



BUSINESS

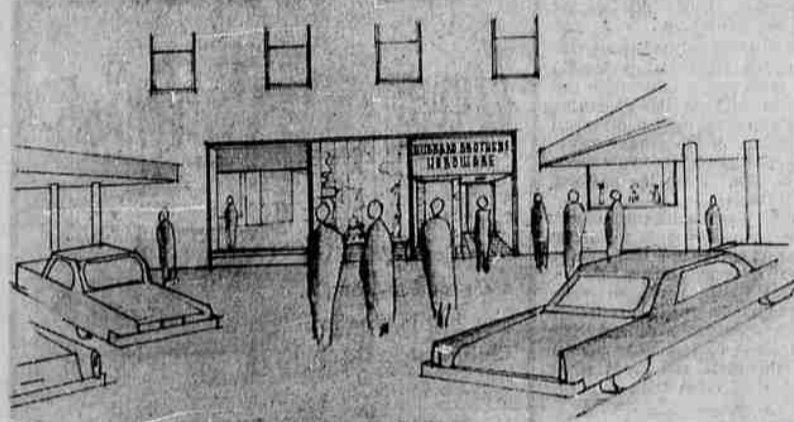
Memo

Edited by The Mail Tribune Advertising Department

RETAIL SALES ADVANCE IN OCTOBER. Total sales of retail stores in October were \$21.5 billion, up 4.9% over the \$20.5 billion scored in the same month last year. The furniture and appliance group led off with a 12.8% gain. Eating and drinking places scored an 8.1% increase...

First Ten Months	1963	1962	% Change
Food Group	\$ 49,153	\$ 47,455	+3.6%
Eating and Drinking Places	15,104	14,381	+5.0
General Merchandise Group	21,769	20,376	+6.8
Apparel Group	11,016	10,891	+1.1
Furniture and Appliances	9,134	8,378	+8.9
Lumber, Building, Hardware	12,918	12,697	+1.8
Automotive Group	37,941	35,491	+6.9
Gasoline Service Stations	16,022	15,455	+3.7
Drug and Proprietary Stores	6,626	6,492	+2.1
Total Sales	\$181,805	\$173,713	+4.7%

Includes data for kinds of businesses not shown in above categories.



HUBBARD BROTHERS ADD NEW ENTRANCE. Above is an artist's sketch of the attractive new north entrance to Hubbard Brothers' hardware store at 335 East Main street. With workers nearing the end of the clearance of the old Federal Building at Sixth and Riverside streets...

Chester Hubbard is sparking the improvement program which will include all concerns between Bartlett and Riverside with access to the new parking area. Until the development of the attractive "Daisy Lane" arcade on the site of the old Snider's Dairy building, plans are underway to demolish the dairy building and surface the area for parking according to John Snider...

Hubbard Brothers, pioneer Medford firm established in 1884, features building hardware and paint, housewares, sporting goods and power tools.



PAULSEN & GATES' NEW APPLIANCE STORE OPENS. This week-end will mark the opening of the attractive new Paulsen & Gates' Appliance store in Central Point and the gala festivities will include special prizes for visitors and gifts for all the family.

Under the management of Don Paulsen and Martin Gates, the Central Point firm has achieved a real success story within the past five years. When the former First National Bank building was vacated and that institution moved to a new location, Paulsen & Gates expanded its quarters. The former bank location now houses the appliance display area and the adjoining building is devoted to used appliances and the firm's service department.

Included among the nationally known lines featured by Paulsen & Gates are Motorola televisions, radios and stereos, Norge refrigerators, washers, dryers and ranges; R.C.A. Victor televisions, R.C.A. Whirlpool washers, dryers, ranges and dishwashers, Siegler heaters and Amana freezers.

TOP PHOTO: View of the new attractive display room at Paulsen & Gates with Don Paulsen at left and Martin Gates at right. Top center: Gates and Paulsen in the firm's new stereo room. Lower center: Dick Paters in Paulsen and Gates' service department and, bottom, Al Olufsen, owner of Crater Television Service, in charge of all television and radio repairs for Paulsen & Gates.

