



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES RISE IN FIRST HALF. Total sales of retail stores in June were \$20.5 billion, a 1.6% increase over the \$20.2 billion scored in June, 1962. The general merchandise group led off with a 6.7% increase...

FIRST SIX MONTHS			
	1963	1962	% Change
Food Group	\$ 29,110	\$ 28,099	+3.6%
Eating and Drinking Places	8,359	8,187	+4.9
General Merchandise Group	12,375	11,605	+6.6
Apparel Group	6,551	6,417	+2.1
Furniture and Appliances	5,167	4,879	+5.9
Lumber, Building, Hardware	7,141	7,012	+1.8
Automotive Group	23,121	21,813	+7.0
Gasoline Service Stations	9,298	8,978	+3.6
Drug and Proprietary Stores	3,985	3,909	+1.4
*Total Sales	\$117,563	\$111,751	+5.2%

*Includes data for kinds of businesses not shown in above categories. **TOTAL RETAIL DOLLAR VOLUME ROSE SLIGHTLY** during the 7-day period ended Wednesday, July 24, above the corresponding week last year...

PRETTY MODEL TOTES COIN WITH COIN TOTER. Pretty Linda Hering, right, demonstrates The Oregon Bank's attractive new "coin toter" designed to ease the burden of carrying coins...



SPORTING GOODS SALES RISE IN FIRST HALF. Sporting goods dealers report an 8.4% gain in the first half of this year over 1962, states The Sporting Goods Dealer. Four out of five stores, 80.1%, report business for the first half was ahead of the same period last year...

CIGARETTE SMOKING INCREASES AT SLOWER RATE. Cigarette smoking continues to rise but at a slower rate, states The Wall Street Journal. Americans are expected to smoke a record 515 billion cigarettes in 1963...



HANDSOME, MATCHED SHETLAND PONIES work in perfect harmony as they prepare for the Shetland Pony Show activities at the Douglas County Fair, August 14 thru 18, in Roseburg. Reminiscent of the day of the work horse, the attractive pairs will be driven to four-wheel working-type buggies or light wagons...

MEN'S WEAR SALES SET NEW HIGH. Consumers spent an estimated \$11.1 billion for men's and boys' wear, including footwear, last year, setting an all-time high, according to the annual survey conducted by the New York University School of Retailing in cooperation with the National Association of Retail Clothiers and Furnishers and Men's Wear magazine...



NEW RANCH ROUNDS FENCE ANNOUNCED. The Ranch Rounds fence building company in Ashland has recently announced two new models of the popular "instant fencing" they manufacture in their plant. The new fences will be known as the Ranch Rounds Hacienda and, above, the Ranch Rounds Ranchito models...

Thunderstorms, Lightning Leave Several Injured

United Press International Gentle showers today soaked the Atlantic Coast states where violent thunderstorms and lightning left at least two persons dead, several injured and sparked scores of fires. Strong winds pushed heavy rainstorms across the Great Plains. Nearly 1 1/2 inches of rain fell at Sioux Falls, S. D., in six hours.

Elsewhere skies were clear and temperatures normal. A 12-year-old girl was struck and killed by lightning at Coney Island Monday when a sudden storm lashed New York beaches.

Two other persons were critically injured by lightning at Coney Island and at least 13 persons were hurt by lightning or flying debris whipped up by high winds.

Basements Flooded More than 3 inches of rain flooded basements and streets at Buffalo, N. Y. In West Seneca, N. Y., a woman died when she touched a live wire in her flooded cellar. A basement wall caved in on a 17-year-old youth at Lakeview, N. Y., and he was hospitalized with possible fractures of both legs.

Several electrical storms ripped sections of New England, sparking several fires in the Newburyport, Mass., area and knocking radio stations off the air at Manchester, N.H.

Firemen raced to the Anna Jacques Hospital in Boston when lightning set off false fire alarms.

Homes Lose Roofs An apparent tornado ripped roofs from several Oklahoma City, Okla., homes but caused no injuries. Storms that swept the city touched off flash flooding and tied up traffic. Seven feet of water covered an interstate route in the southeastern part of the city and snarled traffic for miles.

Heavy storms across Texas triggered flooding in the southern plains and closed highways. Basements were flooded at Idalou, Tex., and a 14-year-old cotton chopper was temporarily blinded by lightning.

Northwest Power Bill Opposed by South Dakotans

Washington - (UP) - South Dakota congressmen are agreed the Pacific Northwest power bill which they regard as selfish almost surely will be passed by the House, probably early next month.

The legislation would pave the way for construction of transmission lines to carry the Bonneville Power Administration's surplus power from the Pacific Northwest to California. It also would give first call on power from the Columbia river dams to industry and private utilities in the area, as well as to publicly owned utilities.

South Dakota, they said, and the Big Ben provision was intended as a bonus to the state for giving up so much rich, tax-producing land to control the Missouri.

