



# BUSINESS Memo

Edited by The Mail Tribune Advertising Department

**CHRISTMAS SEASON CLOSES ON HIGH NOTE.** The 1963 Christmas season ended on an upbeat note with merchants estimating an increase of from 1 to 3% over the holiday period last year, reports Fairchild News Service. Sales last week are reported to be up 5 to 7%. Department store sales in the New York Northeastern New Jersey metropolitan area were up 12% last week over the same period a year ago. Best performers ran the whole gamut of outerwear. For the entire Christmas season, beginning right after Thanksgiving, stores in New York City and the suburbs estimate gains of from 2 to 5%. With few exceptions, sales zoomed ahead of last year in the final week before Christmas for Philadelphia retailers. Christmas sales continued to ring merry tunes on registers in Cincinnati last week, with sales up 10 to 12% over last year. Coats, suits and sportswear were reported generally strong.

**HOUSEWARES SHOW HEAVY GAINS.** Housewares sales are expected to show healthy increases by the time the last of 1963's sales are tallied, reports Electrical Merchandising Week. The 13th annual survey conducted among buyers and manufacturers by the National Housewares Manufacturers Association forecast '63 retail volume close to the \$8 billion mark, up about \$1 billion from 1962. Dolph Zapfel, NHMA managing director, notes that 81% of the makers and 85% of the buyers who responded to the survey say sales in 1963 will surpass those made in 1962. The average increase foreseen by buyers is 8.8%.

**WICKERSHAM TO ATTEND FORD TRUCK CONFERENCE.** Scott Wickersham, Truck Sales Manager of Crater Lake Motors, has been selected by the District Ford Dealer Council to represent this district at a regional meeting of Super Duty Dealer Truck Managers.

According to Hugh Coleman, owner of Crater Lake Motors, Wickersham will attend the meeting, at which the Regional Council Chairman will appoint two delegates from those in attendance, to represent the region at the first annual National Ford Super Duty Dealer Truck Sales Managers Committee Meeting to be held in Dearborn, Mich., on Feb. 26, 1964.

The purpose of this committee of the National Dealer Council is to discuss with Ford Division officials areas of mutual interest with regard to the Heavy Truck business, and to exchange ideas on how best to meet the many changing complexities of this profitable business, according to J. S. Meyers, Truck Merchandising Manager of the Ford, San Jose District.

The first annual meeting will be held in San Jose, Calif. Also selected to represent this district was Joe Burgi, Griswold and Wright Ford, 9th and L, Modesto, Calif.

Wickersham is well versed in truck operation and maintenance as he has been involved in this business most of his life. For many years he operated a fleet of trucks as an independent trucking line out of Jackson County. He joined the Crater Lake Motors staff in 1950 and has continued there since.

**BUYING CENTERS ON SPORTSWEAR.** Stores are buying sportswear at a strong pace, resident buying offices indicate. Sales of home furnishings, hardware and housewares are also said to be heavy, reports The New York Times. Additional reports:

- **Women's Wear:** Basic fur-trimmed coats are selling strongly, as are lake Persian coats and mink trim. Two and three piece mohair suits in pastel shades are being reordered. Sales of long formals and dressy wool styles are dominating a strong dress department. Stretch pants, jumpers, ski jackets and mohair sweaters are the bright spots in sportswear. Crepe blouses are also selling well.
- **Men's Clothing & Furnishings:** Sharkskin suits in silk worsted blends are being reordered, as are black worsted mohairs. Sweaters, shirts, gloves, neckties and rugged outerwear are selling strongly.
- **Infants' and Children's Wear:** Reversible print ski jackets are popular, as are blazer stripe sweaters and stretch pants. Robes, party dresses and flannel pajamas are also being reordered.
- **Home Furnishings:** Sales of electric blankets are good, as are fancy linens, rugs and towel sets. Colorful throw pillows are producing heavy volume.
- **Hardware and Housewares:** Small electric appliances, including hair dryers, skillets, toasters, irons and mixers are selling well. Sales of electric shoe polishers are termed excellent.

**NEW GMC TRUCK SALESMAN AT DEAN AND TAYLOR PONTIAC.** Keith K. Windham is the newest addition to the sales staff of Dean and Taylor Pontiac according to Bob Taylor, owner of the agency.

