



BUSINESS Memo

Edited by The Mail Tribune Advertising Department

RETAILERS CHALK-UP NOVEMBER GAIN. Total sales of retail stores in November were \$21.5 billion, up 2.8% over the \$20.9 billion scored in the same month last year. The furniture and appliance group led off with a 6.7% gain. Lumber, building and hardware classification followed with an advance of 4.1%, and the food group recorded a gain of 3.5%. The following tabulation, based on Department of Commerce data, compares sales of principal retail groups for the first eleven months of 1963 with the same eleven months last year (in millions of dollars):

| | First Eleven Months | % Change | |
|-----------------------------|---------------------|-----------|-------|
| Food Group | \$ 54,244 | +3.6% | |
| Eating and Drinking Places | 16,590 | +4.8 | |
| General Merchandise Group | 34,501 | +6.1 | |
| Apparel Group | 12,325 | +0.9 | |
| Furniture and Appliances | 10,222 | +6.5 | |
| Lumber, Building, Hardware | 14,241 | +2.6 | |
| Automotive Group | 41,902 | +6.4 | |
| Gasoline Service Stations | 17,633 | +3.6 | |
| Drug and Proprietary Stores | 7,289 | +1.9 | |
| * Total Sales | \$203,311 | \$194,624 | +4.5% |

* Includes data for kinds of business not shown in above categories.

STANDARD INSURANCE PRESIDENT IS HONORED. G. E. Cannon, president of Standard Insurance Company, Portland, Oregon, has been elected to the board of directors of the Life Insurance Association of America, according to an announcement from the Association's headquarters in New York. The Association's annual meeting was held in New York this month.

(Made up of top executives and officers from major insurance companies, the LIAA is considered by many to be the leading life insurance association in the country.)

A native of Canada, Cannon has been with Standard Insurance since 1928. He was named executive vice president in 1935 and became president of the company in 1937. He is a graduate of the University of Toronto and is a member of the board of directors of the Portland Chamber of Commerce and a member of the board of overseers of Whitman College, Walla Walla, Washington. He also is a director of the Institute of Life Insurance.

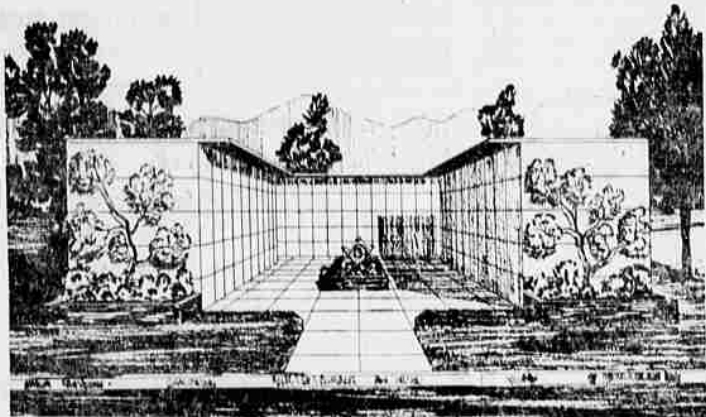
Standard Insurance Company, founded in 1906, is the largest life insurance company domiciled in Oregon, with current insurance in force totaling more than \$1 billion. Headquartered in Portland, the company serves customers in 10 western states. Its new headquarters building, Standard Plaza, was officially dedicated in September, 1963. Costing in the area of \$9 million, the 16-story structure is the tallest office building in Oregon.

AUTO MEN OPTIMISTIC. The nation's top automobile makers forecast industry car sales will top 7 million units in 1964 for the third consecutive year, reports The New York Times. John F. Gordon, president of General Motors Corp., said in a speech to the Economic Club of Detroit that industry analysts estimated 1964 domestic auto sales, including imports, would be "close in line" with the record 7.7 million units expected to be sold this year. Mr. Gordon said he was optimistic because the public "evidently likes the industry's new models," retail sales are at high levels and backlogs of unfilled orders "remain substantial." Henry Ford 2nd, chairman of the Ford Motor Co., said that 1964 sales might top 7 million units, and indicated they could hit 7.5 million. He also put 1963 sales, including 380,000 imports, at 7.5 million. Roy Abernathy, president of American Motors Corp., noted that sales in 1964 would equal 7.5 million units or exceed it. Compact cars will account for some 2.6 million of new car sales this year "and should exert an even stronger influence on the market in 1964," Mr. Abernathy added.

