



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

FIRST HALF GAINS SCORED IN CLOTHING—The first six months of this year have proven successful for women's apparel, and men's and boys' wear stores. Fairchild News Service reports the following:

• **Women's Wear:** Sales of women's apparel specialty stores of all types in the first six months of 1963 registered a gain of about 2 per cent over sales in the same period last year. In department stores, a gain of 1 per cent in upstairs women's and children's apparel department sales was reported, while basement departments just held their own, matching sales reported for the first half of 1962. Dollar volume in women's specialty store amounted to \$2.49 billion, as compared to \$2.45 billion in the first half of '62.

• **Men's And Boys' Wear:** Sales of men's and boys' clothing and furnishings stores in the first six months of 1963 registered a gain of 1 per cent compared with sales in the same period of 1962. Upstairs men's and boys' wear departments in the nation's department stores also scored a 1 per cent increase in sales for the period, but basement department volume declined by 2 per cent. First half sales in men's wear stores amounted to \$1.23 billion, as compared with \$1.20 billion in '62.



DICK KNIGHT COMPANY SHOWS '64 PLYMOUTH'S — Featuring performance and quality, Plymouth cars for 1964 have increased head room, improved driver vision and a 1 1/2-inch increase in over-all length. They have a fresh styling appeal as shown in this picture of the Sport Fury two-door hardtop. The Plymouth line consists of 26 models in seven body styles. Engines range up to 426 cubic inches. Among the many new features are a Chrysler-engineered four-speed floor-mounted manual transmission, an all-electric push button windshield washer, and an attractive new center console with a "stick shift" type gear selector for the automatic transmission in the Sport Fury. Both the eight and six-cylinder engines have design improvements for increased starting reliability. Plymouth continues to provide a 5-year or 50,000-mile warranty on engine and drive train components. The new Plymouths are on Dick Knight's showrooms at Eight and Riverside in Medford.



NEWLY-STYLED 1964 CHRYSLERS HERE—Chrysler has an attractive offering of 1964 cars with special emphasis on comfortable motoring, safety and exceptional road performance. Shown is the New Yorker Sedan with a vinyl-covered roof and more than 40 extra luxury and convenience features as standard equipment, including air conditioning, a reclining front seat, adjustable head rests and Auto Pilot speed control. The Chrysler line consists of 16 models in three series—the New Yorker, the 300 sports car and the economical Newport. Among the new features are a seven-position vertically-adjustable steering wheel, and a four-speed floor-mounted manual transmission. For sports car rally enthusiasts, Chrysler offers the 300K as both a convertible and two-door hardtop in 1964. It is available with a standard 360 horsepower or optional 390 horsepower V8 engine with ram induction manifold. The 5-year or 50,000-mile warranty on engine and drive train components is continued on the 1964 Chrysler. The new Chryslers are now on display at Dick Knight Company, Eighth and Riverside in Medford.



PAUL LEA MEETS RAMBLER OFFICIALS—Paul Lea, owner of Paul Lea Motors of Medford, met in Oakland last week with executives of American Motors Corporation at the company's annual dealers' conference. At top he is shown with President Roy Abernethy (right) of American Motors and, below, with American Motors Vice President T. A. Comp. Mr. Lea said Rambler shattered all-time sales marks this year, and that on the basis of the company's product program and a booming automobile market, he anticipates new records for this fall and the coming year.



NATIONAL DOWNTOWN WEEK COMING UP — Towns and cities across the country will again be tying in with National Downtown Week, October 20 to 26. The event is designed to dramatize downtown's traditional position of leadership as the shopping, cultural, business and entertainment center of the community. Information on newspaper ads, posters, streamers, etc., is available from National Downtown Week, 125 East 23rd Street, New York 10, N.Y.

BORDEN FOODS AND WISCONSIN CHEESE PROMOTION COMING—The Borden Foods Company has teamed its Wisconsin American Process Cheese Slices with canned Comstock Pie-Sliced Apples in a "apple pie and cheese" promotion. The "related" items, natural "go together's," are both produced by Borden's and will be featured in The Medford Mail Tribune when the campaign breaks in this market early in October.

