



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**SALES GAIN SEEN FOR FIRST HALF '64.** Retail sales should continue to rise through the holidays and into the first half of 1964, with at least a 5% gain over the same six months of 1963, predicts Austin T. Cushman, board chairman of Sears, Roebuck & Co., reports Women's Wear Daily. Excluding food stores and automobile dealers, general merchandise retailers "may well outpace this figure," Mr. Cushman stated that information to date "including most recent retail sales performances, suggests that consumer morale and confidence have remained strong," despite President Kennedy's assassination and the advent of the new Administration.



**OREGON FOOD STORES CELEBRATE STEVENS STREET STORE OPENING.** Oregon Food Stores officially dedicated their newest supermarket at 545 Stevens Street with Grand Opening ceremonies yesterday.

The new store, number nine in the chain, has a total of 20,000 square feet in the building and parking space for 300 cars. The store employs 74 workers. The new market brings to three, the total of Oregon Food Stores in Medford. Other stores in the chain are located in Lakeview, Grants Pass, Ashland and three in Klamath Falls. The organization is the largest independently owned chain in Oregon, according to Mr. Walter Vaughn, division manager.

Store manager of the Stevens Street store is Mr. Erv Savin. He was formerly with the organization in Klamath Falls as a supervisor. He is married and his wife's name is Charlotte. Department managers of the new store include: Paul Garren, Meat Department; John Davis, Produce Department; Darol South, Variety Department; John Peterson, Bakery Department; and Ron Davis, Grocery Department.

Grand Opening activities, which are still underway, include: free coffee and cake, free orchids for the ladies, free cigars for the men, free candy canes for the youngsters and prize drawings throughout the day. The store is also featuring special, low prices on food and non-food items. A special six page section in the Mail Tribune Sunday, carried the items and prices which will be effective through Wednesday, December 18.

Officers of the organization are: Mr. Joe Fates, president, Mrs. Nellie Angstead, secretary and Mr. Morgan Johnson, vice-president.

Savin commented that "the 16,500 sq. foot sales area is compact to provide aisle space for convenient easy shopping, yet not too big so there is too much time spent locating items."

"Our company program calls for constant improvement of quality of merchandise, service of customers and providing the busy housewife with friendly, courteous service," Vaughn stated.

The building is owned by the Medford Eagles Lodge and the general contractor for the job was C. E. John Construction Company of Vancouver, Wash.

**WESTERN FARMERS ASSOCIATION MEETING CALLED.** Medford area Western Farmers Association members will hear a current progress report on this year's WFA operations, and will have the opportunity to nominate local candidates to run for the important policy making Board of Directors at a special district meeting Friday, Dec. 27 in Salem, Ore., advises Romeyn Krutiswyk, local branch manager.

The feature address, "WFA - The Dividends of Cooperation," by General Manager Harry J. Beermink, will highlight a review of accomplishments for 1963, including patronage dividends earned to date, and reveal WFA plans and programs for the year ahead.

"WFA's Off-the-farm Hands Serving You" will be presented through a color slide message by Dale Smith, director of operations. It will include photos of many important activities and facilities, as well as review a number of interesting farming operations in the Northwest.

Henry J. Hansen, WFA president from Puyallup, will report on Association activities from the standpoint of an active farmer member.

The meeting will begin promptly at 11:30 a. m. and adjourn around 3 o'clock. A turkey luncheon will be served without cost to members who obtain tickets at least five days in advance of the meeting date. They can be obtained at the local branch or from WFA truck operators, Krutiswyk says.

**FULLER SPRAY PAINT WINS NATIONAL AWARD.** W. P. Fuller's spray paint (Pumpkin Orange) has won top honors in the Paints category of the twelfth annual Aerosol Package Contest. It was announced today, according to Willard Holting, manager of the W. P. Fuller store at Fourth and Front Streets here.

The contest is sponsored by the Chemical Specialties Manufacturers Association, Inc. which announced the award to Fuller at its fiftieth anniversary meeting held Dec. 9-12 at Hollywood, Florida.

Fuller's pumpkin orange spray paint, like the other 17 colors in the line, express the company's basic merchandising concept - aerosol paint is fun for the consumer. The spray cans are colorful to look at and easy to use - they make painting push-button fun!

Each color, including Pumpkin Orange, has a stylized cartoon label and a bright name to match the color.

Pumpkin Orange, the award winning design, is only one of the many catchy ones in the spray paint line that includes "Cat Black," "Snow White," "Firecracker Red," "Silver Skate" and "Dixie Gold."