LINCOLN ELECTRIC APPOINTS MEDFORD DEALER. The Cascade Electric Motor Service, 1225 No. Court Street, Medford, Oregon, has been appointed a Motor Dealer by The Lincoln Electric Company of Cleveland, Ohio. They will distribute the Lincoln line of AC electric motors in Medford, Oregon and surrounding area.

Mr. Ken Wondertly, Company President, states that in addition to carrying a complete stock of standard Lincolndard AC motors to properly handle the area's needs, they will introduce Lincoln's Multiguard motors, a unique idea in motor design that will prove a valuable asset to local industry. Multiguard motor windings are pressure embedded and encapsulated with a polyester plastic that provides a lifetime seal against chemicals, moisture, dust and dirt abrasion, mechanical shocks and vibration. This eliminates many of the troubles encountered daily on difficult motor applications.

Lincoln three phase, AC, squirrel cage induction motors range in size from 1/2 to 125 horsepower at 900 to 3600 revolutions per minute. Welded steel frame construction meets the latest NEMA frame size standards.



GROUND BREAKING AT HILLCREST PARK. Ground breaking ceremonies were held last Saturday, December 14, 1963 at Hillcrest Memorial Park for the Acacia Court shown in the artist's sketch above. The Court contains 130 crypt for Masons and their families only. In the center of Acacia Court is a large bronze square and compass, the first of its kind in Oregon. This is the only Masonic garden court in Southern Oregon. The Invocation and Benediction were read by Dr. George Roseberry of the First Methodist Church. The principal address was delivered by County Judge Earl Miller. Among those who participated in the ground breaking ceremonies were Don Shores, Ralph Lee, Allen Rodgers, Judge Miller, Bob Dames, Earl Manner, Ed Vincent, Wyles Berry, and Dr. Roseberry.

HOME BUILDING GAIN FORECAST. A 1.5% increase in housing starts is predicted for 1964 by W. Evans Buchanan, president of the National Association of Home Builders, reports Home Furnishing Daily. A similar forecast was issued by Robert C. Weaver, administrator, Housing and Home Finance Agency, who looks for a 1 to 2% increase to 1.6 million private housing starts in 1964. He added that a healthy prospect for continued economic growth, plus a rising marriage rate, make it appear that the high 1.5 million unit year is here to stay, and saw a 2 million housing year by the end of the decade. Another forecast comes from the Associated General Contractors of America. The organization said total new construction is expected to amount to \$65.5 billion in 1964, more than 5% higher than 1963's estimated \$62.5 billion. Private residential construction in 1963 topped earlier estimates and a strong surge in apartment buildings contributed heavily to the nearly \$26 billion total it expects in this sector for the year. Next year's level in private residential construction will rise to an estimated \$27.5 billion, with a "notable increase" in multiple-unit residential building continuing into 1964. The Commerce Department predicts housing starts next year at 1,640,000, an increase of 10,000 over 1963.

RIBBON CUTTING CEREMONY FOR STANDARD STATION. Ribbon cutting ceremonies were held last Saturday, December 21, for the new Standard Station at Sixth and Riverside in Medford.

Gifts were available for guests who attended the official opening. Corsages were given the ladies and balloons passed out to youngsters. The station is of the very latest design for the company and features a long awning that covers two pump islands.

The original station on this site by the company, was built in 1924.

Shown in the ribbon cutting ceremony at left are (left to right) contractor Merritt Newdall, of Newdall Construction Co.; Mayor James Dunlevy; Millard Hoffman, salesman; Al Prugh, retail representative in charge of service stations business in Medford; Fred Drysdale and Rod Bell, assistant station managers; Jerry Vickerman, salesman.

'61 FOOD PICTURE BRIGHT. There's a "strong chance" that over-all earnings of the retail food industry will move up in the first half of 1964, predicts Franklin J. Lunding, board chairman of Jewel Tea Co., reports Supermarket News. If the nation's disposable income increases an expected 4.5-6%, and depending on the timing of any tax cut, "we would anticipate that retail sales of food stores would be up in the range of 3-5%," Mr. Lunding said. If volume goes up 3-5%, "this would place sales at an annual rate of approximately \$61 billion, compared with a rate of \$58.6 billion in the first half of 1963," he noted. Mr. Lunding added that "sales of corporate food chains should be at an annual rate of approximately \$24.5 billion, or 40% of the total for all food stores, the same proportion as in the past several years."

SILVERWARE SALES SHINE. In 1962, the total silverware industry accounted for \$354 million at retail including sterling, plated and stainless flatware and sterling and plated holloware, reports National Jeweler. For this market, the total retail sales of silverware in these categories is expected to exceed \$375 million in 1964—an increase of \$21 million.



