



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES UP 6.2% FOR FIRST FOUR MONTHS. Total sales of retail stores in April were \$20.4 billion - a 5.9% increase over April, 1962. All retail classifications scored sales gains led by the automotive (plus 12.5%) and general merchandise (plus 10.2%) groups. For the first four months of 1963, retail sales totaled \$75.6 billion, 6.2% above the corresponding 1962 period. Major gains were chalked up by the automotive group, the general merchandise group, furniture and appliances, and eating and drinking places.

CANADA DRY SWEEPSTAKES LAUNCHED. Canada Dry has just launched its second annual Money Tree Sweepstakes this week. Running through June 29, the soft drink company's sweepstakes will give three lucky Americans the dreamed-of chance to pick real money from three Money Trees to the tune of upwards of \$30,000.

According to John W. Snider, manager of the Pepsi-Cola Bottling Company of Medford, who released details of the Sweepstakes, the "leaves" of the 1963 Money Trees, like their 1962 counterparts, will be U. S. currency in denominations ranging all the way from \$100 bills down to \$1 bills. And come early August, three lucky consumers somewhere in the nation will get to pick all the "leaves" they can in the time allotted against guaranteed minimum amounts totalling \$30,000.

Top winner will keep all the greenbacks he or she can pick in three minutes with Canada Dry guaranteeing the "harvest" will be no less than \$15,000. Second prize is two minutes of picking with a \$10,000 guaranteed minimum. Third prize winner will depend on his or her picking prowess to see if in one minute the company's guarantee of \$5,000 can be surpassed. Plus the top three prizes, the Money Tree Sweepstakes will offer to lucky consumers 1963 prizes worth a grand total of \$11,583 all of it in nice, new cash.

Mr. Snider said that again this year as in last, to make it easy for area consumers to enter the Canada Dry Sweepstakes, there will be no formal entry blanks. In their place, a special pull-tab on the handy six-pack, a bottle-neck label from a Canada Dry beverage, or a special bottle collar will be used, according to the rules.

The complete rules and other pertinent facts about the Canada Dry Money Tree Sweepstakes are spelled out in displays that are now being set up in local food stores, Mr. Snider said. All entries received up to midnight June 29, 1963 are eligible to win one of the 1966 prizes.

98 MILLION VACATIONISTS TO SPEND \$26 BILLION. Some 98 million American vacationists will spend close to \$26 billion on domestic vacation and travel this year, according to an annual survey conducted by American Express. Domestic vacation - travel spending last year was approximately \$24.9 billion. The emphasis in '63 will be on out-of-state vacations sparked by the following factors: (1) a desire to see the U. S. and Canada; (2) new networks of transcontinental highways; (3) hundreds of new luxury motels; (4) flexible air, rail and bus package trips; (5) family plan air fares. Parents by the hundreds of thousands are traveling all over the country with their children, not only to benefit from a change of scenery, but to broaden their knowledge of United States history. This is shown in the impressive attendance records being chalked up by many historic sites, restorations and national parks. Another interesting fact nearly one out of every 10 U.S. vacationists is expected to visit Canada this year.



partments last year. Prescription volume topped \$2.2 billion, a 7.7% increase over 1961. Sales of cosmetics and toiletries rose to more than \$839 million, a 5.1% gain over '61. These facts are revealed in an annual study of drug store sales just compiled by American Druggist magazine. Total drug store volume came to more than \$8 billion in 1962 - a 5% increase over 1961.

MISS INDIAN AMERICA OF 1962-63-Ramona Soto of Klamath Falls, Oregon - met an honorary member of three Indian tribes recently on a personal appearance visit to New York, where she appeared on radio and television and was interviewed by the newspapers. Miss Soto is shown at left with Dudley Dowell, president of New York Life Insurance Company, who is an honorary member of the Tuscarora, Blackfoot and Shoshone tribes and has been a student of Indian culture for many years. Miss Soto, who plays the piano and sings, is known as "Prairie Flower." She is a Klamath Indian and is presently enrolled at Sheridan College. She wants to be a lawyer. She was chosen Miss Indian America at All American Indian Days in Sheridan, Wyoming, last summer.



