



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

TOTAL RETAIL DOLLAR VOLUME FELL CONSIDERABLY during the 7-day period ended Wednesday, April 24, below 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 -5%. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: South Atlantic -14 to -10; Middle Atlantic and Pacific -12 to -8; West South Central -9 to -5; West North Central -8 to -4; East North Central -7 to -3; New England -6 to -2; Mountain +3 to +7.

FURNITURELAND, INC., a new furniture store for Ashland, will open soon, according to H. R. "Buck" Graves, well known southern Oregon furniture man. The new firm will be established at 1640 Highway 66 in Ashland and William Rombach of Phoenix will be co-owner with Graves.

Buck Graves, who will be general manager of the new firm, lives in Ashland with his wife and two sons.

For the past 27 months he has been manager of Gray's Furniture Barn, Central Point, and before that he was associated with Montgomery's Furniture here.

Furnitureland Inc. will carry a full line of furniture and appliances. The store will be a retail outlet for Admiral television and appliances.

Mrs. Graves and the couple's son, Ray, will help on the store front will be repainted and new signs will be erected.

Mrs. Graves and the couple's son, Ray, will help on the sales staff and Mrs. Sylvia Snyder will be in charge of the office.

PRESIDENT OF DENNY'S RESTAURANTS WINS AWARD.

Harold Butler, president of Denny's Restaurants has been selected by the world famous City of Hope National Medical Center, as the recipient of their Industry Achievement Award, on the occasion of their Golden Anniversary Year.

The award will be presented to Butler at a testimonial dinner at the Beverly Hilton Hotel, Beverly Hills, California, Thursday, June 6, 1963.

Butler has long considered the City of Hope program of treatment, medical education, and research in the catastrophic killing diseases, a great humanitarian cause. In accepting the award, Butler's friends have arranged to make the event the occasion for raising additional funds for the City of Hope to establish a Harold Butler Leukemia Research Fund.



"BUCK" GRAVES



RARE CHINA TO BE SHOWN AT SWEM'S — Fine china for the mansions and palaces of presidents, kings, governors and ambassadors around the world is part of an exhibit showing treasures of ceramic art which opens Monday, May 6th at Swem's, according to Phoebe Ewaldson. Rare museum pieces, costly hand-painted, gold-decorated plates are also shown in the display, now at Swem's, 217 E. Main st.

The dinnerware masterpieces were created by craftsmen of Lenox, Inc., of Trenton, N. J., on special order from U. S. Presidents since the time of Woodrow Wilson.

for governors of many states in the union, and for such foreign dignitaries as the King of Saudi Arabia.

Called "Command Performances", the special dinner services are typical of the Lenox china which has been displayed as art treasures in such distinguished institutions as the Metropolitan Museum of Art in New York City, the Ceramic Museum in Sevres, France, and other outstanding museums throughout the Country. Shown in the photo above is a service plate with wide border of etched gold and teal green. The Presidential seal appears in the center of the plate in raised gold.

Center: Dinner plate bearing Presidential seal in etched gold, surrounded by 48 gold stars. Plate's border features a narrow band of teal green circling a design in etched gold. Also shown is a tea cup and saucer.

This special service was ordered by President Truman in 1952, and was created by Lenox, Incorporated.



H. G. WALLACE

PARADIS TRANSFER & STORAGE, 1015 North Central Avenue in Medford, has added H. G. Wallace to its staff as manager of household goods. Wallace, who for three and one-half years was sales manager for North American Van Lines in Portland, Oregon, recently moved to this city and established residence with his wife, Audrey, and daughter, Patricia, at 813 Broad street.

Wally Wallace graduated from the North American School of Household Moving in Portland. Paradis Transfer & Storage is agent in Medford for North American Van Lines.

AMERICANS ON THE GO. American wanderlust is about to cue another boom of summertime travel. The number of travelers to Europe is expected to top the million mark this year, up from some 915,000 last year, reports American Express. Travel to Greece is also on the rise. Some 120,000 Americans should travel to Athens this year, up 20,000 from last year.

BOOM AHEAD IN BUYING PLANS. The buying public will be stepping up their expenditures in the next six months, according to a new survey by Sindlinger & Co., reports the New York Herald-Tribune. As evidence of confidence in the economy, Sindlinger cites the following: (1) Consumers in the next six months plan to spend a record \$32.3 billion for automobiles, houses, home improvements, furniture, floor coverings and nine major appliances; (2) 655,000 new automobiles will be purchased in the next month, a record high; (3) consumers plan to buy 3,673,000 new autos in the next six months at an average price of \$2,794 per purchase (that's 11% ahead of this time last year); (4) \$18.5 billion is planned to be spent for new houses in the next six months, an increase of 4% over the same time last year; (5) consumers plan to buy 3,957,000 used cars in the next six months, 17% ahead of last year.

