

Business News

By FLORENCE JENKINS



MacDONALD BRATTAIN

Jack E. MacDonald, district sales manager for Carnation Co. for Oregon area, visited Klamath Falls last week with Gordon Brattain, company representative for Southern Oregon. . . his company put evaporated milk on the market 59 years ago, first Western outfit to can milk and one of the few in the field at that time. . . it took 35 years for canned milk to catch on for infant feeding. . . a couple of wars later (in 1935) Carnation's figures show sales volume has increased 23 per cent a year since that time. . . according to A. C. Nielsen (market research poll), Carnation sold 51.6 per cent of all nonfat dry milk in Oregon in 1957. . . the percentage of increase and sales is even higher in the Klamath and Southern Oregon area, according to Brattain's figures. . . a frozen desert line was added by the company last year.

Six Klamath Falls realtors have incorporated under the name of Multiple Listing Association of Klamath Falls, Inc., doing business as Multiple Listing Service. . . to offer better service in the buying and selling of real estate in the Klamath Basin. . . the six member firms are: Burton E. Gray Realtor, 1035 Main; Silani-Fisher Realtors, 111 So. 8th; Bruce Owens Realtor, 134 No. 7th; Jesse Z. Smith Realtor, Tower Theater Bldg.; Vernon Durant Realtor, 2050 So. 6th and Willard Cedarleaf Realtor, 3527 So. 6th. Mr. and Mrs. Monroe Allison were the first persons to avail themselves of the multiple listing service following the group's incorporation last week and their new, 3-bedroom home at 6235 Maryland Ave. is listed with all six member firms in the new association. . . 1958 officers of Multiple Listing Service are Ron Fisher, president; Burton E. Gray, vice president and Jesse Z. Smith, secretary-treasurer.

Modoc Toastmasters passed a resolution at last Tuesday's breakfast, recommending to International Toastmasters that the zone finals for this area be held in Oregon in 1959 as a part of the Oregon Centennial observance.

Steve Dunn, who has been operating a fleet of dump trucks out of Klamath Falls the last two years, has purchased a portable asphalt paving plant which will be located at the former site of Panhandle Ready-Mix Co. on Hillyard Ave. . . the plant will be used in connection with his trucks on various projects. . . Dunn formerly had Canby-Aurora Freight Lines out of Portland, owned an oil company at Longview, Wash., for several years and in the past owned and operated an oil distributorship in Klamath Falls. . . Mrs. Dunn is taking care of the books and payroll at 2055 Green Springs Drive.

Vincent R. Lawler, with Home Lumber & Supply, returned during the week from attending the 54th annual Western Retail Lumbermen's convention at Seattle. . . he has been a member of the board of directors for the last three years. . . succeeding him next year as director from Klamath County will be Clifford Clayton, local manager for International Paper Co., Long-Bell division. . . Cyrus Sweet, former Klamathite, now with Federal Housing Administration in Washington, D.C., flew out to be a guest speaker at the five-day meeting.

New business. . . Laura's Cafe, 1124 E. Main, was opened on Feb. 22 by Mrs. Laura Sample. . . hours, 6 a.m. to 6 p.m.



WALKER BIEHN

Steve Walker, former longtime used car salesman with Dick B. Miller Co., 710 Klamath Ave., has returned to the company after an absence of some six months. . . Claude Biehn, for 10 years manager of Peters Truck Lines at Merrill has joined the automotive firm to sell new Oldsmobiles and Cadillacs.

Walter Hoag, instructor in the Allied School at Oregon Technical Institute (with emphasis on foremanship and small business management courses), plans to leave

on June 18 for six weeks in Europe where he will visit technical institutes in four countries, take in the World's Fair at Brussels as representative of the Oregon Centennial Commission and do other incidental touring. . . Mrs. Hoag will accompany him and they will go by air.

A copy of the March, 1958, issue of Consumer Reports was brought in by Hugh I. Osborn, Shulton, Inc., representative for Oregon, Alaska and Northern California. . . the report reveals that Americans spend \$41,820,000 on hand creams and lotions yearly and goes on to tell of thorough testing of 39 brands to substantiate or disprove claims. . . Shulton's Desert Flower Hand and Body Lotion was given top position. . . Osborn was telling about new Shulton products being introduced in test markets which will be released through Klamath Falls outlets within a few weeks.

"Klamath County made a small net gain in employment during the past year while most areas of Oregon have shown reduced employment," stated Guy Barker, Klamath manager of Oregon State Employment Service. . . "With work needed by nearly 1900 adults in Klamath County and an additional 500 high school graduates and college students expected on the labor market in June, we must develop jobs for 2400 people to have full employment this summer," he added. . . which should be relatively easy with Klamath's steady business and industrial growth.

