



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

GRAND OPENING ACTIVITIES AT NEW CASCADE VILLAGE — Seven new businesses will celebrate their Grand Openings today, in the White City, Cascade Village Shopping Center. One of these, the Cascade Laundromat and Dry Cleaners, has been open and is simply celebrating its Grand Opening with the others. The six businesses that are officially opening their doors for the first time are: Crater Finance, Cascade Hardware and Appliance, Cascade A & W Drive-In, Ernie's Cascade Home Furnishings, Crater Lake Motor's White City office and First National Bank's White City Branch.

Cascade Village Shopping Center, the Rogue River Valley's newest shopping center, is located on Highway 62 at White City. The value of the center has been placed at \$1,000,000. The six new buildings in the complex bring the total number of shops and stores to nineteen with others on the drawing board. The shops cover almost 45,000 square feet of space and the center features eight acres of paved parking space with adequate parking adjacent to each individual business. "Comfort and ease-of-shopping have been stressed in planning this center, with covered walks, spacious breezeways, pools and landscaping," village officials pointed out.

In addition to the seven businesses celebrating Grand Opening activities today, the center consists of: The Cascade Market, Cascade Variety, Cascade Beauty Shop, Cascade Pharmacy, Cascade Marina, White City Tire, Jim Scott Union Station, Town & Country Shop, a medical clinic, Gibson Saddlery, and others.



ERNIE'S CASCADE FURNISHINGS OPENS. Ernie Hook Jr., well known Rogue Valley furniture man, opened the doors today in a Grand Opening ceremony of Ernie's Cascade Furnishings in the Cascade Shopping Center. The firm occupies the west portion of the building shown above.

The 6,000 square foot shop will feature complete lines of furniture and carpet with such well known brand names as Billwell, Englander, Bassett and Tempo displayed. The store is air-conditioned, all one level and as up to date as possible, according to Hook. "The Rogue Valley is growing and we want to grow with it — White City is the best place to do this," he said.

Hook's wife, Marilyn will also work in the store. Hook also has a 12 year old daughter named Cheryl.

When asked about price, Hook said: "Through low operating costs we plan to feature Southern Oregon's lowest Home Furnishings' Prices!"

Another service feature of the store is free delivery. The Hooks reside now in Central Point, Oregon. Ernie Hook Jr. first came to Medford in 1946, later serving four years in the U.S. Navy aboard the carrier Boxer in the Far East. He entered the furniture business in 1953 when he returned to the Rogue Valley.

OPENING CELEBRATED BY CASCADE HARDWARE. Friday, Saturday and Sunday, August 16, 17 and 18 have been set aside by Ivar and Lee Lindstrom to celebrate the Grand Opening of their new Cascade Hardware and Appliance store in the Cascade Village Shopping Center, occupying the east portion of the building shown above. Ernie Hook Jr.'s furniture store shares the spacious structure.

"We plan to cater to the do-it-yourselfer who needs all kinds of electrical wiring, plumbing, paints, wallpaper, etc.," the Lindstroms said. Later they plan to operate a full-scale tool rental service although they now rent floor sanders and polishers. "We see great future out here and unlimited possibilities," they stated.

The Lindstroms currently live in Ashland and for three years operated Ivar's Hardware and Appliance there. The new Cascade Hardware and Appliance is located in the same building as Cascade Home Furnishings and next door to the Town and Country Shop.

Ivar Lindstrom operated an A & W Drive-in in Forest Grove and for 17 years, has been a commercial artist and sign painter.



SECOND ROGUE VALLEY OFFICE FOR CRATER FINANCE. Bob Gemashlich will be the new manager of the Cascade Village Shopping Center's Crater Finance office, according to Frank Wilkinson, owner of the finance firm, which occupies the building shown above.

Gemashlich is a graduate of Jacksonville High School and currently resides in that city. For 2½ years he has worked in the finance industry. He is married and has four children. His wife's name is Lana and his children are: Sam, 6, Bill, 4, Vickie, 3, and Lavonne, 2. "Crater Finance," Gemashlich said, "is one of the few locally owned finance companies and this means more personalized service and closer relationship with the needs and problems of our customers." "The White City area is increasing as a residential area and the rapid growth of residents and jobs indicated to us that this is the proper place to establish another office."

The firm now has offices in Central Point and White City.



CASCADE A & W DRIVE-IN FEATURES MODERN SERVICES. "We like to think of this drive-in as the most modern, growing drive-in; serving the fastest growing community." This is how John H. Greb and his father, Elmer H. Greb, partners in the new Cascade A & W Drive-In summed up their view of this new Cascade Shopping Center firm, shown above.

The facility features 68 spaces for customers inside, and 24 car stalls all covered by carport, outside. Stereo music will be "piped" outside for the comfort and enjoyment of customers. Patented A & W Root Beer will be sold from this franchise and take-home gallons or half-gallons will be available. "Last year, A & W became a world-wide organization by opening new franchises in England, Guam, Fiji, Japan, Germany and elsewhere. There are now more than 2300 franchises in the U.S. alone," John Greb pointed out.

