



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

STORE IMAGE: KEY TO MEN'S WEAR SURVIVAL. The independent men's wear retailer's chances for survival depend on the individual merchant's ability to establish a special niche for himself in the eyes of his community, reports Daily News Record. This is achieved often through a strong fashion identification, but it was also pointed out at a recent meeting of the Men's Apparel Club of New York, that a unique position in the community might also be enjoyed by a staples store. All panelists spoke optimistically of the small retailer's future in spite of continuing acquisition by large firms. Irving Bluestone, president, Austin, Ltd., predicted that the number of small retailers would increase, not decline. He said the new type of small storekeeper was a fighter and jealous of his own image.



OLDSMOBILE ADDS JETSTAR SERIES FOR '64. Oldsmobile's new Jetstar 88, along with the new F-35's, Dynamic and Super 88's, 96's and Starfires, will be on display at dealer showrooms across the nation on Friday, October 4, and at J. R. Whitney Oldsmobile, 415 South Riverside avenue in Medford.

"The new Jetstar 88, lower-priced companion to Oldsmobile's other famous, high performing 88's," according to Wolfram, "is powered by the new Jetfire Rocket engine, an ultra-high compression, 330 cubic inch member of the Rocket engine family.

The Oldsmobile F-45 for 1964 is a totally new automobile—in styling, in engineering, in performance. Designed for maximum utility with more leg-room, head-room and entrance room, the styling of the new F-45 presents a clean, sharp image. The 4-door sedan, shown below, is one of nine F-45 models offered this year. The F-45 has its own version of Oldsmobile's new Jetfire Rocket engine. A lightweight, cast-iron V-8 design, it combines exceptional quietness and smoothness with ruggedness and durability. For those buyers who are primarily interested in fuel economy and low price, Oldsmobile is also offering a new V-6 engine.

The new Jetstar 88 series for 1964 is a lower-priced companion to the high-performing Dynamic 88 and Super 88. The Holiday sedan shown above, is one of four models in this new Oldsmobile series. A new lightweight, cast-iron Jetfire Rocket V-8 engine, delivering 245 h.p. and an optional 290 h.p. version, are teamed with an entirely new Jetaway automatic transmission, available at extra cost. This new transmission combines the performance of gears and the smoothness of a torque converter with a torque amplifying feature which permits extra performance without downshifting.

MEDFORD MERCHANTS' FOOTWEAR SECTION PRAISED. The Mail Tribune's special fall footwear section, published Wednesday, September 18, with front page in color, received warm praise from Alice Regensburg of the National Shoe Institute, 50 Rockefeller Plaza, New York. In a message received here Wednesday, Miss Regensburg said: "Thank you so very much for sending us the Mail Tribune shoe supplement. You certainly made magnificent use of the National Shoe Institute material. We are delighted and most grateful."

The National Shoe Institute is supervised by a committee representing the National Shoe Manufacturers Association, the National Shoe Retailers Association, the National Association of Shoe Chain Stores, and New England Shoe and Leather Association and the St. Louis Shoe Manufacturers Association.

PONTIAC MOTOR DIVISION'S REGULAR SERIES LINEUP for 1964 has been completely restyled yet retain a strong and impressive Pontiac identity, according to Bob Taylor of Dean and Taylor Pontiac Company, 2177 South Pacific Highway.

The smart new '64 models are now on display. Entirely new for 1964, the Tempest Custom four-door sedan, shown above, features a rich interior of Morrokide vinyl coated fabric and floor carpeting. The Custom series includes a two-door sports coupe, a convertible and four-door station wagon. The new Tempests are nearly nine inches longer and have a box-type frame for improved riding. A Pontiac-built, six-cylinder engine is standard and a V-8 is optional.

The 1964 Star Chief four-door hardtop, above center, exemplifies the fresh styling theme found in all Pontiac models. Body side sculpturing, known as the venturi shape, sweeps the body sides into flared rear quarter panels to visually lower the roof and belt lines. Placement of moldings and finely crafted ornamentation augment the venturi motif. The Star Chief is also available in a four-door sedan.

Emerging as a new and different car is Pontiac's 1964 LeMans convertible shown below. The LeMans models have all new styling and are quickly identified by their distinctive grille treatment and rear end design. To continue the sports car theme, LeMans tail lamps are integrated within a decorative rear end panel. A six-cylinder engine is standard in the 1964 models along with bucket seats, a custom steering wheel of solid plastic and door-to-door carpeting of nylon blend loop pile. The LeMans is also available in a two-door sports coupe.



