



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAILERS LOOK FOR RECORD SALES. More bullish than they have been in some years, the nation's top merchants are setting their sights on sales increases averaging some 5% for the second half of 1963, reports Fairchild News Service. That would maintain the year-to-date rate of department store sales and send the industry's volume to a record high of some \$16.5 billion for the year. Backing this optimism is a generally strong mood. We look for big fall business. For the quarter. Department store heads say:

- William Batten, president, J. C. Penney Co., anticipates a 5% rise in volume in the third and fourth quarters.
- Sol W. Cantor, president, Interstate Department Stores, says: "Business has been outstandingly good, August, in particular, as fantastic. It seems consumers' fear of changes in the economy for the worse are over and they are back in a buoyant mood. We look for big fall business. For the third and fourth quarters, a 6 to 7% gain appears indicated."
- M. E. Arnett, vice-president-finance, Bullock's, Los Angeles, estimates sales for the year will be 3 to 5% ahead. Mr. Arnett believes the economy is sound, business is "very good," and tax cut, if it comes, should be a stimulus.
- Harold Brockey, president, Rich's Inc., Atlanta, says "Our increase in volume should be about 5 to 6% over 1962. Earnings for this year again will be good with a plus over 1962. Third quarter should follow the present trend and end with possibly a 6% increase."
- Cyril Magnin, president, Joseph Magnin Co., San Francisco, looks for a 5% sales increase for the next half and "hopes" earnings also will be up.



THE SALE OF BURELSON'S Ladies Ready-to-Wear store in Medford last week to the P. N. Hirsch & Company group of Miller's Department stores marks the climax of a fifteen year success story for Mrs. Nunya Lizberg.

Mrs. Lizberg came to Medford sixteen years ago and, under her far sighted and able ownership and management, Burelson's store has expanded in size and services. She has also been active in Downtown Medford merchants' activities in recent years.

Mrs. Marjorie Green, shown at the left in the accompanying photo with Nunya Lizberg, will manage the store under the new ownership, according to Robert Magette, district manager of Miller stores who negotiated the purchase. Mrs. Green has been associated with Mrs. Lizberg at Burelson's as assistant manager and buyer for the past fifteen years, and is highly regarded in business circles throughout this part of the state.

No change in the store's name and personnel is contemplated and Joe Patella, operator of Burelson's Shoe Salon, will continue to head that important department under the new ownership.



received a gracious send-off as she left Medford Thursday afternoon.

WEST COAST AIRLINES OFFERS HALF FARE FOR STUDENTS. Young adults who want to get there faster by substituting airplanes for bicycles, motorcycles or hot rods will be given a financial boost by West Coast Airlines beginning this month, according to Don E. Koeina, Customer Service Manager of the Medford WCA office.

The company has been authorized to offer a reduced fare on its six-state system for young people 13 through 21 years of age.

College students traveling from Washington to California, for instance, will be able to obtain "Young Adult" tickets at 50% off.

As a prerequisite, they must apply for an identification card. This will cost \$5.00 and be valid for twelve months.

Positive space reservations will be made available to Young Adult ticket holders during the last three hours before flight time.

The new rate expands WCA's reduced fare structure previously extended to members of the clergy and military personnel.

Applications will be processed at each of the forty-four airport ticket offices maintained by West Coast Airlines in Washington, Oregon, Idaho, Montana, Utah, and California. Rogue Valley residents may process their applications at the Medford airport WCA office.

OIL BURNER TECHNICIANS COMPLETE COURSE. A total of seventeen oil burner technicians from the Medford-Ashland area recently completed a twelve week equipment servicing seminar sponsored by the Oil Heat Institute of Oregon.

The course was designed to familiarize all students with the latest advances in oil burner equipment engineering and was co-sponsored by the Medford City School System, according to Wayne C. LaTourrette, the instructor for the seminar.

PROMOTING TO THE TEENS. Sigal's department store in Easton, Pa., has opened a "hangout" for high school girls named "The Gilded Cage" where students are served soft drinks and shop, reports Women's Wear Daily. This new concept in teen-age merchandising will function as a club and a shop with a full time fashion advisor. Members of the club will be able to open charge accounts with parental permission. The store is also sponsoring a contest among high school girls to learn their ideas as to what constitutes the ideal teen department.