Payless Drug Store, 808 Main St., is expanding to the corner of 8th and taking in the premises formerly occupied by Oregon Woolen Store at 800 Main. . . contract for construction negotiated by Noel Flynn, local Payless manager, with Brosthouse Construction Co., 1541 Elm. . . George Brosthouse in charge. . . work entails tearing out dividing partition, extending the Payless marquee and facade clear to the corner. . . Flynn says the additional space will not be used for a fountain or restaurant, contrary to current rumors, but will permit the addition of some new lines and better display of some of the present ones, such as seasonal garden merchandise. . . more than 200 plants were sold off the floor the first three days of last week, despite minimum temperatures down to 21 above zero. . . the additional space is 28x54 feet.

E. B. (Ed) Brosthouse is supervising the construction of the new sawmill at Gold Beach for U.S. Plywood which is spending \$1½ million on a new operation at the Oregon Coast location. . . it is expected to be in operation by July and Mr. and Mrs. Brosthouse will remain until the construction contract is completed.

Ed Bell, owner of Bell's Hardware, 528 Main, has been elected Northern Wholesale Hardware Co.,

a dealer-owned organization with more than 325 independently owned hardware stores in Washington, Oregon, Idaho, Montana and Alaska as members. . . main office and warehouse is at 805 NW Glisan St., Portland.



ROBERTSON NIEBERG

A. B. Robertson retires April 1 as vice president of Federal Intermediate Credit Bank of Spokane (a wholesaler of credit to production credit associations in Washington, Oregon, Idaho and Montana for 35 years). . . Carl H. Nieberg, farm credit examiner of St. Louis, will succeed him. . . Robertson has been with the cooperative farm credit system since early 1930's and spent more than 25 years in the grain and wool business in Oregon before that. . . Nieberg has been with Farm Credit Administration since 1931.

Harpenny Construction Co., Lewiston, Cal., on its low bid of \$4,295, was awarded a contract for installation of underground sprinkler systems at Kingsley Field by the 13th Naval District, Seattle, at recent bid opening there.

The 1958 edition of Duncan Hines' "Adventures in Good Eating" is off the press. . . it is the 50th printing and has 352 pages. . . Avis McConnell's Pelican Cafe is listed in the Klamath Falls area.

Union Oil Company's net earnings in 1957 were \$38.2 million, or \$4.95 a common share, compared with \$34.2 million, or \$4.44 a common share for 1956, according to the annual statement just brought in by Ed Dietrich, local Union Oil manager. . . dividends of \$2.40 a share were declared. . . same rate as last year.

Lee Stores announce the opening of their first Oregon location on March 17 at 3870 So. 6th (former location of Shaffer Electric which moved to larger quarters in Town and Country Shopping Center). . . the chain of stores handling new and used sewing machines and vacuum cleaners have outlets at Yreka, Chico, Redding and Marysville. Floyd Rasmussen.

Buy Genuine LEVI'S \$3.75 and Get 2 Green Stamps DON'S 6th & Main



Stanley walked three miles through the rain to pay 50¢ he had borrowed because, as he put it, "I am a man who keeps his word." Stanley still takes great pride in his honesty. He is a straight shooter and he never lies. But he is unhappy! This is not surprising, for his religion is his pride. He does not see that pride often keeps a man from being his best and may make him his worst.

Stanley is like the young man who asked Jesus how he might have eternal life. To show him the meager spiritual quality of his life Jesus reminded the young man of the Ten Commandments. He said, "All these things have I kept from my youth up" (Matt. 19:20). Jesus saw that his pride was his undoing. It had put him in competition with God, and caused him to go about with an invisible flag, so to speak, on which was written, "I am my own savior." So Jesus at once struck a blow at his pride: "Go and sell that thou hast, and give to the poor. . . and come follow me" (Matt. 19:21). Jesus was not discounting the importance of keeping the commandments. He was emphasizing that total surrender to God whatever is involved, is man's only way to heaven. Note his strong words: "Go. . . sell. . . give. . . come. . . follow."

What Jesus said is something that Stanley needs to get straight. God does not want just so much of his time, his money, his talent; he wants

him, all of him. Stanley resents God's intrusion into his life; but it is in his resentment that Stanley acts most like a god. What he is really saying is, "I am a little god, and I don't want to be run over by a big God." He sulks and takes his motor boat to the lake on Sunday, saying: "A man has to live his own life. The church people make too many demands." He goes on burning his life out in a furious search for satisfaction and contentment. "I am free," he says; and from the way he acts it would seem that he is right. But Stanley is not free; he is a slave to his pride, his passions, and sin. Though God wants to set him free, he cannot do so until Stanley surrenders his life to him.

