



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES ADVANCE IN AUGUST. Total sales of retail stores in August were \$21.1 billion, a 6.1% increase over the \$19.9 billion scored in August, 1962. All retail classifications recorded an August gain, which was led off by the general merchandise group with a 9.3% increase. A 7.8% rise was recorded by the gasoline service stations classification and a 6.6% gain by the food groups. The furniture and appliance group scored a 5.1% gain. For the first eight months of 1963, retail sales rose 5.7% over the same 1962 period. The following tabulation, based on Department of Commerce data, compares sales of principal retail groups for the first eight months of 1963 with the same months last year (in millions of dollars):

FIRST EIGHT MONTHS			
	1963	1962	% Change
Food Group	\$ 39,419	\$ 37,829	+4.2%
Eating and Drinking Places	11,955	11,383	+5.0
General Merchandise Group	16,996	15,772	+7.8
Apparel Group	8,707	8,484	+2.6
Furniture and Appliances	7,141	6,700	+6.6
Lumber, Building, Hardware	10,050	9,844	+2.1
Automotive Group	30,755	28,501	+7.5
Gasoline Service Station	12,794	12,287	+4.1
Drug and Proprietary Stores	5,293	5,213	+1.5
*Total Sales	\$159,374	\$150,809	+5.7%

*Includes data for kinds of businesses not shown in above categories.



COURTESY CHEVROLET SHOWS '64 MODELS. For 1964, the Chevrolet Motor Division will offer a total of 43 models in five separate passenger car lines, according to Russ Heysell. Each line is distinguishable by its own styling and wheelbase. Above, reading down: the 108-inch wheelbase Corvair Monza Coupe; 110-inch wheelbase Chevy II Nova 4-door sedan; the newest car in the Chevrolet family—the Chevelle Malibu 4-door sedan which has a wheelbase of 115 inches while the Chevrolet Impala sport sedan is built on a 119-inch wheelbase. Not shown is the Corvette Sting Ray which sports a 98-inch wheelbase. Chevrolet dealerships will have a representative showing of all models when the new cars are introduced September 26 at Courtesy Chevrolet, 227 East Ninth street in Medford.



IMPROVED 1964 CHEVROLET TRUCKS SHOWN. Now forward slanting windshield pillar provides roomier door openings for easier entry and exit in 1964 Chevrolet trucks with regular cabs, according to Russ Heysell. Other features include longer lived lamps and exhaust systems, lower transmission hump in most pickup models, more positive door latches, and improved insulation for quieter, more weatherproof cabs. Corvair 95 engines have been increased to 95 horsepower from 80. The new 1964 Chevrolet truck line also incorporates all the major chassis, engine and body advances made under a five-year program which began with 1960 models. The new 1964 models are now on display at Courtesy Chevrolet, 227 East Ninth street.



KAYS OFFER MUSICAL TREAT AT BRAVE BULL. Two well known entertainment personalities, Joe and Andrietta Kayes, shown at left, are now offering some exciting entertainment with their specialty numbers, vocal duets and danceable music at the Brave Bull on North Riverside avenue in Medford. The attractive and talented couple have recently "nacked them in" while appearing at clubs throughout Washington state, according to Brave Bull owners and operators, Andy and Marge Fenney.

THE FURNITURE CUSTOMER. Consumer spending on furniture and bedding products totaled more than \$5 billion last year, reports Home Furnishings Daily. Today's consumer has more money to spend and

wants to spend more of it on her home. However, she is insisting on more individual attention from floor salesmen, almost to the point of being "coddled". The new consumer is more style conscious, has traveled more, is better read and better educated. She has developed a clear understanding of her own personality and will seek to have that personality reflected in the things she buys. HFD suggests that salesmen spend more time with each customer; displays of a great variety of goods are required; stores maintain an image which is constant, obvious yet flexible; a continuous check of service problems be made to avoid "broken promises"—not delivering goods on time.

EDUCATIONAL ADS FEATURED BY CENTRAL DRUG. Every Tuesday Central Rexall Drug will publish the new health column, "Medical Mirror", as a public service to the readers of the Mail Tribune. It is written by Science Editors—a group headed by Francis T. Roberts, Ph.D., in association with Dean Earl P. Stone, University of Kentucky, College of Pharmacy; John D. Ralston, M.D., of Indianapolis, and Harold C. Morris, M.S. and M.D. The material in "Medical Mirror" is based on various scientific publications. The articles are easy to read, in simple question and answer form, and can keep you well supplied with current health information while recognizing the professionally well known fact that diagnosis and treatment of individual disease requires the skill and knowledge that only a physician can apply personally.

ABERNETHY PREDICTS ADDED POPULARITY OF COMPACTS. The compact car concept will dominate the automobile market in 1964, with more than 3 million being sold for the first time in history, American Motors President Roy Abernethy predicted last Thursday at Fontana, Wisconsin.

