



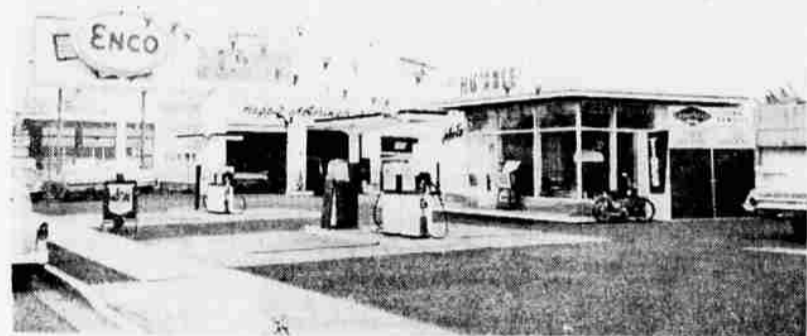
BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES GAIN IN SEPTEMBER. Total sales of retail stores in September were \$18.9 billion, up 0.7% over the \$18.8 billion scored in September, 1962. The automotive group led the increase with a gain of 4.8%, followed by the general merchandise group with a 3.7% increase. The lumber, building, hardware classification scored a 2.7% gain. For the first nine months of 1963, retail sales rose 4.6% over the same 1962 period. The following tabulation, based on Department of Commerce data, compares sales of principal retail groups for the first nine months of 1963 with the same months last year (in millions of dollars):

| FIRST NINE MONTHS | | | |
|-----------------------------|------------------|------------------|--------------|
| | 1963 | 1962 | % Change |
| Food Group | \$ 44,108 | \$ 42,852 | +3.4% |
| Eating and Drinking Places | 13,498 | 12,896 | +4.7% |
| General Merchandise Group | 13,310 | 12,804 | +4.0% |
| Apparel Group | 3,840 | 3,677 | +4.5% |
| Furniture and Appliances | 3,049 | 2,816 | +8.3% |
| Lumber, Building, Hardware | 11,429 | 11,187 | +2.2% |
| Automotive Group | 33,609 | 31,409 | +7.0% |
| Gasoline Service Stations | 14,345 | 13,851 | +3.6% |
| Drug and Proprietary Stores | 3,939 | 3,845 | +2.4% |
| Total Sales | \$163,217 | \$153,137 | +6.6% |

*Includes data for businesses not shown in above categories.



HUMBLE OIL AND REFINING COMPANY opened two fine new "Enco" signs in Medford last week-end and motorists here, who are familiar with the well known "Happy Motoring," have two convenient places to shop for Enco products and service. At the top is Chuck Risse's Enco station at Eighth and Fir streets and, below, is Neil Scheizer's Chale Enco station, next to Hyatt's Chale motel at North Riverside and Sixth streets.

Special gifts for all the family were featured by both stations last Friday and Saturday. Frank J. Liska, who resides at 401 Willamette avenue in Medford, is representative here for Humble Oil and Refining Company.



LEON DREWS IS GUEST ORGANIST AT HOLLY. Leon F. Drews will be the guest organist next Wednesday evening at the Holly Theatre prior to the theatre's presentation of the M.G.M. Operetta, "Merry Widow." Drew's twenty-five years of teaching piano and organ puts him in command of a wide knowledge of music and teaching materials.

The organ melodies of Leon Drews are best known to radio listeners throughout the northwest. He completed over 3,000 consecutive organ broadcasts on radio station K.O.L.N., during the Heathman Hotel organ in Portland, and played most of his 15 years at the hotel. Mr. Drews was teaching and engaged in theatre and concert appearances.

His concert will start at 7:15 P.M. Wednesday of this week. His appearance is being sponsored by the Music Center.

TWO MILLION DOLLARS FOR HAMILTON SHAREHOLDERS. Over two million dollars will be distributed to Hamilton shareholders or reinvested for them in additional shares on October 31, 1963. The Board of Directors declared a dividend of 2 1/2% per share to all shareholders of record September 30. It was announced by Hamilton President A. R. Tyrone today. This is the 63rd consecutive dividend paid by Hamilton, and continues an uninterrupted record of quarterly payments since the Fund first offered shares more than 15 years ago.