OREGON FOOD STORE'S ATTRACTIVE NEW BUILDING on Stevens street and Biddle road is nearing completion. The new addition to Oregon Food Stores' retail outlets in this area is just north of the Medford Shopping Center. Completion of the structure is slated for approximately November 15th.



MERCURY FOR 1964 SHOWN AT MEDFORD MOTORS. Smartly styled Mercurys for '64, with the popular low-priced Comet, make their debut at Medford Motors Friday, according to Wendell Sessions. Shown above is the Mercury Park Lane with racy Marauder hardtop styling, also available in the breezeway design shown at lower left. Along with the popular Park Lane models is Mercury's Montclair, available in both the breezeway and Marauder styles, and the Marauder, lowest priced of all Mercurys also offering a choice of the breezeway and Marauder styling.

More leg room, head room and entry room are featured in the 1964 line of Mercury cars, Sessions said. The Comet "California" is the "2nd" car in the Comet line for '64, according to Wendell Sessions. Callenit means, low as opposed, and the Comet sports the breezeway with four engines to provide the punch. Comet also has three styles of cars and the smart new models at obvious prices have power steering, power brakes and all big day features.

The new line of 1964 Jeeps, known for their ruggedness, versatility and economy, are also shown this week end at Medford Motors, 225 South Riverside avenue.

YMCA To Start Fall Sports Days

The YMCA is starting its fall sports days, a Saturday program for boys and girls, Oct. 5. Ben Jensen, physical director, has reported.

Boys and girls in the third through the sixth grades in school will be included in the program, which will be operated in three groups. The first group, including third and fourth grade boys, will meet at 10:30 a.m. The second group to consist of fifth and sixth grade boys will meet at 11:30 a.m. Girls will start their program at 12:15 p.m. constituting the third group.

Each group will have a session in the gym followed by a swim. Each group also will be given an opportunity to participate in tumbling, trampoline and competitive games and swimming, Jensen said.

There will be two instructors for each group. They are coming from Southern Oregon college, where they are preparing to be teachers and working on their 200-hour instruction program.

"There will be many activities to improve the physical fitness of youth," Jensen emphasized, asking that any interested persons wishing more information call the YMCA, 772-6295.

Work Continues on Roads in County

County crews are replacing the reinforced concrete double box culvert over Rees creek in the Butte Falls area, according to Jackson County Engineer Robert J. Carstensen.

The bridge is three miles east of the Crater Lake highway-Butte Falls rd. junction.

County personnel are realigning a short section of the Butte Falls road adjoining the culvert.

Other work includes grading of the Hiatt Lake rd. near Hiatt lake, grading of the Evans creek rd. between Ramsey Canyon and May's creek, and installation of a cattle guard at Gall's Creek rd.

Crews are placing base rock on county roads graded this summer. These include Pioneer rd. and West Fork of Griffin Creek rd., Gall's Creek rd.

Center lining of county roads is continuing so the lines will be visible during this winter's foggy weather.

STEADY JOBS

NEW YORK (UPI)—Of every 10 workers employed in January 1963, three had been with the same employer or business for more than 10 years and one out of these three had obtained his present job before World War II, according to the bureau of labor statistics.

First automobile for the White House was the use of President Ford. It was a steam-driven Buick.

Manufacturers Association, the National Shoe Retailers Association, the National Association of Shoe Chain Stores, and New England Shoe and Leather Association and the St. Louis Shoe Manufacturers Association.



THE 1964 IMPERIAL SHOWN HERE FRIDAY. Dick Knight Company, Eighth and Riverside avenue in Medford, will display the smartly styled Imperial at their showrooms Friday, according to Dick Knight.

Wholly new in styling, the 1964 Imperial is more improved in every way than at any time in its history. Imperial continues to be a big luxury car. Shown above is the Imperial Crown four-door hardtop, a deluxe automobile with features that appeal to those who ask for the ultimate in personal transportation. Other models in the 1964 Imperial line are the Crown Coupe, Crown convertible and LeBaron four-door hardtop. The 1964 Imperials are exceptional for quietness of operation, achieved through 151 separate and significant engineering improvements. All 1964 Imperials are covered by a 5-year or 50,000-mile warranty on engine and drive train components.

IT'S YOUR LAW

Respect for Law Makes Democracy Live

Editor's note: The following article was prepared by the Oregon State Bar as a public service and is not intended to be legal advice. Persons having a legal problem should consult an attorney.

PATENT AND COPYRIGHT

Alert observers frequently notice that some articles are patented, while other seemingly similar items are copyrighted. The question accordingly arises as to what constitutes the difference between a patent and a copyright.

