



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**HEALTH AND BEAUTY AID SALES SCORE GAIN.** Health and beauty aid sales in drug stores hit a record of \$2.6 billion last year, reports Drug Topics. This is a gain of 3.6 per cent above the 1961 total. Total health and beauty aid volume registered a 4.2 per cent gain over '61 hitting \$5.8 billion. Of this total, drug store sales accounted for 45 per cent. Grocery store sales of this merchandise increased 4.3 per cent to \$1.5 billion last year above 1961, and accounted for 27 per cent of the total volume.



**CRATER LAKE MOTORS SHOW '64 FORDS.** The sculptured styling of the 1964 Ford line is shown clearly in the 2-door hardtop model (top photo). All new Ford models feature a lithe look suggestive of luxury to match total-performance engineering which includes a range of engines from the economical 223-cubic-inch 6-cylinder to the 427-cubic-inch high performance V-8. Durability, lower maintenance and a quieter, smoother ride are other total-performance features for 1964.



Thin-shell bucket seats for stylish comfort and increased rear passenger leg room highlight the luxurious Ford Galaxie 500 XL series for 1964, according to Hugh Coleman, president of Crater Lake Motors. All Ford convertible models feature a new flexible glass backlight instead of the usual vinyl. The first of its kind in the industry, Ford's glass convertible rear window is stronger and more scratch resistant.

The restyled Ford Fairlane for 1964, shown at above, top left, presents a big-car appearance and boasts engine performance that was proved in the Indianapolis "500." Although new styling makes the midweight Fairlane look bigger, it remains about the size of the 1956 Ford on the outside and the 1959 Ford on the inside. Five engines are available, three of the same basic design as the Fairlane V-8 that powered Lotus cars to second and seventh places in the gruelling Indianapolis race. These include two 289-cubic inch V-8s, one 260-cubic inch V-8, plus 170- and 209-cubic-inch six-cylinder engines. Combined with five transmissions, these power plants offer a full array of performance and economy choices for 1964. Eight Fairlane models—hardtops, station wagons and sedans—will be introduced.

Although it retains its handy compact size, the Ford Falcon, lower left, above has an exciting new look of action for 1964. Completely restyled for the first time since its introduction four years ago, the new Falcon offers added comfort inside, improved economy and a softer, big-car ride. Both tall and short drivers will find the visibility improved and the seating position more comfortable. The Falcon matches its look of action with a choice of engines ranging from the economical 111-cubic-inch six-cylinder to the high performance 260-cubic-inch V-8. The Falcon has the widest model choice in the compact field with 17 models in five series including 2- and 4-door sedans, hardtops, sports coupes, convertibles, station wagons and the Station Bus, Club Wagon and Deluxe Club Wagon.



Eye-catching new styling is combined in the 1964 Thunderbird with unique luxury features including thin-shell bucket seats and the auto industry's first retractable seat belts. A longer hood, integrated bumper and grille and rectangular taillights enhance its traditional look of elegance (top photo). New features of its cockpit motif interior styling (bottom photo) include separate instrument pods, a distinctive new command console, and covered rear seats. An optional reclining seat for the front passenger includes an extendible head rest for complete relaxation on long trips. A new Silent-Flo ventilation system includes a vent at the bottom of the rear window on Landau and Hardtop models.



The smart new Thunderbird for 1964 will be on display with the new Ford line at Crater Lake Motors, Sixth and Fir streets in Medford Friday.

**CHAINS' SALES UP IN AUGUST.** Combined dollar sales of a group of 32 chain stores increased 12.4 per cent in August. Last month's total volume for the group hit \$1.3 billion compared with \$1.2 billion in August, 1962, reports Fairchild News Service. The 12.4 per cent gain matched the year's best performance in July, but a few more scattered minus signs were prevalent. Of the 32 companies, 25 showed increases, while four had declines from a year ago. For the first eight months, combined sales of the group totaled \$8.9 billion, up 9 per cent over the \$8.2 billion total for the corresponding 1962 period.

