



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**SALES SWING WITH JUNIOR SET.** Stores around the country have no complaints about current sales in young juniors' departments, reports Women's Wear Daily. "They're selling summer shifts - for beach or town - gowns for graduations and parties, and more two-piece bathing suits than in other years." The shift is proving popular at moderate prices, as are culottes and wrap skirts. Favored fabrics are denim, cords, seersuckers and Arnelis. Stores are generally split on their concept of young juniors' departments. About half limit the department to junior and junior petite sizes. The other half includes sub-teen sizes, working on the theory that girls who wear the sub-teens don't like to shop children's departments.



**MEDFORD INSURANCE BUYS HOLMES AGENCY.** Cole and Grace Holmes have recently sold their business which was established by Holmes' father, the late R. A. Holmes, in 1909 as The R. A. Holmes Agency. Lowell A. Iverson made the purchase effective May first, and to enable this business to have the best service and advice, Mr. Iverson and Mr. Brennan merged the two agencies into one facility, Medford Insurance Agency now located in new quarters at 25 West Main Street. Medford Insurance Agency is an Oregon Corporation which was formed in 1953 to perpetuate the business started by the late Max Pierce which was purchased in 1952. This agency is presently staffed to render a real service to the community.



**Fred R. Brennan** It's President, Fred R. Brennan, services many of the prestige lines in the community where knowledge of the business in all its facets enables the insurance man to spend their insurance money locally. Fred Brennan is one of very few men who can trace his insurance career as starting in his 20th year, with Company, Agency and General Agency (wholesale) and then again Agency experience. He is a Certified Insurance Agent, having been so honored by The Oregon Association of Insurance Agents for Professional Achievement in Property and Casualty Insurance. Lowell Iverson came to Medford in 1937 and joined the Groceria, where he rose to second in command and made the acquaintance of so many Medford people. He sold his interest in the Groceria in 1962 and became a licensed sales representative with Donald C. Sloan Company, investment securities. Iverson has been actively studying the insurance business for the past six months and has become Vice-President and Treasurer of Medford Insurance Agency. Lowell Iverson is an advocate of the package conception and the mass marketing of general insurance. Merging of The R. A. Holmes Agency into Medford Insurance Agency called for expansion of office facilities to better serve the community. Ben Trowbridge of Trowbridge Electric Company renovated the location at 25 W. Main Street for Medford Insurance Agency's enlarged facility shown below. The most modern up-to-date offices have been opened at this location known as "The Insurance Center." The latest in air-conditioning has been installed for the comfort of cus-



**AETNA INSURES SPACEMEN.** The first individual life insurance policies for spacemen have been issued to the nation's seven original astronauts by Aetna Life Insurance Company. Announcement that the life insurance protection would be provided for the astronauts was made recently in Washington, D.C., by C. Leo De Orsey, advisor to the seven original astronauts, and John A. Hill, Aetna Life president. The policies, each for \$100,000 provide complete life insurance protection to the astronauts anywhere in space or on the earth. Applications for insurance for the nine new astronauts are now being processed by Aetna Life. The policies are the first life insurance plans to be issued on an individual basis to anyone engaged in outer space travel. The premiums charged are similar to rates for other unusual occupations, but are not as high as those paid by people in some pursuits on earth. They include the normal extra charge for military jet pilots and an added charge for space travel. While the premium is higher than a prototype jet test pilot would pay, it is somewhat less than would be charged for more dangerous types of steeple-jacking. In determining the rate for the astronauts' policies, Aetna Life said it considered not only the intensity of the hazard but also the frequency and length of time which they would actually be traveling in space. Also considered was the fact that most of the astronauts are regular military jet pilots and are still flying jets from time to time. Aetna Life said each of the 16 astronauts was required to complete a life insurance application and take a physical examination just as any other citizen applying for large amounts of life insurance. Asked on the application whether they "intended to take aircraft ascensions in the future," all answered an unequivocal "Yes." They also said "Yes to another question about whether they had plans to travel outside the continental United States. Today, people in virtually any line of work can obtain life insurance coverage - even if they're planning a flight to the moon.

