of the new department. "Complete office designing. Complete office designing. Complete office designing."

Including desks, chairs, floor coverings, draperies, accessories, etc. will be a part of this new service," McGuire said. "Too many offices and businesses are not efficient in room arrangement," he continued. "Our custom office designing service is directed toward providing the businessman and professional man a functional and attractive office."

Merrill Beckwith, MFA designer is shown in the picture demonstrating a sample office design in the new department.

INVESTORS MUTUAL, INC. DECLARES 90TH CONSECUTIVE DIVIDEND. The Board of Directors of Investors Mutual, Inc., has declared a regular quarterly dividend of 9 1/2 cents per share payable March 29, 1963 to shareholders of record at the close of business on March 28, 1963. Harold K. Bradford, president and chairman, announced.

This dividend for the second quarter of the Fund's fiscal year compares with 9 1/4 cents per share paid at the end of the preceding quarter, and 9 1/4 cents per share paid a year ago.



MEDFORD FIRM ROLLS UP HIGH MILEAGE. The Medford-based company of Austin L. King has rolled up over 2 million miles per year for the past three years in their business of hauling logs, plywood veneer, fruit, produce groceries and sand and rock.

The most miles are logged by the logging and veneer trucks. The twenty-five logging trucks do the hauling for the Medford Corporation from their operations in the Butte Falls area and other timber sales as they may have acquired. These logging trucks hauled over 83 million feet of timber last year.

The five veneer trucks are under contract to the Medford Veneer and Plywood Corporation and are kept busy hauling veneer to the plant at White City from Northern California and other points where veneer is purchased by the firm.

Two of the trucks are equipped with huge van-type trailers for use in hauling groceries, fruit and other items requiring complete protection from the elements.

The four big three-axle dump trucks are used in road construction or other heavy earthmoving jobs.

Forty-five men are employed on the average which includes drivers, maintenance men, mechanics, office personnel and others doing the many jobs necessary to keep such a fleet in operation. Several other jobs are provided by the suppliers such as tire repairs and maintenance, fuel delivery and parts houses.

The foremen drive radio-equipped cars and pickups and two land-based radio stations are located at the Medford office and at the scaling station on the highway near Butte Falls.

All of the trucks are manufactured by the Peterbilt Company with the exception of the four older dump trucks used in rock and dirt moving.

Austin King and Darrell Davis, partners have complete confidence in the Rogue Valley as indicated by the \$4 million dollar investment in equipment.

NEWSPAPERS BACK-RETAILERS SEE SALES GAINING. Moving into the final days of an Easter season which in most cases had been seriously hurt by the newspaper strike, top executives of New York's leading department and specialty stores nevertheless express optimism for the rest of the season. Beyond this, they feel that the year would hit a peak in both dollar and unit sales, reports The New York Herald Tribune. "Retail business in metropolitan New York was seriously affected by the newspaper strike and it may prove permanent damage," said James C. Schott, president of Bloomingdale's. However, Mr. Schott added that he looks forward to considerably better than a 2 to 3% gain this spring. At Macy's, "Easter business has been soft in relation to initial expectations, primarily because of the lack of newspapers," said David L. Yunich, president. "But now that the newspapers are back, we are extraordinarily optimistic, because the tone of shopping by women for fashion goods has shown extremely good acceptance." Mr. Yunich added, "We continued saying that 'the return of newspapers gives us the opportunity for exposing these well accepted fashions to the consumers of New York City on a broad scale and we anticipate excellent results. I would anticipate a banner sales performance in the remaining nine months of the calendar year.'" Bernard Zienis, executive head of Gimbels' New York said: "We think Easter business will be phenomenal."



Chuck McCorkle

NEW OFFICE OPENS IN MEDFORD. An office offering specialized services in the field of advertising, marketing and public relations has opened in the Fluhner Bldg. under the name of Chuck McCorkle Advertising.

