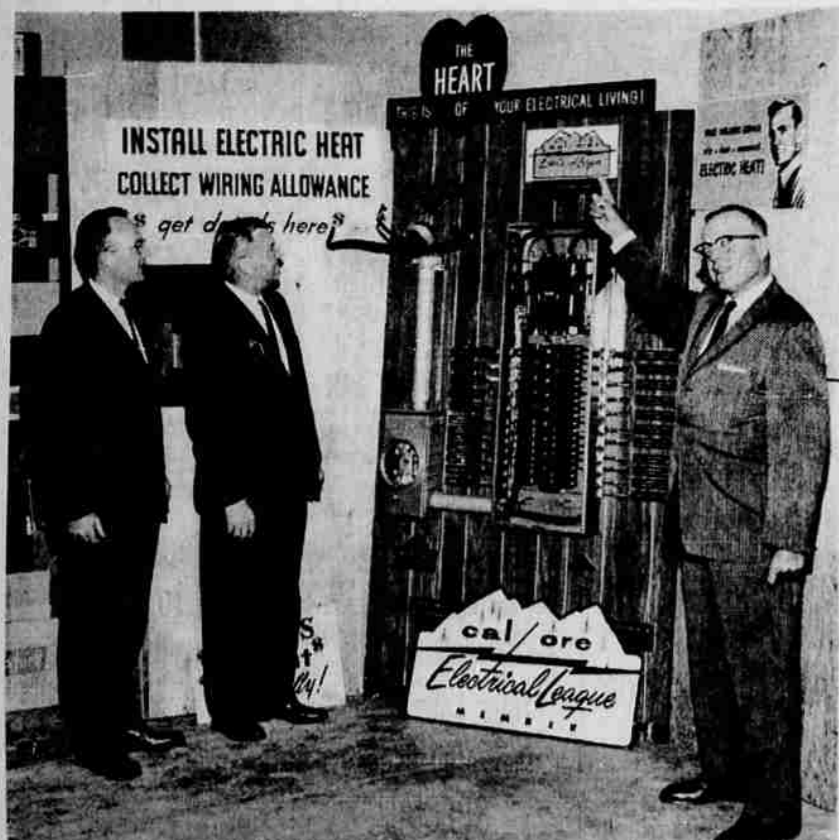




# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**MID-JULY AUTO SALES HIT 8-YEAR RECORD.** Dealers' sales of U.S. cars in the middle third of July topped 200,000 in that period for the first time in eight years, reports The Wall Street Journal. Dealers sold 202,000 cars, up 15% from the 175,149 sold a year ago. Mid-July sales also topped the 177,423 sold in the first third of July by about 14%. Car sales usually improve in each successive third of the month. July auto sales also generally trail those of June, usually the peak sales month in the spring. Although the reverse occurred in the early July-early June period, the normal pattern was resumed in mid-month. Mid-July sales trailed the 226,700 in mid-June by almost 11%. The latest period's sales bringing the total for the month to about 379,000, increases the possibility of selling about 600,000 cars in July. This would be far ahead of the 511,000 cars sold in July 1962. The industry has sold more than 600,000 cars in only one July - in 1955, when sales totaled 624,000.



**ELECTRICAL LEAGUE OFFICIALS PLAN PROMOTION.** These three Board members, left to right, Harold Wall, Manager The Sloan Company, Frank Benesh, Medford District Manager of Pacific Power & Light Company, and Clarence Weaver, League Manager-Director, represent the local area Electrical Industry segments in planning of the "Total Electric Heating" promotion now underway. League President, Vern Owens of Klamath Falls, has worked closely with this group in the efforts put forth as being similar in scope to last year's event.

It is particularly pointed out the existing residential electrical energy (KWH) rate is especially adapted to use of Total Electric Heating. Considerable educational and engineering advice is being directed to the Electrical Contractor Dealer and insulation firms, including the public. All with the purpose of correct proper installation, savings accruing to the homeowners.

