



Business Review

Ag Meeting Date Noted

Attending the Western States Standardization and Quarantine meeting in Klamath Falls at the Willard Hotel, Nov. 16-17, will be Hugh L. Taylor, chief of the Division of Plant Industry of the State Department of Agriculture. Taylor will preside. He is president of the group which includes representatives from Utah, Nevada, Idaho, Washington, California and British Columbia.

A Nursery - Service - Quarantine meeting Nov. 15 will precede the standardization meeting. Also on the agenda of the two-day conference are talks and discussions on recent developments in federal-state inspection service and the new quality control program for fruits and vegetables.

Vern Alexander, shipping point inspector at Ontario, will speak on third party inspection procedures for processing potatoes. Other topics to be introduced are controlled atmosphere apple storage laws and regulations; developments in seed potato certification programs; California border quarantine and standardization problems; apple and potato samples and defects.

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Fullaway has been with Weyerhaeuser in Klamath Falls for the past 10 years. He has been very active in many civic affairs and was neighborhood commissioner for the Boy Scouts. He plans to return to Klamath Falls at Christmas time to help his family prepare for the holidays. He and his wife, Nancy, and their three children, Doug, 9, Karen, 7, and Jane, 5, will continue to reside at 1938 Manzanita.

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AL FULLAWAY

Fullaway Assigned New Post

A closer view of Latin-American relations is in store for Al Fullaway, 1938 Manzanita, assistant plant superintendent at Weyerhaeuser Company.

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AAA Selects F. Loggan

PORTLAND — The election of Frank H. Loggan, Bend, as a member of the Board of Directors of the Oregon State Motor Association, was announced today by Charles E. Snell, Portland, president of the Oregon AAA motor club.

Loggan, KEND in Bend, will serve as director for the central Oregon district, succeeding Robert Chandler, formerly publisher of the Bend Bulletin, who now resides in California.

The new AAA official has been active in business and civic affairs in the central Oregon area for several years. Graduated from the University of Oregon in 1928, he was associated with the Bend Bulletin as advertising director for several years. He is past president of the Oregon Association of Broadcasters and past president of the Central Oregon Chamber of Commerce.

Loggan is serving as a member of the Oregon State Highway Advisory Committee on travel and has been served on the Oregon State Parks Advisory Committee.

"Loggan's long association with highway and travel affairs has given him an active, well-informed interest in the problems of motoring," President Snell said in announcing the central Oregon man's election to the AAA Board.



CERTIFICATES of graduation for completion of a two year course of study prescribed by the Life Underwriter Training Council were presented last week to six persons. Shown here, left to right, are Merlin Bleak, course chairman, Bill G. Alexander, Prudential Insurance Company; Joseph W. Mercer, West Coast Life Insurance Company, course instructor; Melvin G. Loy, Prudential Insurance Company; and Leslie W. Harroun, Prudential Insurance Company. Others not present for certificates were Oscar W. Anderson, New York Life Insurance Company; William E. Bradley, Northwestern Mutual Life Insurance Company, and Clayton R. Rudsill, Northern Life Insurance Company.

Christmas Season Plans Highlight Merchant Meet

Plans for the Christmas season highlighted a dinner meeting of the Klamath Merchants Association at the Willard Hotel Wednesday night.

Bob Beach of Beach's Jewelers presided at the meeting, having stepped up to president following the resignation of Rudy Jacobs. Christmas Opening will be kicked off Thanksgiving Day with the annual edition of the Herald and News. It was reported that the primary market and Lakeview are yet subscribing to the paper on that day.

Fran Hales, of J. C. Penney Co., merchants Christmas promotion chairman, reported that a Christmas Parade has been scheduled for Friday, Dec. 2, 7:30 p.m. under sponsorship of the J.Y.C.s. The merchants voted to underwrite parade expenses up to \$500.

Recommended evening opening schedule for the Christmas season was each Friday night starting the day after Thanksgiving and Monday through Friday the

week before Christmas. It was reported that some stores would start staying open evenings on Monday, Dec. 12.

Harry Gleis of Herman's was appointed to work out a winter matinee for free time, to give mothers more free time for shopping.

Hales announced that Santa Claus will be in downtown Klamath Falls as usual and that replacements are being made.

Charley Schuss of the Park and Shop organization reported that April 1, 1961, was the scheduled date for taking the possession of ground for a parking lot now occupied by the Pelican Theater and that parking for 110 cars would be available in that area.

April 1 is the target date for start of the Park and Shop operation in which shoppers will have free parking privileges through tickets issued by stores in the Park and Shop organization.

