



**COMPLETION** is being rushed on additional convention and meeting facilities at the new eight-million dollar Portland Memorial Coliseum. Making their final inspection of the "Georgia-Pacific" assembly room which seats 1,100 persons and is the largest of the individual meeting rooms are, from left, J. L. Buckley, vice president of Georgia-Pacific Corp., which furnished the factory-finished American Oak plywood paneling that lines the big room; Thaddeus B. Bruno, vice chairman of the exposition and recreation commission, and Gale Livingstone, commission chairman. Formal dedication and public open house events were scheduled for this weekend with dedication ceremonies scheduled Sunday at 7:30 p.m.

## Business Review

By Floyd L. Wynne

PAGE 4-C HERALD AND NEWS, Klamath Falls, Ore. Sunday, January 8, 1961

### Banks Mark Banner Year; Look For Same During 1961

By HENRY J. BECHTOLD  
UPI Financial Editor

**NEW YORK (UPI)** — With a banner earnings year under their belts, the nation's banks look for at least comparable results in 1961.

The earnings picture in 1960 was helped by profits on securities, in contrast to the large losses taken by the banks on government bonds in 1960.

Standard & Poor's said bank earnings will be adversely affected in the first half by the reduction in interest rates that took place in 1960. The rate decline was sharp in the field of short-term loans and investments.

A further reduction in rates is possible, especially if business conditions deteriorate markedly, the statistical agency said, but predictions of economic improvement in the second half may influence maintenance of the current 4.5 per cent prime rate.

The average return on loans and investments of banks in the first half will run behind the like 1960 period, but the situation should change for the better in the second half.

Standard & Poor's also listed several other factors that will have a bearing on bank earnings in the new year. It noted that wages and salaries have been increasing steadily, but because of the more rapid growth in operating income they now account for about 28 per cent of operating income, against 32 per cent in 1955.

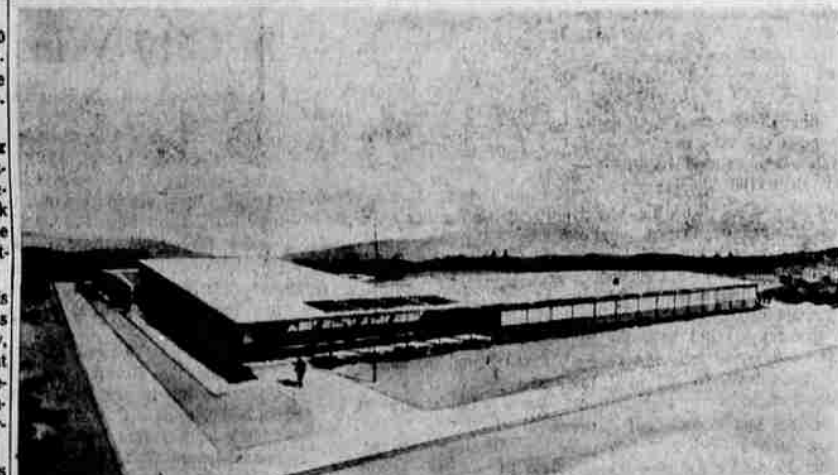
Many banks have begun to effect considerable savings through the use of new equipment designed especially to increase efficiency of operations.

In addition, the agency said that mergers and extension of operations through branching, as permitted by the omnibus banking bill in New York, are constructive from a long term standpoint. Despite the slow down in business activity this year loan volume of banks held up well, with

each class of loan remarkably steady. The average amount of loans ran about 6 per cent above 1959.

There probably will be some decline in loan volume in early 1961, but an improvement in business conditions in the second half should bring loan volume for the full year close to the 1960 record.

About 96 per cent of all bituminous coal produced in the United States is loaded mechanically.



**BLV'S NEW ELEMENTARY SCHOOL** will look about like this sketch by personnel of the Howard Perrin architectural firm when it is completed next summer. The six-room plant will handle grades one through six. Youngsters through high school age have for years attended one school.

