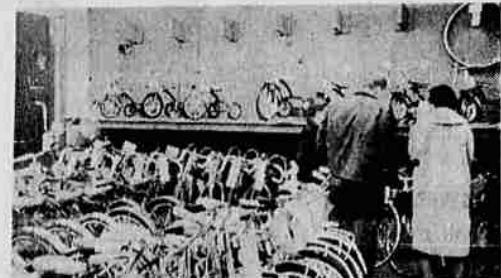
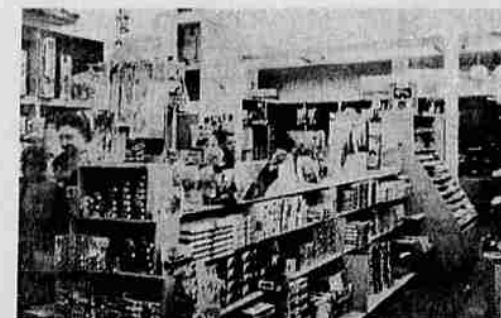




BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAILING IN A TRAGIC WEEK. Retailers across the country have resumed their daily operations after the recent tragic events. The great mass of daily advertising was suspended out of respect for the late President Kennedy, and most stores were closed either all day or for a few hours Monday. Retailers noted that losses over the weekend and this week will be difficult to recoup, particularly in view of the short Christmas season. However, retail store executives and consumers interviewed by The Wall Street Journal predict that the nation's consumers would begin returning to retail stores in their usual number. After Thanksgiving, they feel, consumers probably will resume the heavy buying pace of early last week. The New York Herald Tribune reports that the short-term effect is bound to be considerable, although the holiday season as a whole will approach expectations, or 4% above Christmas volume of 1962. Stores across the country have stepped up their pre-Christmas promotion timetable by at least a week. The first ads began to appear about two weeks ago and were backed by in-store and window displays. Advertising will be heavier than last year because the need is evident and the budgets are available. Added stress will be placed upon better quality, higher-priced goods. This effort will be reflected in virtually every major category — from apparel through home furnishings to toys to pure gift merchandise.



and percentage of the consumer dollar, Mr. Rosenbaum noted. Ed and Audrey Sims have been in the hobby and cycle business here for the past 28 years. Only last month they moved their extensive stock to their new location from the old store at 21 North Fir street. Because of his unique advertising, Ed Sims is probably best known in southern Oregon as "Sobbing Sims."

LIVELY GROWTH SEEN FOR MERCHANTS. Continual strong growth and expansion in the nation's manufacturing and retail operations was foreseen at the recent meeting of the National Industrial Conference Board, Inc., reports Daily News Record. Arthur Rosenbaum, assistant vice-president of Sears, Roebuck & Co., Chicago, predicted retail sales in 1964 would increase by from 4 to 5%.

Another bullish factor is evident in consumer plans to purchase big-tag items as reported by Sindlinger & Co. "The various 'attitudinal' indicators for October have been steady and, in general, consumer optimism is just as high as a year ago. Buying intentions, in all instances, continue ahead of a year ago," the meeting was told.

STARK'S ANNOUNCES NEW MANAGER FOR MEDFORD STORE. Charles M. Tate has been appointed manager of the Medford branch of Stark's Vacuum Sales and Service, according to Mr. C. Stark, president of the company.

Tate was formerly employed in the Medford branch of the organization as service manager and salesman. He was in charge of the Medford repair department.

Tate owns a home at 320 Haven Street and moved to Medford from Idaho after retiring from the Federal Aviation Agency. While working for the Federal Aviation Agency, Tate served as chief of various stations throughout the West Coast for 20 years. He has experience in management, personnel and repair. His hobbies include hunting, fishing and amateur radio. For nearly 30 years, he has been an active pilot.

Other Stark's Vacuum Sales and Service stores are located in Spokane, Wash., Seattle, Wash., Tacoma, Wash., Vancouver, Wash., Eugene, Ore., Portland, Ore., and Salem, Ore.