The dividend will be paid to more than 250,000 investors most of whom will have the distribution automatically reinvested in additional shares at no additional cost to the investor. Total net assets of Hamilton Funds, Inc., on October 1, were more than \$315 million.

"The Management of the Fund is looking toward a period of stable strength for the American economy during the next quarter, although investor sentiment will continue to cause short-term fluctuations in common stock prices," Mr. Tyrone commented.

"Industrial production is expected to continue to increase. Corporate profits will set a new record. Anticipated expenditures for capital equipment and consumer buying intentions point to further strength in those segments of the economy. The Management of Hamilton is constantly looking ahead to discern market conditions which may be advantageously used in furthering the objectives of Hamilton investors."

SHELL OIL COMPANY MARKETS NEW MOTOR OIL. Shell Oil Company announced a new premium multi-grade automobile engine lubricant, Super Shell Premium Motor Oil. The new "top-of-the-line" oil was available October 15.

Super Shell Premium Motor Oil is completely ash-free and therefore does not contribute to combustion chamber ash deposits. In short, it causes a car engine to have less tendency to "ping." This desirable characteristic will become increasingly more important because of the renewed trend by car manufacturers to increase engine compression ratios.

The new oil is a multi-grade oil recommended for use whenever an SAE 10W, 20W, 20 or 30 grade oil is called for. It can be used in all seasons; at low temperatures its viscosity is like a 10W oil and at high temperatures its viscosity is like an SAE 30 oil. Super Shell Premium Motor Oil provides improved engine starting at low temperatures and flows easily in cold weather to provide quicker lubrication of the working surfaces.

Super Shell Premium Motor Oil is formulated to give superior performance in all cars under all types of driving—from stop and go in the city to prolonged freeway travel. It exceeds car manufacturers' service requirements for "most severe," or sequence service tests. These tests are used for evaluating oil with regard to wear and lacquer, sludge and rust formation under adverse operating conditions.

Stop and go city driving increases the tendency for sludge and lacquer, as well as rust, to form within the engine and reduce its efficiency. Additionally, highway driving conditions subject a motor oil to high temperatures that tend to oxidize and thin out the oil. To help solve these problems, Shell developed Alkaldine, a polymeric dispersant additive.

Alkaldine first was used in Shell X-100 Premium Motor Oil in 1960. This additive keeps engines clean by keeping combustion contaminants dispersed. Engine contaminants include moisture, dirt, fuel dilution and products of combustion. Further research in 1961 led to development of Alkaldine dispersant. This improved Alkaldine, plus other special additives, and highly refined base oils are blended to produce Super Shell Premium Motor Oil.

GOLD HILL COUPLE RECEIVE UNITED FARM CITATION. Don and Kay Straus, representatives at Gold Hill for United Farm Agency, one of the nation's largest brokers of real estate, have been given a special citation by their company recently for having been chosen for the third time as members of the "Century Club," an inter-company organization. The club's membership is limited to those among United's more than 150 local representatives who sell more than a quarter of a million dollars worth of real estate within a 12-month period.

The Strauses accomplished this in just 4 months. They will be awarded an additional diamond, symbol of club membership, to add to the two presently mounted in their Century Club pins. The Strauses have been associated with the United Farm Agency since March of 1962.

OPTIMISM PREVAILS FOR FOURTH QUARTER. An optimistic feeling prevails among 100 leading corporate executives interviewed by the New York Herald Tribune in its quarterly survey.

A full 85% of the business leaders expect sales in the fourth quarter to be higher than those in the third quarter. Only 3% predict a decline, while 8% thought that results for the quarter would be on a par with those of the third quarter. As for profits, 71% look for an increase, 9% a decrease, and 20% feel profits will remain the same as in the third quarter. The majority of respondents (61%) feel prices will remain the same in the upcoming quarter, while 29% anticipate higher prices.

