



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES SCORE RISE DESPITE HEAT AND WORLD SERIES. Warm weather in a number of midwestern areas and scattered through New England, and World Series watchers exerted a strong drag on business last week, but not strong enough to prevent the nation's stores from going ahead by some 3%, reports Fairchild News Service. As the warm weather drifted eastward from the West coast it hurt sales of outer apparel in many sections. A number of retailers, particularly in New York and Los Angeles, noted the effect of the baseball classic on store traffic. Generally, dresses and sportswear appeared to be leading categories, with children's wear showing scattered strength. Accessory sales also rose in many areas. On the whole, consumers appear to be in a healthy buying mood. Department store sales in the New York-northeastern New Jersey metropolitan area climbed 7% last week. Retailers noted increases were registered in spite of the World Series. Leading departments were children's wear, dresses, sportswear, TV and furniture. Sales in women's department and specialty stores in Dallas last week gained an average of 5% over the similar week last year, while anniversary sales and special events in Atlanta pushed gains well over 10% in some stores. A 2 to 4% increase in sales was reported in Cincinnati.



DISTRICT MEETING FOR MODE O'DAY HERE. The Rogue Valley Country Club was the site last Sunday, October 13 for the "Cal-Ore" District meeting of Mode O'Day store owners.

The meeting was attended by 17 store owners with a few key assistants and their husbands and six officials of the Mode O'Day Company from Los Angeles. Between 50 and 60 people took part in the event.

The "Cal-Ore" district includes stores from Red Bluff, Susanville, Crescent, Lakeview, Klamath Falls, Bend, Madras, Prineville, Roseburg, Coos Bay, Brookings, Redding City, Grants, Pass, Ashland, Yreka and Mt. Shasta as well as Medford.

The meeting included luncheon, a style show of holiday goods, informal discussions of store operations, merchandising and advertising.

Cliff Lovejoy is District Supervisor for the company and owns the Medford Store with his wife.

BILL ANY MARY FASEL GET AREA APPOINTMENTS. W. T. "Bill" Fasel and Mary Miner Fasel of W. T. Fasel, Inc. have received appointments as area representatives for California Mutual Listing Service, according to an announcement made today by Bert Whitechurch president of the organization.

California Mutual provides a "Multiple Listing" type service for the exclusive use of brokers specializing in income and investment properties. Through use of the service, member firms can offer investors statewide service in the sale or exchange of their properties and a multi-million dollar inventory from which to select properties to buy.

Since its beginning in San Jose less than 2 years ago, California Mutual has processed more than 380 listings totaling \$33,356,219, and now serves more than 120 prominent California Realtors.

W. T. Fasel and Mary Miner Fasel have been in the Real Estate business for 18 years. They are well known for general real estate sales, with emphasis on timberlands and tree farm lands. Mary is the 1963 State President of Women's Council, NAREB, Oregon and Director of CAREB. W. T. "Bill" Fasel is Past President, Medford Realty Board and is presently serving as secretary-treasurer Multiple Listing Service, Medford. He is a member of the International Traders and Local Traders Clubs and a member of the Chamber of Commerce. Mary is chairman, Civic Improvement Project for Travel Study Club, Federated Woman's Club and Director of Medford Board of Realtors. Bill is past president, Multiple and Medford Board.

"STICK 'EM, NO LICK 'EM" SLOGAN FOR LABEL ART. A new specialized business has come to Jackson and Josephine Counties under the name "Label-Art of Medford," says Walt Luder, owner of the business.

"In a nutshell," says Luder, "we find that every business under the sun has an excellent use for labels of some kind". Labels of varied sizes, types and materials are available from the company. Luder obtained his franchise from Partake of Southern Oregon, a nationally organized business guidance service with local representation here in Medford.

DARRELL GREB RECEIVES FIRST NATIONAL PROMOTION. Darrell Greb, operations officer at the Central Point branch of First National Bank of Oregon, has been promoted to assistant cashier "in recognition of his outstanding performance," it was announced by Manager Francis Ayres.

Greb has been employed by First National since April, 1956. He joined the bank at Medford after attending Southern Oregon College and was transferred to Central Point as operations officer in July of this year.

A native of Eagle Point, he is married and lives at 215 Cherry street in Central Point.