**RETAILERS DROP TRADING STAMPS — SAY ALLURE HAS DIMINISHED.** In recent months several retail chains have curtailed stamp giving, reports The Wall Street Journal. A number of retailers say now that so many places give trading stamps, they no longer serve their original purpose of helping a merchant lure customers away from stampless competitors. Moreover, some shoppers resent paying higher prices to cover the cost of stamps. Some chains that haven't discontinued stamps have nevertheless indicated they are less than completely satisfied with them. The trading stamp industry concedes its growth has slowed. This year about 275,000 businesses will hand out an estimated 200 billion stamps. For the stamps they dispense in 1963, stores will pay trading stamp firms a little less than \$900 million, according to the Trading Stamp Institute of America. While this would be up 5 per cent from last year, the gain would trail the 13 per cent rise in 1962 and the 11 per cent rise in 1961. Women do most of the trading stamp collecting, and many of them are delighted with stamps. On the other hand, some retailers are convinced that a sizable number of people save stamps only because they feel trapped by the system: They think they have paid for the stamps and consider it wasteful not to use them.

Originally, trading stamps were supposed to increase volume enough so that a store could cover the cost without raising prices. The direct cost of stamps runs from 2 to 4 per cent of sales, and there are also indirect costs including the handling of stamps at check-out counters and extra clerical work. But now that so many stores offer them, stamps seldom can build

volume enough to pay for themselves, some retailers say. While the impact of trading stamps on prices was once a matter of dispute, food retailers, who hand out two-thirds of all the stamps dispensed, now say that stamps have forced prices higher. Food stores dropping stamps believe they can compete effectively by cutting prices.

**JIM SHOEMAKER NOW OWNER OF MEDFORD TIRE SERVICE.** Jim Shoemaker, for the past 14 years associated with Medford Tire Service of Medford, is now owner of the company, according to an announcement last week.

Medford Tire Service, corner of Riverside and 8th, is the Good-year Tire dealer for Medford. The company has just recently celebrated its 45th anniversary, having originally been owned and operated by Charlie Furnas. Shoemaker joined Furnas in the business 14 years ago after having served the Goodyear company in Portland for several years. Until Shoemaker assumed the full ownership last week, he was a partner in the business with Bill Clark.

"Our hope and desire is to serve our customers in the finest way possible and maintain what we feel is a high standard of performance and customer relations," Shoemaker said.

The company will continue with the same personnel as before, Shoemaker stated. Services of the company include recapping, truck tires, passenger car tires, batteries, front end alignment, brake service and sale of accessories. Medford Tire Service just recently acquired the building across Riverside (former Johnston Stores) for their expanded brake service operation.

Shoemaker is married and his wife's name is Marian. The couple has 3 children, all boys. The oldest boy, Jack is now in the service and the other two, Bob and David, both attend Medford Senior High School.



**CHEVROLET'S CHEVELLE MAKES DEBUT HERE.** Newest member of the growing Chevrolet passenger car family is the Chevelle. Although 16 inches shorter and 2.1 inches narrower than comparable Chevrolet models, the Chevelle offers virtually all the interior roominess and smooth fine car feel of a full-size luxury car. The Chevelle Malibu SS Sport Coupe (shown above) is one of 11 Chevelle models.

The Chevelle will be on display with other 1964 Chevrolet passenger cars and trucks at Courtsey Chevrolet's showrooms, 227 East Ninth Street in Medford tomorrow, Thursday.



**"THE V.I.P.'S" TO PREMIER AT CRATERIAN THEATRE.** The Craterian Theatre, in Medford, will be one of the 700 theatres throughout the entire world to launch the new fall movie season with the World Premier showing of Elizabeth Taylor and Richard Burton in "The V.I.P.'s." Metro-Goldwyn-Mayer's outstanding new attraction, Bob Retzer, Oregon-California Theatres' new District Manager, is proud to announce the booking of this much discussed picture, the first to be made by Miss Taylor and Burton since their co-starring in "Cleopatra." The story of the V.I.P.'s concerns the effects on the lives of an assorted group of people when a heavy fog delays their departure from London Airport. It was written by the noted playwright, Terence Rattigan, marking one of the few times he has written a drama directly for the screen. Produced by Anatole de Grunwald, and directed by Anthony Asquith, the picture was photographed in Panavision and MetroColor.