The newspaper ads, to appear in more than 180 papers across the country, will offer a 25-cent cash refund to those who send in the labels from a can of Comstock Pie-Sliced Apples and a package of Borden's American Cheese Slices. In addition, such national magazines as Good Housekeeping, Woman's Day and Family Circle will carry ads in October issues to feature the two products. Young & Rubicam, Inc., prepared the ad campaign for the Borden Foods Company.

Part of the company's Fall and Winter cheese promotion, the tie-in effort will also be backed with specially prepared point-of-sale material to encourage in-store displays.

SURVEY PROVES R.O.P. COLOR EFFECTIVE. An advertiser "cannot go far wrong" with an R.O.P. color newspaper page, according to readership statistics from Daniel Starch & Staff as reported in Advertising Age.

An article in "Starch Tested Copy," monthly bulletin from the readership survey company, reported on a study of ad readership of 850 different weekly issues of Million Market Newspapers this year. "The lowest read full page color ad was read by 66 per cent of the women and the lowest read full page color auto ad was read by 61 per cent of the men," it said. The article noted that the best read color page ad for food drew 89 per cent of the women, while 82 per cent of the men read the best color auto page.

MAIL TRIBUNE CITED BY U.S. TREASURY DEPARTMENT — Announcement was made here today by Thomas S. Prideox, Chairman of the Oregon Savings Bonds Committee, of the awarding of a United States Treasury Department Citation to the Medford Mail Tribune, Medford. The Citation was presented to the publication in recognition of its long-time support of the Savings Bonds Program, and particularly for its backing of the Freedom Savings Bonds Drive which was completed earlier this year. It carries the following wording: "United States Treasury Department Citation To Mail Tribune, Medford. In recognition of patriotic service in strengthening the Nation and its citizens through the United States Savings Bonds Program." It is signed by both Douglas Dillon, Secretary of the Treasury and Chairman of the Oregon Savings Bonds Program.

OREGON COLLEGES RECEIVED GRANTS—Willamette University and Reed College have received grants of \$1,000 each from The Equitable Life Assurance Society of the United States, as part of the company's \$175,000 aid to education program for 1963, according to James F. Oates, Jr., president.

Selections were made with the assistance of an advisory committee of prominent educators. In all, 135 colleges and universities throughout the nation received Equitable aid to education grants, a program initiated by the company in 1955.

PORTLAND WOMAN PILLS-BURY BAKE-OFF FINALIST—Pillsbury 15th Grand National Bake-Off finalist Mrs. Frank McCue, right, receives from Jane Armstrong, American Home Economist, a dairy recipe booklet. The award is in recognition of the use of one of America's fine dairy products, butter, in her recipe. Mrs. McCue of Portland, Ore., is a telephone operator for the Pacific Northwest Bell Telephone Co., as well as a homemaker. Her prize-winning recipe is for a peanut butter shortbread COOKIE with a candy filling. Mrs. McCue bakes weekly and enjoys experimenting with decorations for the cookies, pies and cakes that she prefers to bake. Mrs. McCue was born in Goshen, Ore., and attended University High school in Eugene, Ore. She is an amateur magician, designs and ice skates. Her husband is the picnic director of an amusement park. She is a member of one lodge and two magic clubs. Part of her spare time is spent in entertaining the handicapped. Among her private ambitions is to study dress designing. She plans to use any Bake-Off prize money she may win to help pay for her home.



Russia Blames India Fighting On Red Chinese

MOSCOW (UPI) — The Soviet Union has placed the blame squarely on Peking for starting the border fighting last fall with India.

The Communist party newspaper Pravda attacked Peking for trying to justify its action in invading India and "blackening the policy" of other states involved.

Pravda said in an editorial that the Soviets believe the Sino-Indian conflict was "favorable only to the forces of imperialism and reaction" who try to maintain tension in the world.

"We have to consider... that there are not and never have been grounds for the breaking out of the frontier conflict between India and China, let alone for this conflict to reach the stage of armed clashes," it added.