MARCH HOUSING STARTS MARK 4-MONTH HIGH. The rate of initial home construction in March jumped 17% from the February level to the highest point in four months, says the Census Bureau. Work was begun on private new housing at a seasonally adjusted annual rate of 1,494,000 units in March. This was way up from February's rate of 1,278,000, reports The Wall Street Journal. The report on housing is the latest of several indicators showing a continued pickup in the economy. The Government has also reported a March rise in retail sales and personal incomes to new records, plus a drop in unemployment from February's high level. The Bureau says April's rate ought to rise considerably above that of March. The geographical pattern of home construction activity last month was mixed. Seasonally adjusted starts leaped 68% above February's rate in the Northeast. Starts increased 11% in the Midwest and 29% in the South, but declined 10% in the West.

MORE POWERFUL ENGINE AVAILABLE FOR VW TRUCKS, STATION WAGONS

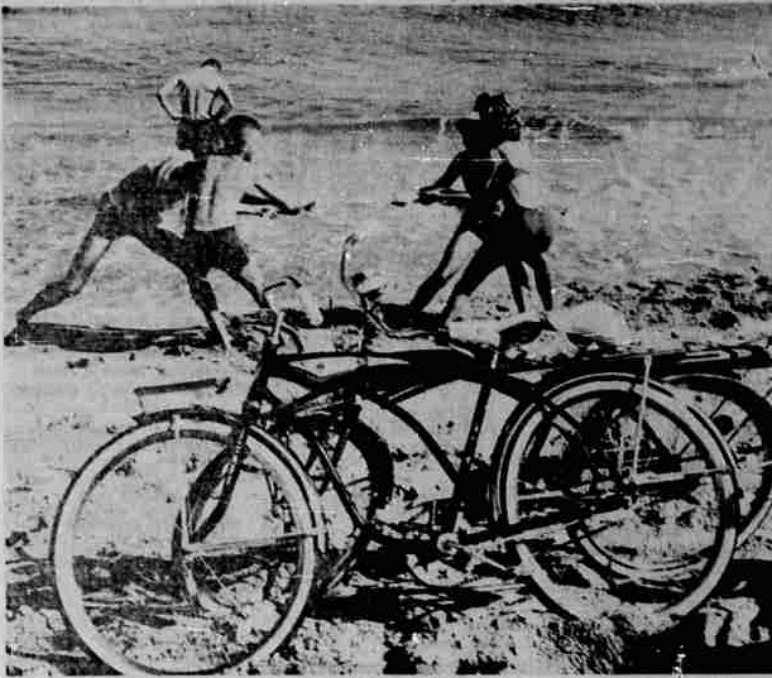
— Volkswagen of America today announced availability of a 25 per cent more powerful engine for its trucks and station wagons. The new engine will provide increased versatility and reserve power for the box-shaped vehicles which pioneered a new concept in multi-purpose transportation, according to A. K. "Woody" Morse, Medford dealer.



The new engine has a 91.1-cubic-inch displacement and develops 50 horsepower compared with the 72-cubic-inch displacement and 40 horsepower of the standard engine. Both engines are of traditional Volkswagen design with four horizontally opposed air-cooled cylinders.

The company explained that there is no plan to make the larger engine available in Volkswagen sedans. "There is no need," the announcement stated "for greater horsepower in our sedans as they already exceed turnpike speed limits and have more than adequate acceleration for city driving."

More than 150,000 VW trucks and station wagons are in daily use in the U. S., serving all types of industrial concerns and retail companies as well as thousands of private owners.



BIKES SET THE PACE ON SUMMER'S VACATION TRAIL — From Cape Cod to Catalina, from Lake Michigan to Lake Ponchartrain, more vacationers will be using their bikes this summer than at any time in history. There are more than 30,000,000 bicycles in America today, and they are becoming more and more popular as the perfect vacation companion.

Tourist information bureaus at Colonial Williamsburgh, Va., Yellowstone National Park, Nantucket Island, Atlantic City, and points north, east, south and west report more and more tourists taking in the sights by bike. They avoid traffic and parking problems, burn off calories, and actually see more of what they came to see in the first place.

