



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**OPTIMISM PREVAILS FOR SECOND HALF.** Retailers are optimistic about the second half of 1963 and expect sales to run an average 5% ahead of the corresponding period last year, indicates the National Retail Merchants Association's survey of 195 retailers, representing over 2,000 store units. J. Gordon Dakins, executive vice-president and treasurer of the association said four out of five retailers surveyed predicted higher volume in the next six months, and 68% expect an average increase in profits of 10%. More than half of the respondents expect consumer spending to be higher during the second half of the year as compared with the same 1962 period, while only 5% expect it to be lower, the survey showed. Indicative of the retailing's renewed confidence in the economic outlook was the fact that "uncertainty about economic conditions" which ranked as the third most serious problem only last spring, has dropped to ninth place. Although sales were expected to rise, inventories should remain relatively unchanged, retailers reported. Only 27% predicted higher inventories in the second half, about half the retailers said inventories will be unchanged and 24% down. The survey pointed out that most retailers were emphasizing fashion to stimulate sales.

**1963 CHEVROLET**  
**SMASHIN' SUCCESS**

Another year of success for Chevrolet. The leader in the straight years.

**Thank You...**

Chevrolet Cars and Trucks THE FIRST CHOICE

HERE ARE THE FACTS:

1. Chevrolet is the most popular car in America.
2. Chevrolet is the most popular truck in America.
3. Chevrolet is the most popular car in the world.
4. Chevrolet is the most popular truck in the world.
5. Chevrolet is the most popular car in the history of the world.
6. Chevrolet is the most popular truck in the history of the world.
7. Chevrolet is the most popular car in the history of the world.
8. Chevrolet is the most popular truck in the history of the world.
9. Chevrolet is the most popular car in the history of the world.
10. Chevrolet is the most popular truck in the history of the world.

**Courtesy Chevrolet**

**COURTESY CHEVROLET, MAIL TRIBUNE WIN AWARD.** Multi-Ad Services of Peoria, Illinois, announced Monday that a colorful advertisement published by the Medford firm in March, 1963, had been selected as an "outstanding advertisement presentation" and published in the company's case histories publication for August. The advertisement, which appeared in the Mail Tribune in gold and black, was designed and prepared by Robert Monsey of the Mail Tribune's display advertising staff, with material assembled by Russ Hey-sell, head of Courtesy Chevrolet here.

Special certificates for "meritorious achievement in display advertising" were sent to both Bob Monsey and Russ Hey-sell.

The award-winning advertisement for Courtesy Chevrolet was presented in the form of a "thank you" to Southern Oregon people for the "smashing success" of Medford's Chevrolet dealers during 1962. The ad listed the sales of the top ten makes of passenger cars in Jackson county last year.

"TALENT WANTED" SIGNS ARE OUT, according to Chuck Ricketts, manager and director of the popular Ricketts Revue and Talent Contest feature of the Douglas County Fair and Exposition, slated for August 14 through 18 in Roseburg. The 12th annual presentation of the contest will again offer performance opportunities, cash and merchandise awards to talented Southern Oregon amateur entertainers.

The show will be held nightly during the fair on the outdoor talent bowl stage. Cash prizes of \$400 and merchandise awards of more than \$2000 will be given during the 5-day event.

There is no age limit for the contest, which is open to any kind of amateur act that can be classified as entertainment. Contestants will be divided into 5 categories: singers 15 and under; singers 16 and over; instrumentalists; dancers; and miscellaneous. Acts will be limited to a total of eight people in any one group. Contestants will compete only against others within their own category until the finals, when the top participants in each classification will vie for major prizes.

Applications for the contest are now being accepted at Ricketts Music Store in Roseburg, with an August 10 entry deadline.

**THE BOARD OF DIRECTORS OF HAMILTON FUNDS, INC.,** has voted to raise the pre-determined ordinary income dividend for the first three quarters of each fiscal year from 3c to 3 1/2c. This is equivalent to a 16 2/3 per cent increase. Any remaining ordinary income dividends will continue to be paid the fourth quarter, subject to availability of these amounts.

