



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

NEW CHEVROLET CHEVELLE COMING. A new motor car, the Chevelle, will appear on U. S. roads this fall, according to Fortune magazine. The auto will come from the Chevrolet Division of General Motors Corporation and will be intermediate in size between the standard Chevrolet and the compact Chevy II. It will compete with Ford's intermediate car, the Fairlane.

Earlier rumor about such a possible addition to the Chevrolet line speculated on Chevy or Corselle as a potential name for the new car.

OREGON FRYER BUDGET BOOSTED. More people are going to learn about Oregon fresh fryers this year than ever before. The Oregon Fryer Commission, at its May meeting, approved a \$47,000 budget for the year ahead. This is up \$2,300 from the previous year with the additional funds aimed at more attention to fryer promotion, said Warren Merrill, commission manager.

Public hearing on the budget has been set for June 25, 11 a.m., at the commission office, 264 Lancaster Drive, S. E., Salem.



MAYOR JIMMY DUNLEVY is shown, at left, clipping the ribbon which officially opened the attractive new home of Jim's Floor Cover Shop recently. Several hundred southern Oregon and northern California people attended the opening at 1246 South Riverside avenue in Medford. Jim F. Poole, who with his wife Marion and son, James, established the successful business five years ago, is shown at left observing genial Jimmy's technique in handling the ribbon-cutting job.

CHAIN STORES HAVING GOOD YEAR. Leading chain stores and mail order houses in the U. S. continued to chalk up sales gains in April and in the first four months of the year, according to a New York Times survey of 34 chain and catalog operations. Total sales of all 34 rose to more than \$1.6 billion in April—up 5.7% over April, 1962. In the first four months of this year, sales totaled \$5.8 billion—up 6.2% over the January-April period of last year. Of the ten categories included in the survey, eight (mail order, variety, general merchandise, grocery, drug, shoe, apparel and automobile variety) chalked up sales increases. Two categories (furniture and men's wear) reported sales declines.

SOUTHERN OREGON FORD DEALERS. The Ford Division of the Ford Motor Company, and Tennessee Ernie Ford have joined forces for an unprecedented May-June sales, merchandise and advertising promotion.

This promotion, now underway, is geared to give consumers the saving benefits of top volume sales as Ford Dealers go after their share of a history-making 2,000,000 car and truck market in May and June.

Newspapers will again be the major medium in this promotion. The advertisements will offer car and truck vacation specials, and a chance to win a Falcon V-8 Squire Wagon, along with valuable camping gear for Western Vacation living.

Tennessee Ernie Ford will appear in all newspaper advertising playing the part of "salesmen extraordinary" for Ford Division and Ford Dealers during the two month campaign.

A LOW PRICED WATCH so well made that jewelers can recommend it, is the promise for the sensational new Caravelle watch, a product of Bulova, which is making watch history. Four Medford jewelers, Wes Pearson, Lawrence, John Nuich and Brophy's have become so enthused about the new Caravelle watch they are running combination advertising with their signatures at the bottom. This is the first time this has ever happened in Medford.

The local jewelers say this new watch has precision accuracy, lasting beauty and fine craftsmanship at a new low price! The Caravelle watch must pass over 50 quality inspections! Another outstanding feature for a low priced watch is that it can be repaired by any capable watchmaker.

HOWELL NEW WHITE KING AREA MANAGER. Eugene R. Howell, Jr., has been appointed area manager in Oregon for White King Soap Co., Sidney H. Gilmore, director of marketing for the company reported.

In his new assignment, Howell will be assisted in Oregon by Dal Keele and Bill Carter. Born in Boise, Idaho, Howell attended the University of Seattle as a pre-law student. He left the university in 1940 to join the U. S. Navy where he served for six years.

He has been in the retail grocery and food brokerage business and was associated with the Carnation Co. from 1953 until he joined the White King Company in 1962.

NEW RESEARCH REVEALS GAPS IN TV VIEWING. The important thing to television advertisers is not how many sets are tuned in but how many people are looking at them—and at the commercials. So said Paul E. J. Gerhold, vice-president of marketing services, Foote, Cone & Belding advertising agency, before the spring meeting of the Association of National Advertisers in New York. He reported on "an original study of television advertising" conducted by the agency and based on extensive research made in Queens, New York. The report showed that 14.4% of the homes were tuned to the average evening network TV program, or "surprisingly" almost four points lower than the average rating shown for the same period for the whole metropolitan area by one of the rating services. The research also revealed that only 9.4% of the housewives viewed some part of the average evening network TV program; only 6.8% of the housewives had a chance to see a specific commercial on the program; only 3.8% could remember, the next day, that they actually had seen the commercial, and only 2.5% could remember and could prove they saw it by actually recalling something it said or showed. Mr. Gerhold asked the ANA meeting: "Am I right in guessing that you have never before heard such small figures used to describe the research and performance of evening network television?"



