

# You'll Find His Phones In 4500 Communities

Gen'l Telephone is Second to A.T.&T.

By LOUIS JAMES

How did David feel next to giant Goliath?  
"Sort of small," grins Donald Clinton Power.

Power ought to know that feeling. As president of the General Telephone Corporation, he feels "sort of small" next to mammoth A.T.&T. which controls 50 million of the country's 60 million phones.

But General Telephone is a Goliath in its own right. It is the giant of a vast network of 4300 independent companies who run most of the phones in the smaller communities throughout the country.

Operates in 30 states

General's three million phones tentacle 30 states and many thousands of towns, making it the second largest phone company in the world.

Bell, for instance, may control Los Angeles, Power admits, "but we have Los Angeles surrounded."

In six years, Power helped jump General's assets into the billion dollar class, upping its net from \$5 million to \$41 million. He did it because few men in the field know public utilities and the complexities of rate systems as intimately as he does.

For years he taught the subject at Ohio State (he was chairman of the board in 1951) and later was chief counsel for the Ohio Public Utilities Commission.

Last year, the Wall Street Journal gave him a special token of leadership in progressive business and he readily admits his dependency on business news

Men Who Make America Great



DONALD CLINTON POWER

in the Journal and in local papers wherever he travels.

Born near Marietta, Ohio, in 1899, Power dropped an early yen for geology (his father worked in the oil fields) in favor of business and law. At 27, he was holding down two jobs—teaching law at the university in the morning and practicing it in the afternoon.

Was partner of Bricker

In 1939, a law partner, John Bricker, was elected Ohio governor and Power became his secretary. When Bricker got the presidential bug four years later, Power left to become chief counsel for General Telephone.

"I had as many as 19 rate cases in 19 different states going on at the same time," Power recalls, wondering how he ever managed it.

When General needed a new president in 1951, Power was their logical choice—no one knew as much about the intricate network of the business as he did.

Gave up Geology to Study Utilities

Right off the bat things began to happen.

First, he expanded and restaffed the important New York office; second, he initiated a growth program.

Two years ago he acquired Theodore Gary & Co., a big independent, which owned manufacturing facilities also. So now, next to Western Electric, Power's firm is the country's biggest maker of phone equipment.

This year, through an exchange of stock, he joined forces with Peninsular Telephone Co. of Florida, adding another 300,000 phones. Previously, he adds, "we didn't have a single phone in that state."

A big, round-faced man of 57, Power is a quiet sort of fellow who moves quickly and noiselessly. Conservative, he doesn't like to fly—though he is constantly on the move. He averages 100,000 travel miles a year—but by train.

His chief worry

Every weekend he entrains for his 220-acre Ohio farm to be with his wife and two daughters.

Now that General owns plants in Belgium, Italy, Canada and the phone systems of the Philippines and the Dominican Republic, Power is now on a business trip to Europe where he is exploring new opportunities.

In summer he takes off for some Quebec fishing—always worrying about where he will get the new capital for the \$900 million plant expansion he plans for the next five years. But that's a small worry—Power always seems to get what he starts out for.

## Grass Valley

By Mrs. A. F. Balzer

Mr and Mrs Kendrick Dunlap were hosts at a party at their home in Moro Saturday evening honoring his aunt, Mrs. Swick, house guest of his mother, Mrs. A A Dunlap. Guests included Mrs. Swick, Mrs. Dunlap, Mr and Mrs Harry Hooper and Floyd, Mr. and Mrs Herman Peters of Grass Valley, Mr and Mrs Art Watkins of Wasco, Mr and Mrs Jack Cushman, Mr and Mrs Paul Cyphers, and Mr and Mrs Bob Marvin of Moro. Bridge was in play at two tables with Mrs Hooper and Mrs Cushman winning the prizes and pinochle at two tables with Mrs Watkins and Mrs Dunlap winning the prizes. Refreshments were served by the hostess.