AUTO FIX-UP FIGHT. Variety, drug and food chains are invading the car repair business, reports The Wall Street Journal. Two typical examples: W. T. Grant Co., a variety store chain, is tuning engines, relining brakes and doing other small repair jobs at two of its new service centers; and Food Fair Stores, a supermarket chain, now operates four repair centers in the Philadelphia area. Some discount houses and department stores are also jumping into the business of fixing cars. This sudden rush of newcomers is troubling automobile dealers and independent garages, whose share of auto repair business has been slipping. But the added competition already shows signs of bringing motorists more convenient auto service and perhaps lower costs as well. Part of the attraction for newcomers is the rapid growth in the auto maintenance and repair market. Today's complex cars cost an average of \$150 each annually to maintain not counting tire and accessory purchases, according to industry estimates, says WSJ. When trucks are counted, the average rises to \$200.

WITH 80 MILLION CARS AND TRUCKS ON THE ROAD, REPAIRS ARE A \$16 BILLION INDUSTRY. Auto parts sales climbed 8% in 1962 to a record 7.5 billion and are expected to rise another 10% for this year. Coupled with rising demand is evidence that many motorists are dissatisfied with existing auto service. The Socony Mobil Oil Co. in a survey of 5,800 motorists, found that more than 3,000 wanted a more accurate determination of what is wrong with their cars and greater assurance that the repairman really fixed the trouble.

THE MUSIC CENTER, recently established business formerly operated by Stereo Center and Capital Piano and Organ Company, will soon move to the attractive new Arcade, now under construction at 126 East Main street in Medford. Vin Vaughan, shown at right, and Bob Cull, right, formerly of Capital Piano and Organ Company of Boise, Idaho, and Medford, are the owners of the newly formed business. Music Center is presently operating from the locations of the two former concerns at 1080 Crater Lake avenue and 711 East Jackson street. Bob Bills and George Johnson, two H-FI specialists, are associated with the firm.



Vin Vaughan and Bob Cull

Included in the complete lines of musical and electronic instruments featured by the new Music Center are organs bearing the well known names of Lowry, Rogers and Gulbransen.

"DECORATION AND DESIGN" as interpreted for Northwest living by Seattle's leading interior designers will be given and unprecedented exposure in that city's new Seattle Center this summer. Starting June 1 and running a full three months, twenty-four elaborate and spacious room settings will be displayed in a special 20,000 square-foot pavilion as a key attraction on the 74-acre Seattle Center grounds.

Presenting the show in cooperation with Seattle Center is the Washington District Chapter, American Institute of Interior Designers, with the Seattle "Times" as co-sponsor. This is the first time a "Decoration and Design Show" has been permitted in the West and only the third such show ever presented by A.I.D. members outside of New York, where it is an annual event.

Created especially for the showcase of trends in decor for westerners will be everything from a country style family room to an executive foyer to a bedroom-study to a "Continental" penthouse, in a series of 18' x 24' room settings featuring the latest designs in floor coverings, fabrics and furnishings combined with unusual antiques and accessories.

An example of the timeless elegance Westerners admire is the intimate study-bedroom area Armored Kamins, A.I.D. has christened "Retreat from Routine." Mrs. Kamins, president of A.I.D.'s Washington District Chapter and a lieutenant governor of the A.I.D. Resources Council, has used Italian marble floor in warm neutrals topped by Berven's "Carriage Trade" bronze wood area carpets. They form an easy-but-elegant foundation for Cocheo's hand-carved chairs upholstered in azure green cut velvet, and Bodari's "Anjou Green Lacquer" chest. The room is completed with fine books and famed Seattle artist Morris Graves' oil painting, one of several loaned to the show by the Seattle Art Museum.

Saffron, ebony and white, with electric blue accents are effective in the "Executive Foyer" created by Robert M. Blanks, A.I.D. and Margaret Hansen, A.I.D. affiliate, for Robert M. Blanks Associates' setting. Mr. Blanks, who is also responsible for the overall interior design of the pavilion housing the Seattle Decoration and Design Show, employs beveled octagon ebony tiles by Amilco as flooring that continues up one wall. Silhouetted against the wall is an Empire sofa upholstered in special saffron leather from Blanchard Bros. & Lane of Hackettstown, New Jersey. A typical Northwest touch is the hand-woven white translucent window treatment by nationally-known weaver Hella Skowronski of Bellevue, Washington.