### Stockholders Get Record Dividends Despite "Profit Squeeze" Situation

By S. RICHARD BROWN

**NEW YORK (UPI)**—Stockholders received record high dividends in 1960 amounting to more than \$14.5 billion.

The aggregate, however, was disappointing in view of stockholder forecasts of a bumper business year in 1960. The number of extra and higher dividend declarations has been lagging since last spring. Decreases and omissions have been greater in number. As a rule, the closing months represent the

best dividend period of the year, since many companies follow the practice, when their profits permit, of supplementing their regular rates with year-end extras.

The 1960 performance, however, did not match 1959's declarations. Dividends, after all, come out of earnings and these have run below expectations. The "profit squeeze" is one of the highlights of the limp economic picture of 1960 and signs of a notable improvement have yet to appear.

The payment for 1960 still was the best for any previous comparable period in U.S. history, compared with \$14.3 billion last year and with \$5.8 billion in 1959. The average stockholder received more than \$1,000 in cash dividends in 1960. According to an estimate by the New York Stock

Exchange there are approximately 12,500,000 people who receive dividend checks. In 1952 there were around 6,490,000 shareholders in the country.

Stock dividends ranging from one per cent to 100 per cent were distributed in volume in 1960. The practice of paying dividends in stock, either in lieu of cash dividends or in combination, has been gaining favor. The income tax is one reason, another is a desire of a corporation to reward its stockholders and at the same time conserve cash.

What has happened is that directors have acted to keep dividends attuned to business trends. They were quite prompt in liberalizing payments as the economy emerged from the 1953 recession, but this pace could not be maintained once earnings started to level off.

Companies have been caught in a vise consisting of excess capacity and consumer reluctance to pay higher prices on one side and rising labor and other costs on the other side.

While fourth quarter earnings statements will not appear for many weeks, present indications are that they will reflect only a small improvement. It takes time for a profit trend to reverse itself.

The great majority of corporations set their regular dividend rates at levels which they are reasonably confident can be maintained through good and bad times.

Ownership in American corporations is steadily being spread out among more people. During 1960 there were 39 corporations with more than 100,000 stockholders each.

Cash dividends paid by companies listed on the New York Stock Exchange will reach a record \$9,850,000,000 for 1960. In 1959 the aggregate was \$9,338,000,000.

### Feed Dealer Completes Training

Harold Dixon, owner-operator, and Mrs. Dixon are returning from Lancaster, Pa., where they attended a factory training school on the operation of their new mobile feed processing plant.

They are driving their new model Feedmobile to Klamath Falls where it will soon be placed in operation by Dixon Mobile Feed Processing.

Mr. and Mrs. Dixon traveled to Daffin Manufacturing Company in Lancaster recently for three days of intensive instruction in bringing a complete feed processing service to local farmers and feeders. Their new mobile mill will now enable them to take the feed plant to the farm instead of asking farmers to bring their grains to the mill.

Dixon says that Dixon Mobile Feed Processing expects to provide better and faster service to farmers and to extend the range of their operation.

"With our new Feedmobile," he said, "we can now drive right up to the farmer's bin-door, grind anything he grows for feed, mix the ground material with high-protein commercial concentrates and other additives, and blend in warm liquid molasses. There's a roughage-izer that makes it possible for us to grind baled hay at the rate of four bales a minute. Furthermore, a pneumatic unloader on the Feedmobile's mixer-blender quickly pipes the finished formula feed to wherever the farmers want it."

The new service, according to Dixon, will greatly reduce the amount of labor and time normally needed to get feed prepared. It will also enable farmers, he said, to maintain an uninterrupted supply of fresh, productive rations since the mobile mill will serve farms on a regular route schedule—even during planting, haying, or harvest time.

Robert Bartlett, station manager at KAGO, has resigned that position and accepted a post as manager of radio station KMAK, Fresno.

Bartlett joined the staff of KFJI, which later was renamed KAGO, in 1952. He held almost every position with the station from technician, assistant chief engineer, program director, local sales manager and commercial manager prior to being named station manager May 15, 1956, when Alan Abner resigned that post.

In the recent sale of KAGO, Bartlett remained as station manager, and John Fern became general manager of the enterprise.

The Bartletts with their three sons, Ramon, 14; Roger, 12; and Rick, 10, left for his new post in Fresno early last week. No replacement for Bartlett has yet been announced.

