



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

'63 AUTO SALES PREDICTED TO SET RECORD. New car sales this year are likely to 7.7 million units, including sales of imports, a record for the auto industry, reports The Wall Street Journal. In the first 10 months of this year 6,046,000 U. S. made cars have been sold, up 9% from a year before. If volume in November and December match a year earlier, another 1,200,000 units would be added to the total, raising the sales of U. S. cars to over 7.2 million. Car sales last month, the first full month of 1964 model selling, ran nearly 6% ahead of October, 1963, and auto makers have scheduled fourth quarter production well ahead of a year ago, indicating they expect sales gains in the final two months of 1963. A 4% sales gain for the industry in the last two months of this year would raise the 1963 total for U. S. makes to more than 7.3 million cars, and import sales are expected to total some 400,000 units this year. Therefore, a sales total of 7.7 million units is likely. Sales of 7.3 million U. S. made cars this year would be the second best year for the U. S. makes, still trailing the 1955 record of 7.4 million. But in 1955, import sales were only 58,000. Therefore, while sales of U. S. makes probably will trail 1955, the total including the foreign makes seems certain to top the old record. Last year, U. S. make sales hit 6,750,000 and import sales were 339,000 for a combined total of nearly 7.1 million.



Ray Norton, left, and Ross Minneck

Free orchids will be given to lady visitors at the Groceteria today and tomorrow and one hundred free Thrifty Green stamps is the anniversary bonus stamp offer.

Forty-three years ago the Groceteria was established at Sixth and Central streets in the location now occupied by F. W. Woolworth Company. William A. Gates and William Lydiard, owners, became pioneers in self-service adapted to the retail food business and their unique operation won the attention of grocers throughout the nation. Later the firm moved into a new building across the street in location of the J. C. Penney Company and a branch was opened at Sixth and Grape streets, the location of the present Groceteria.

On January 1, of this year Ray Norton, Dean McKay and Clara Grove purchased the Groceteria from Mrs. W. H. Lydiard and Melvin H. Hall and the firm is now known as Mark's Groceteria. Ray Norton, one of the owners, is active in the firm here and Ross Minneck, who has been associated with the Groceteria for 18 years, is manager. Minneck and his wife, Gloria, reside at 1800 Camellia street in Medford.

APPAREL SALES PREDICTED TO RISE. Retail apparel sales will increase about 3% in 1964, even if there is no tax cut, reports Daily News Record. Dr. George Frey, economist, L. D. Edie & Co., said at the second annual Economic Outlook Seminar of the American Apparel Manufacturers Association, that retail apparel sales in 1963 will total about \$26.3 billion. He predicted the figure will be \$27 billion next year without a tax cut and about \$27.5 billion with a tax cut. The industry will continue to receive about 12.5% of consumer income next year, he added. Apparel prices will continue unchanged. Dr. Frey said that the apparel industry is irrevocably tied to the general economy. Apparel will show the expected performance of general economy next year—a plateau in the first six months and then increased activity in the last six months.

MERCURY CAR NOW QUARTER-CENTURY OLD. The Mercury car this month marks its 25th birthday.

Introduced to the public on November 4, 1938, as Ford Motor Company's first entry into the "low-medium-priced field" of automobiles, the 1939 Mercury 8—as it was first known—quickly established itself as a car of outstanding performance, style and comfort.

This week, Lincoln-Mercury Division of Ford Motor Company and its more than 2,500 dealers across the country will be celebrating Mercury's Silver Anniversary and the more than 4½ million Mercurys built since 1938.

To mark the event, the Division is announcing a "Mercury on the Move" caravan of futuristic dream cars, customized versions of the 1964 Comet, Mercury and Lincoln Continental, an original 1939 Mercury, and other historic Lincoln-Mercury vehicles. The caravan will tour major population centers across the country and will finish up at a special Mercury Day at the New York World's Fair next spring.

Mercury dealers including Medford Motors in this city will be holding their own special celebrations of the car's quarter century of progress, including special sales, demonstrations, and contests.

In the photo at right, Ford Motor Company's founder, Henry Ford (left), and his son, Edsel Ford (right), then president of the company, are shown here with the 1939 Mercury at the car's first press preview, held in Dearborn on October 24, 1938. Both had a close hand in engineering the new car and Edsel personally helped style the first Mercury.



Henry Ford, left, and Edsel Ford

MULTIPLE LISTING SERVICE, MAIL TRIBUNE WIN AWARD. Multi-Ad Services of Peoria, Illinois, announced last week that a series of full page ads published by the Multiple Listing Service of Medford during the past year, have been selected as an example of "outstanding advertising presentation" and published in the company's case histories publication for December. The advertisements shown at left, appeared as part of a series, in May and June of this year. The ads were designed and prepared by Herb Partridge of the Mail Tribune's Display Advertising staff, with material assembled by Anne Mendel, Secretary, Manager of the Service.

Special certificates for "meritorious achievement in display advertising" were sent to both Partridge and the Medford Multiple Listing Service. Ken Callison, chairman of the Multiple Listing Service received the award for the group.