Abernethy said American Motors recently has completed an extensive study of the car market in the United States which demonstrates that "the factors that created the need for the compact, Rambler-type car have not diminished; in fact, they have greatly intensified, and will be more so in the next decade."

He said the predicted addition of 20 million more cars to U.S. highways by the early 1970's will "exert strong moderating influence on new car size and horsepower."

Abernethy said the automobile industry can sell an average of 7.5 million cars annually during the next five years—if car design continues to move in the direction of changes in consumer need.

"The arresting of excessive car design trends of the late 'fifties accelerated the upward movement in car sales and brought the industry back into its foremost position as a stimulator of the nation's economy," Abernethy said.

"The staggering increases that will come in automobile use, traffic congestion, safety and parking problems in the remainder of this decade demand growing realism in car design," he said.

The American Motors chief executive said the day of ostentation as the primary factor in car design has passed.

"When you consider that by the early 'seventies we will have 86 million cars on the roads, it is inconceivable that design of the automobile package can be governed by anything but a concept of efficiency. Excess in size, horsepower, speed, sheet metal overhang, ornamentation and other such factors will be disapproved by the consumer not only as sheer economic waste but also as a reduction in automobile usefulness."

"Observers who are predicting a revival of the trend toward design excess that was halted in 1959 by the popularity of the compact car are ignoring the enormous social and economic changes that are now in motion in this country. They are also ignoring the strong industry emphasis on compact design, which is more marked in 1964 products than ever before," Abernethy said.

He said the social and economic factors that call for sensible balance in motor car design—rising disposable income, competition for the consumer dollar, population growth, movement to the suburbs, more multiple-car families, traffic congestion and parking headaches—apply with equal force to the question of horsepower.

Lea Motors, fifth and Bartlett streets in Medford, are Rambler dealers here.

KATZ BROTHERS BACK TO WOODEN SHOE Lanny, Ozzie and Chuck, the popular Katz Brothers trio in photo at right are back for their third engagement at the Wooden Shoe club in the Hotel Holland. The versatile young men with the smooth rhythm and pleasing personalities, have recently appeared at Sandy's Motel Lounge in Apple Valley where they were held for five weeks by popular demand. Tonight is the opening night.



FIRST HALF SALES GAIN FORECAST. Total retail sales for the first half of 1964 should show about a 3% increase over the first half of this year, based on an anticipated 3 to 4% gain in consumer income during the period, said Myron S. Silbert, vice-president of Federated Department Stores. "If there is a tax cut in January, then consumer income will show a 4 to 5% increase in the first half of the year, and sales will be up about 4%," he added, reports Women's Wear Daily. Mr. Silbert anticipates the steady increase in total personal income of the last eight months will continue through the fourth quarter of this year and into the first half of next year. "Sales increases will follow this gain in personal income as they persistently have done in the past," he said, "although there may be a little slowing down of installment buying by the consumer." Mr. Silbert based his predictions for a sales gain on the fact that there appears to be no sign of a downturn in the principal business activity of the country. He added that prices in retail stores have not gone up appreciably, only one half of 1% in the first eight months of this year, and this will also create more consumer intention to buy.

Test Ban Treaty Roll Call Listed

WASHINGTON (UPI) — The roll call vote by which the Senate today ratified the limited nuclear test ban treaty (two thirds required):

For ratification—80.

Democrats for—(55)—Anderson, Bartlett, Bayh, Bible, Brewster, Burdick, Cannon, Church, Clark, Dodd, Douglas, Edmondson, Ellender, Ervin, Fulbright, Gore, Gruening, Hart, Hartke, Hayden, Hill, Holland, Humphrey, Inouye, Jackson, Johnston, Jordan of N.C., Kennedy, Long of Mo., Magnuson, Mansfield, McCarthy, McGee, McGovern, McIntyre, McNamara, Metcalf, Monroney, Morse, Moss, Muskie, Nelson, Neuberger, Pastore, Pell, Proxmire, Randolph, Ribicoff, Smathers, Sparkman, Symington, Wallers, Williams of N.J., Yarborough and Young of Ohio.

Republicans for—(25)—Alken, Allott, Beall, Boggs, Carlson, Case, Cooper, Cotton, Dirksen, Dominick, Fong, Hickenlooper, Hruska, Javits, Keating, Kuchel, Miller, Morton, Mundt, Pearson, Prouty, Saltonstall, Scott, Williams of Del., and Young of N.D.

Against ratification—(19)

Democrats against—(11)—Byrd of Va., Byrd of W. Va., Eastland, Lausche, Long of La., McClellan, Robertson, Russell, Stennis, Talmadge, and Thurmond.

