

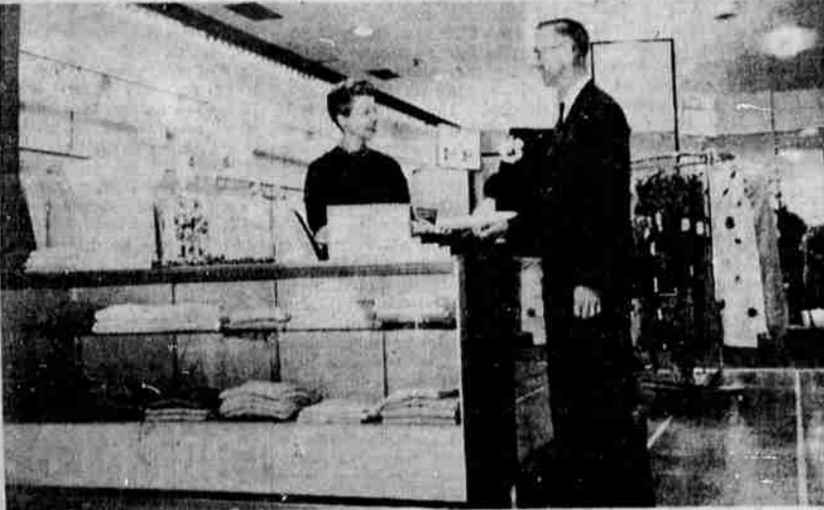


BUSINESS Memo

Edited by The Mail Tribune Advertising Department

SALES RISE SEEN FOR SECOND HALF AND WHOLE YEAR. Sales volume in the country's major department, specialty and variety stores in the second fiscal half, and for fiscal 1963 as a whole, should range between 3 1/2 and 4% above last year, predicts Professor Malcolm P. McNair, Harvard Graduate School of Business Administration. Net profits should be slightly above last year in the second half. However, because of generally lower figures reported in the first-quarter and expected in the second quarter, 1963 profits will fall slightly below 1962's, Professor McNair said, reports the New York Herald Tribune. He added that several significant factors weigh against department store sales keeping pace in the foreseeable future with total retail sales, including auto, food, appliance and furniture sales. These factors are:

- The nation's consumers have been spending 94% instead of the normal 93% of disposable income, the difference going primarily into auto purchases.
- Consumer credit has been expanding at a good rate. But when repayment of debts begins to approach 13 to 14% of disposable income as now seems indicated, credit buying has a tendency to slacken.
- Discounter competitive efforts are continuing to cause inroads into sales of more traditional stores.
- Everyone seems to be barging into soft goods business, which is the primary source of department store sales.



INTERIOR OF LA-POINTE'S REMODELED. La-Pointe's of Medford has rearranged and remodeled the interior of their shopping center store according to store manager, Truman "Sam" Nelson.

Nelson pointed out that the remodeling has been done to accommodate customers by providing more floor space and convenient shopping areas. The remodeling includes the installation of added features in three different departments as well as additional lighting and more stock space for the entire store.

In the top picture, store manager, Nelson, discusses the new blouse and sweater nook with Sportswear Department head, Mrs. Bill Preston. They are standing at the nook counter.

The center left picture shows Nelson pointing out features of the new hosiery bar to Mrs. Preston. The new hosiery bar displays Hane's hosiery and La-Pointe's own "Better than Gold" line.

Mrs. Preston is shown arranging a display in the new and beautiful handbag department in the lower, left photo. La-Pointe's has another store in Klamath Falls, Oregon which carries the same nationally known lines of ladies wear and accessories. The Medford store opened in October 1959.

AUTO SALES CONTINUE TO SOAR. New car sales continued to climb in the middle third of June, reports The Wall Street Journal. The industry sold 226,700 new cars in the period, up 10% from the 1962 period. The latest period's sales brought the 1963 total through June 20 to 3,537,384, up 10.3% from the 3,204,489 of the 1962 period.

GRANDVIEW POST OFFICE BRANCH OPENS. Al Bradford, postmaster, and Walt Davidson, owner of Grandview Market, officially opened the Grandview Post Office Branch in ceremonies Monday, July 1.

According to Davidson, operating hours of the new branch will be from 9 a.m. until 6 p.m. every day, including holidays and Sundays. Two pickups per day will be made and possibly three later as the requirements grow. Stamps, money orders, C.O.D., and package mailing are all offered by the branch.