Of prime interest is the League's advertising support of the 200 Ampere Main Entrance and Service Panel, which, along with various types of heating equipment, is the real heart of the entire Home Electrical System. Thus their industry drive, as coordinated, will carry considerable notice throughout Southern Oregon and Northern California communities during the fall building season.

**ATKIN-McCULLOUGH IN NEW LOCATION.** Glenn McCullough and Don Day, partners in the insurance firm of Atkin-McCullough, recently announced the change of their office location from the D'Anjou Building to 100 East Main, the corner of Main and Front. The agency specializes in all types of insurance, with emphasis on the Oregon Homeowners Package Policy, according to McCullough. Acting as independent agents, the firm writes insurance for Aetna Casualty & Surety Company, Fireman's Fund, Northwestern Mutual, American Surety and Northern Insurance of New York. "Our facilities permit the writing of all coverages known to the insurance industry," he said. Shown in the picture is the staff at their new location. From front to back, they are: Carol Wilcox, Glenn McCullough, Don Day and Ed McCullough, bookkeeper. Now located on the corner of Front and Main, the firm also has joined the Park & Shop program with lots located immediately behind the building (Robinson Bros. lot) and across the street (Jackson County Federal lot).

**TIRES, BATTERIES, ACCESSORIES - GOOD DEPARTMENT STORE POTENTIAL.** More money is now being spent on services, which is taking 41 cents of the consumer's discretionary dollar, reports Women's Wear Daily. Commenting on this change in the economy and in spending patterns, Fred Lazarus, III, president, John Shillito Co., Cincinnati, said at the Marketing Management Seminar at Miami University, Oxford, Ohio, the opportunity for department stores to sell needed services will become even greater. Among services winning increasing attention from department stores and other general-merchandise retailers are automotive centers. Impressive figures of growth in sales of automobiles and of tires, batteries and accessories explain the interest in the TBA merchandising-servicing category. Passenger car registration increased 147% from 1945 to 1961, as compared with a 25% gain in population. Volume of TBA stores is now running at a record rate of more than \$250 million, a two-thirds increase in seven years. However, of an estimated 71 to 75 million tires retailed each year, only 2 to 3% are now sold through department stores.

**INSURANCE COMPANY OPENS OFFICE HERE.** The New York Life Insurance Company has opened a new sales office in Medford, located at 1005 East Main Street. The new sales office will be headed by Assistant Manager Alonzo Lopez, according to General Manager Curtis S. Church in Eugene. Mr. Lopez previously served the company as assistant manager in Tacoma. The company representatives assigned to the new sales office are Barry Grant, Jack Sison of the Medford area, Len Grover, Grants Pass area, and Oscar Anderson, Norm Miles, Martin Swanson and Paul Winter of the Klamath Falls area. The New York Life has been active in Oregon for over 110 years and has more than \$275 million of life insurance in force in the State. The company also has offices in Eugene, Portland and Salem.

**MILLER MOTOR SERVICE HAS NEW MECHANIC.** John Casad, well known Chrysler products mechanic in this area is now associated with Miller Motor Service of Medford, according to Dick Miller, manager of the garage. Casad has spent several years in the service department of various Chrysler dealers and just recently was associated with Rambo's Richfield Service. All types of auto repair and servicing are done at Miller Motor Service which is located at 127 South Bartlett or 129 Riverside. **BRISK JEWELRY SALES PREDICTED FOR CHRISTMAS SEASON.** Ninety-six per cent of Jewelers' Circular-Keystone Retail Jewelers Panel predict 1963 Christmas jewelry business will be better than or at least as good as last year. Of this amount, 65% expect a rise and 31% foresee no change in sales. Four per cent of the respondents expect sales to decline, blaming shopping center and discount competition. Almost two-thirds of the panel said they expect sales to rise by a median 10%. The panel was asked what items will be the best sellers this year. Cash stores said watches, with preference toward higher priced merchandise. However, not every jeweler predicting good watch sales believes customers want expensive merchandise. Cash stores put diamond jewelry in second place and gold jewelry in third place, once again repeating the scale of popularity reported a year ago. Credit members of the panel also predicted their best selling items will be watches, diamond jewelry and gold jewelry, but gave watches only a slightly more favored place than diamonds.



