



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAILERS SEE SALES GAIN IN FIRST HALF '64. Sixty-six per cent of the 159 retailers participating in the National Retail Merchant's Association's survey anticipate a sales gain in the first half of 1964 and 51% feel that profits next year will be ahead of the same period in 1963. The median estimate for a sales advance is 5% while a 10% profit rise is the median figure anticipated. Some 29% of the respondents predict sales will hold even with present levels, while 5% say they will fall below. Profits will hold even according to 43%, while the 6% remainder predict that they will drop. Last year, in a similar survey, only 57% of those answering then anticipated a median rise in sales of 4%. For 1963, half of the respondents predicted higher profits, but with only a 5% profit increase as the median estimate as compared with 10% now expected for 1964. "This is one of the healthiest first-half sales and profit pictures disclosed by an NRMA survey in recent years," it was noted. The survey revealed that over half of the store executives see an increase in credit sales for the first half of '64, 41% said they will remain the same and only 2% foresee a decrease.

'64 ECONOMIC PICTURE BRIGHT. "The inherent strength of our economy will prevail and move ahead in the months to come, despite a brief period of uncertainty," said Dr. Marcus Nadler, professor of finance at New York University's Graduate School of Business Administration, reports Daily News Record. "The year 1964 will be good, if anything better than 1963, economically speaking," Dr. Nadler noted. He said that he based his belief "on a simple analysis of the forces that make our economy tick." The analysis, he pointed out, showed there would be a decline in the amount of disposable consumer income spent on services. He predicted this would result in more money being spent for apparel and shoes. Other factors that Dr. Nadler believes will further strengthen our economy include: personal disposable income is rising... population is up and so are wages; the year 1964 will be a good automobile year, making it three in a row. Reasons for the auto rise are the population increase, more two-car families, the rising number of youngsters reaching driving age and requiring cars, and the availability of car financing; corporations are spending more on plants and equipment in efforts to be competitive.

BROWN & HALEY'S "CANDY KITCHEN" PROVES SUCCESS. Brown & Haley's new "Candy Kitchen," the bright pink, gold, white and black unit that is showing up these days in supermarkets and super drugstores all over the West, is catching on like chocolate candy.

In connection with the celebration of their fifteenth anniversary, Brown & Haley, the Tacoma, Washington based producer and marketer of confectionery products, built a handsome unit to display their popular Almond Roca, Fancy Chocolates and Fine Chocolates. They tested the unit in Portland, Oregon supermarket during the summer. After one month, the store manager predicted that the Brown & Haley "Candy Kitchen" would do a minimum of \$25,000 worth of business for him the first year.

So Brown & Haley let it be known that they had units available and the orders began pouring in. One store ordered four units. But Brown and Haley, trying to keep up with the demand had to say, "No, only one to a customer."

Shown here is one of the Brown & Haley Candy Kitchens at the Big Y Shopping Center in Medford. Today the Company, under the leadership of Fred T. Haley, president, employs approximately 275 men and women. Its products, Almond Roca, Fancy Chocolates, Fine Chocolates, Mountain Bars and others, are marketed throughout the United States, in Canada, England, Hong Kong, the Philippines, Singapore, Tahiti and Australia. Last August 26th, Brown & Haley received President Kennedy's "E" Award for outstanding achievement for successful export of its products. Secretary of Commerce, Luther Hodges presented the award to Mr. Haley in ceremonies at Washington, D. C. On October 3, Governor Albert D. Rosellini of Washington, members of the Regional Export Expansion Council and representatives of the U. S. Department of Commerce took part in ceremonies at the Brown & Haley plant in Tacoma, at which time the blue and white "E" Flag was raised. The firm's employees were presented with blue and gold "E" lapel pins.

CENTRAL POINT HAS HOLIDAY PROMOTION. Forty alert Central Point business firms, with an assist from the Central Point Lions club, are staging their first annual Christmas promotion this season, according to Dale Van Wey. Firms in the Central Point Shopping Area have announced in a Mail Tribune advertisement that they will remain open until 9:00 p.m. week days until Christmas eve, when they will close at 6:00 p.m.

Those who shop in the Central Point area have been invited to register for \$200.00 in gift certificates to be given each week, selections to be made December 14 and 21. Registration may be made at any one of the forty participating Central Point firms.

Professional offices of Central Point also cooperated in the city-wide promotion.



THE B.M.I. HOME SERVICE CENTER at 1103 North Riverside avenue is featuring a Santa's Super Market promotion of Hotpoint appliances, custom kitchen cabinets, lighting fixtures and floor coverings according to Lee Stark. Part of the holiday promotion is free fruit cake with appliances purchased and a free disposal given to one of the visitors registering at the new appliance store.