The Grebs now operate the Corvallis A & W Drive-In. Broasted Chicken, French Fries, full fountain foods and orders to go will be offered to Cascade A & W customers.

Another franchise feature of the drive-in will be the "Burger Family", a three size selection of hamburgers wrapped in foil bags. The three sizes are called "Papa", "Mama" and "Baby". The foil wrap preserves the heat, is sanitary and more convenient to carry home.

Future plans of the drive-in include breakfast for hunters and fishermen and more parking stalls, as the need grows.

The firm employs eleven people. During the Grand Opening celebration, free coffee and a free meal for every twenty-fifth car will be offered. A coupon for free root beer appeared in the Cascade Village ad yesterday in the Mail Tribune. Both Grebs are natives to Southern Oregon having been born and raised in this area.

FIRST NATIONAL BANK IN CASCADE VILLAGE OPENS. Chester Irish, well known Rogue Valley banker, will manage the new White City Branch of the First National Bank which celebrated grand opening activities this morning.

The White City branch brings to five, the number of First National branches in Jackson County. Other sites are Medford, Central Point, Phoenix and Ashland. The firm will employ 5 people and serve the White City, Eagle Point, Shady Cove, Prospect, Union Creek, Butte Falls, Sams Valley and Tiller areas.

Plans called for county judge, Earl Miller, to officially open the bank branch with a ribbon cutting ceremony this morning. Coffee, punch and cookies will be served by the Eagle Point Garden Club under the direction of Mrs. C. C. Hoover.

Irish has a vast background in the banking business, having served with First National for 20 years and 16 more years before becoming associated with the firm. His last assignment was as Assistant Manager of the Medford Branch.

Auto King has been announced as the new branch's Loan Officer.

A NEW PERSONAL LOAN FINANCING SERVICE for residents of Medford has been established by Doug Gerow Finance at 45 South Central Avenue in the former offices of Oregon Finance Company. Jim Pierce is new manager of the branch office, the eleventh operated by Doug Gerow Finance in Oregon.

Pierce moved to Medford from Forest Grove, Oregon, where he was active in civic and financial circles. His wife, Madge, and a seven year old son have established their home here.

Doug Gerow Finance provides a complete consumer financing service for families in 16 states through its 180 branch offices.

Mr. Pierce said Gerow Finance will handle all types of consumer credit, including personal loans. Loans can be arranged by families or individuals and are made on signature, household, furniture, automobiles, farm equipment, and with co-makers.

In addition to the direct lending service, the Doug Gerow office will also handle retail sales financing of automobiles, appliances, and other household furnishings through dealers in the area. They will provide a wholesale financing service for local dealers, too.

In pointing to the vital role consumer credit plays in the nation's economy, Mr. Pierce said, "Most families find that wise use of Doug Gerow's complete family financing service can help them enjoy more of the good things in life."

Doug Gerow Finance is a member of the Oregon Consumer Finance Association as well as the National Consumer Finance Association and the American Finance Conference.

The company's latest financial statement shows total resources of more than \$110 million. It is now in its Forty-Third Year of business operation and maintains headquarters in Evansville, Indiana. Other states in which the firm operates are Indiana, Kentucky, Illinois, Arizona, Tennessee, Virginia, Texas, Missouri, Oklahoma, Kansas, Nebraska, Georgia, North Carolina, Louisiana, and Ohio.

Mr. Pierce also pointed out that the company's Management Training Program provided an excellent career opportunity for young men who can meet the qualifications. More detailed information can be obtained at the Medford office.

TOUR PLANNED FOR HANDICAPPED—A 21-day trip to five European countries especially for handicapped people is scheduled for October 1. The trip, to include the countries of Holland, Denmark, Switzerland, France and England is part of the "People to People Program" sponsored by the State Department.

Arrangements for this "Wings on Wheels" tour have been made by Tranquil Travel Tours, under the direction of Mrs. Caroline Hurley and include leisurely sightseeing, special receptions in each country, and expert care by nurses who will accompany those making the trip.

"We would like to contact invalids or semi-invalids and show them how their dreams of leisurely travel can come true, but most important how they can become a participant in the vital 'People to People Program,'" Mrs. Hurley said.

Reservations are still available for this and future trips to Mexico in November, Hawaii in January, and to Alaska next May. For information about special group rates, itineraries, free wheelchair transportation, guide and nurse's services, write or phone: Caroline Hurley, EA 4-7254, Tranquil Travel, 2110-31st South, Seattle 44, Washington or Evergreen Travel Service, Box 583, Lynnwood, Washington.

CHANDLER, THE MAGICIAN, master of mystery and the art of legerdemain, will be one of a group of four sleight-of-hand artists featured in magic acts throughout the fairgrounds during the Douglas County Fair tonight, Saturday and Sunday in Roseburg. In keeping with the Fair's 1963 "Moods of Magic" theme, the contingent of magicians will offer magic souvenirs for the youngsters and larger magic items for sale.