China's attack on India long has been a sore point in Moscow's relations with Peking. The Soviets have given India millions in aid for many years in an effort to win over India Prime Minister Jawaharlal Nehru.

The Soviets also are involved in a Chinese border dispute of their own. Large sections of present Soviet territory once belonged to China and Peking has dropped hints that it considers the treaties that gave the lands to the Russian czars "unequal."

Pravda said the Sino-Indian border remains "one of the hotbeds of tension in the world" and said the conflict should have been ended long ago.

EDUCATION COSTLY SUNDERLAND, England (UPI)—John Dixon, 21, read a book on gunmaking and decided to make a gun himself. He was fined \$14 Wednesday for possessing a firearm without a license after his home-made rifle exploded, injuring him slightly.

The Family Council

Editor's note: The Family Council consists of a judge, a physician, three clergymen, three editors and a women's editor. Each article is a summary of a family disagreement presented to the Council. The Council deals with problems, major and minor, encountered by guidance counselors and social workers. Edited by Sam N. — He should invite his brother to his wedding. Paul W. — My brother means nothing to me any more.

Sam N. I'm in an awkward position, as I've known Paul and his brother since we were all kids and I still see both of them. Paul is being married Thanksgiving and I'm to be his best man. What a shame not to invite his only brother. It's true there was a bad falling-out when their parents died. Paul felt he was gyped of property rightfully his. But a wedding day is a time to make up.

Paul W. — I was so hurt and disillusioned by my older brother whom I had worshipped, that I left town a month after my mother's estate was settled. He hogged everything — real estate, stocks, cash, jewelry. He conveniently forgot that I had chipped in as much as I could and was entitled to more than the few dollars mentioned in the will. My faith in him was destroyed. I have no desire to see him again.

The Council: Blood is not only thicker than water, it's thicker than liquid assets. Your initial error, Paul, was to walk off in a huff. If your brother was withholding property rightfully yours, claiming it his, why didn't you settle it then and there, with proof and lawyers, if necessary? The episode may have been avoidable.

CLUB GIVES UP LONDON (UPI) — The Wood Green town football club is calling it quits at the end of this season because of too many burglaries. In the last seven years, the club has been burglarized 60 times. In the last one, walls were ripped out, machines smashed, the team's first-aid kit stolen and beer bottles emptied on the floor. There had been another raid the previous night.

BUILDING BLOCKS

• Commercial Buildings, Residences
• Patios, Purnice, Shale & Concrete Block

Fireplace Materials — Stone — Pre-Stressed Concrete

BUILDERS SUPPLY

727 W. McAndrews Phone 773-4575

Tighter Economic Boycott of Cuba Being Demanded

NEW YORK (UPI) — U.S. maritime leaders have branded the administration's economic boycott of Communist Cuba a failure and demanded tougher measures to halt free world trade with the Soviet satellite.

Ralph E. Casey, president of the American Merchant Marine Institute and Joseph Curran, head of the National Maritime Union, joined in describing current U.S. pressure on Cuba as ineffectual to date.

Casey said the AMMI, representing the majority of American flag shipowners, wanted sanctions imposed against foreign governments as well as foreign shipowners trading with Cuba.

French Start Trade "After more than a year of half-way economic measures against Cuba, it is high time we arrested the steady buildup of (Communist) economic power in Cuba," Casey said.

In Washington today, government officials said French ships have started trade with Cuba for the first time since Jan. 1, when the U.S. Maritime Administration started a "black list" of free world ships trading with Cuba.

The officials said the State Department had taken up the matter with the French government, which said it has no control over the ships.

Urges Stiff Sanctions Curran called for stiff sanctions against all companies and all ships of those companies engaged in trade with Cuba. He said the NMU has long sought an extension of economic sanctions against Cuba.

Casey called on free world shipowners in the International Chamber of Shipping to voluntarily withdraw their tonnage from trade with Cuba. He said this would eliminate, overnight, 75 per cent of tonnage presently available to Cuba.

This in turn not only would seriously handicap the Castro regime but increase tremendously the cost to Russia of Soviet economic support of Cuba, Casey said.