The new office is located in the back section of the Grandview Market at Craker Lake Avenue and Grandview in Northeast Medford.

TRAFFIC BUILDS WITH "GOOD OLD SUMMER TIME" PROMOTION. A "good old summer time" promotion by J. L. Hudson Co., Detroit, drew 750,000 more people downtown than would normally come. Traffic was well ahead of last year's event, which had been described as the best promotion Hudson's has had in the last 10 years, a spokesman said, reports Home Furnishings Daily. Bands, barbershop quartet singing, a root beer garden, and ice cream parlor were featured. A square dance and community singing each drew crowds estimated at between 2,000 and 3,000 persons. During the week, men attending the promotions wore red and white striped jackets and old time straw hats. Women were in the styles of the 1910s. The promotion was designed to usher in summer selling, and was introduced with an eight-page newspaper section in four colors. Ads also tied-in with various items. Windows around the store were decorated to show the "good old summer time" of 50 years ago and to bring it up to date with 1963 merchandise. Puppet shows were given in one window. Popcorn wagons and a lemonade stand were operated on the sidewalks around the store.



DALE VAN WEY and South Atlantic plus 5 to plus 9; West North Central plus 8 to plus 12.

VAN WEY BUYS CENTRAL POINT MARKET. Paulsen and Gates Thrift Market in Central Point was recently purchased by Dale Van Wey of Eugene, Oregon. Van Wey will take over the business early this month and plans to change the business name of the firm to Van Wey's Thrift Market. Van Wey has been a salesman for Smith and Kline, food brokers for the past three years. Don Paulsen and Martin Gates, who have operated the market for the past 17 years, have purchased the First National Bank building in Central Point and also plan to continue their established appliance and television business. The new facilities for the appliance business will be the First National Bank site as the bank will move soon to new quarters now under construction.

TOTAL RETAIL DOLLAR VOLUME ROSE SUBSTANTIALLY during the 7-day period ended Wednesday, June 26, above 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: plus 4 to plus 8%. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: New England 0 to plus 4; East South Central plus 1 to plus 3; West South Central and Mountain plus 3 to plus 7; East North Central and Pacific plus 4 to plus 8; Middle



MEDFORD STUDENT MECHANICS HONORED. Recognition as two of the nation's most talented student automobile mechanics in the 1963 National Plymouth Trouble Shooting Contest went to these youngsters from Medford (Oregon) Senior High School.

They were among 48 teams from schools in 20 states who competed here in the National Championships for \$9,000 in scholarships, trophies, and other valuable prizes as guests of Chrysler-Plymouth Division of Chrysler Motors Corporation.

Awards were made at a victory banquet at Detroit last week, at which each contestant received a watch. Shown above, left to right, during the presentation are: John B. Naughton, assistant general manager of Chrysler-Plymouth Division; Jon Inskeep, 2401 Hillcrest; Charles Smith, 706 Beekman; and their instructor, Lloyd S. Lyda.



COOL WAY TO MAKE JAM. Several years ago, the United States Department of Agriculture pioneered the research in a method of making uncooked jams.

Today, uncooked jam is in the top of the news as the cool, modern way to make a fresh-tasting jam. The uncooked jams are stored in the refrigerator or freezer, not on the pantry shelf. They keep for weeks in the refrigerator, months in the freezer.

Among the most popular flavors for uncooked jams are strawberry and raspberry, and now that the berries are in season, use it as an excuse to stop everything and make up a batch of uncooked jam!

- Uncooked Strawberry Jam**
- 4 cups crushed strawberries
 - 1 package M. C. P. jam and jelly pectin
 - 1 cup light Karo syrup
 - 5/8 cups sugar
 - 1/4 cup lemon juice

Put crushed berries into a large kettle or saucepan. Sift in slowly the jam and jelly pectin, stirring vigorously. Set aside for 30 minutes; stir occasionally. Mix in the light corn syrup thoroughly. Place saucepan over a low heat. Gradually stir in the sugar, and allow to heat to about 100°F. (the temperature you would use for a baby's milk.) Stir in lemon juice. When sugar is well dissolved, the jam is ready. Makes 4 pints. Pour into covered jars. Store in freezer or freezer compartment of refrigerator for 24 hours. They may be stored in the freezer and used as needed after being stored in the regular refrigerator a few hours, or until softened.