Windham will be a salesman for the General Motors Corporation truck line. Age 43, he is married and has one child, a girl named Patti. He has 20 years of experience in the trucking industry with the last 11 years at Wentworth and Irwin, Inc., Portland, working with light and heavy duty trucks.

A member of the Elks Lodge and the American Legion, Windham has also spent five years in the military service.

"With the product G.M.C. Truck has for 1964, we anticipate a big year at Dean and Taylor Pontiac," he stated.

**SPRING FLOORS GO BROWNISH.** Rich, mellow, brown-touched colors are the hues for the coming January floor coverings market, reports Home Furnishings Daily. Brown is important by itself and also when mixed with other shades. Mixed with pink, it is one of the newest colors for spring. Gold, first place in previous years — still is around, but it too has been revamped. No longer bright and brassy, it has been turned into a new butter-etch shade. Green will be the out-and-out favorite color at the market — seen in every possible shade. It too has been tinged with brown. Blue continues an important color for floors, especially when touched with green — making turquoise, a color ready for a strong comeback. The new turquoise is clear and bright. One reason for the turquoise revival is it is a good foil for all brown-touched shades. One of these shades is orange. Mixed with brown it has a new look; it is a hearty, rich russet. Neutrals also take a leaning toward brown... beige is darker and browner. Gray makes a slight comeback when touched with brown and yellow. For a rich putty shade. Color with color is a growing trend at the coming market. Multi-color combinations are growing to a point where they now threaten the long dominance of plain, solid-colored carpets.

**ANNUAL BARGAIN BEE SUCCEEDS.** Coffee and donuts and an antique doll collection were two factors which helped push sales volume to twice its normal pace in the infants' and children's department of Muehling's Department Store, San Diego, Calif. "This is the third year we've staged an 'Old Fashioned Bargain Bee' and by far it has been the best," says Arian Puckett, general store manager, reports Infants' & Children's Review. The Bargain Bee, which ran for six days the first week in February, was heavily promoted with newspaper advertising. Windows were decorated with mannequins clad in gowns reminiscent of the early 1900 era. The promotional image was antiquity versus contemporary. In the infants' and children's department, a valuable antique doll collection attracted crowds. Counter fixtures were free of merchandise and more than two dozen dolls dressed in garments of a by-gone era were installed. Heavy and bulky clothing of these dolls offered a sharp contrast to today's infants' wear.

**AUTO SEAT BELT SALES ADVANCE.** Seat belts will continue to receive strong merchandising play in home and auto stores during 1964 and '65, reports Home & Auto Retailer. This year's seat belt sales in auto stores are running 20% over 1962. In 1962, auto stores sold \$15 million worth of belts, a gain of 36% over 1961. The fact that car manufacturers are offering seat belts on 1964 models under "delete option" basis — meaning that customers can cancel the belts if they don't want them and the dealer will make any necessary price adjustments — has not hampered seat belt sales in home and auto stores. In fact, dealers see 1964 seat belt sales as "definitely bright."

**They'll Do It Every Time** By Jimmy Hatlo

IN SOLICITING FOR THE BUILDING FUND...  
 "I'M SOLICITING FOR THE BUILDING FUND. FOR INSTANCE, IF SOMEONE GIVES YOU A CHECK FOR \$100,000, THEN YOU ASK, "IS THIS A PART PAYMENT?" HA-HA-NOW, SOME PEOPLE WILL ASK, "HOW MUCH SHOULD I GIVE?" WELL, JUST SMILE AND SAY, "GIVE TILL IT HURTS THE TAX DEPARTMENT." STUFF LIKE THAT..."  
 "MAYBE HE'LL ALSO GIVE ME A FEW JOES TO KEEP MY LANDLORD HAPPY..."  
 "WHAT WAS HE BEFORE HE WAS A FUND RAISER—A BIRLESCOVE COMEDIAN?"  
 "FOR HIS CITY I THINK HIS COMEDY WAS SO GOOD HE WAS COLLECTING THEM JUST A COAT HOLDER!"  
 "WHEN I GOT HOOKED ON THIS COMMITTEE I WAS THINKING IN HUNDREDS—HE LAUGHS IN THOUSANDS!"  
 LISTENING TO THE PROFESSORIAL FUND RAISER MAKES IT SOUND EASY...  
 "HERE'S MY CHECK, SO YOU CAN STOP BLOGGING ST. JOSEPH'S."  
 "THANK YOU, AND I'LL BE RIGHT BACK WITH THE CHECK."  
 "HERE'S MY CHECK, SO YOU CAN STOP BLOGGING ST. JOSEPH'S."  
 "THANK YOU, AND I'LL BE RIGHT BACK WITH THE CHECK."