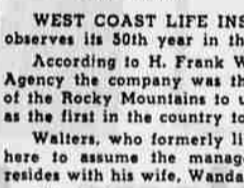
Other settings in the show include a "Country Style Family Room" in black, red and antique gold, designed by Louise Betner, and Neil C. Blaisdell's "Sitting Room-Guest Bedroom" done in the French country manner using touches of caramel, olive and white.

"Terrace Living" so important to westerners will be shown by Glenn Behnke, who has chosen a white, green and orange scheme, while Harry Beasley's "Golden Years" theme has a white, gold and brass setting. William D. Bowden and Dorsey W. Bailey are creating a "Transition" room for the show. Walter W. Baz has done "Allusion du la Province."

FIRST CAR SALESWOMAN AT CRATER LAKE MOTORS "Women, when buying a car, look for information on interiors, colors, automatic transmission and ease of driving," says June Gibson, left, newly appointed saleswoman for Ford at Crater Lake Motors.

"It's that simple," June continued; "we found that women can talk about their desires best with another woman and I'm here to provide the woman's angle on the car." Fred Coleman pointed out; "women are more color conscious and quality conscious. Therefore, we feel that a woman (June) will do a better job of selling these Ford features to the ladies."

June has lived in the Rogue Valley for the past 9 years. Prior to moving here, she lived in Hawaii. Crater Lake Motors officials pointed out that June is the only car saleswoman in this area currently and is well trained to interpret the needs and desires of women when buying a car.



June Gibson

WEST COAST LIFE INSURANCE COMPANY this year observes its 50th year in the group insurance field.

According to H. Frank Walters, Manager of the Medford Agency the company was the first insurance company west of the Rocky Mountains to underwrite a group case, as well as the first in the country to write a western group case.

Walters, who formerly lived in Medford, recently moved here to assume the management of West Coast Life. He resides with his wife, Wanda, at 62 Modoc street.

This first group contract was issued in 1913 on the employees of the United Railroads of San Francisco, forerunner of the United Market Street Railway, Walters said. At that time death benefits protection ranged from \$250 to \$1000 depending upon length of service, and covered employees from age 20 to 77.

In its active half-century of group underwriting, Mr. Walters said, West Coast Life also issued the first Unemployment Compensation Disability policy (UCD) in the nation. In addition, the company was one of the first to develop and issue the increasingly important Major Medical coverage.

Domiciled in San Francisco since it was organized 16 days before the great earthquake and fire of 1905, the company has occupied the 15-floor West Coast Life Building at Second and Market since 1920.



H. Frank Walters

A PAT ON THE BACK FOR NEWSPAPERS. The large majority of home improvement dealers continue to "use the newspaper as their major advertising medium," writes Joseph Berne, home improvement consultant, in Building Supply News Magazine. "There are good reasons for this," states Mr. Berne. "The newspaper is the public's primary source for both news and mercantile information. People look to its advertising to learn about sales events, and new products or services. In most areas, it offers the lowest advertising cost per reader, listener or viewer. It is the most flexible in dimension and therefore in cost. It can be clipped out by a prospect and retained for future reference."

Navajos Modernizing Politically, Socially

By DONALD E. BOTT
Willow Rock, Ariz. - The Navajos - once a colorful tribe of sheepherders, cowhands and craftsmen - are being incorporated into civilization, whether they like it or not.

And some of them don't. But with the influx of radio, television and newspapers, war rumors and politics have made an impression on the majority of the tribe of about 9,000.

The family Hogan, which only recently gained electricity and heat, now is usually crowned with a television antenna.

Several stations in the reservation area devote part of the broadcasting day to Navajo songs, speeches and advertisements in the Navajo language.

Newspapers in the area have many subscribers on the reservation and complete coverage is given to tribal affairs as well as national news.