STYLE FORECAST FOR MALE TEENS. In suits, the outlook for fall is strictly traditional for the teen man. Remaining on top is the three-button model, reports Men's Wear. The popularity of matching vests continues to soar, and increasing interest is noted for vests featuring matching-to-contrasting fabrics. The predominant fabric pattern is herringbone in slightly lighter heather tones of olive and blue. Grey and iridescent silk sharkskin continues to lead in two-button continental suits, which are still in the minority. Bulky textures lead in fall's sport coats. The look of shetland and tweed make three-button models really sporty. Suede elbow patches appear everywhere, emerging as the hit of the season for teens. The traditional blazer will again take the major portion of sport coat volume, and camel may well challenge the long standing dominance of navy. Low-rise and slim proportions continues to lead the slack list. Now is suede piping on side pockets and waistband adjustments. For sweaters, the cardigan will be most popular. There are two types: The basic button-front and the Alpine zip front ski sweater with a crewneck. Included are a fresh new range of brushed mohairs and wool blends.

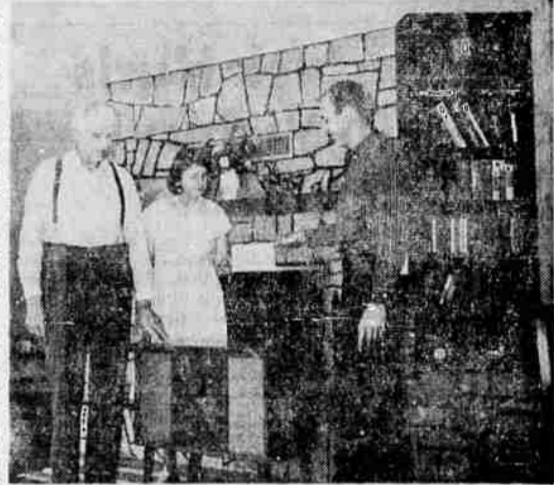


WINNER OF "SUGARFOOT", the Shetland pony which was top prize in the opening of the new Cascade Village shopping center at White City, was Betty Grochocki, daughter of Mr. and Mrs. William Grochocki, Route 1, Talent. Shown above is Betty proudly accepting the pony from Linda Gibson, daughter of Everett Gibson of Gibson Saddlery, one of the Cascade Village firms.

It is estimated that in excess of 15,000 people visited Rogue River Valley's new million dollar shopping center and residential area during the opening festivities Friday and Saturday.

GOLD HILL COUPLE WINS STEREO. Mr. and Mrs. Ivan Lanham, Route 1, Box 264, Gold Hill, are shown in their home opening a telegram from William G. O'Neil, president of General Tire Company, announcing that they had won fifth prize in General's "Treasure in Your Trunk" contest. The handsome stereo was presented to the Lanhams Monday by Jim Rouhier, shown at right, sales representative for General Tire Service of Medford.

Approximately seventeen other winners in the nationwide contest reside in the Medford area, Rouhier said. Serial numbers on the winners' spare tires were matched with predetermined serial numbers in General Tire Company's Akron, Ohio plant to decide winners in the unique contest.



ROBINSON BROTHERS' HONDA CONTEST. conducted in recent weeks here by the well known Medford men's store in cooperation with the manufacturers of Day's Sport Casual Slacks, was decided here Saturday and Mrs. Diann Duggan of Central Point was the winner. Mrs. Duggan is shown here receiving the keys to the new Honda from Arthur Friesen of Robinson Brothers. She resides at 3223 Treshem Lane. Robinson Brothers was the only Day's dealer in this part of the state to participate in the nation-wide promotion in which popular Hondas were the prizes.

DAY-LONG FUN!

CELEBRATE the 4th

IN ASHLAND!

STARTS At 10 A.M.

Bring the Whole Family

- PARADE! • CONCERT!
- BARBECUE DINNER!
- CARNIVAL ATTRACTIONS!
- HORSE SHOW!
- FIREWORKS DISPLAY!

Yes, there'll be LOTS OF FUN all day long at Ashland's BIG 4th of July celebration. The parade starts at 10 A.M. followed by concert, parade awards, carnival attractions in Lithia Park along with a delicious barbecue dinner. The Ashland Wrangler's horse show begins at 1:00 P.M. (Wranglers Arena at Mistletoe Rd., south of Ashland on Highway 99. No charge to the public.) Complete the family-fun day by watching the brilliant fireworks display at Emigrant Lake. You'll say it's our biggest and best celebration.

Don't Miss the SPECTACULAR FIREWORKS AT 8:30 P.M. EMIGRANT LAKE!

(Donations of 1.50 Asked per Car)

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