### Gas Company Awards Job

Pacific Gas Transmission Company has awarded a contract to River Construction Company of Fort Worth for installation of pipeline crossings of the Kootenai and Pend Oreille rivers in northern Idaho, Charles Pennypacker Smith, vice president and manager of PGT, announced today.

The crossings of 36-inch diameter steel pipe are part of the 1,400-mile pipeline, now under construction, that will carry natural gas from Canada's Province of Alberta to Pacific Gas and Electric Company in Northern California and to utilities in the Northwest.

Pacific Gas Transmission's Kootenai crossing is in Boundary County about 3 1/2 miles east of Bonners Ferry. The Pend Oreille crossing is at Dover, Bonner County, just west of Sandpoint, Smith said.

For each crossing a trench will be dug on the bottom of the river and the pipe will be buried in the trench, Smith said. The half-inch-thick pipe will be further weighted with concrete coating.

The Pend Oreille crossing will be 2,320 feet long — slightly less than half mile. The Kootenai crossing will be 1,025 feet long — about a fifth of a mile.

Work on the projects will be carried out this winter during low water, Smith said.

A separate contract for a Snake River crossing in Washington will be awarded later.

Crossings of smaller rivers and creeks along the Alberta-California pipeline route are being constructed by the primary contractors.

### Company Tops Major Milestone

Occidental Life Insurance Company of California has passed a major milestone in the insurance industry — the attainment of \$10 billion in life insurance in force, T. J. Webb, the company's central agent in Klamath Falls, announced recently.

The company is the first Western-based life insurance carrier to exceed this mark, he said.

Of the 1,400 life insurance companies operating in North America today, 10 others have \$10 billion or more of life insurance on their books. Two, Northwestern Mutual (Milwaukee) and Lincoln National (Fort Wayne, Ind.), passed \$10 billion in the spring of this year, Webb said.

Occidental now has approximately \$6.1 billion of individual insurance and \$3.9 billion of group insurance on its books. It has 4.6 million individual policies and group certificates in force.

**Heady He-Men**  
NEW YORK (AP)—Men will go in for makeup in the not too distant future. Dr. Glen J. Sperandio of Purdue University told a group of the American Association for the Advancement of Science.

"We will find he-men using creams and lotions for their skins and possibly using conservative forms of makeup," he said.

"It remains only for an advertising campaign to convince the public that a man does not sacrifice his masculinity by using cosmetics freely."



ROBERT BARTLETT

### Bartlett Takes Fresno Post

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### Firm Notes Stepped Up Saving Plan

The financial report of First Federal Savings and Loan Association indicates a stepping up of the savings program by many individuals and families in the year 1960. This indicates, in part, an attitude of caution as well as the systematic savings habits developed by many savers, according to George W. McIntyre, president of First Federal Savings.

A few of the highlights of the association's statement reveals a growth in assets for the past year of \$1,889,215. Savings gained \$1,711,644 over the December figure of 1959. First mortgage loans increased \$1,591,562. And \$221,427 was added to the reserve accounts making a total of \$2,061,338 for the protection against possible losses. Earnings paid to the savers at First Federal for the year totaled \$765,872. This is an all-time high, said McIntyre.

Ample funds for home building and other home loans will be available in 1961, stated McIntyre.

### TID Plans Election

TULELAKE — Maurice K. Strantz, Tulelake Irrigation District secretary, announced that in the election for district directors, two candidates, Ben Reimer and Earl Patson, have filed for the position of director in Coppock Bay area (Division V). This position is being vacated by Frank L. King Jr. The election in this area will be held on Feb. 7.

Strantz stated that in Division II, the area in Siskiyou County east of the river, that the present director, Leslie Rogers, was the only candidate that filed. Strantz stated that under the law, the district will petition to the Board of Supervisors of Siskiyou County to have Rogers declared elected. Strantz stated that the new directors will take office at the district's regular meeting of March 13.



**BRICKS** from Klamath Brick and Tile Company, shown being loaded here, will be used in the construction of the new Fullerton IV School at Roseburg. The Roseburg school board selected S.C.R. brick for the school despite a cost differential of approximately \$12,000 over other material. The Klamath Falls firm will supply approximately 49,300 bricks for building of the school which will have 16 class rooms plus administration and multipurpose units. Maintenance-free economy, greater fire safety, and lower insurance costs were among the reasons given for selecting brick rather than other type construction for the school.