TEENS—BIG SHOE BUYERS. Teens—over 16 million of them—spend some \$10 billion a year. And spending is almost wholly on themselves, says Foot & Shoe Recorder. Teens spend almost \$900 million a year on shoes, sneakers, rubber types and slippers—total of \$1.1 billion pairs. They also spend another \$280 million on accessories—stockings and socks alone. Teen girls buy 7 pairs of shoes a year, men 3 pairs. Both are substantially above the national average. It's a vast market, but a specialized one with very specific tastes and wants.

Teen Girl: She's from ages 12 to 17—8 million like her. She spends \$5 billion a year—some \$350 on clothing and \$70 on footwear. The teen girl is impressionable, eager to try anything new. She's a copy-cat, wears what other teens wear. But as a class, she's a trend-setter. She wears out more shoes, and owns more than any other age group. While she responds quickly to new fashions, she's loyal to such standbys as handsewn moccasins, skimmers and sneakers.

Teen Man: His age is 14 to 19—8 million strong. He too spends \$5 billion a year. He's highly style-conscious, spends \$200 a year on clothing, \$35-\$40 of it on footwear. He selects most of his clothes, has definite tastes of his own, and he's not a replica of dad. Of all the male groups, the teen man is the biggest consumer of footwear. He wears out shoes faster and swings fast with style changes.

LARGE FIRMS INVADING RESTAURANT FIELD. While many independent eating places are closing their doors or struggling to survive, many big companies with experience in catering are to the whims of the public are entering or moving deeper into the restaurant business, reports The Wall Street Journal. Besides F. W. Woolworth, who will soon open a plush 300-seat restaurant laid out with thick carpets and colorful wall murals in a small commercial building in Philadelphia, the list includes Holiday Inns of America, Greyhound Corp., Quaker Oats Co., Sears, Roebuck & Co., Pure Oil Co. and Stouffer Foods Corp.



WALKER THE WEEPER OPENS NEW LOT FOR MOBILE HOME DISPLAY. An additional 250 foot frontage lot has been recently opened by Walker the Weeper Trailer Sales of Medford, says Jay Walker of that firm.

"This makes us the largest, single, display lot in the State of Oregon for mobile homes and travel trailers," Walker stated. "The previous lot proved inadequate because of increased sales volume and larger sizes of the modern mobile homes."

The new addition brings the total frontage of the Walker the Weeper site to almost 600 feet. The additional lot more than doubles the total size of the firm's lot space.

Walker also cited steady expansion since their opening in the present location in 1959 as another reason for this addition. The firm handles many name mobile homes and travel trailers. Included are: Angelus, Bel Aire, Kit, Imperial, Aristocrat, Airstream, Boles Aero, Streamline, and Terry.



RUGGED TREATMENT FOR CARPET AT MODERN TILE. When Modern Tile Company says that their carpet can take it, they set out to demonstrate it in a rather unique manner.

Mr. and Mrs. John Gomer, owners of the company, have installed a large piece of carpet on their parking lot in front of the building. Customers are invited to drive their car onto the carpet and give it a real test for durability. The carpet was installed on the lot Wednesday, September 11. The picture shows Mr. and Mrs. Gomer inspecting the carpet and a car can be seen resting on the carpet.

"We'll Floor Your . . . For Less" is the motto of this well-known floor covering shop. Modern Tile Company is located at 720 South Grape.

One of the most up-to-date features of this business is a fleet of Chevrolet Corvairs that have been furnished the company by Courtesy Chevrolet of Medford. According to Mrs. Gomer: "This fleet of trucks means that we can deliver carpet from our shop to the customer's door that is both dry and clean. The trucks will handle a full 12 foot roll." Ron Pitts is sales manager of the firm.

THE DUN & BRADSTREET DAILY WHOLESALE COMMODITY PRICE INDEX of 30 basic commodities (1939-1932 equals 100) was 254.86 on Thursday, September 12, against 263.31 a week ago. The Weekly Wholesale Food Price Index, representing the total of the price per pound of 31 foods in general use, rose three cents this week to \$5.93. This is 1.2% below the corresponding level of last year.