Gene Cantrall, Karen Wilson of Kent, Diane Schilling and Robert Hastings of Wasco were visitors in The Dalles Friday.

Mr and Mrs Bill Johnson are parents of a son born Sunday, January 5 at the Wilcox Memorial hospital in Portland. The baby weighed seven pounds. The grandparents are Mr and Mrs Tommie Barnett of Grass Valley and Mrs Florence Johnson of St. Ignace, Montana.

Mr and Mrs Fred vonBorstel were dinner guests New Year's day at the Carl Schadewitz home.

Mrs Alfred Kock of Moro, Mrs Donald vonBorstel and children and Mrs Ted vonBorstel of The Dalles drove to Portland Friday to attend the funeral of Mrs May Nelson, mother of Mrs Bill Pausch, on Saturday.

Mr and Mrs E R Blaylock and Mr and Mrs Boyce Blaylock returned home Dec. 31 from Seattle where they had visited the latter's daughter, Mrs Eugene Spencer and son.

Harry Dean Eakin left Monday for Klamath Falls to remain for the spring term at OTI after spending the holidays here with his parents, the Harold Eakins.

Miss Jerrine Blaylock of Portland spent the New Year's week end here with her parents, Mr and Mrs Boyce Blaylock.

Mr and Mrs Kendrick Dunlap had as dinner guests at their home in Moro Sunday honoring Mrs. Jim Rodda and Dewayne Cantrall on their birthday anniversaries. Guests were Mr and Mrs Jim Rodda and daughter, Mr family, Mr. and Mrs. Archie Cantrall and Gene.

Mr and Mrs Edgar Alley and Ruth went to Portland Thursday on business and while there visited Mrs. Norton and Mr. and Mrs. Clarence Payne, returning home Saturday.

Mr and Mrs A vonBorstel were callers at the home of Mr and Mrs Ben Maxfield Thursday afternoon to visit with Mrs Etta Buchanan from Madison, Wisconsin, a former teacher at Kent, who has been visiting relatives and friends around Kent for a week. Her daughter school in Kent and is now teaching in Jusetin, Venezuela, South America.

Mr and Mrs Collins Rice and Bud Rice of Sweet Home arrived here Thursday to visit Mr and Mrs E P Thompson, Mr and Mrs Norris Gilkison and Mr and Mrs Harold Eakin and family returning to their home Sunday.

Mr and Mrs Bud Kock and family were dinner guests New Year's day at the Donald vonBorstel home.

Mr and Mrs Amandus vonBorstel were callers at the home of Mr and Mrs Carl Schadewitz Saturday evening.

Mr and Mrs A vonBorstel and Mr and Mrs Frank Sayrs and Tony were dinner guests Sunday at the Frank vonBorstel home.

Bill Pausch went to Portland Thursday to be with Mrs Pausch and to attend the funeral of his mother in law, Mrs May Nelson, on Saturday. Mrs. Pausch was taken to the Emanuel hospital in Portland for medical attention. Mr. Pausch will stay there for a few days.

Mr and Mrs Norman Adams and son of Eugene and Miss Sandra Adams and Mrs C P Adams of The Dalles were guests Saturday at the Donald Clodfelter home.

Mr and Mrs C A Riggs and family stopped here Tuesday enroute from California to visit his brother, Hershell Riggs and family, leaving Friday for their home in Canyon City, Colorado.

Mr and Mrs Bruce Eccles and family of Hood River came Tuesday and spent the New Year holiday with her parents the Donald Clodfelters.

Mrs Harold Eakin and Mona went to Camp Sherman Saturday December 28 and Mr Eakin and Tommy and Penny Higley of Moro went up Tuesday and spent the New Year, all returning on Thursday.

Mr and Mrs Norris Gilkison spent the New Year holiday visiting relatives in Pasco, Wash.