Owner and operator, Chuck McCorkle has been in the newspaper, advertising and trade publication field for the past several years and became acquainted with the Medford area through his travels. He was formerly advertising manager for Western Timber Industry, a lumber industry publication in Portland, Ore.

At present the firm is publishing employee papers for Timber Products Company and Medford Corporation, both of Medford. This service consists of shooting pictures, writing stories and printing the monthly paper sent to each employee by his employer. This type of publication keeps the employees informed of what is happening throughout the company and helps to contain some of the wild rumors usually circulating in employee groups.

Other services include planning the marketing of new products, dealer distribution, advertising and public relations to introduce such new products.

Through constant correspondence and business association McCorkle is offered many opportunities to introduce new people and new business to the Rogue Valley and never fails to put in a good word for the future and opportunities of Medford and the surrounding area.

POWER TOOL MARKET UNTAPPED. The United States was viewed as a vast untapped market for the power tool industry—one that presents great opportunities for aggressive retailers. This was brought out by Robert D. Black, board chairman of Black & Decker Manufacturing Co. at a meeting of the Financial Analysts of Philadelphia. Mr. Black said a recent market survey showed that only one-fourth of U.S. households possess a power tool of any description, and one-half of these have only one, reports Home Furnishings Daily. He said this indicates that the domestic consumer market for power tools is far from saturated.

BUILDING CONTRACTORS FROM MEDFORD. Ashland and Grants Pass were guests of the Southern Oregon Chapter, Painting and Decorating Contractors of America at a banquet held Tuesday, April 2, at the Rogue Valley Country Club.

Henry Padgham, owner of Padgham Glass and Millwork, spoke in behalf of the Senate bill 63, "Relating to Regulations of the Practice of Building Contractors", a measure which provides for the licensing of firms and individuals who are engaged in the building and sub contracting business in Oregon. Padgham stated that Oregon is the only state in the northwest that has not passed protective legislation against unscrupulous contracting firms and individuals who have been active in Southern Oregon. Padgham explained that the present bill does not, in any way, restrict property owners, farmers, orchard operators, mills or government bodies of building or maintaining properties, but is intended to give the buying public protection by law, against shoddy contracting methods which now exist.

Lowell Brown, field representative of the Oregon Council, of the P.D.C.A. then gave the history and aims of the Painting Contractors organization. He said that the Painting and Decorating Contractors of America was the oldest contractors affiliation in United States, and was established right after the Civil War. Councils are in all 50 states, with headquarters in Chicago. The Oregon Council has three hundred members, and is one of the most active groups within the industry.

James Rezac, of the State Apprenticeship Program, spoke upon the need of more trained young people for the painting industry, and explained that only trainees who pass an aptitude test, and show responsive ability can become eligible for the training program of the painting industry. Class training as well as supervised "on the job" education is a part of the apprentice program, and Painting Contractors in Oregon, recognizing the need of new competitive journeymen have assessed themselves to pay for this program of education of apprentice training.

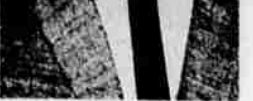
Mayor Jimmy Dunlevy, one of the featured speakers for the affair, spoke of growth of the City of Medford, and ways in which the building industry might be of benefit to the community. He cited the advantage of climate, the high educational program in the State of Oregon, and the healthy business growth brought about by the new highway construction program which has placed the city in the hub of an expanding area.

Don McNeil, manager of the Chamber of Commerce then gave further statements of anticipated growth of the community. The new population jump, Mr. McNeil stated, is stimulated by many semi-retired people seeking new pleasant living conditions and the opportunity to invest capital in a thriving area as offered by the Medford area. Several expansion programs by local groups were cited by Don McNeil as proof of the desire by Medford businessmen to meet the challenge of an expanded population during the next several years.