GRAND OPENING HELD FOR JACK'S TEXACO SERVICE. Jack's Texaco Service held Grand Opening activities last weekend, December 20, 21 and 22 at their Crater Lake Highway at Biddle Road location.

Operator of this new Texaco station is Jack Oliver, photo left. Oliver grew up in Arizona on a cattle ranch before moving to Lancaster, California in 1946, where he was with U. S.

Rubber Company's fleet (testing cars) as shift supervisor. At Lancaster he met and married his wife, Sybil. The Olivers came to Medford in October of 1963 and leased the present site of their new station. The couple has a daughter, Betty, who is credit department manager of Sear's in Yreka, California.

The Station will handle all Texaco products and Goodrich Tires.

YOUTH CALL THE TUNE IN MEN'S STYLES. When it comes to men's sportswear and furnishings, it's a young man's world, says The New York Times. "Every major mass merchandising trend in men's clothing today emanates from the young men's market," notes Eugene Gilbert, president of the research firm of Eugene Gilbert & Co., Inc. Mr. Gilbert indicated that many men's styling innovations, such as "the tapered look, the soft collar and the button-down shirt all started at the high school and college level." Both men's clothiers and department stores are taking advantage of this growing market by stepping up the installation of specially designed "varsity" or "university" shops within their stores. The Census Bureau reports that the group of teen-ager students, from 15 to 19 years of age, which totaled 6.8 million in the 1960 census, is expected to rise to 9.8 million in 1970, a 44% increase. Each of them spend some \$200 a year on his clothing, picking out his own. In the 20 to 24 bracket, the anticipated increase from 1960 to 1970 is even sharper—54%. Not only are young men increasing in number, but they are also enlarging their buying power. Mr. Gilbert estimates that spending power of teenagers, which amounted to \$10 billion three years ago, will jump to \$21 billion in 1970.



WILLIAM F. "BILL" SMITH, photo right, has been appointed Southern Oregon representative for Shaw Surgical Co., according to Steadman B. Shaw and Lawrence C. Shaw, principals of the firm. Smith will represent the company in its service to physicians and hospitals in this area.

For a number of years, he served the Don Baxter Company of Los Angeles and a national surgical instrument distributor. Smith attended high school in Talent, Oregon, where he was student body president and a three-sport letterman. Both he and his wife, Salley, attended the University of Oregon where he graduated in 1958 with a B.S. in Business Administration. Smith recently purchased a home in Medford where he resides with his wife and their two children.

Shaw Surgical Co. is headquartered at S. W. 9th Avenue and Yamhill Street in Portland and has stores in Eugene and an outlet in Boise, Idaho. Smith's service area will include Medford, Roseburg, Klamath Falls, Coos Bay and Crescent City.

Nation's Mineral Production Tops 1962 Record Year

WASHINGTON (UPI) — The Bureau of Mines reports that the nation's mineral production in 1963 was valued at \$19.5 billion, about \$3.6 million over the record set in 1962.

The report, sent to Interior Secretary Stewart L. Udall this week, shows that most minerals gained both in value and volume of production. The value rise continues an upward trend started in 1959.

Udall said the production and value of all mineral fuels rose, with anthracite coal registering a 20 per cent value increase. Non-metals advanced 5 per cent in value.

Industrial demand and the settling of labor difficulties were among the factors contributing to the increased output of such materials as iron ore, bauxite, molybdenum, lead and zinc, which accounted for most of the growth in metal output. Silver prices continued to rise with the result its production value gained 13 per cent.

Fuel production as a whole in 1963 was valued at \$13.4 billion, up \$600 million from the previous year. The big fuel, from a

standpoint of volume and value, is crude petroleum. Production in 1963 reached 2.76 billion barrels, valued at about \$8 billion.

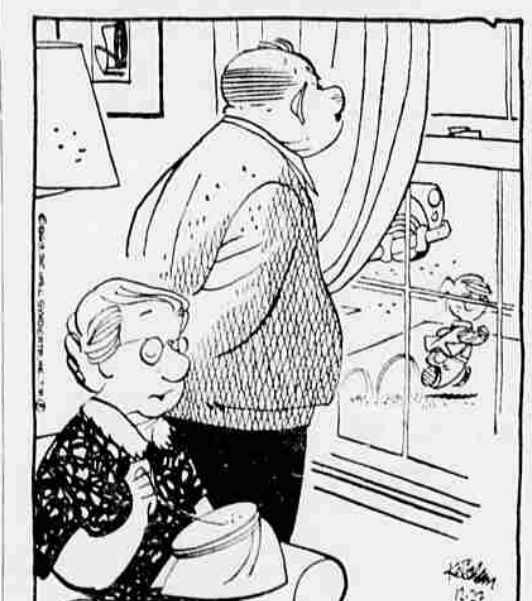
Many family groups were among the mourners who made the long walk up the snow-covered hillside where Kennedy is buried. Some placed flowers on the grave.