**JEAN HART'S SHOP REMODELED.** Finishing touches have just been completed on the remodeling of Jean Hart's apparel shop for women at 617 East Main street in Medford, providing additional space for the sportswear department. A corner of this new section is devoted exclusively to children's clothing by "Glen of Michigan." The shop, which has long featured well known brand names in women's apparel and accessories, has been completely redecorated and rearranged to give the impression of spaciousness while allowing better displaying of merchandise. Mrs. Hart began her career in 1946 with a personal shopping service for Medford and Rogue River Valley women. Two years later she opened a women's clothing shop on Grape street, moving to her attractive East Main street location in 1954.

**SCHOLARSHIP WINNERS CONGRATULATED.** John P. Gordon, president of General Motors, offers congratulations to the two top winners in the 1963 Fisher Body Craftsman's Guild model car competition. Each of the young craftsmen has just received a \$5000 scholarship to the college or university of his choice. From left to right: Richard H. Pietruska, 16, Stamford, Connecticut; Mr. Gordon; and Robert E. Davids, 19, Los Angeles, California.

**AUTO MAKERS TOP USERS NEWSPAPER ADS.** The "Big 3" in automobiles held on to their top-of-the-ladder positions for 1962 ad expenditures in newspapers. In an annual report issued by the Bureau of Advertising a few weeks ago, statistics compiled by Media Records showed General Motors in first place, followed by Ford and Chrysler. GM's investment of 33 million dollars represented an 11% increase over 1961. Ford's spending of 22 million dollars and Chrysler with more than 19 million both amounted to hikes of more than 40% over '61. In compiling a list of the top 15 national users of newspaper space, the Bureau reported that 11 of these firms increased their 1962 appropriations over the previous year. The per cent of change ranged from an 8.8% hike to 159.3% and all 15 advertisers had investments of more than five million dollars each.

**REMODELING OF BRAVE BULL COMPLETED.** Extensive remodeling of the Brave Bull, 1206 North Riverside, is now completed according to Andy and Marge Fenny, owners. "Men only" luncheons are now featured in the lounge from 11 a.m. to 3 p.m. No ladies will be seated in the lounge during this time and regular luncheons are served daily for both men and women in the main dining room. Features of the new men's lounge are: telephone service to the table, faster service, comfortable surroundings. Special luncheons, with emphasis on "something different" have also been introduced to the restaurant.

**DEPARTMENT STORE SALES WERE UP 3% FOR THE WEEK ENDED SATURDAY, JULY 27.** Above those of the same week a year ago. The national average was up 5% for the four weeks ended Saturday, July 27, and up 4% for the year to date. **TRUCK SALES ARE HEADING FOR A RECORD YEAR** - with sales in the year to date running 16% above a year ago. Truckmakers now predict they will sell about 1,175,000 vehicles this year, surpassing the old record of 1,142,000 set in 1950. The biggest boom is in heavy duty vehicles weighing over 13 tons for over-the-road hauling and for construction work, whose sales are up 30% from a year ago. Light trucks, particularly compact models, are also doing well.

**ATTRACTIVE WAITRESSES SERVE BRAVE BULL CUSTOMERS** week a year ago. The national average was up 5% for the four weeks ended Saturday, July 27, and up 4% for the year to date.

## Inquiry in Sinking Of Yacht Concluded

San Diego, Calif. - (UPI) - An informal inquiry into the sinking of the \$250,000 luxury yacht Freedom II ended Monday with no further investigation expected, but with the true cause still unknown. Cmdr. J. H. Hawley said after informal interviews with most of the seven crew members who abandoned the yacht last Friday that everything about the sinking "seems straightforward and on the up and up." He said he expects "no further ramifications" in the case. "One of the bottom planks must have carried away," he said. "This is the only thing that could account for the tremendous influx of water. But we'll never know for certain because in all probability the vessel sank at sea."