Highlighting the magic theme will be the Illusions and Elations stage show Wednesday through Saturday evenings on the grandstand stage, presented by Mandrake, The Magician and a company of seven. The Douglas County Fairgrounds is located on the freeway just south of Roseburg, and within easy driving distance for Medford area residents.

STORES STRIVE TO CUT SHOPPING CART LOSSES. Some 500,000 shopping carts, at an average cost of \$30 a cart, are stolen a year, reports the Supermarket Institute. Most of the time carts are taken by shoppers who push them out into parking lots as if they merely intend to load up a car with groceries. But instead, they wheel the carts home, states The Wall Street Journal. Many of these are abandoned, but others are converted into such things as laundry carts, portable shoe shine stands and barbecue grills. To cope with the problem, many food stores are installing a magnetic control system, which stops the carts from moving at a specific distance from the store.

Grants Pass Man Injured in Mishap

Robert Floyd Christie, 38, of 6802 Lower River rd., Grants Pass, was taken to Josephine General Hospital by Medford Ambulance Thursday afternoon after he was injured in a two-car accident on Interstate 5.

According to Oregon state police, Christie was southbound on the freeway about 2:45 p.m. when his vehicle struck a parked pickup truck owned by Nathan E. Martin, Pomona, Calif. The truck was on the shoulder of the highway, state police said. It had a flat tire.

Christie suffered head cuts, police said.

In the other accident investigated by state police, Kenneth Gene Rainey, 25, of Griefes hotel, Prospect, was not injured when his log truck turned over on Highway 62 north of Trail.

Rainey told police he was southbound when the loaded trailer went off the right shoulder of the highway as the truck rounded a curve, then crossed the road where the trailer turned over.

Granby Gives Report On Beaver Boys State

Talent — Jon Granby, who attended Beaver Boys State from Phoenix High school, gave a report of the session at the last Talent Lions club meeting.

There were 16 members present and new member pins were presented to Rus Davis and Brady Sievertson by Wayne Richstein, past deputy district governor. Lester Davis was acting president for the meeting.

Metzen Accepts Job In California School

Hornbrook — D. F. Metzen has accepted a position as science and math teacher at La Sierra High school in Carmichael, Calif. He, Mrs. Metzen and their three children, who are visiting Mrs. Metzen's mother, Mrs. Grace Quigley here, plan to leave soon for California.

The Metzen family returned last week from St. Paul, Minn., where he attended a summer session at the University of Minnesota on a National Science Foundation scholarship. He also has studied at West Virginia university at Morgantown, W. Va. He received his bachelor of arts degree at Southern Oregon college, Ashland.

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Down To Sea in Quips

Victor Borge Entertains Reporters In Private Cruise on Potomac River

By DICK WEST
Washington — (UPI) — In addition to being a comedian, pianist and poultry farmer,



Victor Borge has in recent years become a yachtsman. He has his 68-foot sailing vessel at anchor here this week while playing an engagement at the Carter Barron Amphitheater. And the other afternoon he took a group of us reporters on a cruise down the Potomac. A stiff wind was blowing across the river as we pulled away from the dock. Borge obviously was impressed by the towering greycaps. The Potomac is too dry to have whitecaps.

"My!" he exclaimed. "Look at the angry sewerage!"

"How big is your yacht, Mr. Borge?" someone asked.

"It's two-masted," Borge replied. "Or three, if you count my son."

"What is the top speed?" another reporter inquired.

"The speed is the same on top as it is on the bottom," Borge said.

A luncheon, featuring dishes imported from his

native Denmark, was served to us on the wind-swept deck. Borge was asked to identify one of the delicacies.

"That's a hard-blown egg," he said.

"What kind of fish is this?" asked a guest. "Tuna?"

"Yes," Borge said. "It's a piano tuna."

"You have been giving piano concerts for many years," someone observed. "Do you ever play at home for your own enjoyment?"

"Oh, yes," Borge said. "I'm the only one who does enjoy it."

"You certainly have a wonderful tan," another guest commented. "Where did you get it?"

"I got most of it on my face," Borge said.

Borge, who has just returned from a tour of the Orient, was asked for his opinion of the Far East.

"Sometimes I don't think it's far enough," he said.

One of the crew members told us that Borge had sailed the yacht on the open seas in all sorts of heavy weather. We asked Borge if he had ever had any serious difficulty with the vessel.

"Yes, I've had some trouble paying for it," he said.

At this point we passed the

Mount Vernon excursion boat, which was loaded with tourists.

"That must be Liberace's yacht," Borge said.

I guess that sailing with Borge is what is meant by the old expression "down to the sea in quips."

Hunter Safety Class Starts in Valley

Illinois Valley — Kenneth Brown, hunter safety instructor, is holding meetings in the American Legion hall in Cave Junction from 7 to 8 p.m. each Monday.

Boys and girls are taught basic safe hunting fundamentals, and at the completion of the four week course they will receive certificates.

Those participating in the course include John Deaton, Dorothy Milner, Robert Scott, Linda Dixon, Clifford Phillips, Harold Wylie, Raymond Scott, Dave Glazier, Gary Scott, Jack Milner and Douglas Nelson.

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