DORAN REAL ESTATE ANNOUNCES NEW ASSOCIATION. Doran Real Estate, 511 S. Riverside, announced recently that they are now members of the California Mutual Listing Service.

This service is a private real estate marketing service with over 100 statewide California brokers and now, for the first time, is expanding into Oregon and Washington. There will soon be about 25 offices in the two new states.

Listings are restricted to ranches, income and investment properties with valuations of \$50,000 and up. At present, the agency has complete information on over 100 California listings in all classifications. A listing with a member of the service results in a brochure with pictures being immediately sent to every office. All of the service is performed for one standard selling fee.

NEW DISTRIBUTORS FOR NORELCO TAPE RECORDERS. The Richard Legg Co., Pacific Northwest representatives for North American Philips Company, Inc. announces the appointment of United Radio Supply, Inc. of Portland, Eugene, and Medford as exclusive electronic distributors of the Norelco Tape Recorder line in the state of Oregon.

The Norelco line consists of five tape recorders ranging from the all-transistorized battery-operated Model 100, carrying a suggested list price of \$129.50 to the fully-transistorized complete-stereo record-playback Model 401 at a suggested list price of \$399.50.

JACQUES HEIM, I. Internationally-famous fashion authority, has written another page in fashion history with the first collection of children's haute couture fashions available through a catalog. This mother and daughter ensemble, left, created by Heim exclusively for Montgomery Ward's current fall and winter catalog, features a three-piece diagonal tweed cardigan jacket with self button closing, a feminine princess-seamed jumper, a washable cotton broadcloth blouse and novelty cuff links. Part of Ward's Brentshire designers collected by outstanding European and American fashion leaders.

DRESS GAIN EXPECTED. Dress buyers in department and specialty stores across the country, bolstered by spirited early activity, are looking for 5 to 10% sales increase this fall, states Women's Wear Daily. With velvets, crepes and knits leading the fabric list, and shifts and jumpers displaying marked strength, retailers see a strong season ahead. However, they are concerned over the slowness of deliveries from better dress manufacturers.



He drew attention in par-

Pipeline Dedicated At Junction City

JUNCTION CITY (UPI)—A recently completed \$115,000 Northwest Natural Gas Co. pipeline from Eugene to this Lane county community was dedicated in ceremonies Monday afternoon.

Junction City Mayor Steve Tyler and Francis Hill, president of the company, participated in the ceremonies. The gas then was turned on.

STAR GAZER

By CLAY R. FOLLAN
Your Daily Activity Guide According to the Stars.
To develop message for Wednesday, read words corresponding to numbers of your Zodiac birth sign.

ARIES	1 You	21 Stability	41 Ice
Taurus	2 Spend	22 Fear	42 Beware
Gemini	3 Change	23 A	43 Be
Cancer	4 Strengthen	24 Attention	44 Munch
Leo	5 Drive	25 Today's	45 Make
Virgo	6 Do	26 For	46 Not waste
Libra	7 Greater	27 Aspects	47 And
Scorpio	8 Some	28 For	48 For
Sagittarius	9 Let	29 A	49 Of
Capricorn	10 Let	30 For	50 Be
Aquarius	11 Let	31 For	51 Be
Pisces	12 Let	32 For	52 Be
	13 Let	33 For	53 Be
	14 Let	34 For	54 Be
	15 Let	35 For	55 Be
	16 Let	36 For	56 Be
	17 Let	37 For	57 Be
	18 Let	38 For	58 Be
	19 Let	39 For	59 Be
	20 Let	40 For	60 Be

A GLIMPSE OF WHAT'S NEW FROM OLDSMOBILE FOR '64. Retractable outer seat belts for added convenience and neater appearance, a chambered exhaust system, another first from Oldsmobile, and wire wheel discs designed to further emphasize the sports car flair of the 1964 models. The deluxe seat belts feature retractors on outdoor belts which automatically coil up upon release. These newly-designed buckles permit easier adjustment. The newly-developed chambered exhaust system emphasizes the "Starfire" sound of muted power. The wire wheel discs are one of five new wheel discs offered by Oldsmobile for 1964. Medford dealer is J. R. Whitney Olds.

