



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**HOME GOODS SALES GAIN IN SECOND QUARTER.** Consumer purchases of furniture, appliances, TV and other household equipment in the second quarter of 1963 increased about 13% over 1961, reports the Federal Reserve Board. A stimulating influence has been the large volume of residential construction, which has held at advanced levels longer in this expansion period than at any time since the early postwar period, states Home Furnishings Daily. Demand has been strong this spring for such products as dishwashers, clothes dryers and air conditioners. The FRB reported that color TV has been "gaining in consumer acceptance" after an extended period of slow growth. "With a large majority of households still without these products, purchases for the most part have represented initial acquisition rather than replacement," it was pointed out. FRB noted that consumer buying plans for the months ahead have been broadly consistent with the advanced level of durable goods purchases already attained.



Hugh Coleman

**COLEMAN OBSERVES ANNIVERSARY.** Hugh Coleman, president of Crater Lake Motors, is celebrating thirty-seven years association with the Ford Motor Company this week. The firm, which he heads, dealers for Ford, Falcon and Thunderbird cars and Ford trucks, has an investment in this area in excess of a million dollars and a staff of 61 people.

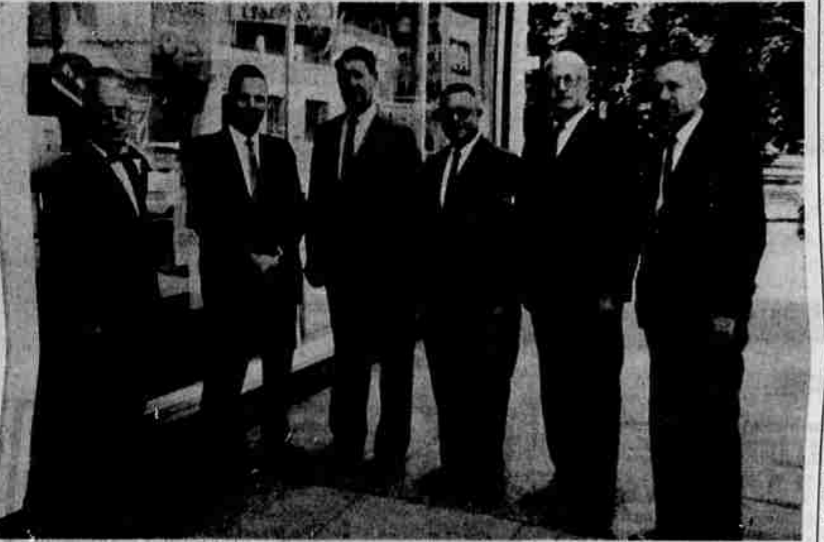
Crater Lake Motors' offices and new car display rooms are located at Sixth and Fir streets, across from the Mail Tribune building. The car display lot and shops extend the entire block to Main street. The company's truck sales and service headquarters are located at Sixth and Fir across from the Hotel Holland and the used car lot is situated at Eighth and Fir streets. In Central Point the Crater Lake Motors' used car lot is located at Second and Pine streets.

Hugh Coleman's brother, Fred, is general manager of Crater Lake Motors and his son, Jim, is manager of Southern Oregon Lease Company, Ford's authorized leasing system for Ford cars and trucks.

Last year Crater Lake Motors sold 1,984 units.

**LOCAL WINNERS IN HARDWARE CONTEST.** Special Hardware Week contest prizes have been won by two local people. Mrs. Norman Burke, of 645 S. Ivy street and Mr. Orrin L. Brown, 1918 E. Jackson street, Medford. The prizes were awarded from participating manufacturers through Acme Hardware Co.

Acme Hardware has taken part in National Hardware Week, a program sponsored by the National Retail Hardware Association, ever since this event was started several years ago. Each year some of Acme Hardware's customers have been among the winners awarded prizes. The West Bend Company of West Bend, Wisconsin and the Coastal Abrasive & Tool Co. of Long Island City 1, New York contributed the items being presented to the Medfordites.