B.M.I. Inc., a Medford, owned firm, has long been in the component home manufacturing, plumbing and kitchen cabinet business here. The opening of the firm's new Home Service Center offers southern Oregon people one-stop shopping for custom home needs.

A special showroom for built-in appliances and kitchen cabinets is featured at B.M.I.'s Home Service Center and the company's custom kitchen remodeling service is complete from initial planning to the finished job, Stark said.

SLIGHT DECLINE FORECAST FOR HOUSING STARTS. Housing starts will decline slightly in 1964, predicts the National Association of Home Builders, reports Building Supply News. Private, non-farm starts is forecast at 1,500,000 units, down from an estimated 1,530,000 houses this year. Some 525,000 multiple units are expected to be built, a drop of 2%.



OLDS F-85 STATION WAGON BUSINESS UP. Production schedules for the totally new and roomier Oldsmobile F-85 station wagons are up 45% over a year ago, it was announced today by E. P. Feely, Oldsmobile's general sales manager.

"Customer orders for the 1964 F-85 station wagon," he said, "indicate a higher-than-ever degree of popularity for this model. I believe this is due to the new size of this car, its increased cargo capacity (at 87.8 cubic feet it is larger than many full-size station wagons), its new styling, and the availability of the new Jetfire Rocket V-8 engine and the Jetaway automatic transmission."

Feely said that among the many new accessory and equipment items designed for the 1964 F-85 are the popular Tilt-Away steering wheel and a completely new and highly efficient air-conditioning system.

Specially designed for station wagon models are such options as a roof-top luggage carrier, a divided second seat for easier entrance to the cargo area, and an electrically operated tailgate window.

J. H. Whitney Oldsmobile, 415 South Riverside avenue, handles the popular Oldsmobile line here.

SNOW TIRE SALES SOAR. Snow tires have been playing an increasingly important role in over-all tire sales since the mid-1950s, reports The New York Times. Their share of the industry's most lucrative market — replacement tires — has advanced sharply since that time. In 1957, snow tires accounted for about 7% of the replacement market. This year they are expected to total about 11.5%. In 1964, their share of this market could climb as high as 15% according to industry sources. Sales estimates for 1963 from major producers range from 11 million to 13 million tires. In 1962, about 10.8 million units were sold and as recently as 1957 only 3.9 million snow tires were purchased. Goodyear Tire and Rubber Company officials point out that while all passenger tires have shown an increase of 27.6% in the last five years, special winter treads have climbed by 143%. New records are also expected to be set by snow tire retreads in 1963. An estimated 7 million winter retreads will be sold this year compared with 4.6 million in 1962.

TEENS HIGH ON SPORTS — LOW ON EQUIPMENT. Some 9.3 million teen age girls, 83.8% of the total female teen population, bowl, indicates Seventeen Magazine's "Sports Participation Study." Practically all swim (99.2% of the 11 million teen girls in the country); 82.8% ride bicycles; 70.7% ice skate; 54.1% roller skate; 65.5% play tennis and 54.1% ride. Almost half of the nation's teen girls have taken to water skiing and 19.2% snow ski. Golf is for 2.7 million teen girls. With millions of young women so high on sports activities, ownership of sports equipment is comparatively low. Slightly more than half own their own bicycles, ice skates and tennis rackets. The fact that fewer than 12% have bowling, roller skating, water skiing, golf and snow skiing equipment indicates a virtually untapped market for sporting goods stores.

NEWBERRY EMPLOYEES RECEIVE YULETIDE GIFTS. Christmas cash gifts were presented to employees of the two Medford Newberry stores, according to Robert Altan, manager of the downtown store and T. J. Waltham, manager of the new Medford shopping center store. Presentation of cash gifts at this time of year is in keeping with the company's long-established policy. With over 500 stores throughout the United States, several warehouses and five District Offices, Altan said the Christmas gifts to Newberry employees this year would total \$700,000. The amount each employee received depends on length of service.

He also pointed out today that Newberry's has in force a Retirement Plan, as employees become eligible, paid for by the company up to the first \$2,000 of annual earnings, and by an employee-company participation plan on earnings exceeding \$2,000. In addition Newberry's provides all its eligible employees with company paid Life Insurance Policies and shares in the cost to them of sickness, hospital expense and surgical benefits insurance.

Also he explained that Newberry employees have a Stock Option Purchase Plan thru which several thousand employees have become owners of their company's capital stock, and a discount on company purchases at their store.



SOUTHERN OREGON TRAILER MART CHANGES HANDS. John A. Blount, manager of Southern Oregon Trailer Mart for several years, has purchased the business, which is located in Phoenix, Oregon.

