



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**SALES WARM AS WEATHER COOLS.** Cool temperatures last week sparked apparel sales, reports Fairchild News Service. Department store volume advanced 1 to 3%, as outerwear business revived considerably after the extended Indian summer which affected store traffic during October. The most significant activity for the week was in the increased general interest in coats and suits. Most cities reported good advances in this category, along with renewed attention to sports wear and children's wear. At this time about a year ago, temperatures dropped well below normal to stimulate a 6% increase in sales, despite the fact that many merchants blamed the Cuban situation for curbing business activity.



Shown in the photograph above are, left-to-right, Bob Taylor, Leon Richardson, assistant manager of Woolworth's here, Bob Allison, honorable mention winner, and Don McNeil, Walter Prince, first place trophy winner, who was not present.

**MEDFORD TOGGERY SHOP FEATURED IN NATIONAL MAGAZINE.** The Westerner Tack 'N Togs, located in Medford on South Central, was the subject of a November article in "The Western Horseman", a nationally circulated magazine for Ranchers, Riding Contestants, Breeders and Riding Clubs.

Several pictures of the store were shown with Alice and Grady Mankins, owners, displaying the various gear and clothing of the store. Also featured in the article pictures was Karen Tipton, who models for the store.

"Out in the beautiful northwest lives a family with a Cinderella-type story that definitely reads like a fairy tale," is the way the article, written by Ruth Schoner, begins. In discussing Medford the article states: "They chose Medford, Oregon, the heart of the Rogue River Valley, to be the home of their store. The Westerner Tack 'N Togs. Ranching, farming, lumber bearing forests, fruit growing, and industrial manufacturing were flourishing here along with the friendliness which is conducive to western living."

**PAINTINGS FROM ALBA, ITALY** are now on display in the art corner of one of Medford's newest and smartest gift shops, The Gift Horse, located in the new Arcade building at 126 East Main Street.

The attractive paintings from Medford's sister city, sent to this city as a feature of an art exchange program recently, will be available for sale at attractive prices set by the Italian artists, according to Jean Edson, operator of The Gift Horse.

Included in the unusual imported gift items featured in this new shop are handblown glass and crystal from Finland, Switzerland and Czechoslovakia, hand thrown pottery from West Germany and colorful lacquerware and enamelware from Japan. Hand-dipped candles, imported stationery, greeting cards, wrapping papers and handcrafted Japanese folkware are among The Gift Horse's items. A glimpse of the new shop may be had in the photo above.

**EQUITABLE REPRESENTATIVE ATTENDS MEETING.** Jack Schiro, local representative of The Equitable Life Assurance Society, was the winner of a National Written Life Insurance Campaign in October and is attending a special meeting in Portland.

**BEWARE OF SHOPLIFTERS.** Over the past six or seven years, shoplifting has risen between 400 and 500%, says George A Theroux, director, Associated Detective Bureau in Hartford, Conn., which serves department stores, supermarkets and drug stores in Connecticut, Massachusetts and New York. Mr. Theroux warned that shoplifting, including employee pilferage, can spell financial ruin for a retailing organization if not controlled, reports Women's Wear Daily. Mr. Theroux does not believe that the increasing incidence of shoplifting is a sign of changing morals. Rather, he believes, it is a by-product of the development of discount houses and other mass merchandizing outlets that are mostly self-service. Self-service, he said, offers more exposure and greater opportunity. But thievery in self-service stores can be minimized by mirrors, concealed cameras, floor clerks moving about and a tough store position on apprehended shoplifters, Mr. Theroux said.



With 71.1% of the stores reporting better business in the first nine months of this year as compared to a year ago and with only 17.3% disclosing decreases, the overall average showed stores will wind up the year ahead of 1962, the survey indicates. The four major factors contributing to the sales rise during the third quarter are more intelligent buying, successful promotions, intensive advertising and favorable weather.

**DON'T FORGET THE DECEMBER BRIDE.** Little thought is given to the bridal market during December, states Department Store Economist. With the hectic holiday season in full swing, retailers tend to overlook this potentially high-powered spending group. Last year, there were some 1,500,000 marriages during December and part of January, according to the U. S. Department of Health, Education & Welfare. Brides Magazine states that June with 13.3% of total marriages leads the wedding list. However, December has 8.4% of total marriages which puts it in the top half of popular marriage months.