**NATURAL GAS OFFICIALS VISIT HERE.** A group of four executives connected with El Paso Natural Gas Company visited Medford recently. They were touring Southern Oregon in connection with the proposed natural gas line from Eugene to Ashland. Mr. R. W. Harris, vice president, Northwest Division of El Paso with offices in Salt Lake City was much impressed with the economic outlook and potential of this area. He stated that in his experience the advent of natural gas has always given an economical boost to the areas served, and that he is proud El Paso is participating in the multi-million dollar project.

Pictured above are E. R. Hoppe, division merchandise sales manager of California-Pacific Utilities Company, Medford; Marshall Willis, director of advertising and public relations for El Paso Natural Gas; R. W. Harris, vice president, Northwest Division of El Paso Natural Gas with offices in Salt Lake City; Frank J. Mangan, advertising manager for El Paso Natural Gas; Lloyd Stackhouse, vice president of Bozell and Jacobs, Inc., advertising firm at Seattle; V. V. Lyman, division manager of California-Pacific Utilities Company, Medford.

**IDAHO MAN JOINS SEARS STAFF.** G. L. "Jerry" Everitt has just assumed the position of merchandise manager at Medford's Sears, Roebuck store, succeeding Wayne Allen, who has held that post since the firm entered the Medford market. Allen has already moved to Eugene and joined the Sears organization there.



Jerry Everitt

Jerry Everitt, who has lived most of his life in Idaho, attended the Meridian, Idaho, schools and the Nampa Business College at Nampa. He joined Sears, Roebuck at Caldwell, Idaho, and later became merchandise manager of the Chehalis Sears store. He is a former member of the Chehalis Junior Chamber of Commerce.

Everitt, his wife, Gladys, and four children, Gary, Bobby, Jody and Betty, have established their Medford home at 1601 Johnson street.

**ADS CUT COSTS OF SALES.** Sim A. Kollinger, Jr., told the 41st annual conference of the Association of Industrial Advertisers in Dallas, Texas recently that more advertising can mean lower sales expense—a hypothesis which "holds true for companies of different sizes and in different product groups."

Kollinger, who is research director of McGraw-Hill Publishing Co., unveiled three studies which indicate that companies with high advertising have low sales expense. The address to the group was reported in Advertising Age.

**SEARS SETS BIG NEWSPAPER BUDGET.** Sears, Roebuck and Co. expects to spend more than \$60 million for newspaper advertising this year, the company announced today.

George H. Struthers, vice president in charge of merchandising, gave this estimate based on preliminary reports and forecasts for the remainder of 1963 from more than 750 Sears retail stores across the nation.

At the same time, he reported actual expenditures in 1962 established a new record of \$58 million for newspaper advertising. This was \$5 million more than the 1961 expenditure, he said, and represented the fourth consecutive year that Sears newspaper advertising has topped \$50 million.

Struthers noted that in 1962 the company's retail stores purchased 286.5 million lines of white space in 921 daily and weekly newspapers—located in every state except Alaska, where Sears has no retail stores. Linage increased 7.9 per cent over 1961, he said, while the cost of space increased 9.4 per cent.

The \$58 million represented 71.2 per cent of Sears total retail media expense of \$81.4 million. Advertising through circulars, magazines, radio and television, and miscellaneous media accounted for the remainder.

Sears' continuing expansion program has resulted in a steady increase in the use of newspaper advertising. Struthers pointed out. The number of Sears stores has increased from 625 in 1948 to a total of 748 at the end of 1962. In addition to this increased number of stores, nearly 200 new stores have been built to replace older, smaller stores.

In the same 15 years, Sears stores have invested more than \$600 million in newspaper advertising. And the company's sales have doubled—from \$2.3 billion in 1948 to \$4.6 billion in 1962.

"This is tangible evidence of our continuing faith in the potency of newspaper advertising," Struthers said.

"From the days Sears opened its first retail store," he said, "the company has made greater and greater use of newspapers. It is obvious that Sears store managers continue to regard the newspaper as their major medium for more than historical reasons. Their evaluation is based on the day-to-day results in their stores."

Sears has previously announced plans to spend approximately \$100 million for expansion this year. It plans to open 27 new retail stores, including 17 in communities which have no retail stores and 10 which will replace older stores with new and larger buildings.