AUTO SALES SCORE MID-NOVEMBER GAIN. U. S. new car dealers sold 259,310 American made autos in the middle third of November, up from 222,082 sales a year ago, reports The Wall Street Journal. The latest period had nine selling days compared with eight selling days a year earlier. The November 11-20 selling rate, an average of 28,812 deliveries a day, was up 3.8% from a year ago, when sales averaged 27,760 a day, and was the highest selling rate for any mid-month period in the industry's history. In the first 20 days of the month, up 2% from 439,900 in the comparable 1962 period.



SISKIYOU HARDWARE HAS GET-ACQUAINTED SALE. Mr. and Mrs. Irvin Toney, new owners of Siskiyou Hardware, 225 West Main St. in Medford, are featuring a special selling event this week as a means of getting acquainted with Rogue River Valley people. The Tonys have lived in this city for the past three years but only recently purchased the well known Siskiyou Hardware.

Before coming to Medford from Lakeview, Ore., Toney was a building contractor in the Eastern Oregon city. For the past three years he has engaged in that business in Jackson County.

Mr. and Mrs. Toney, shown at lower left, reside at 32 Black Oak Drive here and have three sons, Dennis, 15 years old; Aaron, 10 and Jerry, 9.

MAJOR APPLIANCE MARKET GROWING. The major appliance market is growing three times as fast as the nation has been adding households, indicates a study by Audits & Surveys sponsored by Look magazine. According to the study, which is conducted every other year, total households between 1959-'60 and 1961-'62 increased 2.9%, while 18 major appliances boosted sales by an average 8.4%. Chief gains were scored by portable TV sets, up 112%, dishwashers, up 51%; room unit air conditioners, up 36%; and food disposers, up 27%, reports Advertising Age. Other increases are: Tank vacuum cleaners, 15%; canister vacuums, 13%; electric clothes dryers, 12%; table TV, 11%; sewing machines, 10%; gas ranges, 6%; electric refrigerators, 4%; console TV, 4%.

automatic clothes washers, 4% and electric ranges 3%. The study shows that in 1961-'62 purchases of all kinds of major appliances ran "well above expectancy" in households with incomes of \$5,000 to \$8,000 a year.



NEW "CHEVY-VAN" PANEL DELIVERY SHOWN. Chevrolet will begin production in December of a new light-duty forward-control panel delivery van with level load floor, simple functional styling, and conventional chassis designed for high utility, economical operation, durability, and low maintenance, according to Russ Heyssel of Courtesy Chevrolet, Ninth and Bartlett streets in this city.

To be called the Chevy Van, it has a 90 in. wheelbase, 167.6 in. overall length, 74 in. width, and curb weight of 2900 lbs. Cargo area of 211 cu. ft. and load capacity up to 1950 lbs. offer a high ratio of useable space and carrying ability to vehicle size and weight.

"With the addition of this new truck to our line, we now have the broadest offering of light-duty delivery vans in the industry," James E. Conlan, Assistant General Sales Manager for trucks, said in announcing the Chevy Van. "It will meet the needs of fleet buyers, service tradesmen, retail businesses and other users who are looking for low cost, dependable transportation."

The Chevy Van's front-mounted economical four-cylinder, 153 cu. in. engine offered as standard equipment develops 90 hp. A 120 hp, 194 cu. in. six is optional. Both engines are proved power plants of durable construction with bearings between each crankshaft arm.

SOFT GOODS REGISTER HARD GAINS. Soft goods sales are rising steadily, reports Printers' Ink. Some economists expect a 3.5% increase in total soft goods sales this year. For hard goods (durables) the rise will be 5%. However, the durables, in dollar volume, amount to \$50.6 billion, while the non-durables ring up \$167 billion in sales. The outlook for soft goods in 1964 appears solid. In each of the past five years, soft goods purchases have increased 3.2% annually, somewhat under the current level. Even if they register only a 3.2% rise, the total would increase from \$167 billion to \$172.4 billion in 1964.