CONSUMERS IN BUYING MOOD. Some 8.9% of the 17,300 households participating in the Census Bureau's mid-October survey plan to buy a new car within the next 12 months. This is up from 8.4% in the mid-July survey, but down from 9.1% in October last year. As for buying a new car within the next 12 months were planned by 8.2% of the households, up from 7.8% in July but down from 8.3% a year ago.

next six months, 4.5% of the households gave affirmative answers, up both from the 3.3% of July and the 4.1% of October, 1962. Used car purchases within the next 12 months were planned by 8.2% of the households, up from 7.8% in July but down from 8.3% a year ago. The proportion of families planning to buy a new house within the next 12 months slipped to 2.1% in July, but remained above the 1.5% of October last year. The survey showed that 21.5% of the

households intend to buy at least one of seven types of appliances within six months, up from 20.2% in July and from 20.7% in October, 1962. The appliances are new or used washing machines, refrigerators, television sets, air conditioners, clothes dryers, radio and phonographic equipment and dishwashers.

J. W. COPELAND YARDS GOLDEN ANNIVERSARY. The J. W. Copeland Yards, the large retail lumber and building supply organization which has an important yard in Medford, now is in its 51st year according to Harold Wagner, local manager.

He said the completion of 50 years of service was marked with a simple ceremony on November 12, at the Lents yard in Southeast Portland, where the first yard is located. J. W. "Joe" Copeland, president and general manager, was on hand to receive a small banner from George D. Teeny, president of the Southeast Portland Chamber of Commerce.

Copeland, from the start in the Lents district, now has 72 yards in Oregon, Washington, Idaho, Nevada and California. He vividly recalls the events of 50 years ago because he was there for the yard opening and was its first manager.

"The weather was good," he remembers. "Lents was in a township and Foster Road and 82nd were gravel roads."

Did he ever believe 50 years ago that he would end up with 72 retail lumber and building supply yards in Oregon, Washington, Idaho, Nevada and California? "No, no," he laughed. "The yards have come pretty fast the last few years (four yards were purchased in Northern California last September.) We've also known what hard times were."

Today the J. W. Copeland Yards direct 72 outlets from headquarters, 119 S.E. Main St., Portland. His firm handles more than 50,000,000 board feet of rough and finished lumber annually, besides all types of other building materials. Sales annually are more than \$20,000,000; assets are many million and the Yards now employ approximately 425 persons.

The photo at right shows a simple ceremony at Portland, Ore., on November 12, which observed the 50th anniversary of J. W. Copeland Yards, West Coast large retail lumber and building supply organization. First yard was established in Portland's Lents district, which is still in operation. Copeland (left), who was first manager of yards, holds picture of yard on opening day. (Arrow points to him in the yard picture. With him is George D. Teeny, president of Southeast Portland Chamber of Commerce, who presented Copeland with "50-year" banner for the occasion. Company now has 72 yards in Oregon, Washington, Idaho, California and Nevada.

ONE OF AMERICA'S MOST FAMOUS ADVERTISING SLOGANS. "Always First Quality," has appeared this week in the Mail Tribune in new surroundings.

Last Sunday J. C. Penney Company advertisements in newspapers throughout the country introduced the department store chain's new "signature" featuring "Penney's" and "Always First Quality."

Since its introduction in 1946, the Penney slogan has become one of the best known in the U. S., according to Ray Baker, manager of Penney's department store here.

A major reason for the slogan's prominence is the fact that Penney's traditionally has done the bulk of its advertising in newspapers, thus giving the slogan broad circulation.

