



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

CLEARANCES SPARK RETAIL SALES. Summer clearances, fall apparel and back-to-school selling last week helped push retail sales 4 per cent ahead of the same week last year, reports Fairchild News Service. Despite the prevailing hot weather throughout most sections of the country, coats were developing strong activity in many areas. Six of the reporting cities gave special mention to this trend along with some optimistic interest in knits. Stimulated by sportswear and swimwear promotions, department stores in the New York-northeastern New Jersey metropolitan area showed a 5 per cent increase. Some retailers pointed out that the trend toward more people taking vacations later in the summer might be contributing to a lengthening period for summer casualwear selling. With fall selling picking up business, department stores in Detroit went 3 per cent ahead of the same week a year ago. In St. Louis, metropolitan retail volume went ahead 2 per cent. Air conditioners and refrigerators were especially strong movers. The weather was hot in Cincinnati and so were sales which finished the week with a gain of 10 per cent. Increases were reported across the board.



LA POINTE'S COAT CONTEST WINNERS ANNOUNCED

Winners in La Pointe's recent Camel Hair Coat promotion await presentation of their awards while posing with one of the advertised coats. Shown (l. to r.) are: Vicci Cheeves, 1st prize winner of a \$50 gift certificate; Mrs. R. Mole, 2nd prize of \$25 certificate; Mrs. Del Wright, 3rd prize \$10 certificate and Margery Mulkey, 3rd prize \$10 certificate. Not shown, and also a 3rd prize winner, is Virginia Roush.

Runners-up were awarded a box of Better-Than-Gold hosiery.

Sam Nelson, manager of the Medford store, said that the promotion was carried out in both Medford and Klamath Falls in which the public was invited to draw an ad publicizing the coats. The contest, open to all ages, was judged upon originality, art and neatness by an independent group of three judges. Mr. Nelson added that the results of the promotion were very satisfactory in both cities.

PICKELL USES FIRE-RESISTANT SHINGLES AS SAFETY FEATURE. As a safety precaution, builder D. L. Pickell is using fire-resistant roofing on the 100 homes in his new development at 411 East Main Street in Medford, Oregon.

The roofs vary in color, but all are asphalt shingles, classified as "approved roofing" by the Pacific Fire Rating Bureau, which establishes fire insurance rates. Pickell points out that because asphalt shingles are an approved fire resistant material they permit lower insurance rates in most areas. In addition, asphalt shingles are durable, easy to maintain, attractive and economical, he said.

On one model, his savings on roofing allowed him to provide an extra playroom, he added.

PEPSI COLA SALESMAN HERE GETS RECOGNITION

According to an announcement from the Seattle Division headquarters of the Canada Dry Corporation, Bernard Schultz of the Medford Pepsi-Cola-Canada Dry Bottling Company has been named as one of the top three Northwest salesmen during a special June promotion. Pictured on the right, Schultz is a senior salesman at the local plant and is a specialist in Canada Dry products.



Bernard Schultz

MOTEL SALES NOTED

Marlin Barnett of Western Motels and investments has announced that his office has handled three motel transactions in the Medford area recently. Mr. and Mrs. Reno Offutt sold the Royal Colony Motel, 34 North Pacific Highway, Central Point, to Mr. and Mrs. Robert Malzano, Santa Maria, California.

The Central Motel, 510 South Central Avenue, Medford, was sold to Mr. and Mrs. Lewis Laines, Sunnyvale, California, by Mr. and Mrs. Robert Powell, who will reside at 520 South Central.

The Motor Haven Motel, 1225 North Riverside Avenue, Medford, was purchased by Mr. and Mrs. Hal Pearson, Helena, Montana, from Mr. and Mrs. Fred Farrar, who are moving to Springfield, Oregon.

AUTO SALES TAKE OFF IN JULY — New car sales last month climbed above the \$600,000 mark for the first time in a July since 1955, reports The Wall Street Journal. Dealers sold 605,364 cars, up from 511,701 a year earlier, and second only to the 624,000 sales in July 1955. In the first seven months of this year 4,381,418 American made cars have been sold, up 10.7 per cent from the 3,859,291 sold in the same period last year. On the used car front, analysts are estimating that some 9 million used cars will be sold this year by new car dealers, up from 8.8 million last year and the best since 1955 when 10.1 million were sold. In addition, independent dealers and private transactions will account for up to 5 million more sales, bringing total used car sales to between 13 million and 14 million from about 12 million 1962.



