



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

MOST RETAILERS LOOK FOR CHRISTMAS SALES GAINS. More than seven out of every ten retailers throughout the United States and Canada expect Christmas volume this year to top Christmas 1962, according to a survey conducted through member daily newspapers of the Bureau of Advertising, American Newspaper Publishers Association. A few of Medford's business firms participated in the survey.

In a coast-to-coast survey of retailers, 73% look for sales gains this Christmas over a year ago. Twenty-two per cent say they feel business will remain about the same and 5% look for a sales decline. The median sales increase anticipated by those retailers who expect a gain is 5%.



Despite this optimism, many retailers believe that Christmas business will be harder to get this year than last due to the fact there are only 22 selling days between Christmas and Thanksgiving — five less than in 1962. Fifty-three per cent say that volume will be harder to get in '63 compared to 46% in a similar 1962 survey and 43% in the 1961 survey.

Because there is less selling time, 23% of the surveyed retailers say they will kick off their promotions earlier this year. This compares with 12% in the 1962 survey who stated they would begin their holiday promotions earlier.

Seventy-two per cent of the merchants state they will start their Christmas promotions prior to Thanksgiving week (the week of November 24th). The most popular week for kicking off holiday promotions is the week of November 10-16 with 33% planning to begin their holiday campaigns at this time.

The survey indicates that merchants are about as optimistic regarding profits as they are concerning sales. Seven out of ten look for profit increases this Christmas over a year ago, 25% expect profits to remain the same and 5% anticipate profit declines. The median profit increase expected by those retailers who look for an increase is 3%.

Bigger advertising budgets are planned by more than one third of the stores. Thirty-eight per cent intend to raise their ad budgets over Christmas 1962. Fifty-three per cent plan to maintain advertising at last year's level and 9% expect to trim their ad budgets.

As in previous years, merchants will rely heavily on daily newspapers as their basic advertising medium. Nearly three out of four—some 73%—plan to invest 80% or more of their Christmas ad budgets in newspapers. Fifteen per cent will invest 100% and 37% of their ad dollars in newspaper advertising during the holiday season.

A number of retailers commented on the shorter selling period this year. "We have fewer selling days between Thanksgiving and Christmas," states a Florida department store, "but we expect this will be offset by an upsurge in business." The store looks for a sales gain of 10%.

Due to the fact there are less selling days, our promotions will naturally be heavier since we hope for an increase in business this Christmas," reports a Georgia men's wear store.

Increased competition is mentioned by a number of stores who believe business will be harder to get this Christmas. "There is more competition, longer shopping hours and all stores are promoting harder," reports a Michigan department store. A Minnesota chain store comments on added competition from shopping centers and discount houses. "Because of the tremendous amount of new competition moving into the area," a New York State dress shop looks for sales and profits to remain about the same.

"Competition is keener, requiring a larger inventory," says a Canadian men's and boys' wear merchant. But he hopes "better organization" will help his sales picture and looks for a 5% sales gain over last year.

"We expect increasing competition and price-cutting," states a Wisconsin variety store. "We must pay careful attention to stock and timing, having merchandise in the exact amount in most lines to realize maximum profits and markup."

Leading merchandise items and lines that are being counted on to make an especially strong showing this Christmas include women's sportswear, men's wear and toys. Other categories receiving heavy backing as probable fast movers this holiday season: children's apparel, lingerie and appliances.

Included in this year's survey were 186 retailers covering 82 markets in 32 states and four Canadian provinces. Twenty-five different types of retail stores were represented.

The Bureau's business survey — now in its tenth consecutive year — is part of an annual drive to highlight Christmas sales opportunities. The Bureau has also published "Christmas '63 Challenges You," a folder-presentation now available to retailers in the United States and Canada through member daily newspapers of the Bureau of Advertising, ANPA.



SCHUBEL ASSUMES MANAGEMENT OF MEDFORD SEARS STORE. William Schubel, shown on the left in the above picture, assumed the management of the Medford branch of Sears Roebuck and company recently replacing Ralph Jacobson, far right above, who has been manager of the store since it opened in August, 1953.

G. W. Wallenberg, center in photo, and zone manager for Sears installed Schubel. Seattle is the zone office for the Medford store.

Schubel has more than 17 years experience with Sears, all of which were spent as Merchandise Manager in the Portland store. His wife's name is Bette and they have two sons. The older son is 18 and is a student at Oregon State University. The younger son is 14 and will attend junior high here. Schubel attended the University of California and Oregon State. He spent 2 1/2 years in the Air Force during the Second World War, and played professional baseball from 1935 to 1946. Portland Beaver fans will recognize him from his player days in that city.