**Color SEARS**

**TO HELP HOMEOWNERS CHOOSE CUSTOM-MIXED PAINT** for any room, this new "color bank" featured at Sears' Roebuck Company in Medford holds 720 tints. And modern science has made the solution of achieving just the right color a lot easier by coming up with an automatic paint mixing machine that can whip up any of 45,000 colors and tints, according to Bud Reisberg, Sears' division manager.

The new paint mixer, called the Shade-O-Matic, employs 12 different colorants and 3 paint tint bases, dispensing just the right proportion of each colorant to obtain the exact shade desired.

And the home decorator who just can't make up her mind about a color will find a new bank of color chips offers 720 different tints and tones. The small chips can be checked right on the spot or taken home for comparison with walls and present decorating pieces. Top decorators today agree that the average homeowner has a greater array of colors and tones and a greater variety of types of paints available to them than ever before. These new color selection and paint mixing devices have been installed at local Sears, Roebuck and Co. stores, the manager added.



**CROWDS ATTEND OPENING.** The new section of the fast-growing Big Y Shopping Center, the area rebuilt following a fire, made its debut last week and before crowds of southern Oregon and northern California people. The portion just east of the Big Y Shopping Center's main building houses the Big Y Barber Shop, the Big Y Beauty Shop and the Big Y Laundromat. Shown in the photo above at left is Frank Boone, operator of the Big Y Barber Shop, who has been a barber in Medford for the past 44 years. Boone started his profession in the old College barber shop in the same location as the Craterian theatre today. He was associated with several Medford shops before opening his shop in the present Big Y Shopping Center. Frank Boone resides at 1526 West Main street in Medford with his wife, Flossie Mae. They have a daughter, Mrs. Gary Bothers, who graduated from Medford high school and the University of Oregon. The Boones have three grandchildren. Shown above, center, are Ray and Evaline Niehaus, who operate the Big Y Laundromat. The Niehauses were married in Iowa in 1936, came to Medford in 1947 and opened their successful business in the Big Y Shopping Center. Their son, Wayne, graduated from Medford high school and is presently working in a lumber mill here. At the right of the above photo, is Eva Penwell who operates the Big Y Beauty Shop. This popular shop has had the same three operators since it opened 6 years ago and all are graduates of the Medford Beauty School with advanced training under Don Johnson of Portland. Eva Penwell and her husband, Don, reside at 2049 Gary street in Medford, have a daughter teaching in Milwaukie, another daughter residing in California and a son who is a manager of DePester Chemical Company here. They have three grandchildren in Medford schools.



**SPRING PICKUP IN HOUSING.** The U. S. housing industry is stuck on a plateau but it's a high plateau, reports Business Week magazine. A BW survey of builders, lenders and housing economists adds up to the expectation that apartment and home building starts in 1963 will hold even with 1962 - thus maintaining the same level for two years in a row - at an annual rate of about 145-million units. This figure is only 65,000 units short of the rate for 1959, biggest housing year of the past eight. Coming at a time when most industries are posting new records, word that housing will stay just even with last year may seem disappointing. Actually, it has the housing industry breathing a sigh of relief.

Housing will match last year's performance only because there are distinct signs of a spring pickup. In March, starts ran at an annual rate of 1.5-million units, a 17% gain over the 1.2-million average posted in January and February. And most builders expect April to show further gains when figures are in.

There are signs around the country of an increase in consumer interest in new housing. This leads many builders to hope that they can reduce the inventory of unsold houses they were forced to carry through the winter. And it leads owners of rental housing to anticipate cutting down on a vacancy rate that averaged 7.4% nationally last year.

**NISTLER APPOINTED AGENT RELOCATION FINANCE CORPORATION.** Jim Nistler, of American Home and Land Co., has been appointed agent of the Relocation Finance Corporation for the Medford area, it was announced today by Mr. John Owen Connell, administrative executive of the organization.

Relocation Finance Corporation, the nation's first complete service for arranging and financing inter-city transfers of employees by industry and business, operates a network of more than 600 really agents from coast to coast.

According to Nistler, the R.F.C. service can be tailored to the needs of any business enterprise, regardless of how large or small the number of personnel it transfers annually. A company using the service only pays a fixed fee for each employee actually transferred under the R.F.C. system. This program has been designed to save companies valuable "down time" when hiring or transferring employees.