LAMOREE RETIRES AFTER SERVICE WITH STAUFFER CHEMICAL. R. A. "Bob" Lamoree, sales manager, West, for the agricultural chemicals division of Stauffer Chemical Company, retired September 30 after 27 years with the company. He had been in charge of sales in the three western regions since 1942.

After service in World War I, Lamoree returned to the University of Utah to continue his college education, and received his degree in business administration from the University of California in 1923. His first job was with United Fruit Company, as plant superintendent in Puerto Castillo, Honduras. In 1930 he joined California Packing Corporation at Sacramento, and in 1938 came with Stauffer.

Beginning in the American Cream of Tartar division of Stauffer, he rose through production to become division manager, and in 1942 was made sales manager for all Pacific Coast region of Stauffer.

Lamoree was chairman of the board for Belvedere School District from 1940 to 1952, and served as president of the Merchants Exchange Club in San Francisco in 1953. He is also a long-time member of the San Francisco Family Club.

He will continue to reside in Belvedere, where his daughter, Mrs. James O'Connor, also lives. His son Jefferson is attending Willamette University in Salem, Oregon.

A NEW STAR IS SHINING THIS FALL as Zales Jewelry company introduces the "Constellation Diamond Designs" in special ads this month. This recent creation which features a new freedom for the gem from concealing mounting is given final approval by Ben A. Lipshy, president of Zales (left) and Joseph Slovak, vice-president marketing (right). The new rings are now on display in Zales Medford store window.

RUSS GOULD PROMOTED TO N. W. REGIONAL MANAGER FOR DATSUN. Ray M. Hoen, sales manager for Datsun, has announced the promotion of Russ Gould to regional manager for the Pacific northwest.

Mr. Gould will be assisted by LeRoy Stubberfield, district manager for Washington and Fred Kinnaird, service representative for the Pacific northwest.

Headquarters for Gould will be Datsun's new regional offices at 3186 S. W. 87th avenue, Portland 25, Oregon.

Hoen stated the promotion of Russ Gould and the opening of the regional offices in the northwest has been necessary due to Datsun's record sales increases in the area. For the first 7 months of 1963, Datsun pickup sales were 26% of the total compact pickup sales in Oregon, including both import and domestic pickups. Passenger car sales for the same period for imports only, Datsun captured 8% of the total business.

Quotes From the News

By UNITED PRESS INTERNATIONAL
WASHINGTON—Mme. Nhu, South Viet Nam's First Lady, turning her attention to the field of beauty:

"If it is true that I do not look my age (38), it is just because I am always very serene—a real sincere serenity . . . I daydream. I do my best to have a clear conscience—to keep my conscience clean."

WASHINGTON—President Tito of Yugoslavia commenting on his country's improved relations with Russia:

"It is a question that we have both come to the conclusion that it was necessary to have good and useful relations between the West and East . . . peaceful coexistence is the best answer to all these problems and that is shared by Mr. Khrushchev."

HOT SPRINGS, Va.—Undersecretary of Commerce Franklin D. Roosevelt Jr., backing up President Kennedy's plea for an \$11 billion tax cut:

"The economy is still exhibiting considerable strength, but some of the latest indicators of business activity show mixed trends. On the whole their message has alerted us to be on guard and to take steps to strengthen our defense against recession."



Walter Luder

Feeding the Family

ZOLITA VINCENT
Food Editor

Blinde Vinken Are Beef Birds Netherlands Style with Pickles The Netherlands is part of the Kingdom of Koninkrijk der Nederlanden, and we dare any one but the natives to pronounce it correctly the first time without instruction, covers an area of approximately 12 1/2 million square miles not including waterways and bodies of water over 185 acres nor its overseas territories. The population of 11 1/2 million is practically all Dutch.

Dutch influence in world affairs dates back to the activities of the Dutch East India Company in the 17th century. Their excellent and hearty cuisine goes back even further. Here is one of their best-loved meat dishes according to delegates to the United Nations. Recipe makes six servings for your enjoyment.

- 6 thin lean beefsteaks (minute or cube steaks)
- 1/2 pound lean pork or veal
- 1/2 teaspoon salt
- 6 gherkins
- 1-3 cup butter or drippings
- 1 cup water
- 1 teaspoon flour (for thickening, if desired)

Wipe the beef and pork with a damp cloth. Salt the beefsteaks. Cut the pork into six strips. Lay a strip of pork on each beefsteak and place a gherkin in the middle of each and roll up. Tie rolls with thread or hold together with toothpicks. Brown them in butter. Add one cup water, cover, and simmer the birds for one hour, adding more water from time to time if necessary. Thicken the gravy, if desired, with flour mixed to a thin paste with water.