More large pine planters soon will be placed in the downtown area, Bob Beach announced.

Six Receive Certificates

Six local insurance men completed a two-year course of study in their field and were awarded certificates of graduation at a meeting of the Life Underwriter group Monday at the Winema Hotel.

Receiving the award were Bill G. Alexander, Prudential; Oscar W. Anderson, New York Life; William E. Bradley, Northwestern Mutual; Leslie W. Harroun, Prudential; Melvin G. Loy, Prudential, and Clayton R. Rudsill, Northern.

Joseph W. Mercer, West Coast Life, a former graduate of the special course, served as instructor for the group. Merlin W. Bleak, Beneficial Life, is course chairman. Bleak is also a former graduate of the special course.

The certificate reads, "This citation is awarded for completing successfully the required examinations after pursuing the prescribed two-year course of study, thereby increasing his ability to better serve the public in his capacity as a Life Underwriter."

The course is prescribed by the Life Underwriter Training Council, a national organization established to develop greater proficiency on the part of the Life Underwriter, or Life Insurance Agent, in helping the public recognize needs where life insurance can serve, and recommend the proper type of coverage.

Construction Figures Listed

NEW YORK—Oregon contracts for future construction totaled \$30,140,000 during September, a 19 per cent increase compared to September 1959, F. W. Dodge Corporation reported today.

The construction news and marketing specialists gave this breakdown of the September contracts: Non-residential at \$9,415,000, up 61 per cent; residential, \$13,685,000, down 11 per cent, and heavy engineering, \$7,040,000, up 71 per cent.

According to Dodge figures, the cumulative total in contracts in Oregon for the first nine months of 1960 came to \$296,692,000, a four per cent increase compared to the corresponding period last year.

A breakdown of the nine-month figure shows non-residential at \$78,808,000, up 22 per cent; residential at \$118,764,000, down 14 per cent, and heavy engineering at \$99,120,000, up 21 per cent.

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ATTENDING a truck tire clinic in Los Angeles when this picture was taken were Jack H. Schulze, owner, and his son, Jack R. Schulze, commercial manager of Schulze Tire Service, Klamath Falls. Shown, left to right, are Bud Harvey, western regional sales manager, U.S. tires; Jack H. Schulze; D. A. Buchanan, western regional truck tire sales manager; H. B. Sharer, sales training representative from New York, and Jack R. Schulze.

Merchants See Christmas Boost; Planning Heavy Use Of Newspaper

More than half of 268 retailers around the country expect to do more Christmas business this year than in 1959, according to an industry survey conducted by member newspapers of the Bureau of Advertising, American Newspaper Publishers Association.

Fifty-seven per cent of these retailers, selling in 110 markets, said they thought their Christmas business volume would increase about 7.5 per cent. Another 30 per cent felt business would be about the same as last year, while 13 per cent believe their volume will fall off about 10 per cent.

These figures show a general feeling that business will be off slightly this year, when compared with retailer sentiment expressed in a similar survey last year. In 1959, 82 per cent of those surveyed expected Christmas sales to be up.

The merchants also feel that their profit picture will be tight—39.7 per cent surveyed felt their profits would increase 5 per cent and by an average of 5 per cent, while 27.8 per cent believed their situation would stay the same. Only 32.5 per cent expected their profits to decline—about 5 per cent on the average.

Elderly Home Agent Visits

W. K. Peery, financial chairman of the Forest Glen Senior Residence, a new home for the elderly being built in Canyonville, Oregon, was in Klamath Falls this week in the interests of the new home.

He stated that the sponsors have received a large number of inquiries from the south central and Eastern Oregon area.

Peery stated the home was the most reasonable in cost, both as to entry and monthly charges, of any of the homes in the Northwest. He said this was true because of the lowered costs of operation. The home will be run in conjunction with Forest Glen Hospital which has served that area for several years.

Firm Reports Loan Outlay

New Oregon commercial and industrial real estate investments of The Equitable Life Assurance Society of the United States totaled \$2,290,000 in the first half of 1960, Donald W. Pierce, Equitable loan supervisor in Portland, announced today that the new outlays helped bring Equitable's total of such investments in the state to \$25,451,000 on June 30, an increase over the year-ago figure of \$20,627,000.

With its additional investments in farms and estates, Equitable's total real estate investment in Oregon came to \$40,738,000.

starting right after Thanksgiving seems to have gone the way of arm garters and celluloid collars. A mere 20 per cent of retailers will wait until after Thanksgiving to start Yule promotions. About 29 per cent will start between November 15 and Thanksgiving, and the majority—51 per cent—will be promoting Christmas sales before Nov. 15. Some 16 per cent of those surveyed will start Christmas promotion earlier this year than last.