Dairy Products Go To Area Schools

Almost \$40,000 in dairy products will have been distributed to Jackson county school lunchrooms by the end of this fiscal year, according to state department of education figures.

Dairy and meat products distributed will amount to approximately \$7 per census child of the 24,954 school census children in the county.

Butter headed the list in total value at \$30,978.24. Cheese distributed will total \$10,005 and dry milk \$4,536.

A total of \$3,661 in fresh and canned pears will have been distributed by the end of June. Canned pears' total value is \$1,181.25, fresh Bartlett pears \$1,650 and fresh D'Anjou \$830.

The total value of frozen ground beef is \$7,630.60, or 15,060 pounds. A total of 39,867 pounds of frozen chicken will have been distributed at a total value of \$14,750.79.

A total of 22,694 pounds of frozen turkey valued at \$9,077.60 will have been distributed.

Consumers used only 326 eggs per person in 1961, compared with 392 in 1951, despite a 21 per cent drop in retail egg prices.

New Concept in Medical Training is Scheduled

By ROBERT L. FIENBERG
Providence, R. I. - A medical education program designed to face the realities of the 20th century is scheduled to begin this fall at Brown university.

The program is a six-year course of study, at the end of which a student is placed in the third year class of a medical school.

John Elmendorf, university vice president, said the program is a departure from the traditional approach to training young medical doctors.

"Doctors must be taught the basic principles of science to be truly up-to-date," Elmendorf said. "We want to instill a basic taste for study and research to ensure that the flavor for more knowledge lasts a lifetime."

He stressed that knowledge of the basic sciences is progressing so rapidly that long-held concepts are undergoing radical changes. He said a person must have a good grasp of basic science to understand these changes.

Students will enter the program in their freshman year. The course will continue through the summers, with a month's vacation squeezed in. At the end of the program, a student will have acquired a bachelor of arts degree and a master's degree in science.

Students who ordinarily would work in the summer to finance their schooling will have no financial worries. The university says it is determined that none will leave the program or be excluded from it because of lack of funds. Scholarships and loans

will be made available. The program begins with a solid grounding in the fundamental sciences: mathematics, physics and chemistry.

Biology, begun in the second year as a broad and fundamental science, will continue into medical subjects usually covered within the first two years of medical school.

The study of science culminates in advanced elective courses, independent study and research over the major part of at least two years and in the summertime.

The future physicians would also have a solid grounding in liberal arts. The program begins with literature and continues into the study of various aspects of social phenomena.

The university sees no problem in placing its students in the third year of medical school. Medical school officials have shown great interest in the idea.

Test Tube Wood Now Being Used

Akron, Ohio - America's 28 million bowlers some day may be getting their strikes and spares on bowling pins made of "test tube" wood.

Hardwood supplies, particularly maple for bowling pins, are being depleted. The new chemical wood, developed by researchers, already has been successfully tested in bowling pins and it can be used for such other products as gun stocks, golf club heads and heel blocks for women's shoes.

Crops Flattened By Texas Storm

By United Press International

A Texas-sized hail storm left hailstones piled 18 inches deep in south Texas today. Crops were flattened and cars were dented by the golf-ball size stones and at least two roads were closed.

At least two persons were dead after a tornadoic wind and rain storm lashed North Carolina Tuesday.

An 18-inch layer of hail was reported seven miles north of Bovina, Tex., where wheat, cotton, and corn crops were damaged heavily. The hail which fell during the night was followed by torrential rains which caused minor flooding. Two roads were closed because of high water.

Four inches of rain fell on the Texas-New Mexico border during the night.

Thunderstorms, packing winds up to 75 miles per hour and 3/4 inch hailstones, pounded North Carolina. Two persons were killed in an automobile accident near Clayton during the height of the storm.

Heaviest damage was reported at Chapel Hill, N.C., where the storm knocked down trees, snarled traffic, disrupted power and flooded one street.

Winchester Bay Woman Dies in Crash

Coquille - (UPI) - State police here reported today that Cora Helena Eesselstrom, 71, Winchester Bay, was killed in a traffic accident on State Highway 38 in Douglas county Tuesday afternoon.

Memorial Holiday SPECIALS



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