## Victim of Auto Crash Identified

Sacramento - (UPI) - A man who died in Oregon Saturday of injuries received in a one-car accident in Northern California was identified here Monday as Robert Kane Jr., 30, Hoopa, Calif. Identification was made from his fingerprints. Kane died in an ambulance en route to a Medford hospital but was taken following the accident on U.S. Highway 97 about 25 miles south of Dorris, Calif., Friday night. John Janssen of Corning, Calif., was killed outright in the crash.

## Court Records

**MEDFORD MUNICIPAL COURT**  
Hallie Eugene Norton, disobeyed traffic signal, \$7.50.  
Warren Reuben Richey, violation of basic rule, \$15.  
Carol Joy Axson, driving without lights, \$10.  
Florence Mildred Keizer, violation of basic rule, \$10.  
Llewellyn Kent Jones, disobeyed traffic signal, \$10.  
Carl Bryon Von Buskirk Jr., violation of basic rule, \$10.  
Aaron Marston Clark, driving wrong way on one-way street, \$10.  
Gordon Randolph Hartley, driving with suspended operator's license, \$30.  
William Michael Barlow, disobeyed traffic signal, \$10.  
Harry Aris Daugherty, disobeyed traffic signal, \$10.  
Larry Emory Chartier, violation of basic rule, \$10.  
Jerry Floyd Sanderson, violation of basic rule, \$10.  
Daniel Joseph Taylor, no operator's license in possession, \$5; disobeyed traffic signal, \$10.  
Bernice Amelia Yarrrough, defective equipment, \$5.  
Lawrence Edward Richardson, excessive noise, \$10.  
James Walter Reneau, violation of basic rule, \$25.  
Philip Larch, failure to dim lights, \$10.  
Frank Edward Dycholl, defective equipment, \$10 suspended.  
John Howard Jones, violation of basic rule, \$25.  
Darlene Iva Wyatt, permitting unlicensed driver to drive, \$10.  
Billie Colleen Bayler, violation of basic rule, \$20.  
Wilma Juanita Natwick, disobeyed traffic signal, \$10.  
Sherman Morris Spears, excessive noise, \$10 suspended.  
Jean Bernice Rambo, violation of basic rule, \$15.  
John Anthony Veah, disobeyed stop sign, \$7.50.  
John Robert Stoman, violation of basic rule, \$10.  
William Wayne Hall, violation of basic rule, \$10.  
Arthur James Bucher, violation of basic rule, \$10.  
DeWayne Howard Gier, disobeyed traffic signal, \$10.  
Steven Franklin Wilson, switch of license plates, \$25.  
Dean Francis Freeman, violation of basic rule, \$15.  
Jimmie Lee Wilson, excessive noise, \$10.

**CIRCUIT COURT**  
Joseph Ginet vs. Betty Ruth Giner, divorce complaint.  
Karen Ethel Shreeve vs. Lloyd Alan Shreeve, divorce decree.  
Ilene A. Whitmore vs. Carl J. Whitmore, divorce complaint.  
Ruth F. Lippert vs. Joe P. Lippert, divorce complaint.  
Kathleen Gever vs. William Arthur Gever, divorce complaint.

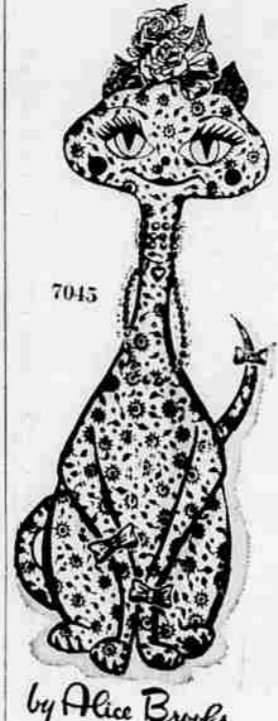
**MARRIAGE LICENSE APPLICATION**  
Leland Bryce Peters, 1345 Don Carlos ave., Tempe, Ariz., and Betty Carol Young, 727 Adler st., Medford.