Ralph Jacobson, well known in the Medford area for his work and energy, leaves for Salem where he will assume the management of the Sears store. He has lived here with his family at 518 Windsor ave. Jacobson was active in business and civic circles while manager of the store.

PRESTON WINS AWARD FOR LIFE INSURANCE SALES. John V. Preston, 349 Sutter Avenue, agent for Allstate Life Insurance Company, has received special recognition for outstanding achievement in helping the company reach the historic one billion dollar mark in amount of individual insurance in force.

Allstate District Sales Manager Bob Hallock said Preston ranked among the area's leading agents during a special sales program that put the life company over the billion dollar milestone just six years after it began operations in 1957.

Of more than 1,400 life insurance companies founded before Allstate Life, none has reached the billion dollar level in so short a time, according to insurance industry records.

Preston, whose office is at 501 E. Jackson Street, also offers Allstate Insurance Company's policies for auto, home and business.

IN PREPARATION FOR INCREASED SALES AND PROMOTIONAL ACTIVITIES throughout its western market, Crescent Manufacturing Company, Seattle, has announced a new company division and several important executive appointments affecting its management staff.

D. E. "Ted" Weaver, Jr., company treasurer for the past two and one-half years, will assume duties as assistant general manager effective immediately.

Everett W. Anderson moves up from his former assignment as sales manager, Grocery Products Division, to advertising manager for all company divisions and general sales manager of the grocery products section. Anderson will supervise sales activities for the complete Crescent retail distribution system throughout the West. He has been with Crescent, a Seattle-based producer and distributor of spices and specialty food items, since 1945.

Also announced was the formation of a new Specialty Products Division. Stanley E. Hatto has been named sales manager and will have direct responsibility for direction of sales efforts for the new division. He has been with Crescent twenty-two years and moves to his new assignment from a former position as merchandising manager, Grocery Products Division.

Other executive promotions including: Roy H. Carlson, former export manager, to the position of assistant to the treasurer; and Walter J. Swanson, promoted from administrative sales supervisor to assistant sales manager, Crescent Grocery Products Division.

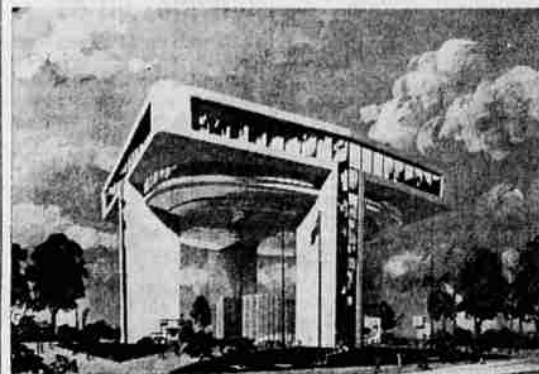
THIS UNIQUE WINDOW DISPLAY AT LaPOINTE'S in the Medford Shopping Center features a red banana squash, left, that weighs 97 pounds and is 52 inches long. It was grown by Olive Williams, above, of Ashland, who is a sales lady in La-Pointe's coat department. Manager, Sam Nelson, says the display is to emphasize the Fall fashion motif of their mannequins' wardrobes.



LOCAL REALTOR ADMITTED TO MEMBERSHIP IN NATIONAL ORGANIZATION. Ellen E. Barker, Medford Realtor, has just been accepted as a member of the National Institute of Farm and Land Brokers, its President, Jack Justice, announced today.

Members of this Institute must adhere to high ethical standards set up by the Board of Governors of the Institute regarding integrity and experience in the field of buying, selling, managing, appraising or developing agricultural property for others. As a safeguard to the general public, each member is subject to the standards and discipline of the Institute.

The Institute is a part of the National Association of Real Estate Boards and its membership is comprised of over 1900 Realtors located all over the United States and Canada.



FIRST BUILDING OF FAIR IS OPENING. Artist's conception of the Helport Building, right, at the forthcoming 1964-1965 New York World's Fair. Building will house the Top of the Fair, a 1500 seat internationally themed restaurant and cocktail lounge; and The Terrace Club, a private club serving as the official reception center for the Fair.

The two-story glass enclosed complex will be located atop the building, 120 feet in the air. The 35,000 square foot roof (length equal to a New York city block) is designed to accommodate a sky-port for helicopters. The restaurant and cocktail lounge will offer visitors a panoramic view of the entire Fair grounds and a dramatic view of the New York City skyline. The facilities opened Tuesday, October 15th, six months prior to the Fair opening in April, next year.