## Try and Stop Me

By BENNETT CERF

ONE OF THE easiest ways for a big Broadway or Hollywood star to pick up incredibly big fees is endorse a product or allow a photograph to be reproduced on a box-top. Some stars, however, are a good deal more fastidious in this respect than others. Notable example: lovely young Yvette Mimieux, who abruptly turned down an offer that would have netted her a six-figure fee for authorizing the use of her picture on a well-known brand of face towel. Her reason: "I can think of nothing worse than being in 90 million bathtubs at one time!"



Some definitions from the "Dixie Dictionary"—which sells for 50 cents: Yankee Money."  
 AUTO: I auto go to work, but Ahm tared.  
 AX: Ah ax you this.  
 BARN: I was barn in Kentucky.  
 BALKS: Pass me that match balks.  
 DID: He's did.  
 GULL: A young female human.  
 RAT CHEER: (not there): Lay it rat cheer.  
 YAWL: Yawl come to see me soon.  
 ("The pamphlet also warns strangers to always say "Pass them girls, since there is no such thing as a free girl.")  
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## Regulations by States on Possession Of Firearms Urged by Congressman



A. ROBERT SMITH  
Mail Tribune  
Washington  
Correspondent

WASHINGTON — It is up to the various state legislatures rather than Congress to crack down on unregulated sale of firearms to juveniles and adults who are incompetent to handle them safely, according to Sen. Warren G. Magnuson, D-Wash., chairman of the Senate Commerce Committee.

Magnuson's committee plans to hold hearings soon on pending bills to regulate mail-order gun sales such as the transaction which put an Italian rifle into the hands of Lee Harvey Oswald, the presumed assassin of President Kennedy. A bill sponsored by Sen. Thomas Dodd, D-Conn., has gained support since the assassination.

Dodd's proposal is to require

any person ordering a gun by mail to provide an affidavit, authenticated by local police, attesting to his age, name, address, criminal record, if any, and evidence of compliance with state gun laws.

**May Mislead Public**  
 But Chairman Magnuson is fearful that enactment of such legislation will "mislead the public into believing that the problem had been solved when in fact it had not."

**What is the problem?**  
 "There is no question that more effective control over the use and possession of firearms is necessary," says Magnuson. "Mental incompetents, alcoholics, drug addicts, convicted felons, fugitives from justice and similar individuals should not be permitted to use firearms. Use of firearms by minors should be adequately regulated. Even in the case of guns used for sporting purposes, no minor should be permitted to use or possess a gun except with parental approval and under their supervision."

The basic issue, he adds, is "what constitutes effective control and where should that con-

force that would impinge upon the police powers of the states and thereby be unconstitutional.

The senator has directed his committee staff to consult with federal, state and local authorities and others in quest of a practical solution.

"But the solution must not be one conceived in hysteria, born of ignorance, intended to foster complacency and destined to futility," he said. "The solution must be total, not partial. It must be dictated by the voices of reason, not emotion. It must, to the extent practical, prevent the possession and use of firearms by the irresponsible, but in so doing should not unduly inconvenience or burden the responsible."

Magnuson doesn't question the power of Congress to regulate interstate movement of weapons, such as the national firearms act of 1934, which outlaws machine guns, sawed-off shotguns and other gangster-type weapons. But he contends it is a state responsibility to see to it that legal weapons, pistols and rifles, be kept out of the hands of incompetents.

## Pope Paul's Pilgrimage - Part II

# Touring Pope To Find Nazareth About Same as in Christ's Time

**EDITOR'S NOTE:** This is the second of four dispatches dealing with places Pope Paul VI will visit on his pilgrimage to the Holy Land beginning Jan. 4. It describes the town of Nazareth.

**By ELIAH SIMON**  
 United Press International  
 NAZARETH, Israel (UPI)—The worn hills of Galilee hid Nazareth from the pages of history until the Gospels turned it into a shrine venerated throughout Christendom.

It was the boyhood home of Christ. Here he preached the first sermon in the synagogue that led to his rejection by the Nazarenes, and here he played amid the shavings and dust of Joseph's carpentry shop.