RECORD AUTO SALES PREDICTED. Auto sales will hit a record 7.5 million units this year and another 7 million in 1964, predicted Lee A. Iacocca, Ford Motor Co. vice president and general manager of its Ford division, reports The Wall Street Journal. A General Motors Corp. vice president has forecast 1963 sales of 7.5 million units, including 500,000 to 600,000 imported cars. "If fourth quarter sales equal last year's," he said 1964 sales will range from 7 million to 7.4 million. Lynn A. Townsend, Chrysler Corp. president, also has implied he anticipates another 7 million car year in 1964. The predictions for 1964, if they come true, would mean retail auto sales in the U. S. would exceed the 7 million level for the third year in a row, a sharp reversal of the earlier pattern of lean years after years of brisk sales.

TWO MILLION DOLLAR SAFETY GRANT FROM AMA.—The Automobile Manufacturers Association has announced grants totaling nearly \$2 million to promote traffic safety and other transportation projects in fiscal 1963-64.

The grants, voted by the AMA Board of Directors at its most recent meeting, are being shared by 16 agencies working on highway transportation problems.

This marks the tenth straight year that AMA grants in these fields have topped \$1 million and the sixth straight year that they have exceeded \$1.5 million.

Largest share of the AMA grants budget—nearly \$1 million—goes to the Automotive Safety Foundation, a national organization which has provided financial aid and technical assistance for highway safety activities throughout the nation for more than a quarter of a century.

Other major contributions are to the National Safety Council, the National Highway Users Conference, the Cornell University Crash Injury Research Program, the Society of Automotive Engineers, the American Standards Association, the International Road Federation, and the Northwestern University Transportation Center.

Adult Education Classes To Start in District Sept. 30

Full term courses in the adult education program of the Medford public schools will begin the week of Sept. 30, according to Lindsey Vinsel, director of the program.

People interested may obtain additional information by telephoning the office at the Medford High school, 773-7220.

Classes scheduled for the fall term, the day and time of meeting, tuition, location and instructor are listed:

Business education: beginning briefhand, Tuesday, room 226; beginning shorthand, Thursday, room 227; refresher shorthand, Tuesday, room 227, all by Miss Maureen Smith; beginning of office machines, Thursday, room 226, and refresher office machines, Monday, room 226, both by Miss Gertrude Fredrickson; beginning bookkeeping, Tuesday, room 229, Dave Hill; refresher bookkeeping, Wednesday, room 229, Stewart Tupper; beginning typing, Wednesday, room 225, Mrs. Janet Goodrich; refresher typing, Thursday, room 225, Hill; advanced typing, electric or manual, Thursday, room 226, Louis Mahar, all from 7:30 to 10 p.m. at Medford High school with tuition \$10 per course.

Hobby, Craft Courses

Hobby and craft: beginning woodworking, Wednesday, 7 to 10 p.m., room 19, McLoughlin Junior High school, \$12. Leo Harter; and beginning photography, Tuesday, room 228A, Edward Klimko; beginning oil painting, room 224, and refresher oil painting, Wednesday, room 224, both Miss Catherine Fonken; and beginning tempera painting, room 18, Mrs. Janet Schmitz, all from 7:30 to 10 p.m. at Medford High school with tuition \$10 per course.

General education courses: music appreciation, Tuesday, room 52, Lynn Sjolund; speed reading, Tuesday and Wednesday, both room 212, Oliver Erickson; beginning public speaking, Tuesday, room 217, Biffie Moore; conversational French, Tuesday, room 23, Hugh Shurtliff; beginning conversational Spanish, Wednesday, and advanced conversational Spanish, Tuesday, both room 203, Mrs. Alicia Carter; English review, Thursday, and arithmetic review, Tuesday, both room 213, Miss Delie Whisenand; and algebra I, Thursday, room 219, Floyd Pawlowski, all 7:30 to 10 p.m. at Medford High school with tuition \$10 per course.

Other Adult Courses

Slide rule, five weeks, Tuesday, 7:30 to 10 p.m., 56, Medford High school, room 245, Marvin Kautz; and basic layout, Monday, and blueprint reading and mechanical drawing, Tuesday, both 7:30 to 10 p.m., \$10 each, Duane Richardson.