**CRATER LAKE MOTORS**  
"VAN" BUREN SPECIAL  
Buy At Wholesale!  
60 DODGE  
4-Dr., V-8, R. & H., Auto.  
Was \$1299 NOW \$965  
Bus. Ph. 773-7594 8th & Fir Res. Ph. 773-8073

## Portland Girl Found in Forest

Estacada - (UPI) - A Portland girl missing in the Mt. Hood National forest since about 7 p.m. Sunday was found Monday by U. S. Forest Service personnel and searchers of the Oregon Mountain Rescue Council. Robbie Jean Baughn, daughter of Mr. and Mrs. Gilbert Baughn, was in good condition after spending the night in the mountains. She was found in the middle of a rock slide on the southwest face of Ollalie Butte. The girl was hiking with the Sunny Side Youth Fellowship from Portland. She left the group about 6:50 p.m. to cut across the Butte on a shortcut and was not seen again until this morning. Approximately 100 men from the Oregon Mountain Rescue Council, the Marion county sheriff's office, and the Forest Service were involved in the search.

## Charmin' Cat



Love at first sight! Nobody can resist this charmin' cat, grand for a mascot fan. Teen-agers, tots adore 14-inch Miss Glamor Cat. Dress in jewels 'n' bows, sit on bed, dresser. Pattern 7045; pattern pieces, directions. THIRTY-FIVE CENTS (in coins) for this pattern - add 15 cents for each pattern for daily first-class mailing and special handling. Send to Alice Brooks, Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

1963's Biggest Needlecraft show stars smocked accessories - it's our new Needlecraft Catalog! Plus over 200 fresh-to-you designs to knit, crochet, sew, weave, embroider, quilt. Plus free pattern. Send 25 cents now!

## Half-Size Shaping



New, young, elegant Half-sizer! See how the unbroken princess line helps to lengthen and narrow your midriff. Drape stole smartly. Printed Pattern 9014: Half Sizes 12 1/2, 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. Size 16 1/2 dress requires 2 1/2 yards 54-inch. FIFTY CENTS in coins for this pattern - add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER. CLIP COUPON FOR 50c FREE PATTERN in big new Fall-Winter Pattern Catalog, just out! 354 design ideas. Send 50c for Catalog.

## Colombia Bandits Kill 42 Persons

Bogota, Colombia - (UPI) - Machine-wielding bandits beheaded 42 persons Monday in assaults on four vehicles on a highway about 60 miles northwest of Bogota, according to an army announcement. The announcement said the bandits stopped a bus and three government dump trucks at a point on the highway between the towns of La Dorada and Victoria in eastern Caldas State. The occupants of the vehicles were forced into a small house near the highway, robbed and beheaded one at a time, the army said. The victims reportedly were public works department laborers and peasants on their way to market. The incident occurred in an area where bandits have massacred thousands of persons in recent years despite army efforts to maintain order.

## Negro Starts Work For Portland Bureau

Portland - (UPI) - Samuel Macon, a Negro student at Lewis and Clark college, went to work for the Portland Park Bureau, Monday. Macon and Nathan Jones, also a Negro Lewis and Clark student, had claimed job discrimination against the city. Jones also was offered a job but said he had a better one.

**MERRY CHRISTMAS**  
We're coming to the end of our year... when it's traditional to make gifts of our Comets and Merces (by cutting prices, raising trade-in allowances and relaxing terms). So you might as well get in line and tell us what you'd like for Christmas. (We'll listen to anything half reasonable.)  
**MEDFORD MOTORS**  
225 South Riverside

**Red Hot! August Special**  
Fine Quality GOODALL  
**GARDEN HOSE!**  
Our complete selection of 1/2", 3/4", 1" Goodall garden hose now reduced! Guaranteed quality, choice of lengths and grades—the garden hose you can use for years at a big saving.  
**20% OFF** (Regular Price)  
Full 50-Foot Lengths as Low as \$315 Others Reduced Accordingly  
**BIG PINES LUMBER COMPANY**  
6th at Fir Street Ph. 773-5283  
WHILE THEY LAST! Plenty of Free Off-Street Customer Parking