**UNCLE SAM CEREAL PROMOTED IN MEDFORD MARKET.** A "3-step plan" to natural regularity and a refund of 25c are featured in the advertising program of Uncle Sam Laxative Cereal, currently being conducted in the Medford market.

The company offers, in their advertising, a simple 3-step program designed to correct irregularity problems. The advertising points out that "this delicious food is not merely a 'bulk-type' cereal but a combination of nourishing foods that aids regularity gently and naturally." Also, for dieters, the company points out that the cereal contains only 111 calories per average serving.

By filling out a certificate and mailing it with a package top, the buyer can receive a 25c refund. The offer expires August 18, 1963.

**BACK-TO-SCHOOL SALES POTENTIAL CITED IN NEW FOLDER.** "It's Time for a Plan," a new 4-page folder-presentation on the back-to-school market has been released by the Bureau of Advertising, ANPA, and is available to retailers through member newspapers of the bureau including the Mail Tribune. In describing the retail sales potential, the folder provides estimates of August-September volume per 1,000 households for six basic back-to-school merchandise lines, plus spaces for working out local sales potentials. The folder also cites the increase in back-to-school advertising by apparel retailers and provides the procedures and working spaces for setting up an advertising plan.

**WHEN ADS STOP, PUBLIC FORGETS, STUDY SHOWS.** The consumer's "image" of a product is likely to be more influenced by actual usage than by any amount of advertising exposure. However, when advertising stops, awareness of a product "decays", reports Advertising Age.

This is one of some 19 conclusions drawn from an advertising repetition study conducted in 1960 by the Harvard Graduate School of Business. The findings have just been released after three years of "analysis."

**NEW PLAN TAKES GUESSWORK OUT OF PAINTING.** Nothing gives a home a quicker lift than a fresh coat of paint. Whether it's a single room or the whole house, those who have been delaying this vital job because it seems difficult and mysterious need not wait longer. Paint manufacturers and dealers can give a wealth of information, all designed to make painting pleasant, fun and pretty nearly fool-proof.

One paint manufacturer (W. P. Fuller & Co.) offers a specific detailed plan, custom-tailored for any painting project, and guarantees the results if instructions are followed.

Keystone of this "guaranteed painting plan" is a series of 15 colorful folders, each giving detailed step-by-step instructions for a particular paint job. Together they cover virtually every kind of painting encountered around a typical home.

Each folder has a quick checklist showing the paint to choose and the way to proceed with a variety of such conditions. There are spaces to attach chips of the colors selected. There's an easy system for quickly estimating how much paint needed and a space to enter the quantities. There are suggestions to make the job easy, and simple instructions that take the buyer step by step from start to finish.

Finally, there's the guarantee: If the home painter has followed instructions the job will be good. If results are not satisfactory the paint will be replaced or its price refunded.

Under this plan dealers go through each detail with the customer. They help him choose colors, check surface conditions, estimate quantities. The folder is filled out with the specific answers for the specific job, and the home painter is on his way to care-free painting.



The new "Guaranteed Painting Plan" is available at Fuller Paint Stores and dealers throughout this area: Fuller Paint Store, Medford Lumber Company and Hi-Way Lumber Company in Medford; Ashland Lumber Company, Eagle Point Hardware, Jacksonville Lumber Company and Gunderson's Prospect store.



James A. Pond

**JAMES POND NEW I.D.S. MANAGER.** Paul R. Moore, district manager of Investors Diversified Services announced last week that James A. Pond has been appointed zone manager for investors in Eugene, Oregon before moving to Medford. Prior to that time Jim worked for the Pacific Power and Light Co. Jim is a graduate of Medford High school, class of 1950.

The board of directors of Investors Mutual, Inc., has just declared a quarterly dividend of 10 1/4 cents per share payable June 28 to shareholders of record at the close of business on June 27, 1963. Harold K. Bradford, chairman and president, announced.

**MORE PEOPLE ARE PLANNING TO BUY NEW CARS DURING THE NEXT SIX MONTHS THAN A YEAR AGO.** Indicates the most recent quarterly survey of consumer buying intentions, conducted by the Census Bureau in mid-April. Plans to buy major household durables—such as washing machines, refrigerators, TV sets and air conditioners—indicated that buying should hold steady, and perhaps rise in the coming months. More households reported plans to purchase one or more of these products than reported such intentions in either January 1963 or in April 1962.

