



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES CONTINUE TO ADVANCE IN MARCH. Shoppers stepped up their spending last month boosting the nation's retail sales to \$19.9 billion, as compared with \$19 billion in March, 1962. This is a gain of 4.8%. All principal retail classifications scored a sales gain, which was led off by eating and drinking places with a 9.8% increase. A 7.7% gain was scored by the furniture and appliance group, followed by the general merchandise group with a gain of 5.9%. The lumber, building and hardware classification registered a 5.1% increase. Gasoline service stations made a good showing with a gain of 4.4%. A sales rise of 4.1% was chalked up by drug and proprietary stores.



T. J. Waltman

TWO CALIFORNIA MEN have taken over the management of the two local Newberry stores and the two former Medford managers have been transferred to California. T. J. Waltman, who has been with Newberrys since 1928, is now directing the Medford shopping center store. He has managed the Alhambra, Calif., store for the past 5 years. He was in charge of the Eugene store for 12 years, Spokane 14 years and he also managed the downtown Portland, Yakima, Seattle and Walla Walla stores. He says he is happy to get back to Oregon to be near his daughter in Eugene and his son in Portland.



Bob Alton

Harley Williams, who managed the downtown store and then the shopping center store since the opening, has been transferred to the Alhambra, Calif., store. Bob Alton, the new manager of the downtown Newberry store came here from Hanford, Calif. He was at the Hanford store 3 1/2 years. He started with the company in Bellingham, Wash., in 1953. The Medford store is the second he has managed. Mrs. Alton and their two children have moved to Medford.

Bert Bamford, who came here from Bend, Oregon to manage the downtown store for 18 months, has been transferred to the Granada Hills shopping center in Los Angeles.



T. J. Waltman and Sidewalk Cafe

TIDEWATER FEATURES FABULOUS PARIS TRIPS. A bright, multi-colored Hi-Fi page in today's Mail Tribune announces to 76,000 Mail Tribune readers a fabulous Flying A Sweepstakes now featured by Tidewater Oil Company stations here and throughout the west.

It offers an opportunity to win an all-expense trip to Paris for two each week for 25 consecutive weeks, according to R. W. Bigger, Jr., Medford sales manager for Tidewater Oil Company. It isn't necessary to buy to participate, and nothing to write, simply register at any Flying A dealer. If the person who registers wins one of these trips, the dealer who provided the registration entry blank also wins two free trips, Bigger said.

The trips to naughty and nice Gay Paree will be made on swift, comfortable Air France jets. The Flying A colorful Hi-Fi page offers these tempting reminders of a Paris vacation: "... Dine in style at famous Cafe de la Paix. Dine like a true Parisian in a little bistro where a simple omelet is a work of art. Visit the Louvre, the Lido. Every moment for you and your guest is care-free, worry-free. Tidewater Oil Company and its Flying A Service Stations host you every step of the way."

On April 15, Mr. Bigger was host to Flying A dealers and distributors from all parts of southern Oregon at a sales meeting in Roseburg, at which time the company's 1963 sales promotion and advertising plans were announced. The series of 25 expense-paid trips to Paris for two were highlights of the program.

Ray Bigger, Tidewater sales manager here, has been with the Flying A organization for the past 16 years, serving in previous sales assignments at Salem, Roseburg, Bend and Portland. He moved to Medford a year ago to open the field office here in the D'Anjou Building, 328 South Central Avenue. He has charge of all Tidewater sales activities in Lake, Klamath, Jackson, Josephine, Douglas, Coos and Curry counties.

Ray Bigger purchased a home at 832 Carrington Avenue in Medford where he lives with Mrs. Bigger and their daughter, Linda, who is a senior at Medford high school.

WALKER THE WEEPER NAMED TO TOP TEN DEALERS FOR KIT MOBILE HOMES. Officials of Kit Manufacturing Company presented Jack Walker and Jay Walker of Medford's Walker the Weeper Trailer Headquarters, a plaque naming them to the top ten dealers, April 9 at Oakland, California.

The presentations were staged at Oakland's Edgewater Inn and 2 new Kit models were unveiled before the dealers. Six dealers were on hand to receive the awards placing them in the top ten dealers for the company.

Walker the Weeper's handles the complete line of Kit Mobile Homes, including the various Trojan models, Sierra models, Olympia models and the luxurious Golden State. The plaque is on display at Walker the Weeper's Trailer Headquarters, 1243 South Riverside. Jay Walker displays the plaque in the picture on the left.