Dick Herndobler

wife, Waunila, born in Portland, he attended high school there and attended Oregon State college. During the war he served in the navy as a lieutenant.

15th ANNIVERSARY CELEBRATED BY HERNDOBLER'S IN ASHLAND

15 years of operation in Ashland, Ore., are currently being celebrated by Herndobler's Furniture says Dick Herndobler, owner of the store, and pictured on the left.

According to Herndobler, the store carries complete lines of Mohawk, Firth, Holly-tex carpets, Armstrong linoleum and accessories. The store's home furnishings feature both Flintridge maple and modern designs as well as unique wall decor, lamps, pictures and one of the largest selections of draperies in Southern Oregon. Currently in the process is the firm's 15th Anniversary clearance and the event has been publicized in ads appearing in the Mail Tribune earlier.

The present business was opened in January of 1949 when Dick moved to Ashland from New York City where he married his wife, Waunila, born in Portland, he attended high school there and attended Oregon State college. During the war he served in the navy as a lieutenant.

PENNEY'S FALL COAT CARAVAN NOW AT MEDFORD STORE

Penney's will feature a touch of desert life starting this week as it welcomes a caravan to town.

The caravan arrived yesterday in the form of Penney's traveling Fall Coat Caravan, according to Ray F. Baker, store manager.

Caravan will be at the store for about 12 days, offering fashion-conscious women an opportunity to choose from a wide selection of fall coats.

"Penney's 1963 version of a caravan will give women here a chance to choose fall coat wardrobes from as complete and economical a selection as any shown in larger fashion centers," said Mr. Baker. He explained Penney's is repeating the caravan this year because the two previous efforts were so well received.

Most of the coats will feature fur-trimmed collars of natural mink, natural blue fox, dyed squirrel, natural raccoon, bleached wolf or dyed fox. Most popular fall colors are expected to be brown and wild rice along with ever popular black. Red is making a strong bid for favor this season. Coats will come in misses, junior and junior petite sizes. Coats are replenished from town to town so that each store offers a broad assortment. The caravan will remain here until Saturday, Aug. 24th before moving on.

The Penney manager pointed out that all coats in the caravan may be purchased on convenient credit or layaway plans.



Left, Mrs. Alice LaBar. Right, Mrs. Lois Halhill, Ready-to-Wear Dept. Head



NEW LOCATION ANNOUNCED FOR DALES UPHOLSTERY

Grand Opening activities are currently underway for the new location of Dale's Upholstery at 1024 Court Street, according to Dale Mauck, owner. The firm specializes in furniture only. Added room in the new site will allow better display of upholstery fabrics and a larger workshop. Free estimates are being given on re-upholstery work this week and Free barbecue mitts are being given to all ladies. Mauck first became interested in this work when he joined Wasson's Seat Factory in Kansas City, Missouri in 1949. He served in the navy and moved to Grants Pass in 1956 where he worked for Herb's Upholstery. From there, he moved to Medford and worked in two local shops before going into business for himself.

The firm employees three other men besides Mauck and also has a convenient payment plan for the work. They were previously located at 1920 Table Rock Road.

WARD'S PASSENGER CAR TIRES TESTED BY PARNELLI JONES

Nylon passenger tires that recently passed a series of grueling tests at the Indianapolis race track were received here today and will be offered to motorists through the month of August, according to J. J. Materie, local Montgomery Ward store manager.

"Parnelli Jones, winner of the Indianapolis '500, test drove Riverside tires for 100 miles at straightaway speeds up to 138.46 m.p.h. to prove their safety and stability for hot-weather high-speed endurance driving on the nation's turnpikes," J. J. Materie, local store manager said. Jones is shown inspecting one of the tires at the right.