The available relocation services under the R.F.C. program include intensive merchandising of a transferee's origin home, an interest-free, six-month interim loan equal to the transferee's equity in the origin home and the assistance of an R.F.C. Agent in the destination city to find new housing and provide whatever conveniences may be needed by the new arrivals.

The Relocation Finance Corporation, with headquarters in Clayton, Mo., anticipates the allocation of ten million dollars in interest-free loans during the ensuing spring and summer housing season.

**SUPER MARKETS LIKE NEWSPAPERS.** Super Market Institute recently disclosed that a study indicates that newspapers are still the most popular advertising medium by far, with the nation's supermarkets.

A research study unveiled at SMI's 26th annual convention disclosed that 95% of its members advertise in newspapers, down slightly, however, from two years ago when 97% of the members used this medium. The survey also showed that 89% of the members spend more money in newspapers than any other medium and 84% invest more ad dollars in this medium than all other media combined.

Radio fared well but television slumped since the last biennial report. Radio was used by 66% as compared to 62% two years ago. In the current survey, 26% of the members used TV, a dip from the 32% who used it two years ago. A total of 60% of the membership said they used handbills and circulars, the same percentage as in the last survey.



**MEDCO RECOGNIZES SAFETY RECORDS.** The well-used phrase, "Safety Pays" was quite in evidence recently when the Medford Corporation honored their machine shop, dry kiln and transportation departments with a steak dinner at North's Chuck Wagon. The outstanding safety records of these departments included up to nine years for the machine shop department without a lost-time injury. The dry kiln department had three years and three months without an injury and the transportation department had two years and three months accident-free operation time.

Mr. Odd Berke showed some film taken during the survival expedition made by several Southern Oregon men last summer and spoke to the group of many interesting facts about wilderness survival.

Safety in a large plant presents a big problem to those responsible as large machines and several men working in limited space create conditions in which accidents are prone to occur. In spite of the efforts of management to prevent accidents, they do happen. The efforts of the men are largely responsible for safety records and are quickly recognized by management.

**SCHICK SAFETY RAZOR COMPANY,** a division of Eversharp, Inc., moved swiftly to consolidate its position in the stainless steel razor blade race by introducing Krona Plus stainless steel injector blades in Metropolitan New York and the 11 Western states. This Krona Plus stainless steel injector razor blade is an item which had the unknown cooperation of Space Age scientists.

Bonded to the stainless steel edge is a complicated lubricant developed in missile work, which takes away the tug and discomfort of the daily shaving ritual. This process is called Krona Plus. Consumers are amazed at the large number of shaves they obtain from one of these stainless steel blades.

Schick pioneered the injector razor in the 1920's, the revolutionary Krona edge in 1960, and five months ago the first American company to scoop the industry with its stainless steel Krona Plus blade for double edge users. Now Schick is the first on the market with a stainless steel blade for injector razors. The Krona Plus process is a complicated procedure and adds considerable time to the blade manufacturing cycle. The special lubricant adheres to the molecular structure of the metal and its adaptation from aiding the astronauts speeding through space to helping make the daily shave somewhat more pleasurable too extensive research and experimentation by Schick. Rigid controls of the metallurgical content of the blade, humidity, temperature, air filtering, etc., are necessary for this quality product.

**FRINGE LINES PAY OFF FOR FURNITURE STORES.** The more fringe items a furniture store sells, the more successful it is likely to be. This is the consensus of major industry sources queried on the relative importance of carrying a variety of categories in a home furnishings store, states Home Furnishings Daily. And it seems to be true whether the store does business of around \$100,000 a year or tops the million-dollar mark. Basically, furniture is the top volume getter in a store, according to anywhere from about 52% to 80% of annual sales. Floor coverings generally are next in line followed by major appliances, radio and television, and draperies, curtains and lamps in that order. Many decorator-oriented stores concentrate as much as 80% of their merchandise in furniture lines. The remaining merchandise may be divided between floor coverings (8 to 15%), lamps (about 5%), and curtains and draperies (about 5%).

## Your Money's Worth

By SYLVIA PORTER  
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**1963 AUTO SALES TO TOPPLE ALL RECORDS**

The U. S. automobile industry will set all-time records on every side in 1963, will at last push Fabulous '55 into the "second best" category.