Patents are granted to inventors on new and useful articles of manufacture, compositions of matter, methods and processes, ornamental designs of articles of manufacture and certain types of plants.

Copyrights are granted to authors, composers or artists on works such as books (which includes not only bound volumes,

but also pamphlets, leaflets and even single sheets), periodicals, speeches, plays, musical compositions, phonograph records, works of art, maps, photographs and motion pictures.

Difficult to Classify

Some articles are difficult for an untrained observer to classify. Printed forms are an example of such an article.

If the form is a card or sheet having a peculiar shape or a physical structure (such as perforations or notches in certain positions) that adapts the card or sheet for a particular use, so that it amounts to a new article of manufacture, the card or sheet would constitute a subject for coverage by patent rather than by copyright.

If the same or another card or sheet bears graphic matter such as a written text, a compilation of figures or of other data, a chart or a diagram, the graphic matter (distinguished from the card or sheet itself) would be subjected to coverage by copyright rather than by patent.

19 Arrested After Portland Incident

PORTLAND (UPI) — Police have arrested 19 persons in connection with the disturbance which followed the Jefferson-Grand high school football game here Saturday.

Two policemen were attacked and injured during the melee.

The roundup pulled in 13 juvenile and one adult, according to Lt. Edward J. Carney, head of the police juvenile division. He identified the man as Cleveland D. McCord, 21, who was charged with assault with a dangerous weapon. Bail was set at \$2,500.

McCord and most of the others were identified from television news film taken at the riot. Police and school authorities, who spend hours looking at the film and questioning suspects, said more arrests were expected.

from the card or sheet itself) would be subjected to coverage by copyright rather than by patent.

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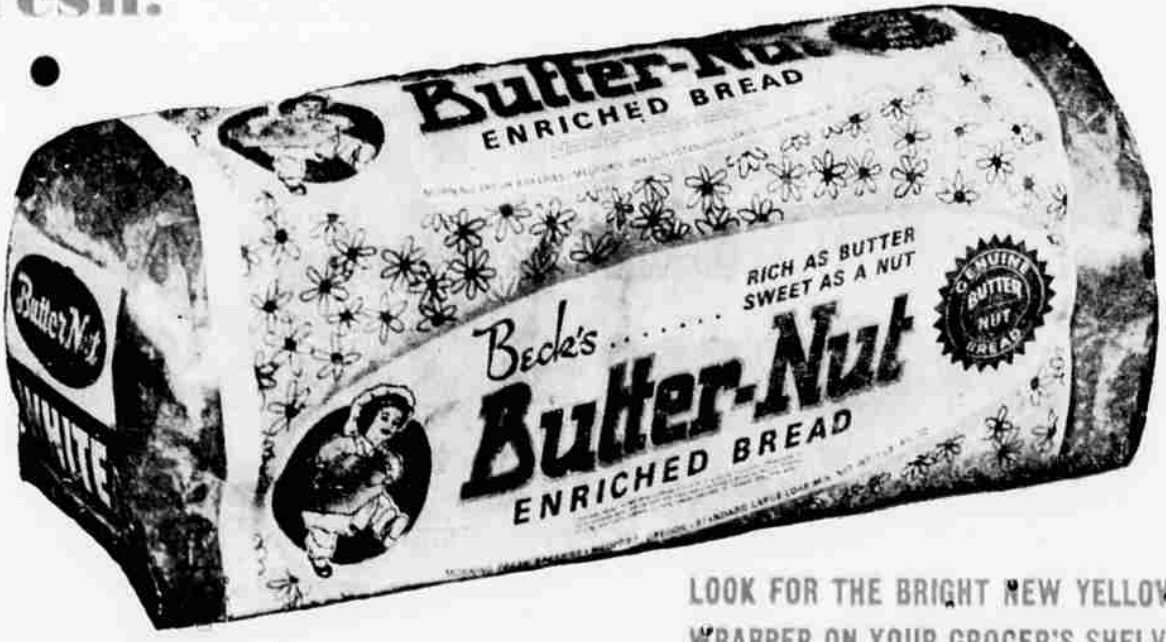


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The young folks in YOUR family ... and the grown-ups, too ... need lots of extra-nutritious BUTTER-NUT BREAD from BECK'S! It's literally packed with vitamins, iron, protein and calcium to build healthy bodies and alert minds ... and Beck's SPINNING prices means that this finer bread is TENDER-BLENDED and TENDER-TEXTURED! Try some today!



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