Stanley says to God, "All right! Give me a sign." God replies: "I have already given you a sign, that of my only begotten Son — the life he lived, the death he died, his triumph over the grave."

What did Stanley do? What must all of us do? We ought to keep the Ten Commandments, but unaided we cannot keep them. We need the help that only God can give. We can get it only by turning from sin, our sins, taking Jesus Christ as Saviour for both time and eternity, and surrendering to him as Lord. Then shall we find that when the Son of God makes us free we are free indeed (John 8:36).

This message sponsored by the following SOUTHERN BAPTIST CHURCHES

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People Read SPOT ADS — you are

chain owner, was here last week and will return for the store opening. . . Tom Reed, with Lee Stores for two and a half years, has moved to Klamath Falls from Yreka with his wife and two children. . . Mrs. Reed, who has good retail merchandising and business background, will be bookkeeper. . . the store will introduce the new Adler, advertised as the only fully automatic sewing machine in the world, and will stock parts & needles for all sewing machines and parts and bags for Compact, Airway, Electrolux, Kirby, Eureka, G-E, Westinghouse, Silver Knight and Silver King vacuums. . . two factory-trained service men have been brought in and two service men will be hired locally, Reed said.

The Driftwood, 124 So. 7th, operated for the last 12 years by Don F. Nolan, is closed for remodeling and expansion. . . when the grand opening is held in a few weeks, the restaurant and lounge will be double present size and include the 126 So. 7th premises which Nolan had sublet to Syn Halaas (who moved his barbershop to No. 8th), and will occupy about 1500 square feet. . . plans for restaurant were by Stan Mayness, Brodie's National of Oregon, Portland, and supervisor of remodeling is Chester Mann, 1646 Nimitz St., assisted by Nolan. . . sub-contractors for plumbing, floor covering, electrical and painting let locally. . . the restaurant will feature self-service breakfast and lunch and a big broiler is being installed. . . table seating for 60 and waitress service for evening meals. . . Mrs. Nolan's collection of more than 800 shoes from all over the world will be in glass cases in the dining room. . . Nolan's display of old firearms will grace the barback in the lounge.



WILLIAM H. (JOHN) BUELL

Photo by Bennett, Lakeview

Julius Caesar was assassinated in 44 B.C.

Bank Official To Retire

LAKEVIEW—William H. (John) Buell, assistant vice president at Lakeview Branch of First National Bank of Portland an active participant in many civic affairs, will retire from active service from the bank on April 1 under provisions of that institution's pension plan, it was announced by C. B. Stephenson, bank president.

The retiring bank official will be feted at a banquet Friday evening at Van's Cafe by his fellow bank workers. R. F. McNeill, vice president and personnel director, will represent the bank's head office administrative staff at the affair.

For the past nine years Buell has been treasurer of the Lake County Chapter of the Oregon Society for Crippled Children and Adults, he has been county chairman of the Highway Lifesavers Committee since its inception and he is an active member of Rotary and chamber of commerce.

He is a past president of Rotary, served several terms as a director of United Fund and was a member of the local school board.

Buell has been in Lakeview since 1949 when he came to the local branch as manager. He was elevated to assistant vice president two years ago and R. D. Probstel was named manager.

Employed by First National in 1936, Buell covered the Klamath Falls and Lakeview districts as agricultural representative for the bank. For 20 years prior to joining the bank he was engaged in the cattle and sheep business.

TEARFUL DEPARTURE

BRIDGETON, N.J. — A would-be burglar broke into a lumber company office but left with tears in his eyes. Police said the tears came from fear as which filled the office when the burglar tried to smash a handle from the safe. The gas was a built-in protection feature. The burglar went away empty-handed.

HUNTER'S FOLLY
STAMPS, Ark. — Convinced she had lost a valuable diamond ring, Mrs. Pearl Elledge sifted a barrel of floor sweepings and searched every corner of her dry-goods store. After hours of hunting vainly, she opened her handbag to get a cosmetic. Guess what she saw sparkling in the bag?

The Homestake Mine in Lead, S.D., is the largest producing gold mine in the United States. About 16 million dollars in gold is taken out annually.

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This sale is for a limited time only. There are over 10 models to choose from, with many finishes and a wide variety of prices. We cannot list them all — but you can save up to \$100.00 on some models.

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