The present U.S. policy of denying U.S. government cargoes to only those foreign flag ships engaged in trade with Cuba was blasted by Casey as "too weak." He said whenever any ship under any flag is known to be trading with Cuba, "all ships under that flag should be denied access to U.S. government cargo."

Since Jan. 1, a total of 175 free world ships has been "blacklisted" by the U.S. for trade with Cuba. Only five of those ships have been reinstated in U.S. good graces by withdrawing from such trade. The 175 ships — representing nearly 1.5-million tons of shipping — made 271 trips to Cuba in the first nine months of 1963.

British and Greek flag ships have been the most consistent offenders despite American protests, with 53 British and 52 Greek vessels blacklisted since Jan. 1.

RUSK'S SON ON JOB WASHINGTON (UPI) — Secretary of State Dean Rusk's son David, 22, has taken a job with the Washington Urban League, a group devoted to improving race relations in the capital.

WEBCOR

TAPE RECORDERS
\$89.95 up
Stereophonic High Fidelity
We Trade in Anything BANK TERMS
See Easy-going, Low Pressure, Discount Davenport for the Best Deal in Town.

DAVENPORT

SEWING MACHINE & APPLIANCE STORE
405 N. Central

Great Summer Sale

GAS RANGES

NO DOWN PAYMENT
JUST USE THE \$50 CERTIFICATE

MONTHLY PAYMENT LESS THAN **\$10** ON YOUR CPU GAS BILL

REGULARLY \$249.50
GREAT SUMMER SALE SPECIAL (with \$50 Certificate) **\$199.50**

FREE NORMAL INSTALLATION

CHOICE OF 2 NEW MODELS
O'Keefe & Merritt

MODEL 7125 with HOLD-O-MATIC OVEN
The 20" oven that holds dinner, roasts, broils and bakes until you're ready to eat. PLUS built-in aluminum grille, divided cooking top, smokeless burner, hot jet burner, decorative designed panel. Big 20" white with chrome top. Beautiful!

MODEL 7118 with PANOMATIC BURNER
Eliminate worry of burning, overcooking or boil over... that's the "Burner with a Brain" PLUS king size oven, one-piece 36" lift top for easy cleaning, smokeless burner, decorative designed panel. Shining Copper-tone color.

CALIFORNIA-PACIFIC UTILITIES COMPANY
YOUR PARTNER IN WESTERN PROGRESS

Phone 772-5281, Medford • 482-2116, Ashland

FIRST 14-LB. CAPACITY WASHER EVER!

Norge 14

FLEXI-LOAD

WASHES A 14-LB. HAMPERFUL TO A 2-LB. HANDFUL... WITH NO EXTRA BASKET ATTACHMENTS

Model AWE 1430

Best-Load Washer Level-you set the water level for any load from 2 to 14 lbs. to make the Norge 14 any size washer you want to be... use only the water you need.

Biggest Tub and Agitator in any home use washer gives clothes plenty of room to turn and tumble while the giant agitator provides a superior washing action that gets the biggest loads really clean.

Automatic Dispenser's in bleach and rinse conditioners. Wonderfully handy and under side-hinged lid. Dispenser releases bleach or conditioner at exactly the right moment for perfect results.

Let the Norge 14 give you new easy-to-use dials and easy-to-use controls. There's a bigger and better lint filter; a regular, gentle or soak washing cycle; 3 wash water temperature choices and 2 for rinse. A big new light illuminates the entire inside of the tub.

BETTER SEE THE NORGE 14 RIGHT AWAY

\$299.95

With Trade
Other Models from \$219.95 With Trade

Expert technicians give you the best in service on all makes TV, Radio and Appliances—Make Don's your appliance headquarters.

• AMANA • NORGE • MOTOROLA • RCA Victor

DON'S Radio, TV & Appliances

1388 Siskiyou Blvd. Ashland 482-1376

Her columns intrigue millions. Her CBS Radio Network program has warmth, wit and a wise approach to personal problems. Join Abigail Van Buren, the charming counselor who cares. Dial

Dear Abby

Monday Through Friday at 11:30 A.M.

KYJC/1230