MEMORIAL DAY WEEK-END PICNICS, patio parties and barbecues offer fine opportunities for new, luscious treats made with Real Gold, with its California orange base. This popular concentrated, non-frozen orange juice is vitamin C enriched. Here are a few new Real Gold recipes to delight Mail Tribune homemakers:

ORANGE BREAD
3 cups sifted flour 1 teaspoon baking soda 1 cup water 1/2 cup shortening
1 teaspoon salt 1/4 cup orange base 1 cup chopped pecans
1 can Real Gold orange base 2 eggs

Sift together flour, baking powder, soda and salt. Combine orange base and water. Cream shortening and sugar until light and fluffy. Add eggs one at a time, beating well after each addition. Add dry ingredients alternately with orange base and water, stirring only enough after each addition to blend thoroughly. Fold in pecans. Pour into greased 9x5x3 inch loaf pan. Bake in moderate oven (325 degrees) about 1 hour. Let bread cool in pan 5 minutes, turn out onto wire cake rack to cool. Slice and serve "as is" or spread with butter or cream cheese. Makes one 9x5x3 inch loaf.

ORANGE SALAD
2 packages lemon jello 2 packages orange jello 1 can Real Gold orange base
8 cups liquid-use juice from Real Gold orange base plus peach juice, plus water to make 6 cups
1 can Mandarin orange segments 1 1/2 cups diced celery 1 cup chopped nut meats
3 cups sliced peaches (canned or fresh) Makes 15 servings

FRUIT SALAD ORANGE DRESSING
Prepare fresh or canned fruit sections as for salad. Blend 1 tablespoon Real Gold orange base (undiluted), shake of lemon juice and dash of red pepper into 1 cup mayonnaise or sour cream. Serve over fruit salad.

BROILED HAM SLICES WITH ORANGE GLAZE
1 slim ham 1 inch thick 1 can Real Gold orange base
Brush slice of ham with orange base. Broil under full flame 7 minutes. Turn and brush second side with Real Gold orange base. Lower flame to medium and broil for five minutes.

SAUCE FOR HAM SLICES
Combine 1 can Real Gold orange base (undiluted) with spices (including cloves), and heat. Serve hot on slices of cooked ham.

'WEDDING INDUSTRY' HIT BY COST-CUTTING TREND. The father of the bride may be "getting a break" but the fact that more young couples and their parents are shying away from elaborate weddings isn't the best news for retailers catering to the bridal market. Gowns have generally become less ornate, wedding parties smaller and receptions less lavish, reports The Wall Street Journal. Many caterers sense a more practical attitude on the part of engaged couples. Reports a Pittsburgh caterer: "You quote them a price on the telephone, and when they find out that the bill may come to \$600 or \$700 for the size reception they want, they often figure the money could be better used to buy furniture." However, the steady increase in the number of marriages each year is easing the impact of the cutback in expenditures for individual weddings. Also, wedding gifts appear to be one area where there is little evidence of a cutback, according to WSJ. "People are going more for our higher-priced wedding gifts," reports Walter Hoving, chairman of Tiffany & Co., New York jewelers.

There will be more than two million weddings in 1970, according to government statisticians. Last year, there were 1,580,000 marriages in the U. S., up from 1,484,000 in 1959. The big spurt in marriages is predicted when men and women born in the post-World War II baby boom will be reaching the peak marriage ages—18 for women and 21 for men. A possible future trend: Hess Brothers Department Store, Allentown, Pa., attributes a 10% gain in volume for its bridal shop during the past six months to a recent introduced service for widows and divorcees planning to remarry.

WARM WEATHER MEANS 'HOT' SALES SEASON. Room air conditioner sales spurt as warmer weather approaches, reports The Wall Street Journal. Factory shipments are running 50% above a year ago. "With this good start and given a hot, humid summer, industry sales may set a record this year," says an Admiral Corp. official. "People are spending more freely," adds a sales official of Northtown Refrigeration Corp., a Chicago dealership where sales are running 30% ahead of a year ago. A Dallas distributor predicts a 15% gain for the year. Clevelanders are buying larger units and equipping more rooms, dealers report. Prices are unchanged from 1962 in most stores, except for some bargains, available at 10% discounts, in year-old models.