Wayne Tennet of Madras was an overnight guest Saturday at the Roy Schilling home. He accompanied Gary Schilling to Eugene where the boys will resume their studies at the University of Oregon after spending the holidays with their parents.

Mrs W F Schilling was a dinner guest Saturday evening at the Roy Schilling home.

Mr and Mrs J W Blagg and Gerald Blagg drove to Portland Friday where they attended the funeral of Mrs M B Taylor.

Ralph Deggendorfer arrived in Grass Valley Friday from California where he received his discharge from the navy, to visit Arden Peters, leaving Sunday for his home in Kellogg, Idaho.

Mr and Mrs Alfred Kock of Moro stopped to visit Mr and Mrs Herman Peters Sunday afternoon and then had supper with Mr and Mrs Arzell Lemley.

Mrs Wallace May, Mrs J W Blagg, Mrs Gerald Blagg and Mrs A. S. Alberty attended the layette shower for Mrs Ralph Busse held at the Presbyterian Church in Moro Saturday afternoon.

Mr and Mrs Dell Olds were dinner guests Sunday at the Lyle Olds home.

Mr and Mrs Wallace May were dinner guests New Year's eve at the D L Reynolds home.

Mr and Mrs H O Dugger, Mr and Mrs Oren Raven and family and Mrs Rex Richards and children of Portland were dinner guests Sunday at the John Rust home.

Mr and Mrs Delbert Wilcox of Prineville were visitors Saturday at the Dell Olds home.

Verne Mobley took Keith Mobley and Susie Woods of Moro to Corvallis Sunday where they will resume their studies at OSC. Verne drove to Klamath Falls Monday to resume his studies at OTI.

Mr and Mrs Dell Olds and Mrs Ronald Powell and son, Pat, of Moro drove to McCoy Monday to visit Mr and Mrs L H Nahouse. The Olds were business visitors in McMinnville Tuesday.

Mr and Mrs John Rust and Johnny Raven were in Portland December 28 visiting Mr and Mrs Carl Runke. Mrs Richards and children came home with her parents for a visit.

Mr and Mrs William Brinkert had as dinner guests New Year's day Mr and Mrs Bill Brinkert, Mr and Mrs John Alley and son, and the former Mrs. Brinkert's nephew, Duane Anderson and family of The Dalles, her sister, Mrs. Oscar Anderson of Fergus Falls, Minn., and her mother, Mrs. Christine Fredson of Portland. Her sister and her mother stayed to visit until Friday when the William Brinkerts took them to Portland.

Mr and Mrs Earl Olds and Robin went to Portland Thursday to visit Mr and Mrs Glenn Perry and family, returning home Saturday.

Guests at the home of Mr and Mrs John Rust Saturday evening were Mr and Mrs John Alley, Miss Barbara Alley, Dick Rust, Mr and Mrs Claud Bayer, Mr and Mrs Oren Raven, Mrs Rex Richards and Carl Kelley. The evening was spent playing pinochle with refreshments served.

The Grass Valley 4-H livestock club met at the home of Kenneth Lemley. Club members, on January third, had a short business meeting at which Tommy Thompson, county agent, showed slides on how to judge livestock and profitable beef production.

Mr and Mrs Dick Reckman and daughters drove to Bend on business Friday stopping enroute at Madras to visit Mr and Mrs Millard Eakin and family.

Mr and Mrs James Nichols (the former Jackie Horner) of Inglewood, California are the parents of a daughter born December 30 weighing seven pounds and six ounces.

Mrs Bernard Martin and Deanna went to Portland Thursday to visit relatives, returning Friday.

Mr and Mrs Kenneth Martin took their son LeRoy to Portland Thursday where he took a plane back to Fort Ord, California, after spending the holidays here with them. The Martins returned home Saturday.

## U.S. NATIONAL BUILDING

U. S. National continued its building program during 1957 with new buildings for its branches in Albany and Newberg plus major remodeling of its Coos Bay branch. A modern new building for the Hillsboro Commercial branch is now under construction.