Pilgrims today can still see the spot where the shop stood.

Mary's well is here in Nazareth and women still come to it for their water, returning home with pitchers carried upon their heads.

Nazareth was a place that made almost no mark in this ancient land. So obscure was it, the Gospel of John tells us, that Nathanael asked in disbelief, "Can there anything good come out of Nazareth?" Pilip replied "Come and see" Jesus of Nazareth.

**Much The Same**  
 Pope Paul VI will find it a city that looks not greatly different than at the time of Christ. Nothing remains of course of the actual buildings, but change comes slowly in Galilee and what was destroyed by ravaging armies was rebuilt as it had been before.

Most of the modern Nazarenes wear Western clothes. Yet, many still dress in the flowing robes that were common in Biblical times. The population is now about 25,000, most of them Arab Christians. About 10,000 of them are Roman Catholics.

Refugees from the City of David came to quiet Galilee.

By the third century A.D. there was a Jewish community in Nazareth. In 614 A.D. the men of Nazareth joined Chosroes II of Persia and helped him sack the churches of Jerusalem. When the emperor Heraclius drove out the Persians, the Christians put Jewish Nazareth to the sword.

**Christ Leaves City**  
 Christ left Nazareth for Capernaum (Tel Hum) on the northwest shore of the Sea of Galilee when he started his ministry. It was the place, Matthew tells us, He considered "His own city."

Pope Paul will visit and pray at the places where the New Testament says Christ centered His public activities.

Here the disciple Simon Peter — the St. Peter Roman Catholics venerate as the first Pope — had his house. It was the Sea of Galilee upon which the New Testament relates Christ walked, and it was these waters and the sweeping winds that he rebuked and commanded to be calm. Violent storms still rush down from the surrounding hills and catch fishermen, using nets similar to those of Biblical times, far from shore.

## The Medical Roundup

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

**Malignancies of New-Born Infants Can Cause Death**  
 Few lay people realize how common are malignancies in infants, and few people know what every autopsy pathologist knows, and this is that when a child has one deformity, he is likely to have half a dozen. I recently read an article on children born deaf, an article showing how often these unfortunate youngsters have a number of other bodily difficulties.

In the past 10 years, among some 32,600 infants born at the Chicago Lying-in Hospital, 72 who were born alive died in the first 10 days. All of these died of malignancies. In 25 cases, the abnormalities affected mainly the brain. Such defects are more common than those affecting any other organ. Malignancies of the heart involved 13 children; of the kidneys, 11; of the gut and intestines, nine; of the midriff, six; of the skeleton and muscles, six; of the other organs, two. During the same period of time, 40 fetuses were born to badly deformed mothers. Again, 24 had some severe abnormality of the brain.

Many mothers who for years are terribly unhappy because of a baby lost by miscarriage in the first three months of pregnancy could be comforted a bit if they knew that in such cases, practically never is the fetus found normal at autopsy. In the United States, the official figures show that one in 467 infants dies within the first two weeks after birth, and in 1958, the number of deaths ascribed to malignancies of the infant was 12,790. If we add the number of infants who were too malformed to be born alive, we get a figure of about 30,000 pregnancies which ended unfortunately.

It may give heartbroken mothers some comfort also to know that there are many other women who are suffering mentally as they are. All should know that in hardly a single case can the mother be blamed for what happened; the child's malformation with death was in no way her fault.

The chemistry of the development of a normal infant is so extremely complicated that, to me, the marvel is not that occasionally a child is born malformed; the marvel is that so many infants are so perfectly normal that they can later develop into fine human beings.

As Dr. James D. Ebert, Director of the Department of Embryology of the Carnegie Institution said recently, some of the deformities, like a harelip, are due to a defective inheritance, a few can be due to the mother's getting German measles early in her pregnancy, and others might be due to taking some drug early in her pregnancy.

Experts no longer believe that a mother can mark her baby, and this should be a comfort to thousands of women.

**Tendency to Multiple Births Can Be Inherited**  
 According to the American Medical Association, the tendency of women to have twins varies in different parts of the world, and even in different parts of the United States. For instance, in the whole United States the rate for twin births is one in every 85 live births. In Denmark, it is one in every 60 births; in Japan, twinning is rare. In the United States, the rate is one to every 66 births in Kentucky, and one in every 123 births in Nevada.

