



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**FURNITURE VOLUME SOARS.** The furniture industry is heading toward the close of what will be the greatest year in its history, reports Fairchild News Service. Off to a slow start because of several newspaper strikes around the country plus other regional reasons, the industry's sales picked up later in the year. Estimates are that at the retail level sales will top those of 1962 by 5%. This good business has been spread among all furniture categories. Roscoe R. Rau, executive vice-president of the National Retail Furniture Association, reports that sales for the first nine months of this year are ahead 2%. He also said that predictions made at the first of the year that sales for the 12 months would be 5% ahead of 1962 still holds and that for many stores, sales will be above that estimate. Mr. Rau noted that profit "for a substantial number of stores is ahead of last year" despite the problem of trying to hold down cost of doing business.



**COLEMAN ATTENDS REGIONAL FORD CONCLAVE**—Hugh Coleman, Crater Lake Motors, Inc., Medford, is greeted by O. F. Yando (right), western regional sales manager for Ford Division, Ford Motor Company at the Ford Marketing Institute's 18th annual Western Regional Merchandising Conference held this week in Las Vegas, Nev. Nearly 100 Ford dealers from California, Nevada, Washington, Oregon, Utah, Arizona, Idaho and New Mexico gathered at the two-day meeting to review the latest techniques in customer relations, dealer management and personnel administration. In addition, the conferees attended seminars on Ford Division's current advertising and promotion programs. The dealers, all graduates of the Ford Marketing Institute in Burlingame, Calif., were addressed by M. S. McLaughlin, assistant general manager of Ford Division.

**"DAILIES" STRIKES DON'T HELP OTHER MEDIA**—A news article discloses—A newspaper strike is not necessarily a blessing for broadcasters in the area, Bill Michaels, vp of the television division, Storer Broadcasting Co., told the Central Canada Broadcasters Association convention recently, points out an article in Advertising Age.

Mr. Michaels spoke to the broadcasters with the voice of experience. Two Storer stations—WJBK-TV, Detroit, and WJW-TV, Cleveland, have had the opportunity to find out what it means to operate in a newspaper-deprived city.

Mr. Michaels told the group that no one wins over the long haul in such a situation, entailing as the short-term gains may appear to other media.

**R. B. R. SMITH, NEW SALESMAN AT DEAN & TAYLOR PONTIAC**—Bob Taylor, owner and manager of Dean and Taylor Pontiac, has announced the appointment of R. B. R. Smith, right, to the position of salesman with the firm.

Smith, a world traveler, was most recently associated with Ryan Outdoor Advertising in Medford and previously with the National Outdoor Advertising Bureau in New York City. Born in Shanghai, China, Smith grew up in London, England and came to this country during World War II. Here he attended Brown Military Academy in San Diego, California and the University of Southern California. He is a naturalized citizen of the U.S.

"Pontiac is an excellent product because its quality merchandise," Smith stated. "The success car for 1964 is the Pontiac theme for the year," he commented; "and this relates to quality of the product and reputation of the dealer for service". He has just completed the General Motors Professional Sales Conference in Portland, Oregon.

Smith's family is world traveled, having spent 1956 as one of the first study groups to tour Russia. In 1962 the family circled the globe on a world wide tour and plans a trip to Africa next year. In 1953, Smith was a member of a study tour group that visited 14 countries in Europe. He was also stationed in Europe with the service in 1956 through 1958.

He is currently the vice-president of Rogue Aqua Ski Club, a member of the Masonic Lodge and De Molay.



**SUPERS' INCREASE SHARE OF FOOD VOLUME BY 4%.** Chain and large independent supermarkets accounted for 73% of all retail food volume in 1962, an increase of 4% over the preceding year, indicates the 29th annual Nielsen Review of Retail Grocery Store Trends. Total grocery volume hit \$53.7 billion; supermarkets share was \$39.2 billion. Reports Supermarket News. For the first half of this year, grocery volume reached \$27.3 billion. Projected to the end of the year, sales could reach \$55.8 billion. Chains and independents will take in about \$40.5 billion, based on 1962 showings.