Together with Miss Taylor and Burton, the distinguished cast stars Louis Jourdan, Elsa Martinelli, Margaret Rutherford, the highly touted English actress Maggie Smith in her film debut, Rod Taylor, Linda Christian and Orson Welles with a supporting cast of more than 40 speaking roles. Miss Taylor is seen as Frances Andros, beautiful and spoiled young wife of shipping millionaire Paul Andros (Burton), who is leaving her husband to run away with the international playboy Marc Champ-selle (Jourdan). The unsuspecting husband sees his wife off at the Airport, greets Marc, and old family friend, and is seated together on the plane. After saying goodbye, Paul heads for home where awaiting him is a note from his wife telling him of her plan to marry Marc in Mexico. She had, of course, thought, that by the time he read it she would be high over the Atlantic. Obviously, there were dramatic complications when Paul hears of the delay on the radio and returns to the Airport. How these various situations are developed as the V.I.P.'s are forced to sit out the delay in the Airport lounge and later in a nearby hotel until the fog lifts and the respective denouements make XX for a drama of unremitting interest and suspense.

"MISS NORWAY OF 1955", tall and beautiful Ann Inge, (right) is delighting Rogue River Valley dine and dance fans at the Hotel Medford this week with exotic Eastern dances. Miss Inge was born in the village of Moi i Rana just above the Arctic Circle and confides that her real name was Anna Ingebrikstun. She has been featured in headlines as the "most beautiful harem dancer on the west coast" and those who saw the graceful blue-eyed entertainer at the opening performance Monday night enthusiastically agree with press agents.

"Jonell", another exotic dancer, Pepper Neelys, the "golden voice of RCA" and music by the Merrittones complete the show at the Hotel Medford's Bar of Music.

**DISC DEALER'S VOLUME GROWING.** In 1962, phonograph record dealers did about 49% of total disc dollar volume, as compared with approximately 84% of the dollar volume in 1955, said Irwin H. Steinberg, executive vice-president of Mercury Records. This percentage of business equals about \$225 million whereas the 84% in 1955 meant only about \$191 million, reports Home Furnishings Daily. "Thus," Mr. Steinberg said, "record dealers today are doing approximately 60% more dollars in records than they did in 1955." Mr. Steinberg believes that the low-price phono equipment which has been selling recently is of higher quality, encouraging more listening. He feels that the diversity of products on records — Broadway shows, spoken words and language lessons — have contributed to making the product more acceptable. The record companies are doing a far better job of merchandising, and the dealer himself is putting up a greater and winning battle to survive as a retail outlet through diversification, he added.

**IMPALED ON SHARP RAILROAD SPIKES** is this smart 1964 Dodge Station wagon entirely supported by Gates' nylon Air-Float deluxe tires. This unique display was planned by Willie Wassum, manager of Bud's Tire Exchange and Bud Parsons, owner of Parsons Motor Company, to dramatize the rugged strength and durability of the Gates' low-profile tires while displaying the smart new Dodge.

Rogue River Valley motorists have been invited to see this unusual display at Bud's Tire Exchange, 1600 North Riverside avenue, and test for themselves the needle-like sharpness of the spikes.

**SHREVEPORT TURNING RAPIDLY INTO ONE OF RACE TROUBLE SPOTS.** UPI Correspondent

Shreveport, La., has quickly developed into another of the nation's critical racial trouble zones.

Police used tear gas this week to disperse a group of 150 high school students. The day before, mounted patrolmen broke up a rally called to memorialize the four Negro girls killed in a Sunday school bomb blast.

Local police authorities have made it clear they will not tolerate demonstrations, large or small. The policy was not much challenged until the past summer when several sit in projects were organized. They got nowhere but resulted in a pickup order for Charles Evers, brother of the slain Jackson, Miss., Negro civil rights leader.

**Hostility And Resentment**

Most Shreveport Negroes have staged past demonstrations calmly and with considerable humor. But much of that attitude disappeared with Monday's tear gas. Observers noted hostility and resentment for the first time.

Shreveport, a major distribution center at the gateway to Texas, has a 40 per cent Negro population. Many have lived in the Red River town for years and their homes are clumped throughout the city.

The growing racial situation was being watched closely by business — Shreveport is a big oil pipeline center — and by the military. Barksdale Air Force Base, a huge Strategic Air Command base which is headquarters for the 2nd Air Force, is in a nearby parish.

**Police Highly Trained**

Holding the Negro demonstrators in firm control is a highly-trained police force that is linked with the Caddo Parish sheriff's office. The combined operation puts up a military-type maneuver when it is called out to control crowds.

Boss of the outfit is Public Safety Commissioner George D'Artois. He is thought of locally as a quiet Eugene (Bull) Connor. He is a former deputy sheriff.

D'Artois, accompanied by police Chief Harvey Teasley, traveled to many of the recent major racial demonstration scenes, including Birmingham, Greenwood, Miss., and Washington, Study Films.