Cabbage Salad Dill-Telous Will Get Haves From Family. This dill-telous cabbage salad with its flavory dairy sour cream and dill seed dressing will indeed have the family raving . . . for more of the same, please. Men in particular are noted for downing noble helpings of cabbage and its soul-mate sauerkraut. Besides, properly cooked, or eaten raw as is this salad, cabbage is a storehouse of valuable nutrients. Recipe is for six generous servings.

- 4 cups finely shredded cabbage
- 1 cup diced celery
- 1/2 cup chopped parsley
- 1/2 to 1 cup dry sour cream
- 1 tablespoon finely chopped fresh onion
- 1/2 teaspoon salt
- 1 1/2 teaspoons dried dill seed
- Dash of ground black pepper
- 2 teaspoons fresh lemon juice
- Green pepper rings

Combine first three ingredients in a mixing bowl. Mix sour cream with seasonings and lemon juice. Pour over salad; toss lightly and serve garnished with green pepper rings.

Country-Style
This delightful old-time recipe will make a hearty breakfast feast or may be served as a luncheon or supper main dish. Many cooks will add bits of olives and/or stuffed green olives for additional color and flavor. Recipe makes four to six servings.

- 1 cup cold diced cooked potatoes
- 4 tablespoons minced onion
- 1/2 cup (1/2 stick) butter
- 5 eggs well beaten
- 1/2 cup light cream or half-and-half
- 1/4 to 1 teaspoon salt
- Pepper to taste
- 2 tablespoons chopped parsley

Saute potatoes and onion in butter until lightly browned. Combine remaining ingredients. Pour over potatoes. Cook over medium heat, scraping mixture gently from bottom of pan as it cooks. Continue cooking until eggs are consistency you like. Serve immediately.

Turkeys and Cranberries Moving to Market
We continue to talk turkey and to talk fryer-broilers because they will continue plentiful and of high quality at reasonable prices for months to come. Traditionally, cranberries (October is Cranberry Festival Time) are

teamed with turkey and in recent years, we've found their distinctive flavor and texture also superlative with other poultry, with veal and even with fish. It is exciting news that the biggest cranberry crop on record, forecast at almost 1 1/2 million barrels, is now moving to market. Fresh, tasty, conveniently packaged in one-pound cellophane bags and see-through cartons, cranberries will be going into menus at all times of day and in new ways. Unlike many fruits, these fresh wholesome berries are low priced at the very beginning of the season.

Use fresh cranberries for topping vegetable and fruit salads. Float them on cream soups. Put cranberries in fresh fruit compotes with table grapes and diced apples. Use halved, quartered or sliced fresh cranberries in cole slaw, in molded salads and atop herbets. Stir them into gravy. Stir them into breads, muffins, waffles, pancakes, scones and fillings. And how about cranberry sauce, jelly and relish?

Other Meats. There's an unusually good supply of tender, high quality beef for roasts and steaks in addition to the thrifty pot-roasting and stewing cuts. There's more lamb and veal at slightly lower prices. Good buys in pork; fresh, cured and canned.

Fish and Shellfish. Mighty good eating in Dungeness crabs, cod, fish sticks, halibut, oysters, rockfish, salmon, scallops and shrimp. Remember extra lemons for these.

Vegetable Abundance. Green beans, broccoli, cabbage, carrots, celery, corn, cauliflower, cucumbers, lettuce, green and dry onions, lettuce, radishes, peppers, potatoes, tomatoes, hard and soft squash, spinach, sweet potatoes.

Fruits, Melons. Apples in increasing Winter variety, bananas, cranberries, grapes, pears, limes, honeydew melons, casabas and Persian melons, small oranges.

Cheese Festival. The big merchandising push on cheese reminds us to put this fine, high protein dairy product in our menus more often; keep plenty on hand for snacking.

Needle Art



9042 SIZES 12 1/2-22 1/2 by Marian Martin

Princess-shaped sheath—smart in simple wool, beautiful in gleaming brocade, elegant in fluid crepe. AND superbly styled to slim you.