Hamilton Funds, Inc. is a common stock mutual fund investment plan whose shares are distributed in 46 states and 23 foreign areas. Sponsor, distributor and investment manager is Hamilton Management Corporation of Denver, Colorado.

**PGE PAYS BIG TAX BILL.** In 1962 Portland Electric company paid a total of \$10,935,865 to 407 different tax levying bodies.

The major portion of this tax went to state and local bodies, which received \$6,304,166. The federal government received the balance of \$4,631,699.

The taxes PGE pays help support eight counties, 45 cities, 174 school districts, 83 fire districts, 68 water districts and 27 miscellaneous bodies in its 3,300 square-mile service area.

Estes Snedecor, Jr., the utility's tax agent, said that the 17 different kinds of taxes amounted to \$1,248 an hour every hour of the year, or \$29,961 a day for 365 days.

**WINNERS OF THE COLORING CONTEST,** conducted during the past few weeks of Johnson & Stewart Junior Boot Shop, were announced here Monday by Robert Stewart, co-owner of the well known Medford children's shoe store. The contest, which extended throughout the Rogue River Valley, was jointly sponsored by the B. F. Goodrich Company, manufacturers of P. F. Flyers shoes.

Shown here with Bob Stewart are the three contest winners. Left-to-right, Beverly Tinsley, age 10, who won a Tangle Tower; Patty Howard, age six, who received a pedal wagon, and Lori Chamberlain, eight years old, who was awarded a four-seat Whirlwind.



**HOME BUILDING SCORES MAY GAIN.** Home building continued to rise in May with a 3% gain over the same period last year, reports Building Supply News. The May total was also up 13% from the revised April estimate of this year. The usual April to May increase has been 11% or under in the past. Total private construction spending in May was \$3.9 billion. Private non-farm spending hit \$2.4 billion.

**HOUSEWARE SALES MAKE GOOD SHOWING IN FIRST HALF.** Housewares retailers across the country passed the year's half way mark with volume averaging even to 3% ahead of the same period last year, reports Home Furnishings Daily. Sales reports from 13 major markets varied widely. Volume ranged ahead of 1962 by a sizable margin in some areas, off by 10% in others. A large share of retailers in the survey hovered around the even mark. In some instances, the picture was distorted by abnormal local conditions. New York stores, for example, fought—and in most cases lost—an uphill battle to offset heavy losses incurred by the newspaper strike that forestalled any advertising during the first quarter. Aggressive discount competition continued to be a threat to department and independent stores. On the whole, it was the staple lines that paced first-half business. Most frequently cited on the best seller lists were cookware of all types, bath goods, melamine dinnerware and flatware. One of the encouraging aspects of the first half, as revealed in the survey, is the tendency of the consumer to upgrade her purchases.

**JEWELERS INVEST BULK OF AD BUDGET IN NEWSPAPERS.** Retail jewelers prefer an institutional advertising approach and invest the bulk of their advertising dollars in newspapers, indicates Jewelers' Circular-Keystone's Retail Jewelers Panel. Panelist preference for institutional advertising is still further evidence of jewelers' growing concern with storage image. Asked the purpose of their advertising programs, more than two-thirds of both cash and credit panelists who answered the question replied that building a quality image was their chief concern. Less than a third indicated that their advertising was primarily promotional in nature, though several gave equal weight to both institutional and promotional approaches. Newspapers led other advertising media by a wide margin as the vehicle for most panelist advertising.

**SNACKS RATES MOST POPULAR MEAL.** Snack time has emerged as the most popular eating occasion for Americans, surpassing breakfast, lunch, dinner or carried lunches, according to the second "menu census" compiled by Market Research Corp. of America, reports Advertising Age. The study covers eating habits of a panel of 4,000 families. The major trend to emerge since the corporation's first menu census was conducted in 1958 is the popularity of snacks (any unscheduled eating). In 1958, 26% of the meals served were breakfasts, 23% were lunches, 25% were dinners and carried lunches accounted for 6%. Only 20% of the eating occasions were snacks. By 1962, breakfasts had dropped to 25% of the meals served, lunches had declined to 20%, dinners to 23%, and carried lunches remained at 6%. Snacks had climbed to 26% of all eating times.