To merchandise these top quality spray paints like Pumpkin Orange, the company produced a "Fuller Pushbutton Paint Center" rack, which included enamel in 18 colors, an iron, wood and an aluminum primer as well as a clear varnish.

Included in the rack are a "take one" pocket that holds combination color cards and instruction folders with easy-to-follow rules for spray painting, and color strips to aid customers in color selection.

The unit holds 108 of the 16-ounce cans and 33 of the 24-ounce cans. Snap-on spray can handles are also available for use with the line of paints.

## RETAILERS PREDICT SALES RISE IN '64.

Most top retailers across the country expect retail sales to increase by 3 to 5%. Views of five merchants, as reported in Women's Wear Daily:

• Bruce A. Gimbel, president, Gimbel Bros.: The outlook for increased sales without a tax cut is likely to be rather modest - perhaps in the area of 3%. If the tax cut is enacted in the early months of 1964, sales might well rise at a much faster rate. There is increased evidence that sales in the downtown areas of many cities are stabilizing and will probably show gains in spite of increased suburban competition. More and more urban renewal and residential projects will serve to lure suburbanites back to the city.

• Frank Mayfield, vice-chairman of the board, Scruggs-Vandervoort-Barney, St. Louis: "Retail sales should increase from 3 to 5% and profits should show corresponding increases, though at a slower rate."

• Robert W. Jackson, president, Alden, Inc.: "We expect our sales to be up 3-4% and our earnings to show an even better increase in 1964. The outlook is for competition to become even keener, with more stores coming into more localities and everybody fighting harder for the consumer purchasing dollar."

• Ben Gordon, president, The White House, San Francisco: Profits ought to move upwards right along with volume. Although retailers have become more conscious of profit margins, nobody is going to be able to do a dramatically improved job of choking off rising expenses. A better and better merchandising operation is the only way to offset increased expenses and "inventory management is a science all of us have to learn."

• Walter M. Halle, president, Halle Bros. Co., Cleveland: "Sales and earnings for 1964 appear to be headed for a new high, and economic indications seem to reveal another record year for consumer income. If this occurs, as it has for years now, retailers across the country should also have another excellent year."

## CHRISTMAS TREES ON THE MOVE.

Americans will buy about 44 million natural Christmas trees this year, valued at \$100 million for the holiday season, estimates The American Forest Products Industries, reports The New York Times. A year ago, according to United Press International, the U. S. produced 33.4 million Christmas trees and imported another 10 million from Canada. Scotch pine trees were the most popular of the domestic trees, accounting for 27% of the market.

## FOREIGN CAR SALES PICKING UP SPEED.

Foreign cars are well along the road to a comeback in the U. S., reports The Wall Street Journal. For the first time since 1939, when imports suffered from introduction of the U. S. compacts, domestic sales of foreign autos are on their way up. In the first nine months of this year, volume ran 15% ahead of the 1962 pace and the improvement for 1963 as a whole is expected to be at least at high. Foreign car makers are counting on further gains next year. Probably the main reason for the import rise is that U. S. auto makers gradually are shifting emphasis from the small car field as they add to the size, speed and trimmings of their own models. However, this does not mean U. S. companies are about to abandon the small car field. Sales of imported cars hit a peak of 614,000 in the U. S. in 1959. But by 1962, sales had dropped to 339,000. This year's volume will be about 390,000, with the advance over last year exceeding the 10% by which sales of U. S. made cars have risen this year. Foreign car makers are optimistic over prospects for 1964. "I think that sales will exceed 500,000 next year," says Stuart Perkins, general manager of Volkswagen of America, Inc. Others predict the figure will be a little lower, but all agree there will be another advance. Meanwhile, Detroit auto men are not disturbed. They note that in 1959, when more than 600,000 imports were sold in this country, only 5.5 million U. S. made cars were being sold. But this year, with import sales close to 400,000 some 7.2 million U. S. made cars are being sold.

## American Marries Russian Sweetheart

MOSCOW (UPI)—Cupid triumphed over Communist bureaucracy today to enable an American visitor in Moscow to marry his 25-year-old Russian sweetheart.

Larry Bratyon, 36, of Fairbanks, Alaska, was wed to Miss Rosita Schiffman, less than an hour after Soviet authorities granted him a last minute visa extension. Without it, the marriage was unlikely because of regulations that require a valid passport or document for foreign weddings.