**AUTOMOBILE DESIGNERS OF THE FUTURE** were in competition throughout the country last month in a unique contest sponsored by F. W. Woolworth Company. The contest, according to Manager Don Grosch of the Medford Woolworth store at Sixth street and Central avenue, covered custom designing with Woolworth's automobile hobby model kits. Some of the contestants build exact kit specifications while others customize from model kits, Grosch said.

Judges for the contest here were Robert Taylor, head of Dean and Taylor Pontiac Company, Don McNeil, manager of the Medford chamber of commerce, and Don Grosch.

Rules—Reps. Katherine Musa, D-The Dalles, chairman; Ed Whelan, D-Portland, vice chairman; Carl Back, D-Port Orford; William Holmstrom, D - Gearhart; Norman Howard, D-Portland; Carrol Howe, R-Klamath Falls; Winton Hunt, R-Woodburn; Nancy Kirkpatrick, D-Lebanon; Ken Maher, R-Portland; Fred Meek, R-Portland; Wayne Turner, D-St. Helens.

**Taxation—Reps. Richard Eymann, D-Marcola, chairman; F. F. Montgomery, R-Eugene, vice chairman; Victor Atyeh, R - Beaverton; Cornelius Bateson, D-Salem; Sidney Bazzett, R - Grants Pass; Clinton Haight, D-Baker; C. R. Hoyt, R-Corvallis; Berkeley Lent, D-Portland; James Redden, D-Medford; Joe Rogers, R-Independence; Jack Smith, D-Condon.**

**Ways and Means—Reps. Ross Morgan, D-Gresham, chairman; Stafford Hansell, R-Hermiston, vice chairman; George Filtrcraft, R-Klamath Falls; Beulah Hand, D-Milwaukie; Sidney Leiken, D-Roseburg; Don McKinnis, D-Summersville; John Mosser, R-Portland.**

**WASHINGTON (UPI)—Did you know that more than a tenth of the food you ate last year came from overseas. The exact figure, reports the U.S. Department of Agriculture, is 13 per cent.**

Samples of imported no. 1 shipment—coffee, tea, cocoa, bananas, spices, cashew and Brazil nuts.

**CALIFORNIA WINTER SPORTS FAIR** will be held at the Claremont Hotel in Berkeley November 14 through 17, and pretty sports queen Louise Saylor, shown at left, is all ready for the big event. Louise is literally electrified for winter as she hooks up her battery-powered electric socks.

**SKI BOOM ON.** Retailers, manufacturers, and even skiers who wondered if winter would ever come, are now bracing themselves for what looks like a record-breaking season, reports Women's Wear Daily. More stores are going out for skiwear business, as they seek to capitalize on one of the fastest growing family sports in the country. They have opened larger skiwear departments, planned bigger and bolder promotional events and bought more merchandise.

J. J. Hudson, Detroit, is going all-out for skiwear and is giving this category bigger play in fashion shows, ski schools and sales training. Bergdorf Goodman in New York reports skiwear sales are running almost double over last year for the same period, despite the record-breaking heat. A Saks Fifth Avenue, New York, spokesman said "the skiwear look is in, whether women are serious skiers or just want to look like topflight skiers, and they may never ride up a ski lift." The May Co., Cleveland, opened a "Ski Hut" on its main floor.

**SPORTING GOODS SALES CONTINUE TO CLIMB — RECORD EXPECTED.** Quarterly sales maintained their steady gains, indicates a survey by The Sporting Goods Dealer, which reveals sporting goods merchants had volume increases every quarter for the past two years, including this past July-August-September period.

## They'll Do It Every Time



## Redden Chosen Member of House Tax Committee

SALEM (UPI)—House Speaker Clarence Barton, D-Coquille, has named these members to the three committees activated in the House for the special session.

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## The Lighter Side... BY DICK WEST

### Roasted Rhodesian Elephant on Menu

WASHINGTON (UPI)—When Gordon Leech invited me out to his place for an elephant dinner, I half expected him to add "you bring the elephant."

What with all the elephant jokes that have been making the rounds lately, I have some difficulty taking elephants seriously.