Over two-thirds of the retailers feel that the customer is going to be harder to sell this year than last. Some 67.5 per cent say business will be "harder to get," 25.6 per cent say it will be "about the same," and only 6.9 per cent look forward to "easier" sales.

Various reasons are advanced for this expected tightening of the market. Retailers cite "local unemployment" in some areas, "increased competition," "discounters," "unsettled world conditions," and "reluctance of customers to get deeper into debt."

Bigger Advertising Budgets Instead of accepting the situation complacently, more than a

third of the merchants—35.1 per cent—are going to increase their advertising budget in a stronger bid for business. The average advertising increase planned is about 10 per cent. Another 54.7 per cent will maintain advertising at last year's level, while only 10.2 per cent expect to trim the ad budget an average 10 per cent.

This year, as last, soft goods Christmas lines are being counted on to make the biggest percentage gains at Christmas. Women's wear was cited by 24.4 per cent of the retailers as the biggest single volume gainer, while 21.5 per cent mentioned men's wear. Other categories mentioned as leading sales boosters this Christmas: appliances, home furnishings, toys, children's wear, accessories, shoes.

As in previous years, merchants will again turn to the daily newspaper as their basic Christmas advertising medium. More than half the retailers surveyed—53.9 per cent—will be exact—will put nine-tenths of their media ad budgets in newspapers and another 23.8 per cent will put 80-89 per cent of their ad dollars in newspaper advertising.

Christmas Folder-Presentation

The Bureau's Christmas business survey—now in its seventh consecutive year—is part of an annual drive to highlight Christmas selling opportunities. Featured this year is a folder-presentation, "Follow the 3 Profit Points." To More Christmas Business," now being distributed to retailers through Bureau member daily newspapers.

The presentation shows increased selling opportunities available to merchants who follow a suggested plan for more productive advertising.

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CHARLES F. DELZELL

KF Native Wins Award

A native of Klamath Falls, Charles F. Delzell, associate professor of history at Vanderbilt University, has been awarded the Stanford University's Borden Award, given annually for the most distinguished and original research work using the resources of the Hoover Institution.

Co-winner of the award with Professor Delzell is Joachim Reimack, assistant professor of history at Lewis and Clark University, Portland.

The award is a \$400 cash prize established by the Borden Company Foundation in New York. This is the first time it has been shared.

Professor Delzell won for his book, "Mussolini's Enemies: The Anti-Fascist Resistance," and Professor Reimack for his book, "Sarajevo."

The Delzell book will be published next spring by Princeton University Press. Certificates and checks go to each winner. Their names will be engraved on the Borden Award plaque which is on display in the foyer of the Hoover Institution.

Both winners received their doctorates in history from Stanford, and Professor Delzell his master's degree.

Born in Klamath Falls, Professor Delzell attended grade schools here, and high school in Portland. He graduated from the University of Oregon.

A brother, Tom Delzell, is the president of the Portland Chamber of Commerce this year.

New Management

Owners of Holly Hotel, 112 South Eleventh Street, announce that the establishment is under new management and that new features have been added.

Tenants now are able to watch television and relax in a lobby. Some rooms have been remedied to make light housekeeping possible.

Mrs. Ruth Saar is manager. She came here from Minnesota about three years ago. Mrs. Saar has previous experience in hotel and restaurant management.

TAXES "RECESSED"

SAWHIDGEWORTH, England (UPI)—The local tax assessor fell sorry for a resident here Friday and lowered his taxes by \$14 because the man complained he lives next to a school and has to put up with "pandemonium" every recess period.

Wall Street Chatter

NEW YORK (UPI)—There appears to be a very considerable sentiment around that this is the last chance to get aboard for a resumption of the old bull market or for the beginning of a new one, according to Clark, Dodge & Co.

It says that chances for a wild Democratic spending program appear quite limited and the facts of business life should reassume their importance in short order.

Clark Dodge thinks this is hardly the time to participate in a scramble for stocks as the market's current rally will soon have exhausted the last vestige of its technical strength.

Gerald M. Loeb, partner in E. F. Hutton & Co., says the outcome of the election will have a minimum effect on the market until the early part of January. Investors then will react to Kennedy proposals rather than discount his actions based on campaign oratory, Loeb feels.