If a woman has a set of twins, the chances of her having another set become five times the national average, or about one in 17 live births. The world's record for multiple births appears to be held by an Austrian woman who is said to have borne 69 children, including four sets of quadruplets, seven sets of triplets, and sixteen sets of twins.

**Mechanical Pacemaker For Heart**  
 Already in this column I have called attention to the fact that a tiny electric pacemaker buried under the skin of the upper part of the abdomen, with wires running to the heart, can cause the heart to keep beating when otherwise it might well quit, and leave the person to die. The pacemaker is used particularly in cases of "heart-block," in which the beat, starting at the top of the heart, sometimes cannot get through to the two big pumping chambers. In this disease there can be sudden fainting spells, and eventually a so-called standstill of the heart, and resultant death.

One common form of headache is called migraine. If you have symptoms which suggest migraine headaches, you will want to read Dr. Alvarez's helpful booklet about it. You may obtain it by sending 25 cents and a self-addressed, stamped envelope with your request for it to Dr. Walter C. Alvarez, Dept. MMT, Box 957, Des Moines, Iowa 50304.

## Forest Industry Brings \$2 Billion

PORTLAND (UPI)—Tree farming and manufacturing brought more than \$2 billion into Oregon and Washington in 1962, up 5.8 per cent from 1961, the Industrial Forestry Association has announced.

The figure was only slightly below the record set in 1959.

The announcement said the forest industry continued as the Northwest's No. 1 employer, with its 143,000 jobs last year. Forest industry employees earned more than \$810 million, up nearly \$46 million over 1961, and equal to the all-time high of 1959.

Oregon's forest products yielded more than \$1 billion for the ninth year in the past 10.

Washington's forest products yielded an all-time high of \$948 million.

The report said lumber still leads by earning \$803 million; pulp and paper is second with \$775 million, and plywood \$565 million. Lumber was up \$42 million, plywood up \$41 million, and pulp and paper up \$35 million over 1961.

**BIG CATCH**  
 MADISON, Wis. (UPI)—More than one and a half million squirrels were bagged by Wisconsin upland game hunters in 1962, according to the Conservation Department.

## Little Rock Gets Titan II Missiles

WASHINGTON (UPI)—A wing of 18 Titan II intercontinental missiles has been installed at Little Rock, Ark., to bring the nation's total of operational ICBMs to 534.

The Pentagon said the Little Rock installation completed the Atlas and Titan programs, but an additional 650 Minutemen ICBMs are still scheduled for deployment.

The U.S. ICBM force, installed and ready to fire, includes 126 Atlas, 54 Titan I, 54 Titan II and 300 Minutemen missiles.



**STRIPPER FINGERPRINTED**—Karen Lynn Bennett is fingerprinted at the Dallas, Texas, Sheriff's office by Deputy Sheriff Jimmy Kitching after she was charged with carrying a concealed weapon. Miss Bennett, a stripper at Jack Ruby's Carousel Club, was arrested when she attempted to enter the courtroom with a pistol in her handbag. She had been called as a witness for the defense and the pistol was found as she was searched before entering the court. (UPI)

## Group To Check Winter Range Use Of Migratory Deer

Conditions of the winter range used by the migratory interstate deer herd will receive a field trip inspection by the Legislative Interim Committee on Wildlife, Jan. 9, in the Klamath Falls area, Sen. Lynn Newby (R), Jackson County, member of the big game subcommittee, announced today.

He said four members and the secretary of the committee will meet in Klamath Falls that evening at the Winema Hotel to hear testimony from the State Fish and Game Council and other members of the public concerning the plight of the interstate herd, which reportedly has dwindled substantially in size in recent years.

The reported loss in population of this herd created a controversy that continues to be a hot spot in sportsmen's circles and revolves around the legal taking of either sex deer, Senator Newby said.

In addition to the field trip, Senator Newby said, the committee will confer with California and Oregon Game Commission members who are also meeting in Klamath Falls to discuss technical data and compare statistics on the interstate deer herd problem.

Other items that will be discussed by the committee during their two day visit to the Klamath Falls area will include problems of the Klamath River Fishery, the subject of resting areas for migratory waterfowl and land acquisition practices of public agencies, Newby said.

SAN FRANCISCO (UPI)—The 13-county San Francisco Bay Region has a population of nearly 5 million, according to the San Francisco Chamber of Commerce.