The ads were a combined effort of the 24 member real estate firms that comprise the Multiple Listing Service here. Each ad depicted a home that the agency was featuring and copy about the advantages of buying or selling real estate in this co-operative manner.

SHOE RETAILERS OPTIMISTIC DESPITE LAG. Shoe sales failed to come up to expectations so far this fall, but retailers are optimistic about the rest of the year and early spring, indicates a survey by Footwear News. Retailers are anxiously looking forward to cold and inclement weather, to help increase boot sales. A clear voice of optimism for sales in the next few months came at the 12 regional shoe shows, held in recent weeks. One industry leader said "There's a lot of pent-up buying" among the public, and re-ailers are more than ready for it.

NEW USED CAR MANAGER FOR SKINNER BUICK-CADILLAC — Wes McKenzie has been appointed to the position of Used Car manager of Skinner Buick-Cadillac according to Lon Skinner of the agency.

McKenzie is married and has 3 children. His wife's name is Betty. He has two boys and a girl. Prior to joining Skinner Buick-Cadillac, McKenzie has been associated with two other car operations in Medford.

Skinner Buick-Cadillac has just recently expanded their used car lot at 10th and Riverside. A Grand Opening celebration was conducted last week end.



SLEEK NEW DODGE SHOW CAR INTRODUCED — A sleek, customized competition roadster called the Charger will be featured in the Dodge exhibits at major automobile shows this winter.

The car will make its debut at the Milwaukee Auto Show November 16-24 and will then appear at the Pittsburgh Auto Show November 29-December 1.

The design of the car was inspired by the outstanding competition records that a variety of Dodge cars have established in recent years. The roadster, only 47½-inches high, was developed from a standard Dodge convertible.

"The Charger's styling speaks Dodge," said Elwood Engel, Chrysler Corporation vice president and director of styling. "Our design gives this specialty car a youthful, 'get-up-and-go' appearance which reflects the Dodge image as an all-out, dependable performer."

Basic Dodge body panels were retained to keep a close relationship between the show car and standard production models; according to Bud Parson of Parson Motor Company, 315 East Fifth street in Medford.

RETAIL OUTLETS SET RECORD. The number of U.S. retail outlets hit an all-time high this year, according to the Tenth National Sample Census of Retail Distribution by Audits & Surveys Company. There are now 1,857,280 retail outlets of all kinds in the U.S., an increase of less than 1% over the 1,845,006 recorded in 1962. "The rise in the number of retail stores in the past year has not kept pace with the increases in either population or retail sales," said Solomon Dutka, president of the company. There is now one store for every 102 persons, he noted, while last year's ratio was one store per 100 and in 1958, one for every 96. The automotive group scored a gain of 2.2%, which brings the total to 326,840. Within this group, service stations increased 2.3% to stand at 221,030. Drug stores increased 0.2% over last year, totaling 59,510. Variety stores showed a 2.4% gain to 26,550, while department stores decreased 2.4% to stand at 5,220. Food stores totaled 345,120, a drop of 0.8% from last year. Mr. Dutka noted that the rise of the single food outlet which accommodates more and more people is the main reason for the

Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, a newspaper editor, a women's editor, and two writers. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors. (Copyright 1963—General Features Corp.)

Mrs. H. Y.—That's no play for a teenager to see!
Maude R.—It won't hurt Diana because I'll prepare her for it.

Mrs. H. Y.—My 17-year-old granddaughter has been invited to a fraternity theatre party to see "Who's Afraid of Virginia Woolf?" I saw it and found it gloomy, ugly, and revolting. I've advised my daughter to keep Diana away from that smart-aleck stuff. It can make her bitter about life, and poison her ideas on marriage, but her mother plans to let her go.

Maude R.—My husband and I saw the play. I've read it too. Despite the gutter talk, I think Diana can benefit from it. I'll tell her ahead of time that the author uses drinking as a gimmick to loosen tongues, then his characters strip themselves and each other bare until all one feels is pity for such lopsided creatures. Diana will want to discuss it with us.

The Council: Up to a point, Mrs. Y. is right. The non-married, believing that marriage is really like the samples portrayed by playwright Albee, may leave the theatre elated at their good fortune in having steered clear of such torment. Echoes of Tolstoy ("Every marriage is a funeral.") and Emma Goldman ("The sin over the bridal threshold should read like the sign over Hell: Abandon all hope ye who enter here.") run through their heads. But those who love truly enough to build beauty into marriage may be elated at how much better off they are than the four "specimens" on the stage. There is pity for these incomplete people, too worried about getting a raw deal to give a square deal to their mates. And there is relief that, with illusions pierced, they finally face the truth and possibly a try at a mature relationship. A teenager whose home offers her a sample of a healthy marriage may get some tips on "types" not to marry from seeing the play. Nothing worse than that.