School News

Howard School

Next year's beginning first graders were greeted recently. Invitations were mailed to 53 boys and girls. Of these, the following attended: Glenn Archibald, Loena Carpenter, George Breazeale, Penny Cook, Stephen Grensky, Mary Ann Graves, Gary Huffman, Connie Hayes Debbie Jones, Peggy Laurine, Donie Woolstenhulme, Jennifer Madden, Wendy Rawlins, Rusty Findley and Linda Chapman.

Others attending were Mark Bodenstg, Christine Bateman, Kenneth Dawson, Larry Henderson, Vonnie DuBose, Kaydon Gunderson, Marvin Poulson, Victoria Krugel, Dale Stutzman, Susan Lewis, William Young, Craig Conner, Teresa Trautman, Christ Roberts, Elizabeth Gaswint, Margie Rodell, Michael Bateman, Gwen Bissell, Johnny Cox, Diana Cole, Patricia Couch, Curtis Strickland, Anita McAnally, Patrick Strait, Sammy Wenzel, Nancy Snyder, Debra Weems, Michael Poulson and Gregory Smith.

Mrs. Nita Birdseye's fifth grade class was happy to welcome back Mrs. Flanagan after her accident. We had a good time swimming at her home following our Health Day program.

Pat Barnard is our new class president, David Jarvis is our vice president, and Jim Pardee is our secretary.

Mohawk Indians To Reconstruct Village

Hogansburg, N.Y. — (UPI) — The Mohawk Indians are building at their reservation near this Franklin county community a replica of a village their ancestors lived in hundreds of years ago.

Tourists will be guided through the village by members of the tribe who will provide lectures on Indian customs and lore.

The village will include camps and huts exactly as they appeared 300 years ago.

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Gas Tax Increase Nears Brown's Desk

Sacramento — (UPI) — A bill to increase the state's 6 cent gasoline tax to 7 cents a gallon was only two steps away from Gov. Edmund G. Brown's desk today.

Its chances of reaching the governor were rated excellent. The only remaining question was this: What will Brown, who campaigned last fall on a promise of no new or increased taxes this year, do about the bill? Will he sign it or veto it?

The bill, by Sen. Randolph Collier (D-Yreka) cleared its final committee hurdle Monday afternoon when the Assembly Ways and Means committee approved it on a voice vote.

The next step is action on the Assembly floor, possibly this week. But before it reaches the governor, the bill must return to the Senate, which already has approved it, for upper chamber action on major Assembly amendments.

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Hatfield Summons Emergency Meeting On Civil Defense

By United Press International
Civil defense appeared today to be practically a dead duck in Oregon.

Gov. Mark Hatfield called an emergency meeting of the state's civil defense advisory council for this afternoon to discuss a big legislative cut in the state program.

In Portland, the City Council informally rejected an offer from Assistant Defense Secretary Stuart L. Pittman for a meeting to reconsider its decision to knock out the city's CD program.

The Senate voted 22-8 in Salem Monday to cut back the state agency from 18 to 3 members by appropriating only \$32,000. The House took similar action earlier.

State Civil Defense Director Robert Sandstrom said Hatfield called the meeting to discuss the future and scope of state civil defense, as well as what to do with equipment and shelter-marking aspects. The state faces loss of federal matching funds.

Hatfield had asked for a 20-man CD agency. The three member agency approved by the legislature would be a coordinating staff attached to the governor's office.

Kennedy Planning Quiet Observance

Washington — (UPI) — President Kennedy plans to celebrate his 46th birthday with a quiet dinner party Wednesday at the White House.

The White House said Mrs. Kennedy is giving the dinner for the President and members of the Kennedy family, and would not release details because of "family tradition."

The White House said President Kennedy will not hold a news conference this week, and will probably spend part of Memorial Day at Camp David, Md., returning to Washington Friday.

'Spur of the Moment' Bank Robber Caught

Chattanooga, Tenn. — (UPI) — A man armed with a small revolver robbed a Cleveland, Tenn., bank of \$15,806 Monday. He was arrested 2 1/2 hours later walking along a sidewalk with two sacks of money.

"My wife needed an operation and I couldn't borrow the money," William Parks, 41, told officers who arrested him. "It was just a spur of the moment thing."

ing survival equipment and supplies into five government buildings designated as public shelters in Portland.



every litter bit hurts



DON'T BE A LITTERBUG! If litter bugs you—as it does most people, don't you be the guilty one. Stash that trash in the litter basket at the beach. And you're not being square, you're being smart to carry a litterbag in your car. Because tossing litter away is like tossing money away. You could be fined for breaking the laws against littering. So always stick your litter in the basket—then you won't get stuck with a fine. And you will help KEEP AMERICA BEAUTIFUL!

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