Blount came to Medford in 1959, after managing a Southern Oregon Trailer Mart branch in Klamath Falls, Oregon. Blount is married and his wife's name is Joan. The couple has two boys, John Craig and James Michael.

Southern Oregon Trailer Mart was founded in 1951 by Roy H. Abbot and William A. Darling. The firm has been an official Travelerz dealer for about nine years. For eight years the firm has been a dealer for Nashua Mobile Homes.

NATION'S HOME REMODELING BILL HIGH. A total of \$11 billion was spent during 1962 on remodeling, reports Building Supply News. This figure averages just under \$250 per property, based on all residential properties in the nation.

PONTIAC NOVEMBER SALES SET NEW RECORD. Pontiac and Tempest sales for November were 61,516, establishing an all-time record for the month, it was announced today by E. M. Estes, a General Motors vice president and general manager of Pontiac Motor Division.

This marked the eighth month this year that Pontiac has set a new sales record, Estes pointed out. Tempest sales in November totaled 18,410, making it the highest Tempest sales month ever.

Retail deliveries by Pontiac dealers during the final 10 days of November were also the highest for any similar 10-day period, totaling 19,436 units. This is the sixth consecutive 10-day record since the introduction of the 1964 models.

A year ago, November sales totaled 54,914. Dean and Taylor Pontiac Company, 2177 South Pacific highway, are dealers here for Pontiac.

MEDFORD MAN ON VOLKSWAGEN COUNCIL. The names of eight dealers, elected recently to the Volkswagen Distributor-Dealer Advisory Council of the Pacific Northwest, were announced recently by Knute M. Qvale, president of Riviera Motors, Inc., Beaverton.

Riviera Motors is Volkswagen distributor for Alaska, Idaho, Montana, Oregon and Washington.

Every state in Riviera's distribution area was represented on the board.

Dealers elected were Earl Lahmeyer, Lahmeyer's Automotive Service, Ketchikan, Alaska; Jim Cusick, Jim Cusick Motors, Inc., Lewiston, Idaho; Paul Hill, Hill's Economy Cars, Inc., Pocatello, Idaho; Curt Hanson, Western Motors, Great Falls, Mont.; Paul Koch, Peter Paul Motors, Gladstone, Ore.; A. K. Morse, Morse Motors, Medford, Ore.; Jim Cleveland, Metro Motors, Inc., Seattle; and C. L. Bright, Bright Motors, Inc., Spokane, Wash.

Qvale said the Volkswagen Distributor-Dealer Advisory Council program was set up last year to increase communications within the 729 authorized Volkswagen dealers in the United States, the 15 independent distributing companies, and Volkswagen of America.

The Riviera Motors president said such councils emphasize the importance Volkswagen places on understanding its dealers' views and problems.

The Advisory Council will meet in Portland one week from today, December 20th, according to Vicky Morse.

ROGUE VALLEY BRANCH OF OREGON BANK CELEBRATES OPENING. The Rogue Valley Branch of the Oregon Bank opened officially at 1025 Court Street, Monday, December 9.

An open house was held throughout the day with bank manager, Barney Baxter, acting as official host. The new building contains 7,000 square feet of office space which will enable the firm to "provide customers with greater banking comfort and will enable the firm to keep pace with the bank's growth," Baxter stated.

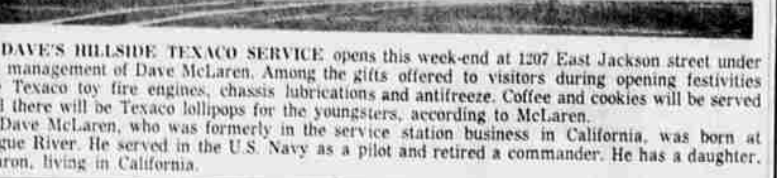
The bank location was chosen at the junction of Court Street and Central Avenue to fit in with the small park which is adjacent. The building was designed of low silhouette to blend with the setting. Ample parking and attractive landscaping were designed to complement the new building.

A drive-in banking window is provided for persons who prefer to remain in their cars for banking transactions. A night depository is also available to accommodate merchants with coin sacks and individual depositors.

Clarence Young, vice president of the bank, will maintain his offices in the new quarters. From this location he will direct work on the bank's third Medford branch which will soon be under construction at West Main and Grape Streets.

WELLS LEAVES FOR SEARS' VISALIA STAFF. James Wells, member of the Sears Roebuck & Company's Medford organization since the local store opened in 1959, will assume the position of assistant manager of Sears' store at Visalia, California, today. He has been manager of both the television and heavy appliance departments here and, with his wife, Patricia, and two daughters, Kristi and Kathy, have resided at 723 Palm street in Medford.