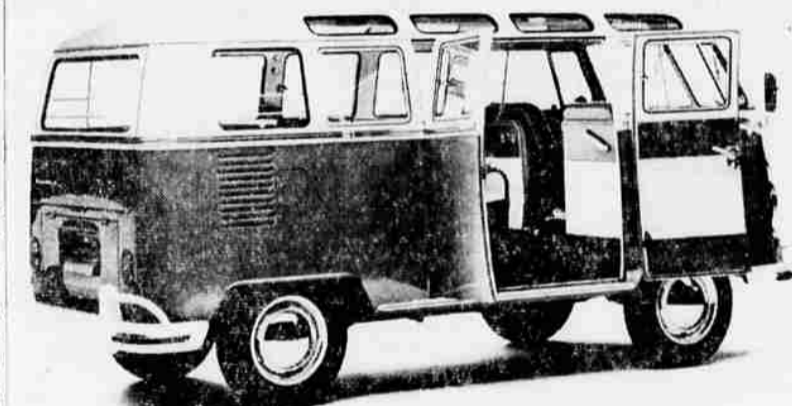


STEVENS AUTO SALES SHOWS NEW DATSUN MODELS. Two new sport entries highlight the DATSUN automotive lineup for 1964. One is a low-slung, high powered roadster that has been dubbed the DATSUN SPL-310 Sports Car, shown above, according to Fred Stevens. The second new entry is the DATSUN Sports Pickup which features the eye and ride appeal of a sedan, yet delivers a big 1,000 pound payload. In addition to these two new rakish sports vehicles, DATSUN showrooms across the country are now displaying the complete line of 1964 Datsun sedans, station wagons, L-330 Pickups and 4-wheel drive Patrols. The SPL-310 is now on display at Stevens Auto Sales, 505 North Central Avenue, along with the other '64 Datsun models.

The new DATSUN Sports Pickup, below, takes its place beside the firm's well-known L-320 Pickup, and is designed for both business and personal transportation. Overall length is a compact 13'3", including a roomy truck bed capable of delivering a 1,000 pound payload.

The 4-speed transmission and hefty overhead valve engine combine to make it a real hustler on the highway or back roads.

All 1964 Datsun models are equipped with standard type parts and fittings for easy service and low cost maintenance. Parts are always readily available from multi-million dollar factory parts depots in the United States according to Bob Lewis, Stevens Auto Sales new service manager.



NEW 1964 VOLKSWAGEN ON DISPLAY HERE. "Want to make your '64 Volkswagen look like a '64 model?" asks A. K. Woody Morse, Medford Volkswagen dealer. His immediate answer to the question is: "Paint it!"

Actually, the '64 Volkswagens look a lot like the "People's Car" of Adolph Hitler's day, yet there are refinements that owners of the little beetle-like cars will recognize. A new model is shown above, and is now on display at Morse Motors, Sixth and Ivy streets in Medford.

There are, however, changes in the accessibility of some models. The rear door opening on the VW truck and station wagon models is more than a third larger this year than on earlier models, now measuring 48.4 inches wide and 25.7 inches high. Doors originally were only 35.4 inches wide. The new width permits users to load four-by-eight-foot panels of plywood and other construction materials straight in from the rear rather than on only from the side as in the past.

The optional sliding door on the panel truck provides a clear opening nearly 42 inches wide and 47 inches high to facilitate loading of bulky articles. Standard double doors on the side open an area 47 inches high and 46 inches wide.

VW station wagons for 1964, shown below, include standard and deluxe models, both available with sliding sunroofs and designed to carry up to eight adults or payloads of 1632 pounds.

Searchers Locate Missing Hunters

ASTORIA (UPI) — A Portland man and a Svensen boy, lost overnight on a deer hunting trip near Svensen east of here, were found in good condition by a search party Monday.