AUTO SALES SET RECORD IN EARLY APRIL. Auto dealers reported selling 219,063 new American made cars in the April 1-10 period, or an average 24,340 for each of the period's nine selling days. The early April selling rate was 1% above a year earlier, the smallest selling rate gain in any 10-day sales period this year, says The Wall Street Journal. A year earlier, sales averaged 24,118 a day, as 192,949 cars were sold in eight selling days. The early April sales total was a record for the period, but the selling rate in 1953 was higher. In that 1953 period, 214,415 cars were sold, or 26,802 a day for eight days.

PONTIAC MOTOR DIVISION SETS PRODUCTION MARK. An all-time, single-day production record of 2,768 cars was established yesterday at Pontiac Motor Division. E. M. Estes, general Motors vice president and general manager of Pontiac Motor Division, said the total surpassed the previous one-day high of 2,639 units set on October 26, 1954.

"Since our 1963 models went into full production last fall we have averaged better than 50,000 Pontiacs and Tempests each month," Estes said. "And, if the current demand for our product continues we certainly will establish a new yearly production record."

SALES MARCH AHEAD IN EASTER PARADE. A strong Easter spurt in accessories brought good gains to many cities across the country and sent business ahead an average of 6%, reports Fairchild News Service. Dresses also made a good showing. Coats and suits continued to be off generally, but showed a few signs of picking up. Sportswear was good in a number of cities, as was children's wear. Millinery appeared to lag. In St. Louis where weather was favorable, an 8% gain was recorded. Suburban branches outpaced downtown stores. Sales in Los Angeles and San Francisco registered gains of 13 and 10% respectively. Temperatures soared to record highs in Dallas and carried sales up 8%.

The five-man study team is charged with submitting recommendations to the two secretaries; they in turn will make recommendations to the President. No time is set for the study team report.

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1930-1932=100) was 269.08 on Thursday, April 18, against 269.56 a week ago. **THE WEEKLY WHOLESALE FOOD PRICE INDEX**, representing the total of the price per pound of 31 foods in general use, rose two cents this week to \$5.77. This is 0.5% below the corresponding level of last year.

EDDIE BUTLER NOW PERFORMING AT THE COLONY. Playing nightly in the Florentine Room of the Colony Restaurant is Eddie Butler, one of the country's foremost organ players; according to Tom Mattingly, The Colony manager.

Some of Butler's background includes: directorship of the Naval Academy Choir and the Boys Town Choir, past organist for the municipal auditorium in Omaha, Nebraska, director of the Creighton University Choir and Glee club, and director of music for the Sheraton Hotel chain.

Between 1931 and 1953, Butler played on 25,000 radio programs setting a world record for organ broadcasting. In 1932 he originated the idea of playing the pipe organ and piano simultaneously on the radio. This feat was recognized in John Hix's world famous cartoon, "Strange As It Seems."

Butler began to study the piano at the age of 4. At 14 he was elected to membership in the American Guild of Organists, the youngest ever to become a member up to that time. He has played in hundreds of theaters and lived a year and a half in Panama where Spanish music became an influence on his work.

Butler is currently performing nightly in the Florentine Room of The Colony Restaurant at Fourth and Front.



Organist Eddie Butler

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars.

To develop message for Thursday, read words corresponding to numbers of your Zodiac birth sign.

ARIES MAR. 21-20	Taurus APR. 21-20	GEMINI MAY 21-20	CANCER JUN. 21-20	LEO JUL. 21-20	VIRGO AUG. 21-20	LIBRA SEPT. 21-20	SCORPIO OCT. 21-20	SAGITTARIUS NOV. 21-20	CAPRICORN DEC. 21-20
1. Change	2. There's	3. Let	4. Now	5. Of	6. You	7. Now	8. A	9. Mad	10. Now
11. Private	12. You'll	13. Mind	14. Have	15. Person	16. Pinch	17. Nothing	18. Penalties	19. And	20. Home
21. A	22. Seek	23. Sins	24. Something	25. Bright	26. And	27. Now	28. You	29. Now	30. From
31. Good	32. Advance	33. Galley	34. In	35. Friends	36. Stars	37. Outlook	38. Show	39. Affairs	40. You
41. Fool	42. Good	43. Delight	44. Business	45. Improvement	46. Pinch	47. Wonderful	48. Old	49. Important	50. On
51. Can	52. Merit	53. Clean	54. To	55. To	56. Experienced	57. Luck	58. Fortune	59. Approach	60. Again
61. Neutral	62. In	63. Friends	64. Stars	65. Outlook	66. Show	67. Affairs	68. You	69. To	70. Lighten
71. Neglected	72. Work	73. Delight	74. On	75. Atmosphere	76. Important	77. About	78. Atmosphere	79. Important	80. On
81. Drives	82. Merit	83. What's	84. And	85. To	86. To	87. Necessary	88. Fortune	89. Approach	90. Again
91. Neutral	92. In	93. Friends	94. Stars	95. Outlook	96. Show	97. Affairs	98. You	99. To	100. Lighten