Wells, who was raised at Walport, Oregon, attended both Oregon State and Oregon universities. He has been with Sears for the past seven years.



DAVE'S HILLSIDE TEXACO SERVICE opens this week-end at 1207 East Jackson street under the management of Dave McLaren. Among the gifts offered to visitors during opening festivities are Texaco toy fire engines, chassis lubrications and antifreeze. Coffee and cookies will be served and there will be Texaco lollipops for the youngsters, according to McLaren.

Dave McLaren, who was formerly in the service station business in California, was born at Rogue River. He served in the U.S. Navy as a pilot and retired a commander. He has a daughter, Sharon, living in California.

Weatherman Fails To Heed Advice. SHERMAN, Tex. (UPI)—Jack McManus, a weather announcer, warned viewers Wednesday night to take precautions against a hard freeze, then went home to bed.

When he got up the next morning he discovered several frozen pipes in his home had frozen and burst.

Senate Approval Of College Aid Bill Believed Nearing

By YVONNE FRANKLIN Mail Tribune

WASHINGTON Bureau — The deadlock in Senate-House conferences was ended this week with tentative approval of several education bills. This will pave the way for Senate approval of the "hostage" college aid bill which has a provision for implementing Oregon's cooperative graduate research center.

Senate and House conferees tentatively agreed to a compromise on the Vocational Education bill, and extension of the National Defense Education Act and the Impacted Aid bill.

House conferees gave in on accepting the principle of allocating money to States based on per capita income as well as population. This clears the path for the college aid bill which Sen. Wayne Morse has been withholding from a final Senate vote until the House agreed to Senate terms. If the Senate approves, the bill will be sent to the White House for President Lyndon Johnson's signature.

Ransom Money Paid — "The Senate has promised that when the conference was completed on this legislation that they would take action on the Higher Education bill," said a weary Rep. Edith Green. "Needless to say, all of the House conferees will be pleased when the hostage is released now that we have paid the ransom money."

This was the closest Mrs. Green has ventured in criticizing Sen. Morse for his maneuvers and threats in withholding Senate approval on the college aid bill which Mrs. Green and the House conferees very much wanted, until House members "paid the ransom money" by approving the Senate version on allocation of vocational education funds to the States.

The Vocational Education program is a continuing one, dating back to 1917, with expenditures now totaling around \$58 million a year. The amount agreed to tentatively is \$45 million for fiscal 1964, \$121 million in 1965 and escalating up to \$243 million each year after the fourth year.

The program will be revamped by the States to train youngsters for the job market of today, with emphasis on the new technology. However, agricultural and home economics programs are still ongoing, only broadened, to include jobs related to agriculture and home economics. An amendment by Mrs. Green was accepted which allocates 10 per cent of the money spent for home economics training to prepare young women for jobs in the field.

The formula accepted by the conferees grants more money to the poorer States at the expense of the richer ones, as has been traditional in all education bills. The House conferees maintained that it was the congested cities, with the burgeoning population of youths aged 16 to 21 out of school and out of work that needed the money more than the rural areas with its diminishing job opportunities.

However, the Senators prevailed and the compromise reached reduced somewhat the proportion of money going to the southern States with the lowest per capita income. Oregon should get around \$379,000 a year for its vocational ed program.

Held in Committee — Impacted Aid was extended for two years. This provides federal money to those areas where the schools are "impacted" with children whose fathers work at federal installations. The program spends around \$300 million a year.

The House had not completed action on either NDEA or Impacted Aid. Impacted has been held up in the Rules Committee since last Spring because of a

"LAD" RETIRES — MILTON, England (UPI)—Mrs. Mary Dobbie, 99, said today she will close the blacksmith shop she owns because the "lad" she employs — 80 year old Bill Foreman — is retiring.

could be considered by the House and Senate later. The ceiling on the amount of loans any one college could give to students was raised from \$250,000 to \$800,000. And tentative agreement was reached to increase the allocation of loans to \$125 million a year.

A final vote by the conferees will send the omnibus Vocational, NDEA and Impacted Aid bills back to both Houses for approval.



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Planetarium Fund Drive Opens

PORTLAND (UPI)—A drive to raise \$600,000 for a planetarium, an agriculture wing and an educational television wing has been launched by the Oregon Museum of Science and Industry.

Dr. Sam Diack is chairman of the campaign. He led the successful drive to build the museum in 1948.

Estimated cost of the planetarium is \$250,000. The agriculture wing would cost \$200,000 and the educational TV wing \$150,000. The television facility would provide a home for state owned Channel 10.