THE OREGON BANK DECLARES DIVIDEND. Stockholders of The Oregon Bank received a dividend of 30 cents per share on Dec. 1, according to an announcement by C. F. James, President. The dividend will be payable to all stockholders of record as of November 20, 1963.

This is the fourth quarterly dividend paid by the bank this year and brings the dividends paid to a total of \$1.20 per share.



OLDSMOBILE HAS NEW DIRECTOR OF OWNER RELATIONS. Roland E. Gifford, left, sales promotion manager for the Oldsmobile Division of General Motors Corporation for the past three years, has been named to the newly-created post of director of owner relations for the division. The appointment is effective November 1, according to Emmett P. Freely, general sales manager of Oldsmobile.

In his new position, Gifford will head the national activities of Oldsmobile's recently established Owner Relations program which is a new concept in the automotive industry of direct communication between the dealer and the factory, and Oldsmobile customers. Freely pointed out. The department's sole objective is to work with, talk with and look ahead with groups of Oldsmobile owners from every geographic area, as representative of the division's nearly 4,000,000 owners.

"The information we will obtain from owners under the direction of Mr. Gifford will guide us in future planning — of the product and of product distribution — for the mutual benefit of all," Freely said. "It will give new significance to our long-established objective of doing whatever is necessary to attain the highest possible degree of customer satisfaction."

Gifford's entire business career has been with Oldsmobile. He joined the division in 1942 as a timekeeper, and subsequently has held positions in public relations, advertising, merchandising and sales.

A native of Cambridge, New York, Gifford holds a B.A. degree from the University of Michigan. During World War II he served in the Navy.

Gifford and his wife, Mary, have three children and live at 1420 Forest Hills Drive, Lansing.

PERSONAL INCOME AT RECORD DOLLAR VOLUME. Personal income, the most comprehensive measure of economic activity available on a geographic basis, was at a record dollar volume in all states and the District of Columbia last year, the U.S. Department of Commerce has disclosed states the National Automobile Dealer Association Magazine.

For the nation as a whole, personal income in '62 rose by approximately \$25 billion to a new high of nearly \$440 billion, 6 percent above the 1961 total. Per capita personal income in 1962 amounted to a record \$2,366 for the country as a whole — 4 percent above the 1961 average of \$2,267. Seventeen states and D.C. chalked up per capita incomes exceeding the national average.

The nation's capital led all groups with per capita income of \$3,219. Other high income areas included: Nevada, Delaware, Connecticut, New York, California, New Jersey, Illinois, Massachusetts, Maryland and Alaska.

PENNEY ASSOCIATES TO RECEIVE CHRISTMAS PAYMENT. A special Christmas payment to associates at the J. C. Penney Company department store will be made today.

Manager Ray F. Baker explained that the payment will go to regular and part-time associates employed on or before Oct. 1 with the exception of members of the management staff.

"The special Christmas payment is one of many benefits available to Penney associates. It is offered as further testimony of the Company's interest in the welfare of people who contribute so much to our operation," Baker said.

The payment is in addition to regular Company provisions for sick benefits, hospital and surgical insurance plans, non-contributory group life insurance, Penco Profit-Sharing Retirement Plan, discounts on purchases and others.

White House Move Set by Mrs. Kennedy The White House at least through the end of this school year.

The school is on the third floor of the mansion and is run by two teachers, Elizabeth Boyd and Alice C. Grimes.

Attendance was by invitation only, and most of the students were children of government officials or friends of the Kennedy family.

After the death of Kennedy, President Johnson and Mrs. Johnson insisted the school be kept in operation so that the children would not have their education interrupted in the middle of a term.

Six-year-old Caroline will continue to attend first grade in the middle of a term.

Grange Officers To Be Installed Installation of all subordinate Grange officers in Jackson County will be held by Pomona Grange Sunday, Dec. 8, at Central Point Grange hall.