It will build at least 7,200,000 passenger cars in the 1963 model run, against 7,131,000 in the 1955 model year and representing a 7 1/2 per cent increase over 1962's output. It will build more than 1,100,000 trucks in the 1963 calendar year, way above the 537,000 produced in 1955 and a peacetime peak.

It will achieve in April-May 1963, for the first time in history, two 700,000-plus sales months in a row.

It will chalk up in 1963, also for the first time in history, two great auto sales years back to back, and it will make that 1964 will be the third great auto sales year in a row.

It will sell more economy-size cars in 1963 than ever before, and, significantly, economy-size cars which are bigger, flashier, more luxurious and more equipped with expensive gadgets than ever before.

It will take from the American auto buying public more than \$10 billion in the next six months - the first time auto sales will have crossed the \$10 billion mark in this length of time.

There are out-on-a-limb predictions, but I'll risk them, for they seem reasonable to me unless an unforeseeable calamity forces sudden slashes in auto production. So far this year, the auto companies have been constantly upgrading, not downgrading their output schedules.

In late April, Ward's Automotive Reports came out with a flat forecast that sales of new cars and trucks, including auto imports, would reach 8,475,000 in calendar 1963, an all-time record and comparing with a 1955 total of 8,423,000. But the catch in this forecast was that it assumed imports of 350,000 this year against imports of only 58,000 in 1955. Thus, the "record" actually assumed sales of U. S.-made automobiles would be 81,000 under 1955's total.

Ward's is not yet publicly changing this projection, but a spokesman for the authoritative research service admits that the way auto sales are surging along, I'm making "an intelligent gamble" with my predictions of shattered records.

One reason for optimism is that dealers' inventories of new cars are now the lowest since 1955. As of April 30, dealers had only a 36 days' supply on hand, substantially down from the March 30 supply. "A decline at this time of year is unusual," Ward reports, and never before - with the exception of recession 1958 - was the fall-off as steep as between March 30 and April 30. With May sales at a blistering rate and with dealers' inventories extraordinarily low, the pressure will be on factories to pace production to sales.

Another reason for optimism is that dealers' inventories of used cars are low too. Sindinger's Economic Activity Service in its most recent survey of consumers revealed plans to buy used cars in the next two months are up a startling 37 1/2 per cent over last year. Stunned by its own finding, Sindinger's asked household heads, "Why?" It learned that one-third of the used car buying plans involved young people of driving age. "My son plans to buy or we plan to buy for him or her..." With increasing millions reaching driving age now, the population mix alone is a powerful spur to auto production and sales.

A fourth reason is the steadily rising level of incomes in the U. S. There are now 17,600,000 families and single individuals - 30 per cent of the total of consumer units - with incomes in the \$8,000-and-up group. Buying of a second car mounts sharply at this level.

A fifth and highly important reason is the rising rate of auto scrapage. Junking of autos this year alone is estimated at 5,500,000, indicating a strong and strengthening replacement demand.

The American consumer's on-again, off-again romance with his (or her) automobile is a world-recognizing thing. Never has our romance been so on-again as now - and as a result, the entire U. S. economy is "smiling."

### Picture in Wool



9068 SIZES 9-17  
by Marianne Martin

Be a needle artist - you'll enjoy it. Use wool or 6-strand cotton, natural colors.

Double pleasure. Enjoy embroidering this scene, enjoy the compliments. Pattern 7266; transfer 15x20 ins.; color chart; directions.

**THIRTY - FIVE CENTS** (coins) for this pattern - add 15 cents for each pattern for first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

**1963's Biggest Needlecraft** Show stars smocked accessories - it's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Free pattern. Send 25c now!

**POSITION BILL SIGNED**  
Salem - UPB - County commissioners will have to run by position instead of at large under a bill signed Thursday by Gov. Mark Hatfield.

**5' STEP LADDER**  
6.00 Value  
**3.85**  
Dutch Boy Paint  
401 E. 4th

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For the Period Ending June 30th, 1963

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**First Federal Savings and LOAN ASSOCIATION of MEDFORD**  
201 W. 5th Street, Medford, Oregon Robert F. Kyle, Manager