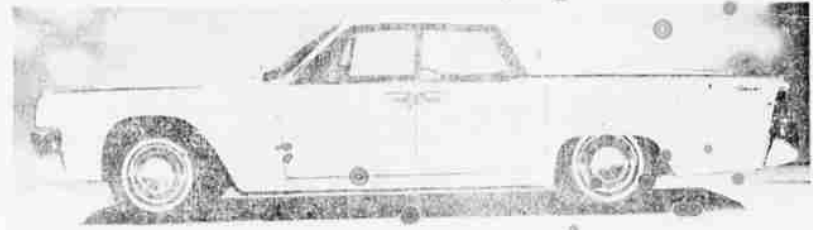




BUSINESS Memo

Edited by The Mail-Tribune Advertising Department.

PERSONAL INCOME ON THE RISE Personal income in August rose over \$700 million from the July level to a seasonally adjusted annual rate of \$161.5 billion, reports the Commerce Department. This marked the sixth consecutive month income rose to new records. For the first eight months of this year, the personal rate averaged \$159 billion, 1.5% above the year-earlier level. With consumer prices so far this year up about 11.7%, some 75% of the year-to-year income gain represented "real increased purchasing power," the report said.



MEDFORD MOTORS SHOWS '64 LINCOLN CONTINENTAL. The Lincoln Continental incorporates significant increases in interior spaciousness and luggage capacity for 1964, according to Wendell Soutson. While continuing its classic styling theme, the 1964 Continental increased three inches in over-all length and wheelbase. The Continental roof is 5 1/2 inches wider in 1964, providing the car with a new styling flair in addition to a head room in both front and rear seats. The car has a longer profile and is equipped with a new grille, extensive new body sheet metal and exterior ornamentation. The luggage capacity has been increased by 15 per cent. The smart new Lincoln Continental is now on display at Medford Motors' showrooms, 225 Spruce River avenue in Medford.

FRANK STRAUS RECEIVES UNITED FARM HONOR. Frank Straus, Southern Oregon and Northern California District Sales Manager for United Farm Agency, one of the nation's largest coast-to-coast real estate firms, has been named a member of his company's "Million Dollar Club," an honorary club recently organized to honor outstanding salesmen. Membership in the club is limited to those managers whose territories produce more than one million dollars worth of real estate sales within a calendar year. Straus' territory was credited with more than \$2,000,000 during 1962. United's best year for sales in its 20-year history. Total volume for the year was over \$55,000,000, according to United's President V. R. Langford. Straus was awarded a gold pin carrying 2 diamonds to signify the \$2,000,000 sales volume in his territory.



OREGON, IDAHO SAVINGS AND LOAN ASSOCIATIONS TO MERGE. Merger plans of two Idaho savings and loan associations with Equitable Savings & Loan Association of Portland, Oregon has been approved by the board of directors and major stockholders of the two associations. It was announced today by the chief executive officers of each.

The merger will involve Idaho Savings and Loan Association with its home office in Twin Falls and branch offices in Boise, Pocatello and Idaho Falls and the Prudential Savings and Loan Association of Boise with one branch office in Preston. Making the final announcement are Ralph H. Cake, chairman of the board of Equitable Savings & Loan Association, Wyland Lind, president of Idaho Savings and Loan Association, Boise, Idaho and Hagar Hayes, president of Prudential Savings and Loan Association, Burley, Idaho.

The board of directors of the three associations have authorized the calling of a meeting of stockholders and members to vote on the approval of the merger. Notices of the three meetings are being mailed to all stockholders and members. The merger will be subject to approval by the required supervisory authorities.

Equitable was organized in Portland in 1899 and is the oldest association operating on its original charter in the Pacific Northwest. Equitable has 16 offices in Oregon, and 4 in Washington where it made the first home mortgage in Yakima in 1899. Equitable was licensed to do business in Idaho in 1905 and has financed many home loans since that time. Equitable's current assets were approximately 190 million dollars on August 31.

Idaho Savings and Loan Association was chartered in 1950 and has grown steadily from a single office in Twin Falls to its present four offices and assets of 19 million dollars.

Prudential Savings and Loan Association was originally issued its 1900 charter in 1952. Its 100 offices report assets of over 3 million dollars.