## They'll Do It Every Time

By Jimmy Hatlo

**RESEARCH AND DEVELOPMENT DEPARTMENT OF GASMATEL ELECTRONICS, STRAWBOSS JUST CAN'T BE BOTHERED WITH HIS STAFF'S SUGGESTIONS...**

**CHIEF—I'D LIKE TO SHOW YOU A DESIGN FOR A NEW WIDGET HINGE I'VE BEEN WORKING ON IN MY SPARE TIME...**

**DON'T BOTHER ME! I'VE GOT ENOUGH WORK ON OUR REGULAR STUFF TO KEEP US BUSY!!**

**RESEARCH & DEVELOPMENT!**

**BUT WHEN THE HEATS PUT ON HIM FOR THE LAG IN NEW BRAINSTORMS... LISTEN TO HIS TALE OF WOE...**

**HEELDRAGGER! HOW COME THIS DEPARTMENT IS FALLING DOWN? NOT ONE FORWARD IDEA IN YEARS! WE CAN'T STAND STILL!!**

**THAT'S WHAT I SAH! WE NEED A YOUNGER STAFF!! FRESH APPROACH! THESE GUYS JUST MUDGLE ALONG! NO INITIATIVE! I'M ALWAYS AFTER THEM!!**

**RESEARCH & DEVELOPMENT!**

**AND A TIP OF THE HAT TO THE C.A.B. IN WASHINGTON, D.C.**

## New Milk Stabilization Law Has Big Effect Statewide

Salem — Passage of the new Milk Stabilization Act by the legislature probably had more of an immediate impact on the agricultural economy of the state than any of the 1963 laws handed the Oregon department of agriculture to administer.

The department offers this resume of the new laws that come under its administration. All, except those with a date specified for them to become effective, will go into effect Sept. 2.

**The Balloon Bread Law,** with an effective date of Jan. 1, 1964, protects the consumer. It requires a balloon loaf to be conspicuously labeled with the word "Balloon," "Balloon Loaf" or "Balloon Bread" and sets a height of one-half inch for the lettering when it is on top, bottom or sides of loaf, one-fourth inch when on the ends and one-eighth inch when on an attaching tag, quick lock or other similar locking device. It also provides that the words "Balloon," "Balloon Loaf" or "Balloon Bread" be used in any advertising and display where the word bread is used and the price is used.

Having a direct effect on the department and an indirect effect on both agriculture and consumer services offered by the department was the legislature's approval of a new building for the department.

**Another far reaching law** enacted by the past legislative session was Chapter 51, which directed Director of Agriculture J. F. Short to make a study and prepare a report for the 1965 Legislature on the formation of an interstate compact. This would cover subjects pertaining to the "regulation in interstate areas of the production and marketing of agricultural commodities" under an interstate agreement.

**Other laws:**

**Bees—Permits department** to seize bees and apary property when found unregistered or imported without a health certificate after giving written notice to owner or person in possession if owner cannot be located. Also allows department to sell seized bees or property at public sale and provides method to redeem.

**Cooperative Agreements—**Gives department permission to enter into contracts and cooperative agreement with government agencies from city to Federal in administration of laws to avoid duplication of services, inspections, investigations and audits. A public hearing is required on all contracts and agreements under this act that involve \$300 or more.

**Bang's Indemnities—**Indemnity payments for reactors ordered slaughtered under the brucellosis, tuberculosis and paratuberculosis control law are placed on same basis as other livestock indemnities—80 per cent of appraised value, less salvage, with state and Federal government to share on equal basis. Also enlarges powers and duties of State Brucellosis Advisory Committee to include advice and counsel to Department of Agriculture on administration of the general livestock disease control law, as well as the brucellosis law.