Jones said: "If a motorist is looking for a safe tire for high-speed driving, these tests should prove that Wards Riverside can take more punishment than motorists will ever give them."

The Montgomery Ward store manager also pointed out that while normal passenger car drivers never reach race track speeds, the fact that Riverside ST-107 nylon tires were tested under grueling conditions by the country's foremost race car driver, proves that Riverside tires will withstand high-speed driving far in excess of normal turnpike driving. "This makes them doubly safe under normal driving conditions," J. J. Materie said.

TOTAL RETAIL DOLLAR VOLUME ROSE SUBSTANTIALLY

during the 7-day period ended Wednesday, August 7, above the corresponding week last year. Dun & Bradstreet reported today. National Percentage Changes varied from the corresponding levels for a year ago by the following percentages: plus 2 to plus 6 per cent. Regional Percentage Changes varied from the comparable levels of a year ago by the following percentages: Mountain plus 5 to plus 9; Middle Atlantic plus 4 to plus 8; East North Central plus 3 to plus 7; South Atlantic plus 2 to plus 6; New England, East South Central and Pacific plus 1 to plus 5; West North Central and West South Central minus 1 to plus 3.

Church Pilgrims Suffer Poisoning

Orchard Lake, Mich. — (UPI) — All but four of 120 religious pilgrims treated for suspected food poisoning after a church outing at the seminary here have been released from the hospital.

The pilgrims, mostly women over 50 years of age, were taken to hospitals in Pontiac, Brantford, Ont., and Paris, Ont. The four still under treatment were listed as in "fairly satisfactory" condition.

They were among 800 persons who attended a dinner at the seminary Sunday and heard Cardinal Cushing speak at Marian Day exercises. Cardinal Cushing was not stricken.

The four women were all at Brantford General hospital. They were identified as Mrs. Mary Fedorowicz, 69; Mrs. Martha Prorok, 76; Mrs. Pearl Kolaz, 75, and Mrs. Anna Bacik, 74, all of Buffalo, N.Y. Rev. Stanley E. Milewski, an official of Orchard Lake schools, said the pilgrims had stood for two hours in the sun listening to the cardinal.

"The sun and the excitement may have had something to do with it," he said.

Baton, Trampoline Show Is Scheduled

A combination baton twirling and trampoline show will be given Thursday, Aug. 15, in Hawthorne park as a culmination of the summer playground activities.

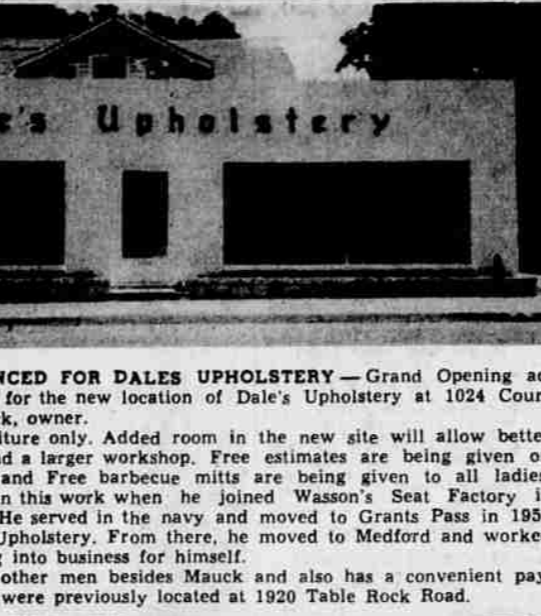
The program, sponsored by the city parks and recreation department, will be held adjacent to the pool on the west lawn starting at 7:30 p.m.

The baton show, under the direction of Ellen Ward, will include pom pom and flag routines as well as baton routines.

The trampoline show, directed by Jim Stiger, will include duets and advanced boys and girls. It will feature Jim Brinson, who is considered an outstanding performer.

All participants in the baton show must be at dress rehearsal at Hawthorne park Wednesday, Aug. 14. Beginners and intermediates are to report at 7 p.m. and advanced performers at 7:30 p.m.