Approval of the merger with Equitable as the surviving association will provide a strong savings and loan institution with assets of over 212 million dollars, 23 years of safe, sound and conservative financial management, and offices in the major cities of the Pacific Northwest's three states.

GREYHOUND GAINS OFFERS "SEE U.S.A." TICKETS. Once again Greyhound Lines is offering its revolutionary "See the U.S.A. Travel Ticket" which sells for only 50¢ and is good for 30 days. This information was received today from G. C. Feeling, district marketing supervisor for Greyhound Lines in Medford.

According to Feeling, this travel ticket allows you to visit all of Greyhound routes, as well as the routes of certain other bus lines. Passengers may travel "circle tour" around the U.S.A., or, if they prefer, go direct to an "across the country" destination and back as on a regular round trip ticket—at a maximum cost of \$69, with convenient stopovers allowed at any point en route.

This offer will be available from October 1, 1963, and will expire March 15, 1964. Transportation purchased after March 15, 1963, must be completed by April 15, 1964. Many Rogue Valley students took advantage of this offer last year.

MEDFORD CORPORATION MEMBERS IN SCHOOLS. Dr. Leonard Macfield, Sup't. of Schools, is shown at right receiving a Hall of Fame calendar from Russ Hooper, vice president and general manager of the Medford Corporation. The calendars, which carry the slogan, "Education is the foundation of Progress," were presented by MEDCO to each schoolroom in the Medford system with an additional quantity sent to the schools in Little Falls. They incorporate a series of sketches of famous Americans ranging from George Washington to Astronaut John Glenn, and were designed particularly for use in classrooms.



FORESTERS SURVEY WILDLIFE LOSSES. Foresters have launched a five-year study of wildlife damage to new forests in Washington and Oregon.

The project is being carried out by four public agencies and 10 private lumber companies under sponsorship of the Northwest Forest Pest Action Council. The survey will attempt to place a dollar figure on nibbling by animals on hand-planted Douglas fir and ponderosa pine.

Foresters will establish 116 test plots of 1/2 and one-third acre in selected areas of Washington and Oregon. One in 10 seedlings will be ringed by a wire screen to protect it from hungry wildlife. By annually comparing growth of protected and unprotected seedlings, foresters hope to gather information for assessing dollar losses to forest regeneration.

One major timber company estimated annual wildlife damage to its timberlands at \$1 million. However, an official figure for all public and private timber holdings in the Northwest has never been developed.

S. Looney, chairman of a special committee headed by the state wildlife damage survey of the most serious management problems in state-owned timberlands, is shown at right.

Looney is managing forester for Simpson Lumber Company's Iron Farm in Shelton, Wash. Other members of the steering committee include W. H. Lawrence, Centralia, and Robert Hamilton, Elma, Wash., both of Weyerhaeuser Company; Eric Baym, Olympia, Washington State Department of Natural Resources; Ned Dinnick, Olympia, and Harold Dahl, Portland, both of the U.S. Forest Service; and H. C. Black, Corvallis, wildlife biologist at the Forest Experiment Laboratory at Oregon State University.

DISTRICT MGR. PAUL H. MOORE AND HIS WIFE have returned from a Florida, R.C. where they attended a three-day sales conference at the Edgewater Hotel and held by Directors Division of Services, Inc. Moore is a representative in the Eugene, Ore. sales division of the IDS national sales organization, which is composed of 1,000 lifetime salesmen working out of 110 divisional sales offices across the United States. Moore established the conference on the basis of personal sales management over a two-year period ending June 1961.

Total attendance of 500 included IDS salesmen and their wives from sales accounts throughout the western U.S. J. E. White, general sales manager, was in attendance.

APPLIANCE SALES ADVANCE. Consumers this year seem sure to buy more major appliances than ever before, indicates a survey by the Wall Street Journal of appliance manufacturers. Retailers' sales of the industry's seven leading appliances—refrigerators, freezers, ranges, clothes washers, clothes dryers, dish washers and vacuum cleaners—has been in a strong upturn since early last year. Of the retailers quoted in a survey major causes of the upturn are: sales were above the 1962 month, and 25% of the retailers reported that for the previous seven months only three reported a decline in sales. The survey also indicated that the biggest single expenditure for most households is for the refrigerator. Appliances are also among the biggest single expenditures for most households. The survey also indicated that the biggest single expenditure for most households is for the refrigerator. Appliances are also among the biggest single expenditures for most households. The survey also indicated that the biggest single expenditure for most households is for the refrigerator.