Organized budget vacations by bike have been given added stimulus this year by the American Youth Hostels program. AYH sponsors bike vacations of from one to five weeks in and around such areas as Cape Cod, the Berkshires, Lake Michigan, the California Mission country, northern California and New England.

Whether an organized tour is in the offing, or just some relaxed two-wheeled touring with no particular plan in mind, today's American-made two-wheeler is ideal for summer vacation fun. Light in weight but ruggedly made, the modern domestic bike pedals along macadam highways or back woods roads with equal ease, and with the addition of luggage carrier or saddle bags, can be easily loaded with anything from overnight camping gear to a picnic lunch for two.

For those concerned with physical fitness, or their lack of it, it should be noted that from 500 to 600 calories are burned up in an hour of moderate cycling.

Inspection by a competent service man to insure brakes, tires, steering mechanism and other vital parts are in good order will help make the planned bike trip a successful one. During American Bike Month in May, many bike retailers will offer free inspections as a special service. All retailers will offer the free booklet "America's All-Time 10 Best Bike Games," containing the rules of the road, riding tips and a self-inspection chart.

Crater Lake Post 1833, Veterans of Foreign Wars, is conducting an effective campaign here in the interest of greater bike safety, according to Ed Smith, bicycle committee chairman. Smith is a past post commander and is southern Oregon VFW department representative to the Veterans' Administration.



SUDDEN SIGHT—Miss Bessie Sikes, Miami, Fla., blind for 60 years, has suddenly regained the sight of one eye. Miss Sikes said the first thing she saw was the floor, then a big, white refrigerator. She said she rubbed her eye while getting a drink of water and the vision returned. (UPI)

Dennis the Menace



"WATCH HOW THE CLOSER WE GET, THE REDDER HIS FACE GETS."

Pioneer Fingerprint Expert Retires

By KENNETH CARR
Galveston, Tex. —(UPI)—Folks around this island city will tell you if you'd ever been in trouble with the law and ran up against Charles Bock he could take one look at your hand and tell you what you did, how long ago you did it and what you got for it.

Charles Edward Bock, a 65-year-old fingerprint expert who recently retired from the Galveston police department, says it isn't so—he's not that good.

However, Bock has been known to take one look at a suspect's fingers, go to his files and come back with a card of prints taken from the man 20 years before.

On a other occasion, a burglary suspect was being questioned. A prime suspect, police were about to let him go because of lack of evidence when Bock asked to look at his hands.

Had Record
After a close look, Bock came back in a few minutes with the man's file. He rattled off the man's record and it was discovered he was wanted in several other cities. Bock had never seen the man before, just his prints.

Bock is considered a pioneer in the rare profession of fingerprint experts. He started out shortly after World War I by taking a correspondence course.

While taking the course, he was struck from behind by an auto. His hearing was permanently damaged, but his eyes took up the slack.

After finishing the course, he was assigned to the identification bureau of the Galveston police department and soon became known as "Eagle Eye."

Saved Innocent
In his 44 years with the department, Bock also saved several innocent persons. He once got 11 boys released in connection with a filling station robbery. Another time a man had been positively identified as a known criminal, by his likeness to the wanted man. Bock had him set free after checking the fingerprints of the two.

Bock also is known for his ability to get prints from no one else can. A few years ago a body was found in Galveston Bay in an advanced state of decay.

Although Bock has retired, his family still is represented in the fight against crime. Both his sons are policemen.

CAPSULE PLACED—Technicians hoist "Faith-7" space capsule to the top of the gantry at launching pad No. 14 at Cape Canaveral, Fla., for installation atop an Atlas booster rocket. The bell-shaped capsule will carry astronaut L. Gordon Cooper Jr. on a planned 22-orbit flight now scheduled for mid-May. (UPI)

WOMAN INDICTED

Klamath Falls —(UPI)—Zelma Joan Oehiro, 42, Klamath Falls, was indicted by the Klamath County grand jury Monday on a charge of first degree murder. She is charged in connection with the fatal shooting of Florence Huiti, 26, Klamath Falls, here last month.

Mint News

The herb known as mint is named for Menthe, the river nymph of Greek mythology, says the Candy, Chocolate and Confectionery Institute. Menthe supposedly was changed into the herb by a jealous goddess.

IMMEDIATE OPENING

Setter (reel lawyer) for left hand handmill. Night shift. Year round job in Anderson, California.

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