**Experimental Brand Inspection—**Continues until July 1, 1965, on modified basis the authority of the department to put a pilot brand inspection program in effect to augment the regular brand inspection service. Removes any mention of a pilot change of ownership brand inspection.

**Custom Mix Feeds—**Requires persons mixing or selling custom mix feed to keep record of each lot for at least a year. If it contains a registered protein supplement which is itself a combination

of ingredients, the name and amount of the supplement must also be a part of the record.

**Grain Warehouses—**Repeals two sections of ORS Chapter 588—one prohibited shipping of stored products without owner's consent and other prohibited mixing of grades. Also repeals ORS 586.425, which required written notice of grain deposited for purposes other than storage.

**Herbicides—**Continues until June 30, 1964, poundage on herbicides with principal active constituents derived from 2,4-D or 2,4,5-T. Also requires permit for use of isopropyl ester of 2,4-D or any other ester of equal or higher volatility, with permit to be approved by Oregon State Forester, State Director of Agriculture and research specialist of Oregon State University. This has been in effect since March 29.

**Herbicide District—**Continues until June 30, 1965, authorization to extend the boundaries for Milton-Freewater herbicide restricted area.

**Imitation Milk Products—**Defines imitation milk products as compound of milk and edible oil or fat not natural milk fat. Requires 1-inch high public notice of the use of imitation products at restaurants, lunch counters, eating houses and hotels and that menus show the use of imitation milk products. Further requires that vending machines dispensing it have visible sign and that bottles or cans or other containers of imitation milk be plainly labeled.

**Combination Fees—**All fees collected under ORS Chapter 621 combined into a single fund. Includes licenses on fluid milk, frozen dessert and dairy products plant laws.

**Department Budget—**Appropriates \$2,848,828 from general fund and \$3,789,468 as maximum expenditures from license and service fees and revenues for 1963-65 biennium.

**Fertilizers, Limes, Minerals—**Removes requirement for notary on inspection tonnage fee reports.

**Sterilized Milk—**Sterilized milk becomes recognized dairy product with standards of identity to be set after public hearing.

**Livestock Auction Market Bond—**Removes need for state bond for auction market if it is under federal bond.

**Livestock Transportation Certificates—**Authorizes sale, at cost, of transportation certificate forms.

**Brand Fee Exemption—**Exempts calves selling for \$17.50 or less from brand inspection fee. Previous ceiling was \$5.

**Department Billing—**The Department of Agriculture will establish uniform monthly billing date for services and materials with payment due within 15 days of date established.

**Beef Council—**Provides for refunding of Beef Council dime by the Oregon department of agriculture if refund is requested within 90 days of brand inspection and that the fee must be paid at time of brand inspection or inspection will be withheld. Also simplifies procedure for a referendum which may be called after July 1, 1964, if 200 producers petition for a vote on continuation of the council. If an election is held any bona fide producer may vote. A two-thirds vote is required to repeal the beef promotion program.

**Nursery Law—**Gives director of agriculture authority to appoint nine-man state nursery advisory committee. Increases fee structure to \$15 for one-fourth acre or under; \$22.50 for one-fourth to one-half acre; \$27.50 plus \$1.50 per acre up to \$100 maximum with \$12.50 for each additional sales outlet; sets dealer fees at \$17.50 for each dealer and agent licenses at \$12.50 for

## Milk Producers To Be Paid \$5.30 Starting Aug. 1

Salem — Producers of 3.5 per cent butterfat class A milk in all but three counties will be paid \$5.30 a hundredweight, the State Department of Agriculture ordered Monday.

The announcement was made by E. W. Sawyer, Department of Agriculture milk stabilization chief, as a result of hearings held in June. The price was set under the milk control law passed by the 1963 legislature.