But Leech was on the level. He issued the invitation on behalf of the Anteaters Association, a local group of wild game fanciers.

As the association's founder, host and vice president in charge of bicarbonate of soda, Leech arranges a series of lunches each autumn at the National Zoo Restaurant. This year he sort of outdid himself.

I thought that he had experienced his finest hour last fall when he served the association barbecued hippopotamus. But the piece de resistance at the first lunch this fall was roasted Rhodesian elephant.

To my taste, a hippo isn't in the same jungle with an elephant. Friends, this was roast elephant just like mother used to make.

There is, however, one thing about eating elephant that troubles me. You can never be sure which part of the elephant you are eating.

Leech went to a great deal of trouble to acquire the ingredients for this year's repast. After the menus were already printed it appeared that the wild game agent with whom he was dealing would default on delivery.

And the opportunities to use a menu like that are rather limited.

"The agent finally came through but it taught me a lesson," Leech said. "An elephant in hand is worth two in the bush."

My friend Sam Freeloader, who was also a guest, said he would have enjoyed the dinner more if the side dishes had been less fancy.

"I'm strictly an elephant and potatoes man myself," Freeloader commented.

The meal started with elephant soup, but Freeloader sent his back. He claimed he found a peanut shell in it.

Leech bought 1,600 pounds of elephant meat for the association, but I doubt any of it will go to waste. It's kind of like Chinese food. You eat an elephant dinner and you're hungry again in two weeks.

**DRAWINGS APPROVED** SALEM (UPI)—The Board of Control has approved working drawings for the Oregon Correctional Institution's proposed 101-cell unit to cost \$507,787.

## The Family Council

Editor's note: The Family Council consists of a judge, psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of a family disagreement presented to the Council. The Council deals with problems major and minor, encountered by guidance counselors and social workers. Edited by Mrs. Alma Deany. (Copyright by General Features Corp.)

**Hilda B.** — My sisters act as though our mother were still in Europe.

**Ise N.** — She brought mother over, against our advice.

**Hilda B.** — I came to America 25 years ago from Germany, married, and settled here. Having no children, my husband and I invited my mother to leave Europe and make her home with us. She accepted and arrived here six years ago, bringing one of my sisters with her. A third sister had preceded me to this country. Both girls are married. Mother is depressed because neither of them visits her or invites her over.

**Ise N.** — Hilda wanted to play big-shot so now she's stuck with the very problem I warned her against. I knew Mother wasn't a flexible type and would have trouble adjusting to a new land, a new language, new friends. She still knows no English so she can't pass the time with radio and TV. Certainly Hilda can't expect us to give her the full life she was leading in the old country. That's Hilda's problem.

**The Council:** Ise hides ignobly behind a smug I-told-you-so. But her prediction of hardship wasn't a piece of masterful logic. Even a dolt knows that transplantation is often torture. But a loving family can help it "take" with a minimum of trauma. Overseas, this mother lived with one daughter and corresponded with two in America. But here, perhaps due to sibling rivalry and fallings-out, she lives with one and is estranged from the other two.

To Hilda we say, forget your sisters for a few months. Concentrate on your mother who holds the key to her own acclimatization. First, she must learn English. It's taught in innumerable schools and centers. Without it, as Malamud says, "the tongue hangs useless, one drowns in things unsaid." Next, there are foreign-language radio programs she can listen to. They'll put her in touch with "vervins" and gatherings of kindred spirits. And finally, volunteering to sew or serve meals in a hospital, say, should end her pining. She won't have to look inward and daughter-ward so much.

No citation was issued to the driver of the car, Margaret Louise Mason, Route 3, Box 167B. The accident occurred about 8 a.m., police said, as Mrs. Mason was attempting to make a turn.

**Pruitt Plans Movies At College Center** ASHLAND — Bob Pruitt, professional river guide and "king of the whitewater boatmen," will show movies of his "shooting the whitewater" on the Owyhee and Salmon Rivers at 8 p.m. Nov. 13 in the library film room on the Southern Oregon College campus.

The film is sponsored by Gamma Theta Upsilon, a geography fraternity, according to Dr. Roy McNeal, advisor. Townspeople have been invited to attend the movie without charge.

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