A highlight of the evening was the final speech by Bob Taylor of Dean & Taylor Pontiac Co. Taylor gave factual proof of many new business ventures which will become a reality in the Rogue valley. Three hundred new units will be added to the motel industry; a new food processing plant for the agriculture industry are soon to become a reality; a large new retirement home for the area; expanded building growth at Southern Oregon College; and new business ventures in White City, was the theme of inspiring comment to the group.

Taylor asked those present to use all means to influence governmental bodies to bring adequate water supply to the valley, and warned that failure to do so would hamper an expansion of community prosperity. Surveys by the Pacific Power & Light Co., Pacific Northwest Bell, and major business firms seeking new markets; concluded Bob Taylor, proved that the population will double within the next 10 years.

Mr. Jack Roper, president of the Southern Oregon chapter stated that this contractor dinner will become an annual affair, and that the members of the Painting Contractors Association will play an active part in all worthy community activity of the Rogue valley.



Sam Battistone, Jr.

\$6,000,000 GOAL SET BY SAMBO'S. Sambo's Pancakes, located in Medford, and fifteen other cities in four states, expects to do \$6 million in gross business this year—turning out varieties of tasty pancakes and waffles, as well as steaks, chicken, sandwiches and salads.

Sam Battistone, Jr., manager of Sambo's at 1025 South Riverside, recently attended the fifth annual managers and stockholders meeting at the Hilton Inn, San Francisco International Airport. Sam Battistone, Sr., president of Sambo's reported plans to open four more restaurants this year.

In the unique plan, in which each manager shares in the profits of the chain, F. Newell Bohnett, president of the Sambo's Purchasing Corp., said the stock has jumped from \$10 to \$11.75 a share in the past year. All shares of the corporation are held by Sambo's personnel.

Battistone reported that new Sambo's Pancake Restaurants are scheduled for opening as follows: Red Bluff, late spring; Fresno, fall; Indio, fall; and Oceanside, late fall.

Battistone and Bohnett founded the original restaurant at Santa Barbara, California six years ago. Since then Sambo's have been opened at Bend and Eugene, Oregon; West Sacramento, Monterey, Redding, Palm Springs, South Palm Springs, Carmel, Carmichael, Eureka, Modesto 99, Modesto, McHenry, Buena Park and Needles, California. Reno, Nevada, and Tucson, Arizona.

Sambo's has enjoyed a thriving business in Medford since its opening in March of 1961. Battistone supervises a staff of 21 in the careful preparation of all items on the menu.

MEDFORD COMPANY INTRODUCES NEW PRODUCT. A new type tractor canopy mounting has recently been introduced by the Medford Steel & Blowpipe Division of the Concrete Steel Corporation of Medford.

This new product provides a cushion of rubber in the mounting of safety canopies for tractors used in logging and construction work. Vibration and shock are constant enemies of any such superstructure and after days of the pounding on a rough job would literally shake the canopy off the tractor. This constant strain also served to weaken the steel incorporated in the construction.

This new design is outstanding in that it does not depend upon a bolt for strength. The leg of the canopy fits inside a soft rubber cup which cushions shock from the bottom or any side. This cup then fits into a cup of welded steel which is attached to the tractor frame or heavy fender. The bolt is to keep the canopy from coming off in event the tractor is turned over, which sometimes happens in logging and construction work.

Don Wood, manager of Medford Steel & Blowpipe Division said this new mounting is the most sturdy and foolproof of any on the market. It represents a big step by this Medford company who has pioneered the field of canopy construction with design and building of the canopy which has come to be known as the "Medford Canopy" and copied by others throughout the West.

Vacationing Advice

West's Research for Book Pays Off With Tips for Visitors to Beaches

By DICK WEST

Macuto, Venezuela — UPI —

Being invited on a junket to this Caribbean resort has given me an opportunity to do some work on a book I've been thinking of writing. It is tentatively titled "Don't Let Vacations Spoil Your Fun."

The book will be designed to appeal to the great mass of Americans who do not enjoy vacations and would rather spend the time at the office except that they feel they should get away for awhile.