Republicans against—(8)—Bennett, Curtis, Goldwater, Jordan of Idaho, Mechem, Simpson, Smith and Tower.

Absent (illness) but announced for: (1)—Engle.

Association for Deaf To Meet in Portland

PORTLAND (UPI)—The annual Northwest regional meeting of the Alexander Graham Bell Association for the Deaf will be held here Oct. 4-5. Several hundred persons from eight Western states and Western Canada are expected.

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Wilderness Road New Mexico Plan

TAOS, N. M. (UPI) — An unusual road contract to be let this fall calls for construction of a trail eight miles long and three feet wide on the Wheeler Wild area in the Carson National forest.

Forest supervisor George Proctor said usually such work is done by the U. S. Forest service, but the trail is being contracted to help the local economy. The trails are used by hikers and horsemen. No vehicles are allowed. Expected cost of the work is about \$27,000.

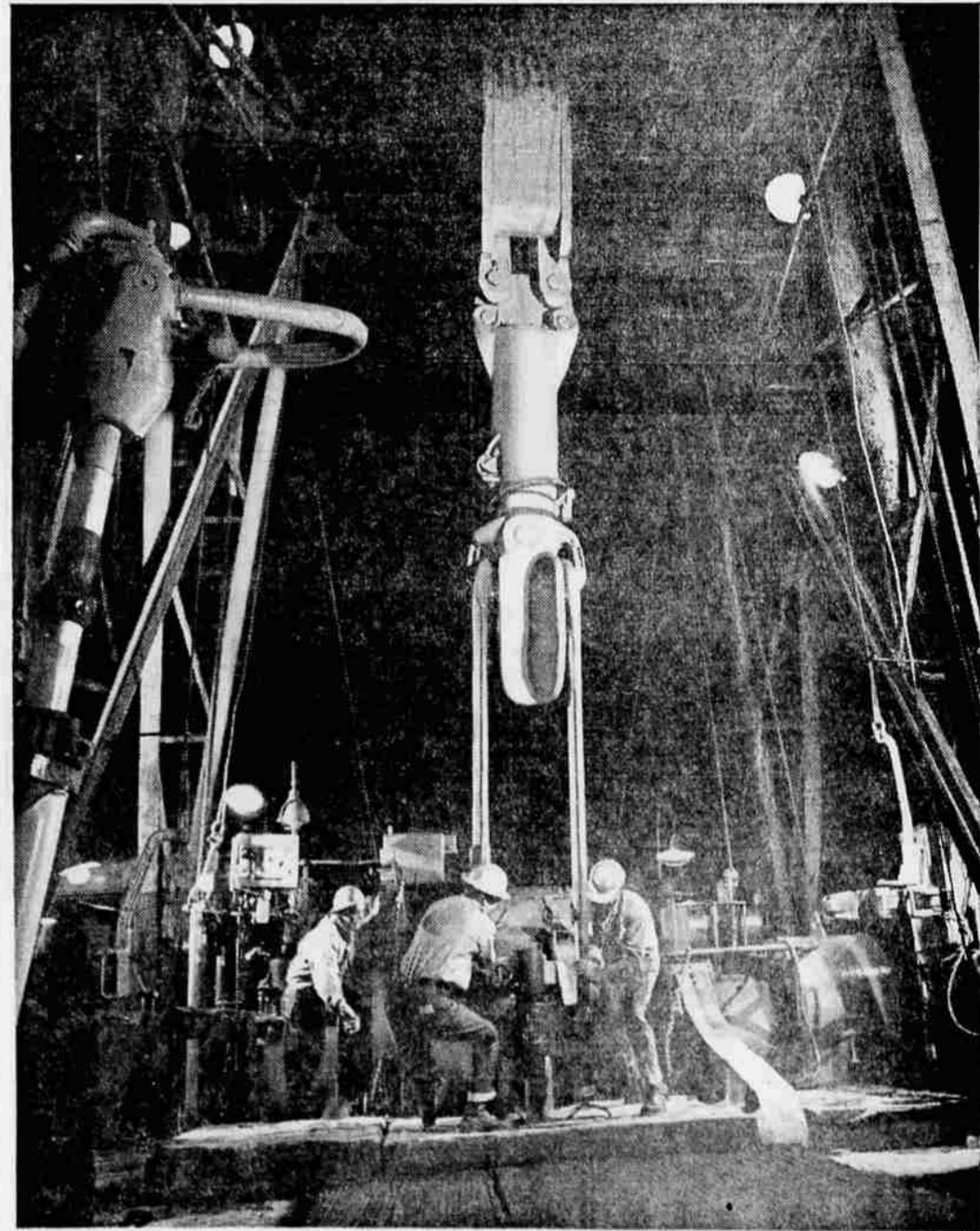
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