Hit and Run Vehicle Identified as Buick

Yreka — The car which struck and killed a two-year-old Gazelle girl Feb. 27, has been identified as a 1961 Buick, according to Capt. C. J. McAlister of the California highway patrol office here.

Parts of the hit and run vehicle found at the scene following the accident were identified by the federal bureau of investigation laboratory in Washington, D. C.

A citizen's committee in Gazelle has posted a \$1,000 reward for information leading to the arrest and conviction of the driver of the car.

Persons having information regarding the case should contact the California highway patrol or the local law enforcement agency.

Student Named to Head Homecoming

Richard Gordon, Medford, a student at Oregon State university, has been named general chairman of the 1963 Homecoming week end.

Planning for the event, scheduled five weeks earlier this year, will be started this term.

Court Records

JUSTICE COURT (Ashland District)
Royce H. Mathews, overload, \$22.
Thomas H. Callahan, fail to yield right of way, \$15.
Lamon A. Gilbert, no operator's license, \$10.
Robert H. Mayfield, overload, \$69.
Betty J. Maggard, improper left turn, \$15.
Roland C. Richard, failure to yield right of way, \$15.
James J. Osborn, violation of basic rule, \$25.
Keith W. Gross, violation of basic rule, \$10.
Charles L. Jewett, overload, \$22.

MEDFORD MUNICIPAL COURT
William Robert Windor, driving wrong way on one-way street, \$10.
Eva Lavonia Shater, violation of basic rule, \$10, 90 days probation.
Carla Jo Chandler, violation of basic rule, \$17.50.
Ralph Lee Moberly, no operator's license, \$7.50.
William Robert McNeill, excessive noise, \$10.
Fred James LaBarre Keith, disobeyed stop sign, \$10.
Lloyd Lovell Tyson Jr., no operator's license in possession, \$2.
Billie Sue Gillen, disobeyed traffic signal, \$10.
Zelma Iyer Birie, improper lane usage, \$10.
John Richard McLaughlin, violation of basic rule, \$23.
Frank Seely Grover, excessive noise, \$10.
Alfred Angelo Sodaro, violation of basic rule, \$25.
Fredrick Jackson Rock, violation of basic rule, \$30.
Carol Emma Birkland, violation of basic rule, \$10.
Howard Kenneth Barber, disobeyed stop sign, \$5.
Donald Allen Edwards, driving with suspended license, \$25, violation of basic rule, \$10.
Laurence Everett Cuffel, violation of basic rule, \$20.
Andrew Hanstra, violation of basic rule, \$25.
Vernon David Greg, disobeyed traffic signal, \$10.
Anna Yaura Honts, disobeyed traffic signal, \$10.
Frederick Weston Lay, disobeyed traffic signal, \$10.
Bel Roy Marquez, violation of basic rule, \$25.
Keith Leonard Thron, following too close, \$25.
Billy Gene Yarbrough, violation of basic rule, \$23.
Wayne Monroe Brandon Jr., violation of basic rule, \$30.
Kenneth Dale Walker, violation of basic rule, \$20.
Kindell Benjamin Weir, disobeyed stop sign, \$10.
Donald Edward Jenkins, excessive noise, \$5.
James Alex Thomas, disobeyed stop sign, \$10.

Classification of Primitive Areas To Await Team Report

Portland—Announcement of U.S. Forest service proposal for Wilderness classification of the North Cascade Primitive area will be delayed until a national study team reports its recommendations as to the best form of management and administration for the North Cascades region of Washington.

A study of the resource potentials of federal lands in northern Washington was announced recently by Secretary of Agriculture Orville L. Freeman and Secretary of Interior Stewart L. Udall.

The North Cascade Primitive area and the Glacier Peak Wilderness area are within the region to be studied. The region is rugged, highly scenic and is virtually undeveloped. The portions of the area presently designated by the Forest service as wilderness and primitive exclude logging and most other commercial operations. Generally outside these designated areas lie the west slopes of the North Cascade mountains which are deeply indented by valleys whose floors produce some of the finest stands of Douglas-fir known. Lumber companies use many of these areas commercially, harvesting in accordance with the Forest service's sustained-yield concept. The multiple-use management of these areas also recognizes wildlife, water, grazing, and recreation resources.