For such persons, vacations at the beach are particularly trying. I have been using much of my time here studying ways that will make a beach vacation endurable, if not enjoyable.

With the U. S. summer tourist season about to begin, I thought it might be helpful if I listed at this time some of the results of my research. Here are seven easy rules for survival at the beach:

1. On your first day at the beach sprawl out on the sand for several hours and get yourself in the surf, go down burn. This may be painful but the benefits make the suffering worthwhile. Once you have a sunburn you have a valid excuse for avoiding the griddle and you spend the rest of the time taking your leisure in the shade of a tall blonde, or something like that.

2. On occasions when you feel duty bound to immerse yourself in the surf, go down to the water's edge and stand for a few minutes squinting at the horizon as though you were watching something. Then turn to the bather nearest you and say "Isn't that a shark out there?" This will immediately clear the area and you will be able to have a peaceful, solitary swim.

3. Never go near the beach unless you take along an air pistol that can be concealed under a towel. It is to be used for surreptitiously shooting down beach balls that will be landing in your vicinity, overturning the Thermos bottle

and knocking sand over the sandwiches.

Should any of the beach ball owners catch you in the act of firing the pistol, explain to them that anti-aircraft is internationally recognized as a defensive weapon and that you are operating under a precedent established in Cuba. If they get nasty tell them to take it up with Castro.

4. Trade in your sunglasses for a pair of tinted goggles that completely cover the eyes. They will enable you to ogle the girls in the bikinis while pretending to be taking a nap.

5. If you observe the cocktail hours, do not set the sun-tan lotion near the gin bottle.

6. If you value your slumber, pay no attention to reports that the sound of the surf will lull you to sleep.

7. If possible, when driving to the beach get lost.

73 YEARS OF SAFETY

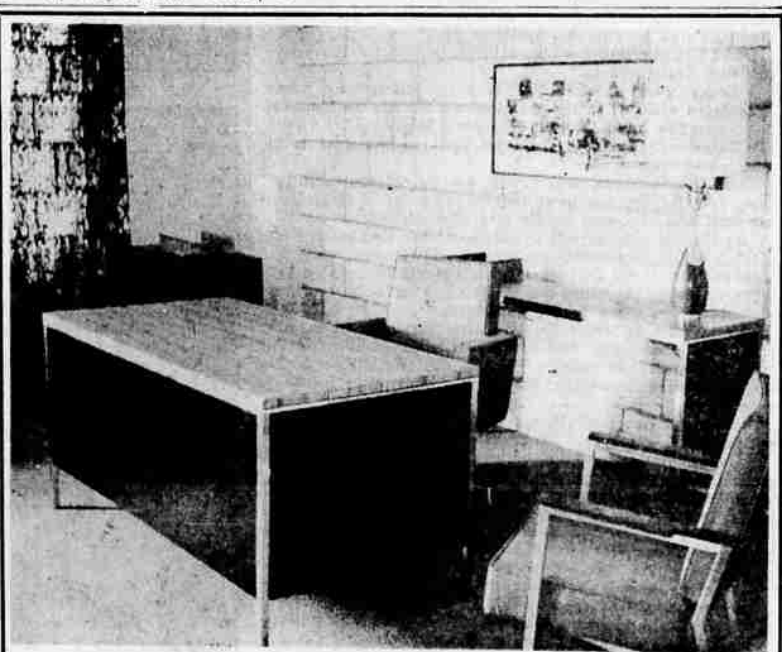
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Map showing location: DOWNTOWN MEDFORD, 11TH STREET, STEWART AVE, WEST MAIN, OAKDALE, COURTHOUSE, 11TH STREET.



INTRODUCING...

McGuire's Home Furnishers is proud to announce the addition of a new office furniture department and a design service for functional and attractive office planning.

You'll find the same high quality furniture and personalized service in this new department, as in our present home furnishings. For complete office furniture, office designing and analysis, consult McGuire's. Remember... "Good design can save you money".

McGuire's HOME FURNISHERS

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