**NEW MARINADE PRODUCT INTRODUCED THROUGH TRIBUNE ADS.** "Marinades" are not new, neither are "instants". But, the combination is—and the exciting result is a sensational new food product by Adolph's, the first and only pre-blended dry marinade mix!

Called Adolph's Instant Meat Marinade, this newest "instant" promises to solve the many questions about marinades such as—what seasonings to use—in what proportions—with what meats, how long to marinate, what cut of meat to use, et cetera. It eliminates the chore of shopping for ingredients, the time spent measuring and blending them, the investment in ingredients not already on your spice shelf that you use only once . . . and inconvenience of waiting from 12 to 72 hours or more to cook the meat.

According to the producers, "This new culinary idea promises to revolutionize the art of marinating."

Cited as reasons for this are: Saves mixing and measuring time, makes marinating meats practical, eliminates the need for browning meats, makes a gourmet type gravy, saves buying a shelf-full of spices, saves calories, insures uniform results and makes pot-roast-type cuts "broilable."

A series of ads in the Mail Tribune is currently introducing this new product to the Rogue River Valley market.

**AMERICANS IN WRITING MOOD.** Americans are writing more these days—letters, postcards and greeting cards. An estimated \$425 million will be spent in all outlets this year for writing paper and stationery supplies, indicates industry sources, reports American Druggist. Of this total, \$86.7 million will be accounted for by boxed stationery and portfolios. Another \$37.8 million will be spent for packed paper and envelopes. These figures represent increases of from 7.5% to 10% over a year ago. Industry sources predict more greeting cards than ever before will be sent out this year. Preliminary estimates put greeting card sales in 1963 at \$710 million.

**Tacoma Leaders Seek Means to Keep Ordinance**

**TACOMA (UPI)**—Negro leaders in Tacoma today were searching the lawbooks for a legal means of keeping the city's tough new open housing ordinance in force.

Jack Tanner, Northwest president of the National Association for the Advancement of Colored People (NAACP), said he would "definitely take some sort of legal action to keep that ordinance on the books."

Tanner made the statement after City Clerk Josephine Melton said opponents of the ordinance have submitted enough valid signatures to force a referendum on the measure. She said the referendum would be certified to the City Council next Tuesday.

Tanner, a Tacoma attorney, said he did not know yet what form his defense of the ordinance would take.

Mrs. Melton said that her staff verified about 4,500 of the more than 16,000 signatures on referendum petitions. Only 4,257 valid signatures were necessary to validate the referendum.

The rest of the names will not be checked, Mrs. Melton said, because "the City Charter only requires us to show that there are sufficient signatures."

Under the provisions of the charter, the council will be required to either repeal the ordinance outright or place it on the city election ballot next March.

**Road Cleared to Free Elk Hunters**

**BAKER (UPI)**—The U. S. Forest Service said Thursday it had cleared a road into a snow-bound hunting camp 38 miles northeast of here to free two elk hunters.

Both were in good condition and had plenty of food, the Forest Service said. They had been marooned for nearly a week. "Three other men at the camp made their way out on foot earlier."

## Magnesium Firm Plans New Plant

**PORTLAND (UPI)**—Standard Magnesium Co. of Tulsa, Okla., will build a \$9 million plant in the Portland area, probably across the Columbia River at Vancouver, Wash.

President R. M. Wheeler confirmed the plans Thursday. He said the plant probably will be located in Washington because of what he called the state's more favorable tax structure.

Wheeler said the plant, which will produce magnesium and chlorine, will go into operation late next year and employ 250 men initially. Its annual payroll will be more than \$1.25 million.

Bonneville Power Administration would provide 23,000 kilowatts of electricity at the wholesale rate of 2.2 mills, the president said.

## CHILD KILLED

**PORTLAND (UPI)**—Joyce Ruble, 12, Portland, was dead on arrival at a hospital today after she was struck by a truck.

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