A potluck dinner will be held at 1 p.m. with Pomona Home Economics Club chairman, Myrtle Hixon, in charge. Those attending are to take a vegetable, salad or dessert and their own table service.

Installation of officers will be held immediately after the dinner.

If You Can Repay \$53.89 Monthly, You Can Qualify for a \$1,000 Year End Loan

DON'T let extra bills ruin your holiday season. Do your shopping with a budget-saving personal loan from us!

THE RIGHT ANSWER to any year-end money problem is just as close as your telephone. It's sensible to consolidate worrisome bills into one large loan that will also provide you with extra cash for holiday expenses.

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General Goodpaster Up for Promotion

WASHINGTON (UPI)—Army Maj. Gen. Andrew J. Goodpaster, a White House aide during the administration of President Dwight D. Eisenhower, was nominated for promotion to lieutenant general Tuesday by President Johnson.

Goodpaster now serves as assistant to Gen. Maxwell D. Taylor, chairman of the Joint Chiefs of Staff.

31,200 Persons Enter Hong Kong in Year

LONDON (UPI) — The Commonwealth and Colonial Office reported today that more than 31,600 persons entered Hong Kong from Communist China during the past 12 months.

It added that the Hong Kong government has provided housing for about 750,000 persons since 1948. More than 600,000 "squatters" are yet to be resettled.

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

Cascade Shopping Center
White City—826-2721

SOBBING SIMS SAYS MAKE IT

A Merry Christmas With a
Schwinn BICYCLE

MAKE IT A CHRISTMAS TO ENJOY

Schwinn VARSITY

10 SPEED GEAR!



Genuine Schwinn Quality
Schwinn Typhoon



NEVER BEFORE! SUCH QUALITY AT SUCH A LOW PRICE!

• Tubular rims 20" • Built-in kickstand • Two-tone saddle **\$39.95**

Money saving bargain hunters will welcome the new Schwinn Typhoon... never before so much bike for so little money. Genuine Schwinn quality too.

24"-26" **44.95**

\$5.00 HOLDS ANY BIKE TILL DEC. 24th

SEE OUR COMPLETE STOCK OF IMPORTED 3 & 10 SPEED BIKES and BUDGET PRICED AMERICAN BIKES

SPORTS TOURING TIRES
RACING HANDLEBARS
HOODED LEVER HANDBRAKES
FINGER TIP GEAR CONTROLS
ADVERTISED ON TV
Captain Lawrence Every Sunday

5 REAR SPROCKETS
DOUBLE FRONT CHAINWHEEL
RACING STYLE PEDALS
POWER STARTS
SMOOTH HANDLING
RACING STYLE SADDLE

THE GREATEST GIFT ON TWO WHEELS.

The new Schwinn Varsity with 10 speeds provides unbelievable ease, speed, and effortless riding. Give it a test ride.

EASY TERMS... THE SCHWINN VARSITY WITH 10 SPEED GEARS

69.95

\$5 HOLDS TILL DEC. 24th

9 MONTHS TO PAY

Schwinn

NEW CYCLING THRILL!

STING-RAY

• Butterfly handlebars
• Bendix coaster brake
• 58¢-Polo braided saddle
• Schwinn tubular rims
• Nobby rear tire 20" x 2 1/2"



52.95

6 Mos. to Pay

Highly maneuverable, quick responding, easy to ride and balance. Put more fun into bicycling. Drop in for a test ride today.

ALL AT OUR NEW LOCATION

41 S. FRONT 3rd & FRONT

OPEN TONIGHT 7:00 TILL 9:00

SIMS

CYCLE AND HOBBY SHOP

NEW! BOY'S JUVENILE

Schwinn Buddy

20 inch size... Just right for the young rider 5 to 7... Schwinn Quality too.



\$35.95

Easy Terms

The new Schwinn Buddy... genuine Schwinn quality throughout... The most practical juvenile bike you can buy!

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