The North Cascades long has been the subject of conflicting proposals for development. Almost all the area lies within the Snoqualmie, Mt. Baker, Wenatchee, and Okanogan National forests.

The five-man study team is charged with submitting recommendations to the two secretaries; they in turn will make recommendations to the President. No time is set for the study team report.

'Free Lot' Promotion Scheme Makes Comeback in Land Deals

Washington — UP — A land sale racket that flourished in the twenties is reported making a comeback in the sixties. It is known as the "free lot" scheme, and it works something like this:

A person receives a letter from a firm describing lots for sale in some remote but sun-kissed valley or beach, usually a considerable distance away.

The promotion literature suggests that the land is a thing of beauty, perfect for that summer home or retirement cottage, and that all of the utilities and other services are in-ready for the houses to go up.

Then, to entice the customer even more, the literature says that as a special offer for lot buyers, it will sell a second lot for an extra \$20, or some such insignificant sum. Buyer Awakens

What really happens — according to reputable realtors — is that the customer finds out that the land he bought isn't quite as scenic as the advertising prose suggested.

And the clincher is that when he is ready to pick up the deed for that second lot, the salesman says something like: "Oh yes, on that second lot — there are a few incidental fees, recording papers and a couple other things. We'll need another \$350 to cover these."

The National Association of Real Estate Boards says that reports from its members indicate that the free lot scheme is getting more popular among the confidence men who try to sell by mail.

No one seems to know exactly why. Perhaps, it might be because some of the forces that seemed to feed this racket 40 years ago may be present today.

Mainly, a lot of people seem to have money to spend. And they are infected by the bargain-hunter's mania. Reviews State Laws

At any rate, the National Association of Real Estate Boards sounded the warning to its members. It also tried to bring them up to date on state laws intended to catch the free-lot operators.

The board used information which was collected by its State Associations Department in Chicago to alert its members about the racket.

Eastern Oregon Youth Receives Carnegie Honors

Pittsburgh — UP — An eastern Oregon boy was awarded a bronze medal and \$500 by the Carnegie Hero Commission Tuesday for rescuing a girl from the John Day river in 1961.

Ronald Blaine Hyder of Mt. Vernon was one of 25 persons honored by the commission from throughout the United States.

Ronald was 11 years old when he saved Glenda S. Steelman, also 11, from drowning June 23, 1961.

The commission's report said he was in the water with five younger boys when Glenda was carried by the current into deep water and screamed for help. Ronald swam 20 feet through a turbulent area and reached her in water seven feet deep about 15 feet from the bank.

The girl was flailing wildly and one of her arms repeatedly struck Ronald on the face and head. They were submerged briefly twice but he held onto her until they reached shallow water and made it to shore safely.

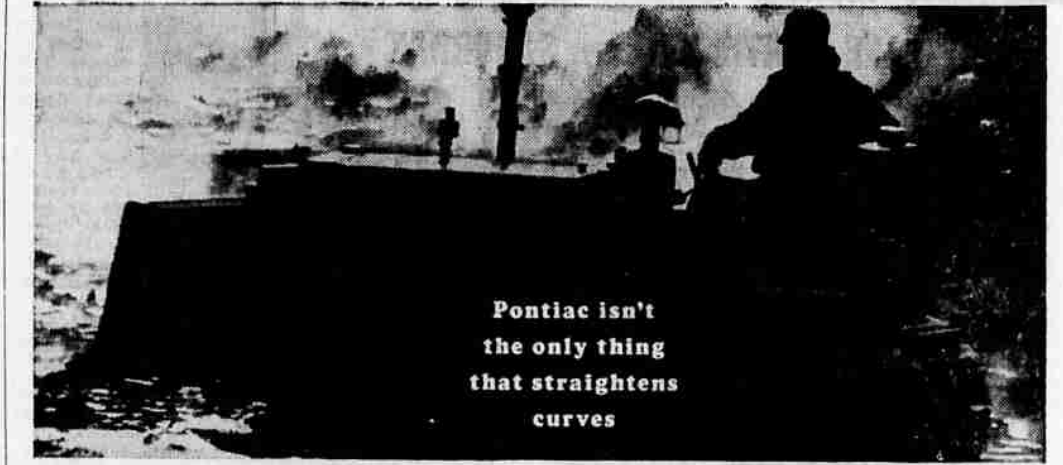


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