

BUSINESS Memo

Edited by The Mail Tribune Advertising Department

MERCURY DIP BRINGS FALL SALES ZIP. Cool weather covering the Northeast and Middle West provided the atmosphere for brisk selling of fall apparel last week...

HEYSSELL ATTENDS DEALER SESSION IN DETROIT. Russ Heyssel of Courtesy Chevrolet in Medford was among 7,000 Chevrolet dealers and dealership executives in Detroit recently to attend the largest convention of its kind ever held in the auto industry.

While in the Motor City, dealers previewed the spectacular new lines of 1964 Chevrolet cars and trucks to be introduced early this fall. Arriving in Detroit at the rate of about 1,400 a day, the dealer groups were welcomed by top Chevrolet officials...

As a highlight of the convention programs, dealers were treated to an advance look at the new car and truck models in a gala stage revue the equal of a Broadway musical comedy production.

A further feature was a display of the new vehicles and other specially designed engineering and auto shows exhibits which filled the mammoth two acre area of Detroit's Cobo Hall exposition center.

In addition to being the largest and most elaborate of its kind in industry history, the convention marked the first time since 1936 that dealers had been invited to Detroit for such an event by Chevrolet.

DEPARTMENT STORES GAINING NEW PROFITS VIA NEW SERVICES. In recent years, department stores have been diversifying into scores of new services to increase their profits, reports The New York Times.

2000 CHRYSLER - PLYMOUTH LINE REVIEWED. Some 1,600 Chrysler - Plymouth dealers and salesmen from 11 Western states gave an enthusiastic reception to presentation of the 1964 Chrysler, Plymouth, Imperial and Valiant automobiles at the Oakland Auditorium August 16.

MEN'S WEAR SALES UP IN FIRST HALF. Men's specialty store volume in the first six months of this year generally ran ahead of the same period last year, while rising costs kept profits even or below 1962 levels, reports Daily News Record.

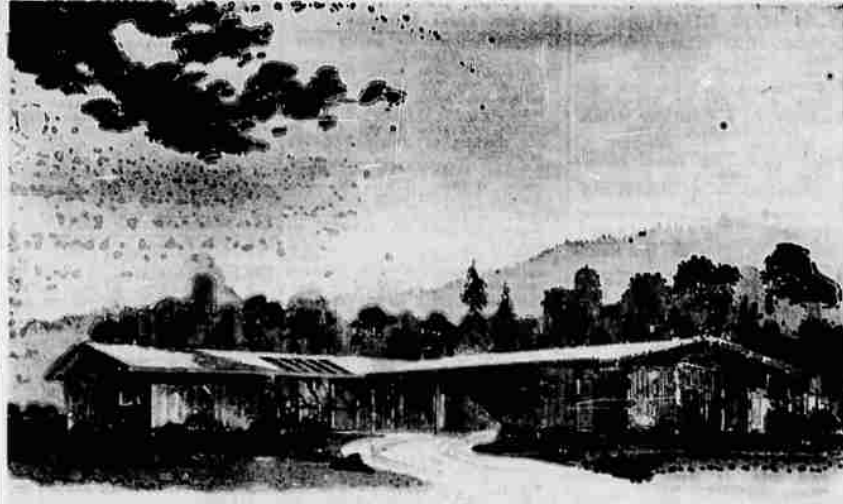
TURNER JOINS SEAGRAM'S DISTILLERS STAFF. Bob G. Turner has just joined the staff of Seagram's Distillers in Portland, according to an announcement Monday by H. L. Imeson, northwest regional sales director.

NEW FORDS EQUIPPED WITH SEAT BELTS. Ford Motor company announced today that by no later than January 1, 1964, all of the company's passenger cars will be factory equipped with two sets of front seat belts.

Officials Hopeful of Finding Pilot. McChord AFB, Wash. - Air Force officials said Thursday they hoped to find list Lt. Roger Axlund, Sioux Falls, S.D., alive in the water off the Washington coast.

MAN TRAP FASHION DISPLAYS SUGGESTED - Sneaky instructions for trapping a mate are to be found in a new book "Every Girl is Entitled to a Husband" by Nina Farewell.

RETAIL CHAINS POST JULY GAIN - Retail chain stores recorded their best monthly sales performance of the year last month. Combined sales for a group of 31 chains increased 12.4% in July to \$1.1 billion, indicates Fairchild News Service.



A NEW CONCEPT IN HOME DESIGN is featured in Cedar Homes Manufacturing Company's newest model, the "Ambassador," shown above. The attractive home has 1533 square feet of living area, offering four luxury-size bedrooms and zoned living areas with separated formal and informal living quarters keyed to today's family living.

American Motors Builds Portland Building - In a major expansion move American Motors now is constructing a new office building and parts warehouse here to house its Portland Zone.

"PUSH BUTTON" CLEANING NEWEST IN SHOWER HEADS-Moen Faucet, manufacturers of the original one-handle mixing faucets for kitchens and baths, has just introduced a new shower head that cleans itself of sediment and dirt when you push the button on the face.

DRUG STORES INCREASING IN SHOPPING CENTERS - There are now 5,970 drug stores located in shopping centers, 82% more than there were five years ago, indicates American Druggist's latest annual study.

Blueberry Delight. As a breakfast fruit offering or after-dinner lightening dessert this combination of blueberries, cantaloupe and orange juice is delightfully different. Cut fresh cantaloupe into bite-size pieces or shape into balls with a melon baller. Add to fresh, canned or frozen blueberries and orange juice.

Three Accidents Are Reported to Police. A car driven by Gene Ewen Jr., 41, of 115 Winter St., Salem, went off the shoulder of Highway 99 and hit a tree between Phoenix and Talent yesterday, state police reported.

NOTICE OF PUBLIC HEARING. NOTICE IS HEREBY GIVEN that at 7:30 o'clock P. M. on the 19th day of September, 1963, in the County of Jackson, Oregon, there shall be a public hearing by and before the City Council of said City on the question of vacating the alley between the east-west alley and the north-south alley...

NOTICE OF FINAL ACCOUNT. NOTICE IS HEREBY GIVEN that the undersigned, administrator of the Estate of Donald A. Larose, deceased, has filed his final account with the Circuit Court of the State of Oregon for Jackson County.

NOTICE OF FINAL ACCOUNT. NOTICE IS HEREBY GIVEN that the undersigned, administrator of the Estate of Hazel A. Gilmore, deceased, has filed his final account with the Circuit Court of the State of Oregon for Jackson County.

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