On November 9, U. S. National opened its second branch to serve Klamath Falls with a new building in the Town and Country shopping center, about three miles from the city center in a growing suburban area. U. S. National now serves Oregon with 64 banking offices throughout the state.

## UNEMPLOYMENT ROLLS BIGGER THAN EVER

Reserves of the State Unemployment Commission dropped below \$42 millions this week for the lowest year-end total in 15 years despite nearly \$17 millions paid in taxes in 1957 by 27, 500 employers for the biggest annual income in the commission's 20-year history. Unemployment also set new all-time records with laid-off workers being paid \$31,500,000, nearly 59 per cent more than in 1956.

Payroll taxes are scheduled to rise from an average of about 1.44 per cent to 1.85 per cent in 1958 but even these rates may be superseded if first quarter benefits for reserves below the new floor of about \$31.5 millions. All employer rates then would revert automatically to 2.7 per cent until the unemployment trust fund again rose above the floor.

Payments to the unemployed during December are estimated at about \$4,000,000, an increase of over 80 per cent from a year ago. If weekly claims at local offices

continue their seasonal rise, January and February benefits may pass the five-million mark. A decline is expected in March, partly because of better weather and partly because many claimants will have drawn maximum benefits.

Higher weekly benefits approved by the 1957 legislature accounted for part of the increased payments since last July 1. Average weekly check rose from \$29 to over \$33 with the start of the 1957-58 benefit year. Legislators also established higher flexible tax schedules but their effect will not be felt until April when first assessments on 1958 payrolls become due.

About 80,000 workers have filed claims since the start of the benefit year last July and 50,000 have drawn at least one check. Some 2,500 have exhausted benefit rights and the number is rising by several hundred each week. With many claimants entitled to 26 weeks compensation, even more exhaustions are expected during the early weeks of 1958.

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**THE RIVAL WORLD**  
MAN'S ENDLESS WAR AGAINST THE INSECT

A SMUG BUG IN A RUG...  
THAT'S THE DESTRUCTIVE **CARPET BEETLE**

the enemy:  
LARVAE ARE DARK, BROWN, HAIRY, ABOUT 1/2" LONG, COME FROM SOFT WHITE EGGS. THEY DO THE DAMAGE. ADULT BEETLES ARE OVAL IN SHAPE, BROWN AND GRAY, OR BLACK, SOMETIMES FLECKED WITH RED. LOOK FOR THEM IN DARK, SECLUDED PLACES.

the attack:  
LARVAE EAT HOLES IN RUGS, CARPETS, WOOLEN CLOTHING, BLANKETS, CURTAINS—EVEN STUFFED ANIMALS. GREATEST DAMAGE IS DONE TO FABRICS LEFT UNDISTURBED FOR LONG PERIODS. CARPET BEETLES ARE MOST ABUNDANT WHERE DUST AND LINT ACCUMULATE.

man's counterattack:  
PROTECT RUGS, ETC. BY FREQUENT VACUUMING, SEMIANNUAL SUNNING, BEATING, BRUSHING. USE CHEMICAL SPRAYS—DOT OR DIELDRIN. USE LATER AS COARSE, WET SPRAY OR DUST. APPLY TO CRACKS IN FLOORS AND BASEBOARDS, CLOSET SHELVES. REPEAT APPLICATION AS NECESSARY.

**JACKMAN HONORED**  
E. R. Jackman, extension range agriculture advisor and beyond crop management specialist, CSC, was paid top honor at the Farm Bureau's 26th annual meeting in Eugene. Each year the organization's "Distinguished Service Award for Oregon Agriculture" are made by each county selects a person who has contributed to furthering Oregon agriculture above and beyond their normal everyday activities. Nominations for the "Distinguished Service Award for Oregon Agriculture" are made by each county Farm Bureau.

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