Berry, a member of the House Interior Committee which approved the Senate-passed Pacific Northwest bill, threatened to offer amendments which would make the same first call preference applicable in the MRB area. He could not do so, however, he told UPI, because of House rules requiring that amendments be pertinent to the bill, but his announcement produced a flurry of protest from the midwest.

Defeat Urged "We urge you most strongly to... defeat both the regional preference in the Northwest and your own amendment," V. T. Hanlon, manager of the East River Electric Co-operative, Madison, S. D., telegraphed.

Other protests were received from Basin Electric Consumers Co-op, Stanton, N. D., and Midwest Electric Consumers Association, Denver.

"Why didn't they come to life sooner," Berry inquired. "They didn't testify against the bill."

The National Association of REAs took no stand on the bill, he noted, even though spokesmen "told me they hoped it would be defeated because they didn't want to see the public preference clause chiseled away."

"It's a selfish gesture on the part of the Pacific Northwest," Reifel said. "Bon-

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

ARIS	23	1 Strike	31 Visitor	61 Advertising
APR	20	2 Remembrance	32 And	62 And
MAY	21	3 Good	33 Iron	63 Good
JUN	22	4 Avoid	34 Romance	64 Soulike
JUL	23	5 A	35 Anniversary	65 Or
AUG	24	6 New	36 Is	66 Gift
SEPT	25	7 You'll	37 And	67 Need
OCT	26	8 Move	38 New	68 And
NOV	27	9 Time's	39 Life	69 Be
DEC	28	10 News	40 Pets	70 Publicity
JAN	29	11 Turn	41 May	71 Times
FEB	30	12 Cr	42 Fine	72 You
MAR	31	13 While	43 Day	73 Sweet
APR	1	14 Look	44 Outlets	74 Pintola
MAY	2	15 The	45 Pleat	75 Soon
JUN	3	16 And	46 Preparation	76 Ahead
JUL	4	17 Trouble	47 Accidents	77 No
AUG	5	18 An	48 Some	78 Comments
SEPT	6	19 Listen	49 Make	79 The
OCT	7	20 People	50 Or	80 Keywords
NOV	8	21 Rush	51 May	81 Winning
DEC	9	22 Birthday	52 Wedding	82 Or
JAN	10	23 Politeness	53 Soil	83 And
FEB	11	24 Unexpected	54 Hit	84 Decisions
MAR	12	25 Brewing	55 For	85 Handling
APR	13	26 Intriguing	56 News	86 Ways
MAY	14	27 Or	57 Loans	87 Horizon
JUN	15	28 You'll	58 Should	88 The
JUL	16	29 Events	59 Writing	89 Today
AUG	17	30 Conduct	60 Arrives	90 Travel
SEPT	18	31-10-12-24	61-60-75	91-71-71-71
OCT	19	31-60-75	62-60-75	92-72-84



"LOOK WHAT I FOUND UNDER A ROCK!"

Beautiful New Rambler American "440" Hardtop.

Beautiful New Rambler Classic "770" Station Wagon—6 or V-8.

Beautiful New Rambler Ambassador "990" V-8 Sedan.

YOU WIND UP IN A BEAUTIFUL NEW RAMBLER

All year long, we've been offering "Car of the Year" quality at wonderfully low prices. Result: Rambler sales have smashed all records in sight.

This success can mean savings for you, for we're now offering the season's best deals. We're giving the biggest trades. Right now you can become a Rambler owner for a lot less than you'd imagine. These are Rambler's "Savingest Days"!

No other car gives you all this: Award-Winning Styling and Engineering Leadership as Motor Trend Magazine's "Car of the Year" • Double-Safety Brakes with separate braking systems front and rear • Ceramic-Armored Exhaust System designed to prevent rust-out • Deep-Dip rustproofing right up to the roofline • Self-Adjusting Brakes with bonded linings • Single-Unit Construction • Most miles per gallon of all cars in every economy run officially entered (Rambler American).

THESE ARE THE 'SAVINGEST DAYS' DURING THE TRADE PARADE TO RAMBLER 6 OR V8

LEA MOTORS, 211 North Bartlett

Marriage Shocks Actor Dean Martin

Hollywood - (UP) - Actor Dean Martin was shocked today over the marriage of his 18-year-old daughter Claudia to Gavin Murrell.

"I don't even know the guy," said Martin when he learned Monday of the Thursday elopement. "I'm not very pleased about it but what can you do? If that's the way it is, that's the way it is."

Claudia, one of four children by Martin's first marriage, is a budding actress who has a part in the forthcoming movie "For Those Who Think Young."

A NEW LIFE FOR



JILL ST. JOHN

Her career is booming after the doldrums of being typed as a "rich girl"—but what about her real-life role of estranged wife of Lance Reventlow, the Woolworth heir?

Her first comedy, opposite Frank Sinatra, marks a new success in her career, Jack Ryan tells the story in the

AUGUST 4... Issue of Family Weekly with your copy of it. Medford Mail Tribune