Swinton, England — (UPI) — Gladys Casterton, 43, a miner's wife and mother of nine who works part-time, has turned over half of a \$4,172 bingo prize to life-long friend Betsy Blunn. "While we were still at school, we agreed to share anything we won," Mrs. Casterton explained Monday.



Montgomery Ward store manager also pointed out that while normal passenger car drivers never reach race track speeds, the fact that Riverside ST-107 nylon tires were tested under grueling conditions by the country's foremost race car driver, proves that Riverside tires will withstand high-speed driving far in excess of normal turnpike driving.



Carried away—Police carry a Negro girl from a building in East St. Louis, Mo., where about 30 demonstrators were arrested after staging a sit-in. The pickets, members of a youth committee of the NAACP protesting hiring practices, entered the building singing hymns and praying. When police arrived they sat down and refused to leave. (UPI)

4-H Club News

Stitchers Stirers

The Busy Stitchers and Stirers 4-H club held a meeting recently at Sharon Ladd's home.

Members attending were Debra DeRoboam, Darlyn DeLand, Ellen Coulter, Anita Coulter, Gayle Cook, Sara Chancier, Sandra Chancier, Kathy Kucharik, and Sharon Ladd.

The group discussed the fair time and schedule. Each member brought quilt pieces for a blanket and sewed after the meeting.

Sharon Ladd, Reporter

Daffy Dills

Journeying to see the members' gardens took much of the meeting of the Daffy Dills 4-H club recently. Of particular interest was the large plot of Bob Snook's, where he is growing for commercial use, peppers, cucumbers, tomatoes and other vegetables.

During the business session, time was spent in discussing exhibits for the coming 4-H-FFA fair. On the return from John Fleischer's in Table Rock, a stop was made at TouVelle park for Marsha to collect forestry specimens.

Cathy Ahnora, Reporter Pro Tem

Gold Hill Livestock
The 12th meeting of the Gold Hill Livestock 4-H club

Rockefeller Said To Be Solidly in Presidential Race

Washington — (UPI) — An aide to Gov. Rockefeller has been assuring Republican legislators in Washington that his chief is solidly in the 1964 presidential race, according to the New York Times.

In a dispatch published today the Times quoted unidentified congressmen as having been assured that the governor would stay in the fight for the Republican nomination through at least two primary contests—probably New Hampshire and California.

The assurances, according to the Times, were circulated among liberal Republican senators and congressmen by George L. Hinman, Republican national committeeman from New York, who is a Rockefeller political adviser. Not Committed

"I just wanted you to know that we're in this thing all the way," the Times quoted Hinman as telling the legislators. However, the accounts said that Hinman was careful not to commit the governor to a specific political schedule.

Hinman, queried about the reports today in New York, said, "All I have to say is 'no comment.'"

But the impression left by Hinman, according to the Times, was that Rockefeller was prepared to contest the California and New Hampshire primaries, at least.

Good Reception

Preliminary soundings by the Rockefeller pulse takers have indicated a good reception for the governor among New Hampshire Republicans. Moreover, Dartmouth College, of which Rockefeller is a faithful alumnus, is situated there, and he has done much for the college.

California, Rockefeller aides feel, may be a fertile place for testing the liberal Rockefeller philosophy. Sen. Thomas Kuchel heads a militant faction of Republican liberals there.

The assurances given by Hinman to key Republicans are seen as an attempt to forestall worries by potential Rockefeller backers that their man will drop out of the race at the last minute, as some felt he did in 1960.

Grange News

Central Point Grange

Colored slides of recent trips to Alaska were shown to the members of Central Point Grange at a recent meeting. Mr. and Mrs. Charles Jantzer took the pictures on their trips to Alaska.

During the business session, members voted to have the Booster Night program Sept. 20. This will be an open meeting starting with a potluck dinner for Grange members and friends.

HEC chairman Mrs. Morris Frink announced the rummage sale for Sept. 10 and 11 and asked all members to bring saleable articles to the Grange hall.

Mr. and Mrs. Howard Wilson will become members following initiation. A contribution was voted to the Rescue Car Fund of the Central Point Fire department.

The traveling agate plaque which the Grange won as an award from the Pomona visitation program was displayed and explained by Delmar Smith. Ed and Margery Walters had a perfect attendance at the meetings.