Homemaking: beginning cake decorating, Tuesday, 7:10 p.m., 58, Medford High school, room 15, Mrs. Lucille Rice; beginning knitting, Monday, room 20, and advanced knitting, Wednesday, room 203, both 7:30 p.m., 58 each, Medford High school, Mrs. Eloise Faulkner; beginning Bishop clothing, Monday, 7:10 p.m., 58, Medford High school, room 206, Mrs. Lenore Smith; beginning tailoring, Thursday, 7:10 p.m., 58, Medford High school, room 207, Mrs. Joanne Weatherford; advanced tailoring, Monday, 7:10 p.m., 58, Medford High school, room 207, Mrs. Geneva Neill; and upholstery, five weeks, Monday and Thursday, 7:10 p.m., \$12, 917 West McAndrews rd., Heinz Bertram.

All of the classes continue for eight weeks unless otherwise noted.

Aiding Business Through Continuing Education Discussed

Two representatives of the division of continuing education, a branch of the Oregon state system of higher education, discussed ways Monday in which their agency attempts to aid the business community improve itself in Oregon.

The men, Don Low, head of the department of business and public administration, and Donald E. Cooper, coordinator of industrial programs in the department, were the principal speakers at the noon luncheon of the Medford Chamber of Commerce Roundtable.

Low told the group his organization was dedicated toward initiating and fostering programs designed "to improve the ability of the people of Oregon to earn a better living."

He said the "technological explosion" in this country demands continuing study on the part of business and industrial people in order to keep pace with rapidly changing developments.

Objective of Division

Low said the objective of the Division of continuing education was to "provide services needed to assist in the improvement of all kinds of business in the state."

The department head then introduced Cooper, a veteran of 2 1/2 years with the agency, who discussed a number of programs that have been developed to improve liaison between higher education and the business community in Oregon.

Cooper pointed out that his division offers college credit studies through extension classes and correspondence courses, and non-credit programs which include conferences, workshops, short courses, institutes, consultant services, lectures and discussion groups.

He drew attention in particular to a five-day program called "The Management Institute for Business Executives," which has been scheduled for Oct. 13 to 18 at the Adobe motel at Yachats.

Applicants for the seminar should contact the division of continuing education, Eugene, no later than Oct. 1. Total registration fee of \$450 and includes instruction, text materials, room and board and full use of facilities.

G-P Streamlines Research Methods

PORTLAND (UPI)—Georgia-Pacific Corp. today announced plans to streamline research methods.

The firm said that under its plan, wood products research would be decentralized and carried on at various integrated manufacturing operations.

R. B. Pamplin, company president, said research into chemicals from wood waste would be accelerated. Research in conjunction with a chemical firm on development of chemicals and various food products from sawdust and bark will be continued at the Portland research laboratory.

Research in pulp, paper and chemicals will be stressed in Bellingham, Wash., and Crossett, Ark.

Pamplin said that plans to build a central research lab in Portland had been deferred.

Two Found Dead In Yakima Home

YAKIMA (UPI)—Mr. and Mrs. Peter Deilulo were found shot to death in their home here Monday and police said evidence indicated the shootings were the result of a murder-suicide.

Deilulo, 60, was found lying in a doorway between the kitchen and dining room, a .22 caliber rifle lying across his legs. Mrs. Frances Deilulo, 46, was found in the dining room. Both had been shot in the head.

Police said the tragedy was discovered by their daughter, Eleanor, 10, when she returned home from school.

Filmland Feature: JEAN SEBERG

Woman Between Two Worlds by JACK RYAN

Road the bittersweet story of how a girl from a small Iowa town became a Parisian cosmopolite and a much-in-demand movie star—and what it has cost her.

Jack Ryan provides a revealing insight of Jean Seberg in the

SEPTEMBER 22ND

Weekend Issue of Family Weekly

with your copy of the

MEDFORD MAIL TRIBUNE

IT'S LIKE A GREAT BIG PHONOGRAPH RECORD, WITH HORSES ON IT AN' A GIT ON A HORSE WHILE IT PLAYS MUSIC. THAT'S A MERRY GO-ROUND!

Dennis the Menace

Illustration of Dennis the Menace and a girl.

Illustration of a girl and a boy.

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