Class 2 milk was priced at \$2.90 for 3.5 per cent milk with a six-cent differential. Effective Aug. 1

The new prices will go into effect Aug. 1 in all counties except Harney, Malheur and Curry.

The \$5.30 class 1 figure is equivalent to \$5.68 1/2 on the basis of 4 per cent milk, which has previously been used as the price level.

In Curry county regulations call for \$5.40 for class 1 3.5 per cent milk with a 7.3-cent butterfat point differential. The class 2 price will be \$2.90 for 3.5 per cent milk with a 6-cent differential.

The Malheur-Harney class 1 price will be \$5.20 for 4 per cent milk with 8.5 cents per butterfat point differential and \$3.38 for class 2 with 7.1 cents per point differential. Pay Hauling Charges

All prices are FOB the milk handlers' plants, which means producers will pay the hauling charges.

## Demonstration Held by Fireman's Group Sunday

Reports on several fire fighting schools and a demonstration of fire fighting methods with the use of dry chemical and portable fire extinguishers were given during the Sunday meeting of the Jackson and Josephine Counties Fireman Instructors association.

The group met at noon at the Grants Pass Rural Fire station with a potluck dinner held prior to the meeting. Instructors and their families from various departments in the two counties attended.

Following the meal, the wives saw slides of various practice burns undertaken in recent months.

Bruce Mathieson, Central Point Rural Fire department, reported on the area flammable liquid school held in Central Point in May, and Vern Ritchey, Medford, on the Fire Chiefs' and Instructors' association convention held in Beaverton last month.

Guest at the meeting was Philip Swine, captain in the Santa Rosa, Calif., fire department, who is a son of Harvey Swine, Grants Pass Rural Fire department sales representative.

The demonstration of dry chemical and Karbaloy portable fire extinguishers included experimental burns on simulated fires of various natures.

Objective of the association is to promote fireman education, formulate, maintain and support standards of fireman education. Membership is open to any person interested in fireman education and training.

herding of livestock on a single trip across or within boundaries of right of way of these highways.

Copies of these laws are now being prepared by the department and will be available soon to interested persons.

## Mechanics Tools For RENT At A to Z Rental

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**BRILL METAL WORKS**

Commercial—Industrial Residential Sheet Metal Work Stainless, Galvanized and Copper Fabrication

**2287 West Main**  
PHONE 772-4440

**The Answer is BERMUDA ROCK**

BERMUDA ROCK has the answer: Now, what's your problem?

- Dog House? • Clothes Line?
- Garden Hose? • Garbage Can?
- Hard-to-Grow, Can't Mow Area?

Let's hope you haven't all of these problems in your yard, but haven't you at least one? Try something new! Let glistening, milky-white BERMUDA ROCK turn garden problem into garden highlight!

NOT A WEED IN A YARD-FULL!

**BERMUDA ROCK DIVISION**  
Bristol Silica Company  
Rogue River, Oregon  
write for free literature

**Meet Mr. A.B.C. — He Works for our Advertisers**

He is one of the experienced circulation auditors on the staff of the Audit Bureau of Circulations.\* Just as a bank examiner makes a periodic check of the records of your bank—so does Mr. A.B.C. visit our office at regular intervals to make an exacting inspection and audit of our circulation records. The circulation facts thus obtained are condensed in easy-to-read audit reports which tell our advertisers: How much circulation we have; where it goes; how it was obtained; and many other FACTS that tell advertisers what they get for their money when they advertise in this newspaper.

Advertisers are invited to ask for a copy of our latest A.B.C. report.

\*The Audit Bureau of Circulations, of which this newspaper is a member, is a cooperative, nonprofit association of nearly 4,000 advertisers, advertising agencies and publishers. Organized in 1914, A.B.C. brought order out of advertising chaos by establishing a definition for paid circulation; rules and standards for auditing and reporting the circulations of newspapers and periodicals.

**MEDFORD MAIL TRIBUNE**

A.B.C. REPORTS—FACTS AS A BASIC MEASURE OF ADVERTISING VALUE