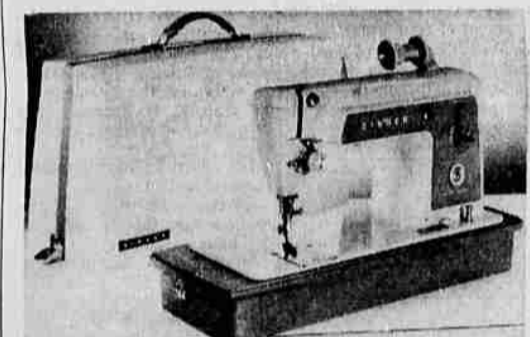
Another reason for the significance of "Always First Quality" lies in its meaning to Penney customers, according to Baker. The slogan means that Penney's will never knowingly sell anything but first quality merchandise, he explained.

The new, modern-looking signature is designed to symbolize the Penney Company of the 1960s, reflecting new merchandise and services being offered customers. In addition to advertising, the signature will be used in packaging, labeling and other promotional areas. It was designed by Peter Schladermundt Associates, New York industrial designers.

Penney's, which long has been one of the nation's leading retailers of many lines of soft goods, has gradually been expanding its merchandise offerings to include hard lines departments and thus provide customers more complete shopping facilities.

Since October, 1962, the department store chain has either introduced or broadened its private-label offerings of the following merchandise: radio, phonograph and television including colors; major appliances including refrigerators, stoves and laundry equipment; sporting goods, paint and hardware; mattresses and bedding; furniture, and tires, batteries and auto accessories.

In another move to broaden customer services, the first Penney catalog for the Fall & Winter period, was issued last August. Distributed primarily in the Midwest, this catalog is serviced by the Company's Milwaukee distribution center. Additional distribution centers which are planned will make the catalog operation national by the end of the 1960s.



NO BOBBIN - WINDING ON NEW SINGER SEWING MACHINE. Bothersome bobbin-winding has been eliminated with the advent of the Singer Company's new Slant Needle Deluxe sewing machine, according to Jack Delmonte, manager of the Singer Sewing Center here. The new machine, shown at right, is now on display at the firm's Medford headquarters, 318 East Main street.

A Singer exclusive — the dramatically new Auto Reel system — allows the user of the Slant Needle Deluxe to simply push a button and fill a reel in place with thread from the needle. This reel need not be taken out, even to change colors, and it can be filled with just the amount of thread needed. When the reel is filled (at the very fast rate of a yard a second), the button is released and the machine is ready to sew.

Besides doing away with bobbin winding, the new Singer Slant Needle Deluxe eliminates the necessity of adjusting bobbin tension. Delmonte pointed out. In addition too, the friction-free spool pin has been placed in a horizontal, instead of a vertical position. The spool doesn't turn, thereby eliminating spool drag which results in a smoother stitch.

ADVERTISING AND ECONOMIC GROWTH DISCUSSED. A recent article by Walter Seiler, Chairman of the board, The Kramer-Krasselt Co., Milwaukee, is reprinted here in its entirety. The article is titled, "Make Him Want It" and appeared in Printers' Ink, September 20, 1963.

"In all this Washington talk about increasing the gross national product government economists overlook the fact that merely increasing industrial capacity will serve no purpose unless increased consumption is stimulated.

Consumption, not production, is the key to material progress.

Increased consumption is accelerated chiefly through advertising and selling.

Not money in the pockets of the consumer, but money that the consumer is induced to spend for the products of industry, is what creates a prosperous economy.

Lower taxes will give the consumer more money to spend, but this will serve no purpose unless he is shown the advantage of using this money to buy goods and services that will be of more benefit to him than the money itself.

People do not buy what they do not want; and they do not want what they cannot imagine. Making people want more goods and services is the essential spur to all endeavor. This is the force that drives our economy forward.

It is the business of advertising to picture benefits in the minds of the unimaginative. Capital investment in expanded manufacturing capacity must be accompanied by stepped-up demand — demand that is brought about through advertising and selling. This is the route that must be taken if our economy is to move ahead.