Printed Pattern 9042; Half Sizes 12 1/2, 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2. Size 16 1/2 requires 2 1/2 yards 39-inch fabric.

FIFTY CENTS in coins for this pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

CLIP COUPON FOR 50c FREE PATTERN in big, new Fall-Winter Pattern Catalog, just out! 254 design ideas. Send 50c for Catalog.

Send to Alice Brooks, Medford Mail Tribune Needlecraft Dept., P.O. Box 163, Old Chelsea Station, New York 11, N.Y. Print plainly NAME, ADDRESS, and PATTERN NUMBER.

206 HANDICRAFT HITS in our big, big, new 1964 Needlecraft Catalog, out now! See toys, fashions, crewelwork, heirlooms, gifts, bazaar hits—everything to crochet, knit, sew, weave, embroider, quilt, smock. Send 25c right now.

Use 6-strand cotton to "paint" these inspiring pictures—gold thread for halos.

Yours—pictures to embroider of St. Therese the Little Flower and the Infant of Prague. Pattern 7203; two 9 1/2 x 13 1/2-inch transfers.

THIRTY-FIVE CENTS (coins) for this pattern—add 15 cents for each pattern—add first-class mailing and special handling.



OIL HEAT RESEARCH HOME OPENS FOR INSPECTION. This Sunday, Earl Jackson Construction Company will introduce Medford residents to its new Oil Heat Institute Research Home located at Brookhurst and Serenity Streets in the new Brookhurst Subdivision.

Shown above are, left-to-right, Earl Jackson, builder of the research home; lovely Marty Wyatt, Miss Oregon, who is paying to Medford's Mayor James Dunlevy the keys to the new home. At right is William G. Abendroth, field promotion manager of the Oil Heat Institute of Oregon.

In the photo below Marty Wyatt is shown pointing out to Mayor Jimmy Dunlevy some heating facts covering Medford's first Oil Heat Institute Research Home. The photo was taken Thursday at a preview of the home.

During a noon to dusk open house, the former Miss Oregon, Marty Wyatt, will greet guests at the door and guide them through the new home.

Billed as an "idea" home for the budget minded, the model features a modern oil-fired warm air heating system with a guaranteed fuel bill to the buyer. According to the engineering figures worked out by a registered heating engineer, the home will have a guaranteed heating bill for one year of not more than \$178.36. Other features include a paneled study for the head of the household, three bedrooms, two ceramic tiled baths, built-in appliances, wall to wall carpeting in living room and hall and drapes in living room, in addition to many other innovations in the new home construction.

Trowbridge's Colonial House, 29 West Main Street, furnished the attractive research home and draperies were provided by J. C. Penney Company here.

The model represents the first Oil Heat Institute Research Home to be built in Southern Oregon, although other OHI research projects have been held in Longview, Washington, Vancouver, Washington and in Eugene and Portland.

Open house hours will be from noon to dusk October 20, 27, November 3, 10 and 17. Medford residents are personally invited to attend this premier showing and take a chance on being the winner of free appliances to be given away during the opening.



"BE MY GUEST" CARD OFFERED BY COLONY RESTAURANT. Tom Mattingly, manager of The Colony Restaurant, has announced a new and unique guest card service that features an invitation for guests to enjoy a dinner at the restaurant and the cost to be charged to the account shown on the card.

J. R. Whitney of Whitney Oldsmobile is shown in the picture receiving a guest card from Mattingly at the restaurant. There are actually two cards involved in the process, the larger and first card says, "May this occasion be happy and may this token of appreciative friendship bring you an enjoyable evening of dining at The Colony." A smaller card is enclosed that is inscribed, "Be my guest". The inside of this second card indicates the recipient of guest privileges and the account to which the dinner is to be charged. The cards can be picked up at The Colony and are complete with a mailing envelope.

"This would be a nice gesture for bosses to furnish an employee or a salesman to furnish a good prospect or for any occasion to express appreciation", Mattingly stated.



FORMER KING GREETED—Former King Umberto II of Italy is greeted by Francis Cardinal Spellman, right, upon his arrival in New York. It is the former monarch's first visit to the United States. He wore a black tie as a gesture of mourning for the more than 2,000 victims of the Vajont Dam slide last week. (UPI)