Bratyon, who came to Russia as a tourist, has been in the country illegally since Nov. 29. But he had announced he was determined to "sweat it out" until the ceremony today.

Bratyon said he received a telephone call this morning and was told his visa had been extended.

"That's wonderful," he said, and went to pick up his bride and take her to one of Moscow's "Palaces of Marriage."

## State of Union Message Due Jan. 8

WASHINGTON (UPI)—President Johnson will deliver his first State of the Union message to Congress Jan. 8, it was decided today at a meeting between the President and Democratic leaders of both houses of Congress.

Senate Democratic Leader Mike Mansfield, Mont., said it also was decided that Congress should adjourn this Friday or Saturday and return Jan. 7.

Mansfield emphasized that the adjournment timetable was tentative, however, and subject to the consent of Republican congressional leaders.

The Democratic leader talked with reporters after President Johnson's weekly legislative meeting with the congressional leaders.

Speaker John W. McCormack, Mass., said Johnson "expressed great pleasure" over legislation Congress has passed this session on education and medical facilities.

McCormack called this legislation the "greatest" in these two fields that the current Congress has passed.

## Buy The FINEST! A Kitchen Aid Dishwasher

MODEL KD-4P  
Check these special features:  
[ ] Durable porcelain inside and out  
[ ] New Classic Look with sweep-front styling  
[ ] Guided Action Power Washing  
[ ] No hand-rinsing  
[ ] Exclusive fan-circulated hot air for safe, Fin-Thru drying  
[ ] Automatic Rinse Agent Dispenser helps dry dishes spot-free  
[ ] Convenient automatic-lift top rack... filled design  
[ ] Automatic vent gently retracts extruding power cord  
[ ] DialCycle lets you RINSE and HOLD breakfast and lunch dishes so you use FULL CYCLE just once a day  
[ ] No installation or remodeling cost

**\$269.00**  
As Little As \$9.96 Per Mo. See Them at...  
**LEONARD ELECTRIC COMPANY**  
We Carry Our Own Contracts  
"Medford's Leading Appliance Dealer for the Past 32 Years"  
309 E. Main 773-4541

## Entire Line of Ecco & Flint Ware, Miscellaneous Hardware

Main Floor Near CHRISTMAS TREE  
**1/3 OFF**  
LET THEM CHOOSE THEIR OWN GIFT  
BUY A GIFT CERTIFICATE...  
Prices in This AD Good Till Christmas

Barometers & Thermometers  
Good Selection From **\$6.00**

59-Piece Socket & Wrench Set  
Metal Carrying Box  
Was \$39.95 **Now \$19.85**

Give Him a Drill!  
A Fine Drill at a Bargain Price  
Speedway **1/4" DRILLS**  
**Now \$9.88**

Dremel Moto Tool Kit... Now \$29.95  
"Tiki Torch"  
Brass or Copper **Now \$3.89**  
NEW "CAPTAIN"  
Eveready Flashlight  
2-Cell **\$2.19** 3-Cell **\$2.49**  
**COLORED FLOOD GLOBES**  
Inside **\$1.95**  
Outside **\$2.75**

USE OUR NEW NORTH ENTRANCE - DIRECT FROM PARK AND SHOP LOT  
Open Every Nite Thru December 23

**HUBBARD BROS., Inc.**  
Main and Riverside Our 79th Year Phone 773-7777

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

## Medford Police Report

Number of Car Accidents

Medford Police investigated eight vehicle accidents during the weekend.

A vehicle driven by Joseph Patrick Dugan, Ashland, was hit by a vehicle driven by Ronald Francis Snopl, 19, of 2202 Sunset Drive, at Stewart and Oakdale Avenues, Sunday, according to police report. Police cited Snopl for driving while under the influence of intoxicating liquor and he was lodged in the Jackson County jail.

Ball was set for \$500 and Snopl is to appear before District Court Judge L. L. Sawyer Wednesday, Dec. 18.

A three-car collision occurred on North Riverside Avenue between Alice and Liberty Streets Friday. A vehicle driven by Irma Ilene Allen, 39, Prospect, hit the rear of a vehicle driven by Donald Earl Massie, 41, of 115 Almond St., knocking it into a car driven by Ronald Ardel Dalbec, 19, of 436 1/2 Bartlett St. Irma Allen was cited by police for violation of basic rule.

Driver Cited  
Vehicles driven by Michael Marcus Whitman, 19, of Eagle Point, and Ronald Lee Waggoner, 21, of Ashland, collided at the corner of Beatty and Manzanita Streets, Saturday, according to police reports. Police cited Whitman for failure to yield the right-of-way.