Articles descriptive of Alaska were displayed by Mrs. Jantzer. Lilies grown by Delmar Smith also were on the display table.

Mr. and Mrs. Walter McManis gave reports on the State Grange convention.

There was a picnic Aug. 19 at the Open Day's home.

Dana Dunlap, Reporter

Saucy Sewers

The Saucy Sewers 4-H club met at the home of Carol Kagy. We talked about getting a flag, the fair and our 4-H record book. We worked on our aprons.

Mary Miller, Reporter

Jacksonville Beef

The Jacksonville 4-H Beef club held its July meeting at the home of Bobby Gatham, with 11 members present. We discussed the fair and also filled out our fair entry blanks. Our next meeting will



THE OTHER CHEEK—Trainees Richard Siller, left, and Lois Bonzell of the Congress for Racial Equality, maintain their stoic posture as they submit to an egg shampoo "for civic rights" in San Francisco. Members of the local chapter conducted a "workshop" in non-violent demonstration tactics and a "seminar" in the technics of picketing and turning the other cheek. (UPI)

Athletes, Coaches Talk With Injured Vaulters Via Phone

Ashland — Climactic moments of the Fellowship of Christian Athletes conference at Ashland came last night when athletes and coaches participated in direct-wire conversation with Brian Sternberg, injured University of Washington pole vaulter.

Just before the hospitalized athlete was put in touch with the group via telephone, his father, Harold Sternberg, who is attending the ECA conference here, explained Sternberg's physical situation.

"Brian is paralyzed from his armpits down," he said. "He has some sensation, but lacks voluntary control. However, he is completely clear so far as his mind is concerned. The doctors and nurses at the university hospital say that he's still setting records for self-control."

Greets Sternberg

On completion of the telephone connection, responding to Sternberg's initial greeting, the assemblage of athletes greeted him.

After each member of the conference staff had greeted Sternberg personally, Bob Richards, former Olympic Games vaulting champion, expressed his pleasure at meeting his fellow vaulter and said that one of the first things that had endeared Sternberg to him personally was the fact that the younger man had publicly given credit to "the bamboo pole users of the old school."

Richards said he had been working out recently with the new fiberglass pole and that he thought he was beginning to get the hang of it.

Addresses Group

After assuring Sternberg of the continuing prayers and concern of the conference in his behalf, Richards addressed the group on the general theme of "What It Takes To Break Records."

Points of his talk included (1) putting mind into muscle, (2) getting hurt, (3) "soft guys don't break records," and (4) stretching present capacities.

The conference continues through Thursday. This afternoon Coach Len Casanova of the University of Oregon spoke to the athletes. He will conduct a Football Coaches' Clinic from 4 to 5 o'clock this afternoon. Speaker at 7:30 o'clock tonight will be James Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Jeffrey, Texas businessman and former all-conference halfback from Baylor university.

Back-to-School
New Fall
SKIRTS & SWEATERS
Reg. \$11.98 to \$16.98
\$7.99 Each
2 for \$15.40
Pick's APPAREL

Learn How Experienced Investors Increase Earnings with COMMONWEALTH

5 3/4% SECURED BONDS

A growing number of income-minded Oregon investors now use Commonwealth 5 3/4% secured bonds to upgrade investment earnings. If you have need of additional income you will want to consider the financial advantages of these high-grade securities. A prospectus containing full information is available to you.

In MEDFORD
Mr. Harry Clement, Investment Counselor and assistant Vice President of Commonwealth Investors, Inc. will be at the Medford Hotel in Medford on August 21st to answer your personal questions relative to the advantages, earnings and security of Commonwealth bonds.

For Complete Information Mail Coupon or Call Mr. Clement at the Medford Hotel, Aug. 21st

TO: **COMMONWEALTH Investors, INC.** CA 8-8141
200 Equitable Bldg., Portland 4, Oregon

Send complete information about Commonwealth Bonds.
 Have Mr. Clement call me for appointment.

NAME _____
ADDRESS _____
CITY _____ STATE _____
PHONE _____