"THERE IS NO ADEQUATE SUBSTITUTE FOR NEWSPAPER ADVERTISING FOR SHOPPING CENTERS," said Robert Nyburg, advertising consultant to shopping centers, at the Promotion Conference. Mr. Nyburg urged newspapers and shopping centers to work jointly in finding ways to improve advertising effectiveness. The shopping centers' most important customer — the young married mother and housewife — is also the newspapers' best reader, said Laurence T. Herman, advertising director, Detroit News. "She wants a promise of quick shopping and relief for a budget strained by the ever increasing needs of her family and house. She uses the newspapers to further those ends."

Advertising has to become a daily functional part of the store's operation, just like the window and aisle displays and all the other ways in which a store projects itself and sells merchandise.

4-H Club News

Knitted Kitten Club
The Knitted Kitten 4-H club has divided into two sections, under the same name. The first club will meet on the first Saturday of the month and the second club on the third Saturday.

New books on knitting were discussed at the first meeting. The following officers were elected: Cathy Legier, president; Sally Vorman, vice president; Susan Vorman, secretary; Brenda Long, reporter, and Lo-

na Carpenter, refreshment chairman.
The next meeting will be held at 1:30 p.m., Nov. 2 at the home of Mrs. Frink.

RETAIL SALES UP
WASHINGTON (UPI) — Retail sales in the United States for the week ended Oct. 19 totaled an estimated \$4.8 billion—about one per cent higher than the previous week and 6 per cent more than the same week a year ago.

Open House Set at Fairview Home

SALEM — Parents institute and open house for all persons interested in mental retardation will be held Saturday, Oct. 26, at Oregon Fairview Home, 2250 Strong Road, SE, Salem.

The institute, to be conducted in the multipurpose building, is for parents, agencies and all interested persons. It is sponsored by Oregon Fairview Home, mental health division, State Board of Control and the Oregon Association for Retarded Children.

The program will open with registration and coffee at 8:30 a.m. Dr. J. M. Pomeroy, superintendent of the state institution, will welcome visitors at 9 a.m.

The morning program will be devoted to panel discussions. Two speakers will address the gathering in the afternoon. They are Dr. James Lent of the University of Oregon, who has chosen "The Dignity of Work," as his topic; and Dr. Joy Hills Gubser, assistant superintendent of public instruction, special services division of the State Department of Education, who will tell how "Oregon Serves the Retarded."

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Tax Reduction, Civil Rights Major Concern to Kennedy

By LYLE C. WILSON
United Press International
It is a matter of opinion whether President Kennedy is in orderly retreat or demoralized rout with his tax and civil rights bills. He has been compelled to compromise. Liberal Democrats are denouncing the tax bill and Negro leaders are accusing Kennedy of a sellout on rights.

All of this is doubly distressing to the Kennedys. They need the tax cut in this session on the theory that it will stimulate the economy, make jobs and so improve the political climate as to help next year to re-elect the President. As Dillon told the Senate committee a week ago, the overriding necessity was for Congress to enact the tax reduction this year.

Republicans and conservative Democrats oppose Kennedy's plan to finance tax reduction with borrowed money. Left-wing Democrats accept tax reduction at the expense of more borrowing but they object, and in some anger, to the administration's surrender on some of the tax reform program originally proposed as essential to tax reduction.

The House Ways and Means Committee eliminated these reforms. The administration decided against trying in the Senate to reinstate them. Sen. Paul Douglas, D-Ill., and others among the left wing of the Democratic Party now call it a rich man's bill. Douglas and Sen. Albert Gore, D-Tenn., gave Treasury Secretary Douglas Dillon a hard time during his testimony before the Senate Finance Committee.

Tax Bill Comes First
The tax bill continues to enjoy No. 1 priority among administration legislative proposals. The brave talk of enacting the tax reduction before Christmas, however, has diminished. More likely, the tax bill will go over until the second session of the 88th Congress, which will convene next Jan. 3.

There is no assurance, of course, that the civil rights bill will get through Congress before Christmas. If it fails to do so and if the tax bill is also stymied, the traffic jam in session No. 2 of the 88th may be a record breaker. That would come at a bad time for the Kennedys. Next year comes a presidential election. President Kennedy urgently needs to set his administration's record straight before going to the voters again.

Need Rights Legislation
The Kennedys also urgently need civil rights legislation now. The more time that elapses between an angry Senate civil rights filibuster and the meeting of the 1964 Democratic National Convention, the more time there will be for party hurts to heal. So civil rights has a sort of second class No. 1 legislative priority of its own.

If civil rights goes over to the second session it may block other legislation essential to the Kennedy record.