NOTICE:
Effective November 16 our White City office is open 9 a.m. to 5:30 p.m. Tuesday thru Saturday. CLOSED MONDAYS.
Grater Finance
Casside Shopping Center
White City—826-2721

MAIL EARLY WITH CHRISTMAS STAMPS
AND ON THE BACK
USE CHRISTMAS SEALS
FIGHT TUBERCULOSIS and other Respiratory Diseases
MEDFORD MAIL TRIBUNE

decline. Apparel stores of all types declined 0.7% and now stand at 122,500. Within this group, shoe retailers now total 26,620.

DR. BRINK TO SPEAK AT PORTLAND DAIRY COUNCIL MEETING — Dr. Marion F. Brink, Associate Director of National Dairy Council's Department of Nutrition Research, will be in Portland during the first week of December to represent National Dairy Council at the Clinical Sessions of the American Medical Association. He is to be the featured speaker at the Annual Business Meeting of the Oregon Dairy Council on Friday, December 6.

Dr. Brink will speak to the Oregon Dairy Industry on "Selling the Nutrients in Milk and Dairy Products."

Dr. Brink received his B.S. and M.S. degrees at the University of Illinois, and his Ph.D. degree in nutrition and biochemistry from the University of Missouri.

He joined the staff of National Dairy Council in June, 1962 after serving as Research Biologist, Scientific Department, Biological and Medical Sciences Division, U.S. Naval Radiological Defense Laboratory, San Francisco, California. Dr. Brink served as a graduate assistant at the Universities of Illinois and Missouri while pursuing his advanced degrees. In addition, he was a Summer Fellow Student at Charles Pfizer and Co., Research Laboratories, Terre Haute, Indiana in 1958.

CLIFFORD W. CURL QUALIFIES FOR 1964 BMA CLUB — Clifford W. Curl, Special Representative for the Business Men's Assurance Company, has already qualified for the 1963 BMA Million Dollar Club as a result of his over \$1 million of life insurance production through October. This is his seventh consecutive qualification for the BMA MDC.

The BMA Million Dollar Club is a Company honor organization recognizing those BMA life insurance men who have produced over a million dollars of life insurance coverage during 1963. Last year only 7 per cent of the over one-half million life insurance men in the United States and Canada produced such an amount of life insurance. The 1963 BMA Million Dollar Club was comprised of 75 men, including Curl, out of BMA's 1100 man field force.

As a member of the Portland BMA Branch Office, he has consistently been a Director of the BMA Life Clubs and Grant Clubs since 1954. These are company honor organizations recognizing outstanding performance in life insurance production and total life and health insurance point production respectively. Curl just recently returned from attending the BMA Tower Dedication in Kansas City, Missouri, as an official representative of the BMA field force.

JOHN WILLIAMS BECOMES AGENCY ACCOUNT EXECUTIVE — Branch & Bauer Advertising Agency has announced the appointment of John F. Williams, Jr. as an Account Executive, according to Marion (Tige) Branch, President of the Portland based firm.

Williams was most recently Director of Sales Promotion and Advertising for Standard Insurance Company. He joined Standard in 1960, and was the current chairman of the Western Roundtable of the Life Advertisers Association, an international group devoted to studying and improving life insurance advertising techniques and methods.

Williams joined Standard after serving as station manager for KRNR, Roseburg, Oregon. He was Program Director of KMED in Medford, and was associated with KUGN in Eugene. He is a 1956 graduate of Northwestern University, Evanston, Illinois, holding a degree in speech and journalism. The 35 year old executive graduated from Jefferson High School in Portland.

An active Marine Corps Reservist, Williams served in the Korean War. He now holds the rank of Major, and is Executive Officer of the 5th Engineer Battalion at Swan Island.

CRATER LAKE MOTORS



VOLUME SALE CONTINUES

Extra New Inventory Shipment From Factory
HUGE STOCK OF '64 FORDS **53**
Plus LEFT OVER '63's (NEW AND DEMOS) **18**
71

Here's how this VOLUME will get you a BETTER, LOWER PRICE—BUY NOW!

More Volume Less Cost
More Volume Better Terms
More Volume Higher Trades
More Volume Faster Turnover

42-MONTH
PAYMENT PLAN AVAILABLE (O.A.C.)
AT

Crater Lake Motors
6th & Fir Medford 773-7591
8th & Fir Medford 779-1346
139 Pine Central Point 664-2864
White City 826-5171

EXAMPLE
'64 FALCON 2-DR. SEDAN

Sticker Price	\$2240.85
Trade-in Equity	500.00
	\$1740⁸⁵
Monthly Payments (O.A.C.)	\$39⁷⁴

EXAMPLE
'64 FAIRLANE 2-DR. SEDAN

Sticker Price	\$2631.65
Trade-in Equity	500.00
	\$2131⁶⁵
Monthly Payments (O.A.C.)	\$51⁹¹

EXAMPLE
'64 CUSTOM 4-DR. SEDAN

Sticker Price	\$2688.10
Trade-in Equity	500.00
	\$2188¹⁰
Monthly Payments (O.A.C.)	\$53⁶⁰