



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

PERSONAL INCOME HITS PEAK IN '62. Personal income was at a record dollar volume in all states and the District of Columbia last year, the Department of Commerce reported, states Daily News Record. For the nation as a whole, personal income in 1962 rose by approximately \$25 billion to a new high of nearly \$440 billion, 6 per cent above 1961 total. After taking account of the 1 per cent rise in consumer prices last year, real income, or purchasing power, showed a 5 per cent increase compared with 3 per cent gains in both 1960 and 1961. The 1962 per-capita personal income also hit a new high of \$2,366 for the country as a whole, rising 4 per cent above the 1961 average of \$2,267.

RESTAURANT CONVENTION SLATED IN PORTLAND. Ford Montgomery, Page Yaw, Miss Portland (Jodi Ray) and Bill Anderson line up on the diving board of the new Hilton Hotel, Portland, Oregon, to welcome guests to the Pacific Coast Regional Restaurant Convention & Exposition, September 24-26, Page Yaw, Vice President and General Manager of Yaw's Top Notch, is Convention Chairman; Bill Anderson of Northwest Natural Gas Co., is Co-Chairman; and Ford Montgomery, Manager of the new Portland Hilton, where the Convention is being held, is Banquet Chairman.



Restaurateurs and food service managers from the 11 Western states, Hawaii and Alaska, will gather in Portland for this big Convention, the largest slated for Oregon this fall. Exhibits by purveyors — all types of equipment, food, furniture, utilities — will take up all ballroom space at the Hilton opened up into one huge ball.

Host organization is the Restaurants of Oregon Association whose President is Flavell Temple, well-known proprietor of the Washington Hotel and Timber Topper Restaurant. This is a "first" for Portland. Previously this annual Convention has alternated between San Francisco and Los Angeles.

Most Convention sessions will be held in the elegant glass Pavilion Room near the swimming pool on the Hilton Garden Plaza. Highlights of the Convention include a "Wine School" conducted by veteran expert Carl Werner of the Wine Advisory Board; "Idea Exchanges" by panels of top Western restaurant operators; a series of addresses by international consultant A. D. lecturer, Travis Elliott; and a women's luncheon and fashion show, courtesy Restaurants of Oregon Association, at the golden Aladdin Restaurant in Lloyd Center.

BIG POTENTIAL SEEN FOR AUTOMATIC CLOTHES DRYERS. Nearly four times as many households have automatic washers as have automatic clothes dryers, reports Home Furnishings Daily. Many housewives apparently still regard automatic dryers as a luxury, yet those who own one would never be without one and usually are prospects for a better one. Over 77 per cent, or more than 41 million of the nation's wired homes at the beginning of 1963, were without automatic clothes dryers. This represents a big potential market for retailers. Although the 1,396,900 dryers sold by the industry last year were more than twice as many units as were sold in 1952, the total fell below the record year of 1956 when 1,499,300 units were sold. Industry leaders look for a new sales peak in 1963.



BRAT WURST, ROULADEN, SCHNITZEL FROM SCHULZKE'S. To those who like German Sausage and other European delicacies, Schulzke's should become a familiar household name. A Grand Opening celebration recently introduced this specialty shop on Highway 99 in Central Point.

Ready-to-eat meats, including country style bratwurst, Rouladen and Wiener Schnitzel are available in this unique shop and displayed "just like in the old country."

Also included in this new store are imported cheeses, candy and imported canned goods. All kinds of sausage are available that are made from European recipes and fixed in the Schulzke's kitchen.

The Schulzke's, Fritz and Helen, are relative newcomers to the Rogue River Valley although they did operate a European sausage shop in Phoenix for the past 18 months. They came to the U.S. via Canada in 1945. Their children number 4 with 2 boys serving now in the U.S. Army in Germany. Another boy lives now in San Francisco and their youngest boy lives with the couple in Central Point and attends school in that community.

In the true tradition of Europe and Germany, the couple loves to have anyone drop in and discuss at leisure the events of the day. Many, who have talked with Fritz Schulzke, find him especially knowledgeable about Germany and World War II as the couple lived in Berlin during this period.

VEHICLE REGISTRATION UP FOR '62. Motor vehicle registration in the United States totaled 79,022,916 during 1962, according to the Bureau of Public Roads. Rex M. Whitton, Federal Housing Administrator, noted that this was a gain of 3.2 million vehicles over the 1961 figures, reports the National Automobile Dealers Association magazine.

CHARLES A. BOILER, NEW AGENCY FOR MUTUAL OF OMAHA. Mutual of Omaha and United of Omaha announced today that Charles A. Boiler is their new General Agent in Medford.

Boiler and Associates are located at 1025 Court Street. The firm features several low-cost insurance plans; including: Hospital and Medical, "Emergency Paycheck" Protection, Family Life Protection and Electronically Computed Life Insurance Plan.



Charles A. Boiler

According to Mutual of Omaha: "Boiler grew up in the insurance business. He knows one of the biggest sources of personal security is insurance protection that pays! This means, on the one hand, modern health insurance, including that most important coverage—emergency paycheck" protection. It means, too, enough life insurance to meet personal needs."

Boiler and his wife Patricia come to Medford after 2 years in Omaha where he was sales director in the Great Lakes area. Prior to that, he served the company as district manager for 3 years in San Francisco. The Boilers have 4 children: The oldest is Christine (13) who plans to attend St. Mary's High School as a junior this fall. Their two boys are Jeff, 10 and Chuck Jr., 3. The youngest child is Mary Elizabeth, who is 16 months. Boiler says he likes to play golf, hunt and fish. "I'll have to get used to this new kind of fishing," he stated; and, "I plan to take advantage of the fine Rogue Valley Golf course many times."