**SAN FRANCISCO'S STORYLAND** has joined the city's famous zoo as a major attraction to visitors with children. The zoo can be reached from the beach on the 18 bus, or on the "L" streetcar from downtown Market street. This four-footed world of everything from antelopes to zebras is open, admission free, from 10 a.m. to dusk daily. Among its more than 1,000 inhabitants are such rare creatures as koalas, snow leopards, African elephants, pigmy hippopotami, siamangs and saiga antelopes. Talking boxes tell all about them when you turn a key. So do the "white hunters" who take visitors on a 25-minute tour of the 70-acre grounds in motorized "elephant trains" (children 15c, adults 30c).

Storyland, adjacent to the zoo, is imaginatively designed for pre-teen pleasure. In a fairy tale fantasy come true, tots can traipse through a pastel reproduction of Rapunzel's Castle, ride a spiral slide down the side of the Old Woman's shoe (shown here), try the Three Bears' chairs for size and snack in the Mad Hatter's Munch Bar. They'll meet Little Miss Muffet, Old King Cole, Jack and Jill, Humpty Dumpty and Winnie the Pooh. A dime supplies the open sesame to this enchanted, 10-acre glade seven days a week in summer from 10 A.M.-5:30 P.M.; otherwise Wednesday through Sunday (closed January 1 to mid-March).

The playground next door has sand pits and slides, a retired cable car, a carousel and a miniature ferris wheel plus rides on the "Zooville Puffer" steam train and ponies and covered wagons corralled at "Fort Funstown." Open every day, most rides 10 cents.

**UPCOMING GENERATION WILL GENERATE CREDIT BOOM.** In the years immediately ahead there will be more young people, with more demands for consumer credit and greater willingness to use it than ever before, said Dr. Robert W. Johnson, professor of financial administration, Michigan State University at the 51st Annual International Consumer Credit Conference in Kansas City. However, Dr. Johnson declared, they need careful education in the wise use of consumer credit, reports Women's Wear Daily. "Just as they are more eager to use credit than their parents, so are they less aware of the personal responsibility that is a necessary accompaniment to the use of credit," he said.

### Court Records

**JUSTICE COURT**  
Ashland District  
Marjorie M. Girlich, disobeyed stop sign \$15.  
Doris B. Miller, expired vehicle license, \$5.  
Kenneth D. Renwick, overload, \$12.  
Bill G. Thornton, overload, \$28.  
Arden A. Astor, violation of basic rule, \$10.  
Gopie L. Parker, overweight, \$15.  
Robert H. Ford, excessive noise \$10.  
Thomas J. Gianelli, violation of basic rule, \$10.  
Clifford L. Stupfel, violation of basic rule, \$10.  
Harold L. Center, violation of basic rule, \$10.  
Marjorie R. Hankins, violation of basic rule, \$10.  
Willard E. Masten, violation of basic rule, \$25.  
Carol C. Sloan, inadequate emergency brake, \$6.  
Wiley B. Attaway, overload, \$72.  
Glenn L. McCracken, overload, \$78.  
Arnold J. Fein, overload, \$72.  
Elmer M. Adams, overload, \$80.  
LeRoy M. Bilderback, overload, \$24.  
Fred L. Herrick, overload, \$74.  
Gene L. McLarty, hauling during prohibited hours, \$13.  
Thomas E. Kalebough, failure to display PIC permit, \$25.  
Lloyd J. Rogers, no operators license, \$5.  
Dannie E. Hoffman, failure to dim headlights, \$10.  
Russell I. Green, overload, \$45.  
Joyce K. Smith, disobeyed stop sign, \$7.50.  
Henry D. Dyrge, expired motor vehicle license, \$3.  
Walter R. Grabach, violation of basic rule, \$25.  
Leo W. McFarland, overload, \$63.  
Clarence W. Goldsby, overload, \$34.  
William L. Nobbs, overload, \$66.