The two men brought home some fine amateur movie film of the Aug. 28 march on Washington. The film has been used



ments resulting from the company's 25 years of specialization line is smartly and newly styled in black and silver trim.

The nine models are the 3.9-hp Merc 39, 6-hp Merc 60, 9.8-hp Merc 110, 20-hp Merc 200, 35-hp Merc 350, 50-hp Merc 500, 65-hp Merc 659, 85-hp Merc 850, and 100-hp Merc 1000.

**MERCURY ADDS NEW FISHING MOTOR.** Nine Mercury outboard motors, including a brand new 3.9-horsepower fishing motor, have been announced for 1964 by the Kiekhaefer Corporation of Fond du Lac, Wisconsin, to mark its 25th year in the marine propulsion field.

The company, a subsidiary of Brunswick Corporation, said that it had reached a new high in annual sales during the 1963 model year. Mercury outboards once again were the leader in dollar sales among brands, and more of the company's Mercury stern drives were sold during the same period than all competitive stern drives combined.

The 1964 silver anniversary fleet of Mercurs, ranging from the new 3.9 to the 100-hp Merc 1000, gives Kiekhaefer the widest range of horsepower ever offered in the outboard industry. Each model offers refinement in marine propulsion, and the

## Shreveport Turning Rapidly Into One of Race Trouble Spots

to train local officers in crowd control.

Caddo Parish also is the home of state Sen. Willie Painach, long one of Louisiana's most militant segregation leaders.

Until the latest flareup, the racial troubles here were hardly visible on the surface. Even now, most of the actual demonstrators are high school pupils.

Among those arrested Monday, however, were 19 persons who said they were members of the Congress or Racial Equality.

That group has been active in some of the most violent of the country's racial disturbances. It organized Negro groups have picked Shreveport for a major integration push, the situation there could develop rapidly into a tense trouble spot.

The International Rice Institute in the Philippines is the world's most complete center for training and research in rice, its production, distribution and utilization.

Soil conservation has been established embracing about 950 millions of acres in the United States.

## Transient Worker Gets Prison Term

DALLAS, Ore. —(UPI)—Adam C. Salinas, 23, a transient farm worker, was convicted in Polk County Circuit Court Tuesday of manslaughter in the death July 13 of Joseph Washington, 61.

Circuit Judge Arlie Walker ker sentenced Salinas to 15 years in the state penitentiary and fined him \$500.

Salinas had been charged with second degree murder. At the start of Tuesday's trial, Salinas withdrew an innocent plea, admitted the shooting and left the determination of the degree of guilt to Judge Walker.

## Portland Retail Food Prices Show Increase

SAN FRANCISCO (UPI)—Retail food prices in Portland rose 4 per cent during July, the Labor Department's Bureau of Statistics announced today.

Increases were recorded in all groups except fruit and vegetables which declined 4.6 per cent.

The largest increase was 2.9 per cent in prices of meats, poultry and fish. The Bureau blamed most of that rise on higher prices for ham and round steak.

The human foot has 26 bones. The smallest is three-eighths of an inch long and the largest 2 1/2 inches.

### SPECIAL NOTICE

**Medford Unit  
No. 15  
THE  
AMERICAN LEGION  
AUXILIARY**

is conducting its annual subscription campaign to purchase additional sickroom equipment. This equipment is for home use and may be borrowed by any Jackson County resident, veteran or non-veteran—it is a community service project. Salesmen will call on you soon. Please ask to see the letter of introduction signed by the following officers of the post, auxiliary of Medford.

Marge McGinty President Maxine V. Bigalow Secretary	Grace Walker 1st Vice President Shirley Collins 2nd Vice President Thelma Williams Equipment Chairman
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## Serve THRIFTY, DELICIOUS

- HALIBUT Fresh Caught lb. 79c
- WHITE BASS Fillets lb. 59c
- REX SOLE-SAND DABS lb. 59c
- FRESH CHINOOK SALMON lb. 89c
- SALMON EGGS lb. 89c

STEWING CHICKENS Cut-Up 29c lb.

Large-Local Grown FRYERS Cut-Up 49c lb.

FRYER GIBLETS 3 lbs. 1.00

FRYER LIVERS 69c lb.

FRESH COD Trimmed Piece LB. 29c

Columbia River STURGEON Center Cut Slices LB. 98c

SWORDFISH STEAKS 89c lb.

OYSTERS Extra Small (Bulk) LB. 95c

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