The Boiler office is open Monday through Friday at their new location.

IS THE INSTALLMENT DEBT TOO HIGH? It's reaching all-time record levels, going up at an annual rate of 11 per cent. Some economists are fearful because 13.6 per cent of consumer income goes to debt repayment. However, American Bankers Assn. points out that the delinquency rate on installment debt is at its lowest level since 1939.

HOW MUCH ADVERTISING COSTS PER CAR. Not much at all. Range is from Chevrolet's \$19 to a high of \$189 for Imperial. Most auto marketers spend less than \$50 per car on advertising, according to Printers' Ink's latest Battle of the Brands report, on Automobile marketing and media strategies. Total expenditure for over 60 models in five measured media: \$203.5-million.

MATTHEWS NEW SHELL TREASURY MANAGER. J. L. Matthews of 9702—240th Place S. W., Edmonds, has been named Treasury Manager for the Shell Oil Company in the Pacific Northwest. Announcement of the appointment was made by J. E. Pendergast, Marketing Division Manager for the company.

Matthews, who has been Acting Treasury Manager since the retirement of H. C. Dixon in 1962, joined the company as an Accounting Clerk, Cleveland, Ohio in 1948. He was transferred in 1953 to the Company's New York Office as an Accountant; and, promoted to the position of Auditor in 1957. Matthews was transferred to Seattle in 1958 as Chief Accountant.

Born in St. Petersburg, Florida, Matthews attended Newberry College, the University of South Carolina and was graduated from Wittenberg College, Springfield, Ohio with a degree in Business Administration.

SALES GO UP WHEN THE SUN GOES DOWN. Night openings are becoming more and more important in the operation of shopping centers throughout the United States and Canada, according to a survey conducted by the International Council of Shopping Centers. A total of 275 centers were included in this study. Here are some of its highlights:

- 37.7 per cent estimate that from 50 to 75 per cent of their weekly volume is done between 6 p.m. and closing time.
- 36.7 per cent estimate that from 30 to 50 per cent of all sales can be attributed to evening hours business.
- 25.5 per cent report that volume chalked up during evening and night hours ranges from 5 to 25 per cent of gross sales.
- More than half the centers are open five nights or more a week, with the following breakdown: Five nights, 16 per cent; six nights, 37 per cent; seven nights, 4 per cent; four nights, 4 per cent; three nights, 16 per cent; two nights, 13 per cent; and one night, 9 per cent. Some 1 per cent of the shopping centers included in the study have no night openings whatever.

Across the country the trend to longer store hours and several night openings, particularly in suburban centers, is a pretty consistent one. For those centers open one night a week, Friday is the typical choice, especially in the Western and Southern centers. One-night centers in the Northeast primarily close Thursday. Monday and Thursday nights are the primary selections for the two-night-a-week centers with Canadian centers usually remaining open Thursday and Friday evenings. For those centers open three nights a week, the most frequent choices are Monday, Thursday and Friday. Those open four nights normally choose Monday, Wednesday, Thursday and Friday.

NEW HOUSEHOLD FORMATIONS SEEN ON THE RISE. In the next two or three years, household formation is going to be more rapid than it has been in the recent past, says Business Week. It is the young people — teen-agers taking a room away from home or young people taking an apartment together — that will make up a large part of the new households. The average increase in the number of households in the last four years has been slightly less than 65,000 annually. By contrast, growth was at a rate of more than 1.1 million between 1947 and 1950. Married couples accounted for some 60 per cent of household formations in both periods. But it is quite possible that this relationship will be down very nearly to 50 per cent over the next couple of years. The smallest increase in households in a 20-month span (March, 1963 to July, 1965) would be two million. The Census Bureau says it could be as much as 3.4 million.



AIRSTREAM CARAVAN UNIQUE EXPERIENCE FOR HORNBOOK COUPLE. Frank X. Bear and his wife, Mary, returned recently from a six week tour of scenic parks and glacier regions, as well as picturesque cities and towns of Canada. A total of 428 travel trailer families were members of the caravan.

All members of this caravan and the other, earlier caravan which toured eastern Canada; are Airstream trailer owners. Walker the Weeper's Trailer Headquarters, of Medford, is the Airstream dealer in this area.

Point of origin for the caravan was Bemidji, Minn., where from June 29 to July 5 over 2000 Airstream owners met for this sixth annual event. The Western Canada Caravan left Bemidji July 8 with 38 Airstreams. Its first Canadian encampment was near Winnipeg. From there, it visited Brandon, Manitoba, Regina and Swift Current in Saskatchewan; Medicine Hat, Calgary and Banff.

MODEL SALESMEN WANTED
Kansas City, Mo.—UPI—Archie Edmondson, a representative for a men's hair piece firm in Chicago, ran a salesman wanted ad in a Kansas City newspaper Monday for men bald or balding. He reported he got "15 or 20 applicants" for the job. Edmondson said his company seeks bald salesmen so they can model the product.

Your Fresh Start



9372
14 1/2-24 1/2
by Marianne Marston

Start the day fresh and bright in this young casual with a flattering tabbed collar. These pleats are slimming for the half-size figure.

Printed Pattern 9372: Half Sizes: 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Size 16 1/2 requires 4 1/4 yards 39-inch fabric.

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 10th St., New York 11, N.Y. Print plainly NAME, ADDRESS with ZONE, SIZE and STYLE NUMBER.

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