Vehicles driven by Ellen Marie Broadbeck, 929 Alto St., and Gary Dee Momborg, 2639 Crater Lake Ave., were involved in a non-injury collision at 292 S. Pacific Highway, according to Medford police Saturday.

Lyman Allen Thomas, 60, of 843 Deamond St., Saturday was cited by police for failure to leave information at the scene of an accident. Police said that an auto he was driving hit a parked car owned by Patricia Monroe, 344 Mae St., in front of 711 S. Central Ave.

Parked Car Damaged  
A parked auto owned by Maurice Wayne Murray, 633 J St. was struck by a vehicle driven by Charles Henry Andrews, 80, of 616 J St. Sunday according to police. Andrews was later cited by police for failure to leave information at the scene of an accident.

## Portlander Found Guilty of Assault

PORTLAND (UPI) — Cleveland McCord Jr., 21, Portland, was convicted of assault with a dangerous weapon at the end of a one-day trial by Circuit Judge John Murchison Monday.

McCord was charged in connection with a disturbance following the Jefferson-Grant high school football game at Jefferson in North Portland Sept. 23. He was accused of hitting patrolman William Attwood with a chunk of concrete.

Judge Murchison ordered a pre-sentence investigation.

## Before Need Plan prevents hardships

Funeral costs often come when a family's emergency funds have already been spent on hospital and medical bills. A lingering illness may also have caused a loss in family income. You can prevent this hardship by making provisions for funeral expenses before the need arises. A phone call will arrange a private consultation without obligation.

**Conger-Morris**  
WEST MAIN AT SIXTH

Member by Invitation • National Selected Morticians

## WESTERN SLEEPING BAG

AMERICAN MADE  
4-lb. Dacron filled flannel liner. Full length zipper, double air mattress pocket. 36"x80".  
SPECIAL **\$15.95**

Steel File Box  
With Lock **\$2.25**  
NOW.....

PARTS CABINET  
4-Drawer  
Now **\$2.39**

HEAVY STEEL TOOL BOX  
24 1/2"x11 1/2"x10  
For Truck or Pickup  
Reg. \$23.95  
Special **\$16.39**

**BIG** enough to hold magazines and mail  
KING-SIZE MAIL BOX  
ANODIZED ALUMINUM  
★ FREE engraved Name Plate with each box  
★ Choice of 5 Beautiful, Lifetime Finishes  
Large Size  
Spec. **\$5.95**  
Others From **\$2.98**

Give Him a Drill!  
A Fine Drill at a Bargain Price  
Speedway **1/4" DRILLS**  
**Now \$9.88**

Dremel Moto Tool Kit... Now \$29.95  
"Tiki Torch"  
Brass or Copper **Now \$3.89**  
NEW "CAPTAIN"  
Eveready Flashlight  
2-Cell **\$2.19** 3-Cell **\$2.49**  
**COLORED FLOOD GLOBES**  
Inside **\$1.95**  
Outside **\$2.75**

USE OUR NEW NORTH ENTRANCE - DIRECT FROM PARK AND SHOP LOT  
Open Every Nite Thru December 23

**HUBBARD BROS., Inc.**  
Main and Riverside Our 79th Year Phone 773-7777

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

Hubbard Bros. Hardware  
Hubbard Bros. Hardware  
Hubbard Bros. Hardware

## PROFESSIONAL PLAZA HOLDS OPEN HOUSE ACTIVITIES.

Open House activities for the Professional Plaza, 650 Royal Avenue, were celebrated last Sunday, Dec. 15.

Between 2:00 and 5:00 p. m. the new professional office building was open for inspection by the public and the tenants of the building were on hand to show people through the building's offices. Mayor Jim Dunlevy cut the traditional ribbon and officially dedicated the building.

Also present for the ceremony were several members of the Medford Chamber of Commerce, including Bill Williams, president, and Don McNeil, manager, who presented the building owners, Dr. Merle Foland and Robert G. Little, a "Progress Award" plaque.

The Professional Plaza is located directly behind the Hawthorne Apartments, next to the Medford Shopping Center. Tenants of the building include: Joseph W. Ball, M. D., Thomas J. Bolton, M.D., Rumar W. Dyard, M.D., Merle E. Foland, M.D., John Retzlaff, M.D., George Sakurai, M.D., Frank M. Wilson, D.M.D., and the Professional Plaza Pharmacy.