**MEDFORD MUNICIPAL COURT**  
Jack Wayne Spence, no operators license, \$5 suspended.  
John Richard Weber, violation of basic rule, \$20.  
Sheri Elaine Lambert, no operators license in possession, \$5 suspended.  
Wayne Roy Taylor, disobeyed traffic signal, \$10.  
Carol Ann Krause, expired vehicle license, \$3.  
Bob Schipper, violation of basic rule, \$10.  
Roger Pharon Neel, disobeyed stop sign, \$10.  
Thomas Dodson Raymond, disobeyed traffic signal, \$10.  
Roger Edward Carrigan, violation of basic rule, \$30.  
Bert Wallace Riebe, violation of basic rule, \$10.  
John Thomas Logston, violation of basic rule, \$10.  
Edwin Hanner Mann, disobeyed stop sign, \$10.  
David Lawrence Shoemaker, violation of basic rule, \$25.  
Willard Earl Rieseberg, violation of basic rule, \$10.  
Samuel Ervin Morris, no operators license in possession, \$5; defective equipment, \$10.  
Jerry Newton Gorman, violation of basic rule, \$25.  
Laurence Ernest Neely, violation of basic rule, \$25.  
Everett Hale Greenman, violation of basic rule, \$25.

**RIDE 'EM COWBOY**  
Pamplona, Spain—EPI—Jim Woobson of Austin, Tex., was knocked down Monday by two Spaniards when he violated local custom by riding a Spanish fighting bull—rodeo style.

"Actually," Woobson said later, "I think it's easier to ride these bulls than the Brahman in Texas."

**JOBS AT STAKE**  
Richland, Wash.—UPI—Many Pacific Northwest jobs are at stake in the battle in the U.S. House of Representatives over final approval of the Northwest Power Preference bill. Sen. Henry M. Jackson, (D-Wash.), told the Washington State Labor Council convention here today.

## RAMBLER'S "SAVINGEST DAYS" BEGIN RIGHT NOW!

| JULY  |  |   |   |  |     |     |
|---|--|---|---|--|-----|-----|
| SUN   | MON  | TUES  | WED   | THUR   | FRI | SAT |
|   |  |   |   |  |     |     |
| Rambler American "220" Two-Door Sedan—America's lowest-priced car*. Plenty of room for a family of six. "Car of the Year" quality with famed Rambler gas economy. | Rambler American "440" Convertible—Smart and sporty, yet America's lowest-priced convertible with power top standard*. Bucket Seats, Twin-Stick Floor Shift are popular options. | Rambler American "330" Four-Door Sedan gives you full family room, plus ample space for luggage. More beautiful interiors than any other car at anywhere near this low price. | Rambler American "330" Two-Door Station Wagon has 64 cubic feet of cargo space... extra carrying capacity on the smart Roof-Top Travel Rack which is standard at no extra cost. | Rambler American "440" Hardtop with 125-hp Six got most mpg of all cars in 1963 Mobil Economy Run. For a few dollars more, get "440-H" hardtop with Bucket Seats, Console, 138-hp Six. |     |     |
| \$40 <sup>34</sup> PER MONTH*   | \$51 <sup>22</sup> PER MONTH*  | \$42 <sup>79</sup> PER MONTH*   | \$46 <sup>78</sup> PER MONTH*   | \$46 <sup>68</sup> PER MONTH*  |     |     |

### Year's highest trade-ins! America's obviously better values!

Now's the time smart buyers have waited for—Rambler's "Savingest Days" when your present car is worth most in trade for any new Rambler—American, Classic, or Ambassador. They're smashing sales records this year!

These beautiful new Ramblers are your best buys because they cost less, but give you more: Stronger construction. Double-Safety Brakes (self-adjusting). Deep-Dip rustproofing. Ceramic-Armored exhaust system.

Get all these extra values now during the "Savingest Days" in Rambler's Trade Parade. Come in today for widest selection!

\*Price comparisons and monthly payments based on manufacturer's suggested retail prices for models shown. 1% down payment and a 36-month contract with normal carrying charges. All Federal taxes paid. Does not include wheel-well tires, 2-tone finish, other optional equipment, transportation, insurance, state and local taxes, if any.

JOIN THE TRADE PARADE TO  
**RAMBLER**

LEA MOTORS, 211 North Bartlett