Road blocks that check the utilization of this force check economic progress. To ignore the vital part that advertising contributes to economic growth is to ignore the engine that pulls the train or the motor that drives the airplane."

FOOTWEAR SALES PREDICTED TO RISE. Americans will buy more footwear next year than ever before, reports Footwear News. They will spend about \$5 billion in 1964, an increase of about 1%, predicts the National Shoe Manufacturers Association. Per capita, they will buy 4.74 pairs at a cost of \$24.79, up from 4.41 pairs and \$25.20 of 1963.

Jacksonville Volunteer Fire Department ANNUAL FIREMAN'S BENEFIT BALL!

Saturday, November 30th

Dancing 9:00 to 1:00

MUSIC BY VIC FLOOD

Everyone Invited

This Ad Courtesy of Medford Mail Tribune

They'll Do It Every Time



Try and Stop Me

By BENNETT CERF

IN LONDON, they have uncovered a clerk named Charles Wilson who has laboriously copied out in longhand every one of Shakespeare's plays, plus the Old and the New Testaments! He performed this herculean task, furthermore, while his three sisters sat in the same room with a television set going at full blast. Explained Mr. Wilson—seemingly astonished at the interest aroused by his accomplishment—"I've always had an over-powering urge to write, but I have absolutely no literary talent."



Nell Morgan paid the stewardesses of Pacific Southwest Airlines a compliment the other day that they're not likely to forget in a hurry. "PSA is the only line," intoned Morgan fervently, "where regular passengers grab the aisle seats first—and to heck with the scenery. That way they get a better view of the stewardesses!"

QUOTABLE: "It is better to ask some of the questions than to know all the answers."—James Thurber. "One of the tragedies of life is the murder of a beautiful theory by a brutal gang of facts."—La Rochefoucauld. "Bad officials are elected by good citizens who do not vote."—Walt Whitman. "A good listener is not only popular everywhere, but after a while he knows something."—Wilson Mizner.

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British Immigration Controls Said Lax

LONDON (UPI)—Member of Parliament Sydney Silverman told the House of Commons Wednesday night that British immigration control is so lax that even "Adolf Hitler" got in without trouble.

Silverman, a Laborite, said a man who decided to test the system wrote his name "Adolf Hitler" on immigration cards and in the question, "born?", replied, "Yes." He was not challenged.

It's NOT too late Christmas Cards Imprinted with YOUR name Quick SERVICE Swem's

217 E. MAIN Medford, Oregon

Critic of Mourning For JFK Threatened

LONDON (UPI)—A British television star who described the world-wide mourning for John F. Kennedy as "humbug" said today he has received threatening letters.

Bernard Braden, master of ceremonies of a Saturday night program, questioned the sincerity of the mourning because, he said, Kennedy had many enemies.

References to the late President were cut from his show when it was screened on regional British television two days ago.

OLYMPIA, Wash. (UPI)—Liquor sales in Washington state for fiscal year 1963 totaled \$101.6 million, highest in the state's history, the state liquor control board reports. Sales in state-controlled stores earned a profit of 29.8 per cent for the period.

FOR THE FINEST IN DINING

The Tally-Ho DANCE

Nightly to the Music of the Waldon Trio

Under New Management!

Dining Room Open Till Midnight TONIGHT AND SATURDAY

The Finest Food in Southern Oregon

STEAKS - CHICKEN - SEA FOOD POPULAR PRICES!

Dine Sundays 2 pm to 10 pm

DANCE SUNDAY NIGHT UNTIL MIDNIGHT

Dining Room and Lounge Closed Mon. and Tues.

For Banquets and Parties Call 535-9710, Talent

GRAND OPENING

THURSDAY, FRIDAY & SATURDAY

HELP US NAME OUR NEW LOUNGE! AND Win 50 SILVER DOLLARS

Entry Blanks Available At The Hotel

The Lounge in the **MEDFORD HOTEL**

Serving Our Famous Genuine Charcoal Steaks, Lobster & Prime Rib in the Candle Room