Les Evans, 32, and Randy Vice, 9, became separated from their hunting party Sunday. They were found about 8:20 a.m. Monday. They said they had followed instructions broadcast by loud-speaker to remain in one place overnight.

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Black Residence Burns Near Ashland

ASHLAND — The Cecil Black residence at 95 Mistletoe rd. burned yesterday.

Bill Cobb, Ashland warden for the state forestry department, said that an oil heating stove exploded and the house was a complete loss.

The residence was involved in flames when he arrived. He called for a truck from the Medford headquarters and it was possible to keep the fire from spreading to two trailer houses.

Grange News

Central Point Grange during the lecturer's hour, the members of Central Point Grange participated in a Halloween party. Two girls were put on by members, and Mrs. James Cornutt played a piano solo. Surprise number was the presentation of corsages by Mrs. Cornutt to Mrs. Gaston Floux, who had acted as lecturer for several meetings, and to Mrs. Arnold Bohmert for writing the Grange news.

Master James Cornutt presided over the business session. Reports of standing committees were given by Delmar Smith, Arnold Bohmert, Edwin Gebhard.

The HEC chairman, Mrs. Morris Frink, announced a Grange party Oct. 26 for Grange party Oct. 26 for Grangers and their friends. Benton Boyce will be in charge of the square dance music, and those wishing to learn to square dance are invited to attend.

Members attending are asked to take a sack lunch. Mrs. Frink stressed that articles for the rummage sale Oct. 30 and 31 may be brought to the hall.

The annual Grange dinner will be served Nov. 9. Plans are being made to have a bazaar and country store open at 1 p.m. Articles for the bazaar may be brought to the Nov. 1 meeting. Election of the 1964 officers will be held Nov. 1.

Those still wishing tickets for the seventh degree may write Mrs. Ted Sims, route 1, box 66, Shedd, Ore., and enclose check to her.

Following the meeting refreshment were served by Mr. and Mrs. Homer Bell, Mr. and Mrs. Clem Ault, Mrs. Gaston Floux, and Benton Boyce.

FELL ON BAYONET — WINDSOR, England (UPI) — Coldstream Guardsman Trevor Butterfield, 29, was reported in good condition today after he fainted and fell on his bayonet while standing guard at Windsor Castle.

Said his commander: "These things do happen."

Try and Stop Me

By BENNETT CERF

THERE'S a very fat lady in Hong Kong who is threatening suit against the owner of a weighing machine there. She stepped on his scale one morning and reached for the card that was supposed to register her net tonnage. The card dropped out all right, but what it said was "Come back in fifteen minutes—alone."



Just before the opening of a new campaign, the coach of a Big Ten basketball team had a glorious dream. He dreamed that a beautiful, wealthy co-ed lured him to her dormitory—where he met her brother, who was seven feet tall.

Let's World-famous Adams, in an idle hour, jotted down the names of ten John-Donald books whose authors are virtually unknown today. How many of them do you think you can recall?

Here are the books: 1. The Swiss Family Robinson, 2. Quo Vadis, 3. Black Beauty, 4. Baron Munchausen, 5. Lorna Doone, 6. The Four Horsemen of the Apocalypse, 7. East Lynne, 8. Elsie Dinsmore, 9. The Covered Wagon, 10. Ben Hur.

The authors: 1. Johann Rudolph Wyss, 2. Henry Slenkiewicz, 3. Anna Sewall, 4. Rudolph Erich Raspe, 5. Richard D. Blackmore, 6. Vicente Ibanez, 7. Mrs. Henry Wood, 8. Martha Finley, 9. Emerson Hough, 10. Lew Wallace.

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UC Drive Reaches 60 Per Cent of Goal

A total of \$108,783.37 has been pledged to the 1963 United Crusade drive, it was reported at a meeting today at noon.

The amount is 60 per cent of the \$180,040 goal. Some \$25,688 was collected last week.

The drive is for all of Jackson county except for those areas served by the Ashland-Talent United Crusades.

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