Estimated 15,000 Visit Kennedy Grave

WASHINGTON (UPI) — An estimated 15,000 persons visited the grave of President John F. Kennedy at Arlington National Cemetery on Christmas Day.

Many family groups were among the mourners who made the long walk up the snow-covered hillside where Kennedy is buried. Some placed flowers on the grave.

Dennis the Menace



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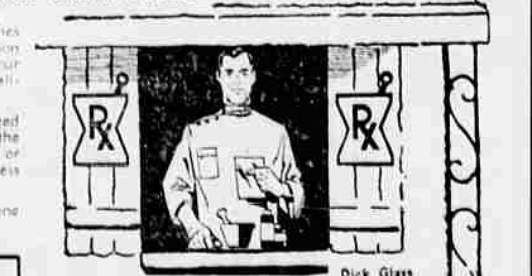
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THE MAINTENANCE MAN STARTS TO FIX ONE OF THE TWO DOORS TO THE OFFICE—THEN THE TRAFFIC STARTS....

The Medical Roundup

By *Walter Alvarez*
Emeritus Consultant in Medicine
Mayo Clinic
Emeritus Professor of Medicine
Mayo Clinic
(Register and Tribune Syndicate, 1963).

Operations for Ulcer
A man wrote yesterday saying, "I just read your booklet on ulcer; when I showed it to my doctor, he said, 'I don't see why he so objects to operations for ulcer.'"

As I said in the booklet, I do not have my patients with ulcer operated on for a number of reasons: one is that if I can only get the person to ease up on the strain of his life, immediately he is likely to be free from pain.

Two: in hundreds of cases, if the man will only chew up a half-dozen tablets of malted milk the minute, around 11:30 a.m., he feels pain, he will get such good relief that he won't need an operation.

Three: an operation often does not cure, and it can leave the person worse off than he was before.

Four: I would never have an ulcer operation performed on me unless much pain, or bleeding, or obstruction of the outlet of the stomach drove me to it.

Five: I have known as friends dozens of physicians and surgeons with ulcer, and no one of them ever let anyone operate on him.

Six: today, I got a letter which shows very well why I never permit a patient of mine to have a vagotomy (the cutting of the two big nerves that run from the brain to the stomach) and why most gastric surgeons I know, after a little experience with the operation, gave it up and never performed it again.

A man of 60 writes from New York to say that two months ago he had most of his stomach removed, and his vagus nerves cut. Already, he has lost 33 pounds in weight, and like most people without a stomach, he cannot gain back either his weight or his strength. If his work is heavy he may never be able to go back to it again. Now, with his vagus nerves

cut, he suffers with a constant nausea, belching of foul-smelling gas, regurgitation of food, and sometimes vomiting. Very typical is the miserable feeling he has that his stomach is very full and never able to empty. Actually, it does not empty well, as shown by the fact that in the morning before breakfast, he will vomit a pint of foul fluid. When he eats he has great trouble holding the food down. He also has a miserable diarrhea that the doctor cannot stop. Worse yet, he has pain which suggests to his family doctor that he already has gotten a new ulcer, worse than the old one.

Now, the unhappy patient wants to know how much longer he will have to go on living this almost intolerable life. I hate to tell him that some of the patients I have seen with this type of result from a vagotomy went on with their misery for as long as I knew them. One committed suicide, and another told me that as soon as he got home and made his will, he would take that same way out.

I know that most gastric surgeons reading this will say, "But no; I can show him some people with a vagotomy who got a good result." Of course, I too have seen a few of them; but when I know from sad experience that a patient can get this type of a result, I just will not allow him to run that risk. I will not be responsible for getting one human being into the awful "mess" that a vagotomy sometimes produces.

Variouse Leg Veins
The best way of treating troublesome varicose veins is to get a surgeon to make a small cut in the skin over one end of the dilated vein. He cuts the vein and threads the part to be removed through a loop on the end of a long rod. This is then pushed up along the vein, breaking its connections with the tis-

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