Walter Maynard, senior partner in charge of research for Shearson, Hammill & Co., offers word that seems typical of Wall Street sentiment in regard to the election outcome. He says: "The narrow margin of the Democratic victory in the popular vote, and in key states, suggests that the new administration will have difficulty in implementing some of the more radical proposals contained in the Democratic platform."

It is this view which accounts for the current market upswing, according to Wall Street consensus.

Alan C. Poole of Hemphill Noyes & Co. recommends buying Boeing, Douglas, General Dynamics and Lockheed.

L. O. Hooper of W. E. Hutton & Co. thinks that most of the oils and aircrafts and some airlines and rails may have made their bear market lows. At the same time he is not convinced that the lows have been seen in most of the heavy industry stocks and in many of the glamor issues.

BEAUTY EXERCISE

TOKYO (UPI)—Toyo Wada, an 82-year-old woman, was granted permission today to enroll in the Kodokan, Japan's judo center, to practice the art of judo. "It's dangerous for a young woman to walk alone after dark," Miss Wada said. "Besides, it's the best beauty exercise."

German Girl Works Here

A German miss has just returned to this country from her native country and is employed by the Leo's Camera Shop, 836 Main Street.

Barbara Mueller came to Klamath Falls to visit friends at Kingsley Field about a year and a half ago, and worked for Leo's Camera Shop at that time.

However, she later returned home to Hunsruck, near Coblenz, where her father operated a drug store. She worked for him for some time.

She visited the Photokina, the largest photographic trade show in the world which was held at Cologne. She spent several days there increasing her education in the photographic field which is her specialty.

However, once having been here, she decided she wanted to come back to this country, and today is back in Klamath Falls.

Feed Supply Down

PORTLAND (AP)—The Department of Agriculture reports that feed conditions on Oregon's ranges are only 77 per cent of normal and down about 8 points from last year.

The report said this year's outlook was the poorest in the last seven years.

However, the report added, the supply of harvested feed is about normal so ranchers should not be hurt badly by range conditions.

Business Uncertainties Face Incoming President

By SAM DAWSON AP Business News Analyst NEW YORK (AP)—Today's business uncertainties may become tomorrow's trends before President-elect John F. Kennedy takes the oath of office 10 weeks from today.

The problems are serious enough to give even a young and confident man pause. His plans for meeting them may be hampered by his lack of a strong majority in the popular vote and by the prospects of a conservative coalition still carrying great and perhaps decisive weight in the Congress.

You are involved in the outcome through your job, your family budget, the prices you pay, the value of your dollar, the profits of your company, the market value of your stocks, the interest you get or pay.

At home we should know for sure by Jan. 20 if we're in for a recession.

The signs have been all around—but their significance has been somewhat fogged by campaign oratory of those who think they over-rated and those who think them dangerously shorted.

And within a short time we should get a better idea of the

effectiveness of remedies presently being tried for today's industrial slackness, or of the need for new ones.

Around we should have a clearer notion of whether the loss of our gold and dollars is nearing an end. If the outflow tide, due to a deficit in the balance of payment—paying out to foreigners more dollars than we get from them—isn't stopped or slowed in the next 10 weeks, the new president will have an urgent chore on his hands.

Even at best the major problem of our trade relations with the Red bloc will hang over the new president's head no matter what happens in the next 10 weeks.

The new Congress and the new administration is sure to hear renewed complaints from U.S. manufacturers suffering from inroads of cheaper-priced imports or strained by foreign restrictions on their trade overseas.

The recession threat is personified by those already out of work, or on reduced work weeks, or fearful for their jobs. In the consumer field it shows up in increased savings, cautious buying.

In the duller fields of statistics it is found in the slip in the total dollar-value of all goods and services produced in the nation, in the slide in the index of industrial output, in the steel industry's running at about half capacity, in the cutback in business spending for inventory, in the trimming of business plans to spend for new plant and equipment.



THE NEW THUNDERBIRD for 1961 sparkles with clean, sleek lines from front bumper to back. Here, Vern Moore, left, and Erton E. Balsiger, right, get their first look as the new Thunderbird is rolled into the showroom floor at Balsiger Motors. It will remain on display and the public is invited to stop in for a close-up inspection.

VAL.	DESCRIPTION	OWNER	ADDRESS
18,000	new res.	Russ Orr	218 1/2 Kin St.
750	carport	Alice Herberberger	1533 Mitchell
300	new roof	Shepman	112 Martin
300	new roof	McDaniel	2418 Reclamation
750	new siding	Paretto	Rose Street
400	remodel res.	Edwin Thomas	1445 Pacific Ter.

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