No matter how it may wreck plans for the second session, civil rights cannot be postponed until 1965. Not with a presidential election coming up next year. The bill now pending was supposed to have been passed the first session of the first Kennedy Congress, in 1961.

Candidate Kennedy promised that to the Negroes in his 1960 campaign.

Income of Elderly Half That of Younger

WASHINGTON (UPI) — Incomes of persons 65 and over stand at less than half those of younger persons, Dr. Donald P. Kent, director of the U.S. Office of Aging reports.

Half the 4 million older individuals had total money income of less than \$1,106 in 1961 — about two-fifths the \$2,589 median income of their younger counterparts. Forty five per cent of the older persons had incomes of less than \$1000.



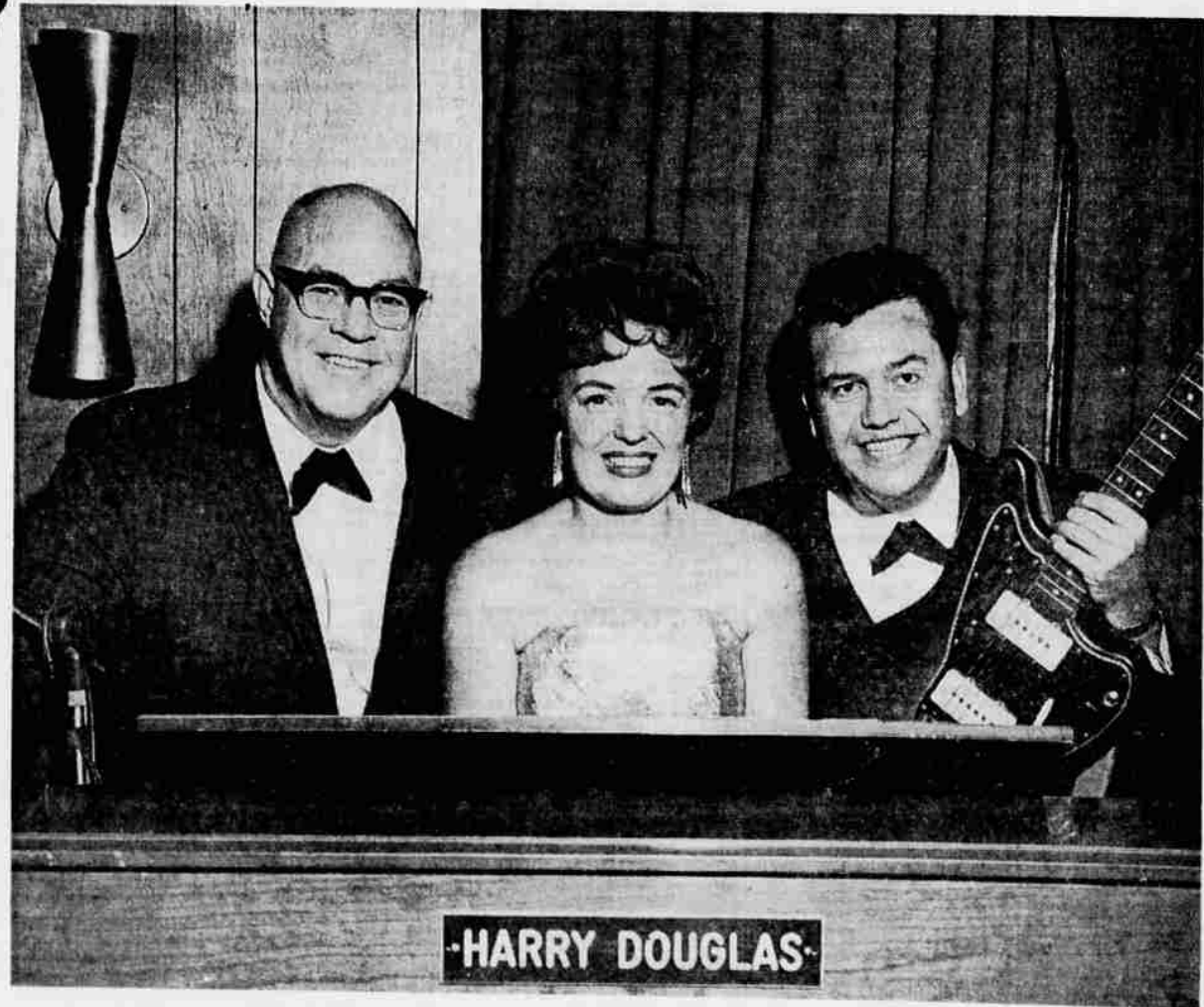
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