MEDFORD MAIL TRIBUNE

MEDFORD, OREGON TUESDAY, OCTOBER 1, 1963

Dennis the Menace



"WILL YOU GIVE EDDIE HERE A CHECK FOR THREE MILLION DOLLARS? I BOUGHT HIS WHITE RABBIT."

Negro Leaders in Birmingham Appeal To King's Movement

By M. KUETTNER
UPI Correspondent

A week-end development could have far-reaching results in the turbulent Birmingham racial upheaval.

Two of the steel city's outstanding Negro leaders publicly called on Dr. Martin Luther King Jr., head of the "non-violent" integration movement in the South, not to bring another demonstration to Birmingham.

King announced last week that such a move would be made unless more progress were made soon in Birmingham race relations.

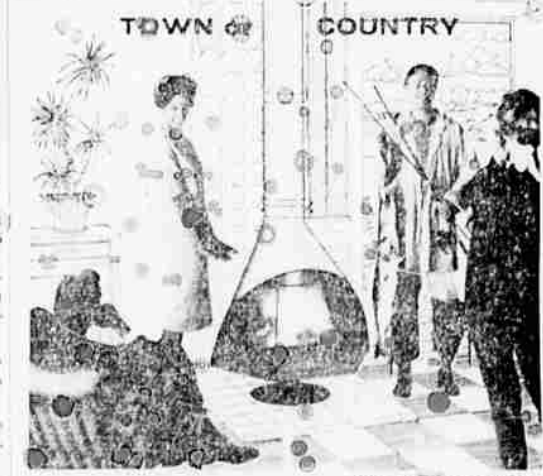
On several previous occasions in the South, reports have spread that local Negroes did not favor the appearance of King's organization, the Southern Christian Leadership Conference, or other non-local racial campaigns.

When Birmingham Negro millionaire A. G. Gaston and Negro attorney Arthur Shores spoke out against another drive in Alabama city, it was one of the few times that the feeling had been publicly voiced. It came this time from local Negroes who not only serve on a bi-racial committee but who themselves have been the victims of racial violence.

Shores' home has been hit twice by dynamite and still is being repaired from the blasts. Gaston's suburban home was the target of a fire bomb attack.

"We feel that we have capable local leadership among the Negro community, fully capable of negotiating the problems, and we recognize and appreciate our ability to help when needed," Gaston and Shores said in a joint statement.

The two Negro leaders also expressed confidence in President Kennedy's two mediations.



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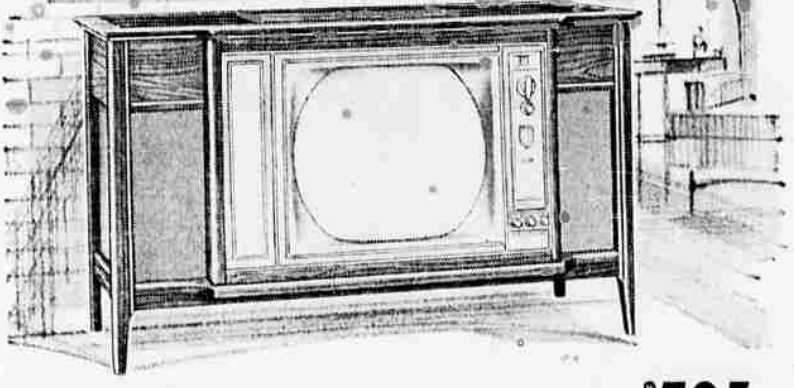


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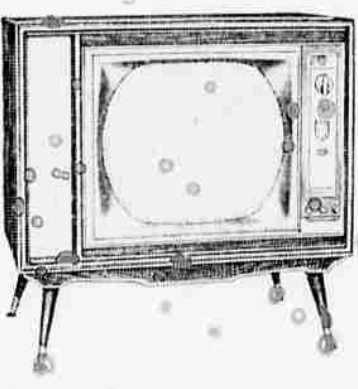
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