### Shell Oil Firm Launches Big Newspaper Ad Drive

One of the biggest and most unusual advertising campaigns in newspaper history is just starting. The advertising, placed by Shell Oil Company, is appearing in the Herald and News. The first ad was published last Tuesday.

First significant fact about the campaign is that virtually all of the company's consumer advertising budget for 1961 has been allocated to daily newspapers. The petroleum industry has been for many years a heavy newspaper advertiser. However, this is the first time that an oil company has placed all its advertising in one medium. As a result, Shell gasoline is expected to be the

biggest single brand advertiser in newspapers this year. The Shell campaign, on the general theme "Operation Top Performance," has been designed, according to the company's management, to tell consumers "the whole fascinating story" about gasoline. In working out this purpose, the company and its advertising agency, Ogilvy, Benson and Mather, will run ads with long copy giving detailed information about all the ingredients in the product and how they perform.

"People will read long ads," the company stated, "if they're interesting and informative." The statement was based on numerous surveys which have shown this to be the case. The daily newspaper is generally considered, because of its inherent nature as the reporter of the full news, as the outstanding medium for long advertising copy.

Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association, said in a recent comment on the new Shell advertising program:

"This is an entirely logical move. In today's competitive climate, the advertiser who runs with the crowd risks getting lost in the crowd. With this concentration, with the informative and factual news in the ads, and with their high reader interest, the voice of Shell will truly be heard above the crowd."

### USDA Warns Livestockers

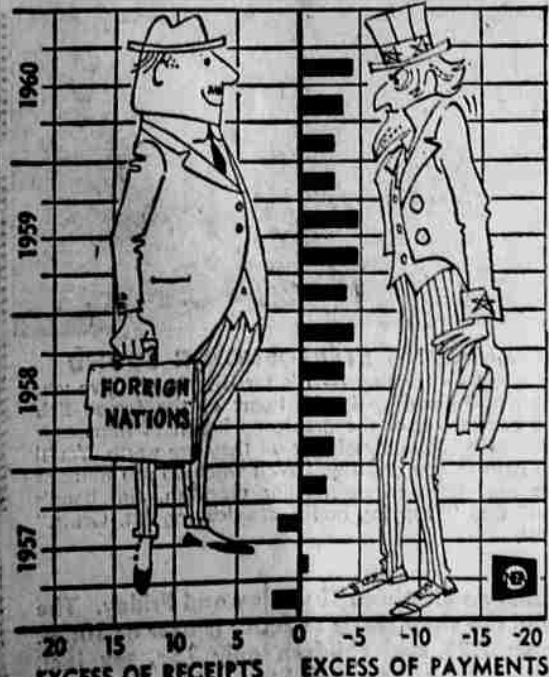
The United States Department of Agriculture says numerous livestock dealers in Oregon, Washington and northern Idaho are risking severe penalties by engaging in business without registering and posting bond as required by the Packers and Stockyards Act.

Kenneth I. Snider, district P&S supervisor in north Portland for the USDA's Agricultural Marketing Service, said a majority of reputable dealers have met the registration and bonding requirements of the amended P&S Act, but that a number either deliberately are seeking to evade the law or mistakenly believe they are not subject to its provisions.

"It can readily be ascertained whether a dealer's operations bring him into interstate commerce," said Snider. "No one should risk a \$500 penalty for engaging in business without being registered, plus \$25 for each day of continuing violation."

Bond required is based on the annual volume of business transacted. The minimum is \$5,000. Snider urged all persons requiring further information to inquire of his office, Room 207, Livestock Exchange Building, North Portland, Ore.

### FLIGHT OF U.S. GOLD



**FEELING THE PINCH**—Key to the U.S. gold problem is the difference between money we pay out and receive from foreign nations. Deficit recently hit 4.3 billion dollars, continuing a three-year trend. Data: Dept. of Commerce.

**Announcement**  
**GUIDE PRINTING, Inc.**  
Your Pioneer Printing Company

**INCORPORATORS:**  
Alice Vitus — Jack Henry  
**GUIDE PRINTING CO.**

and  
**Chas. Finch — PIONEER PRINTING CO.**

★ Incorporated to offer you a more efficient and more complete service of your printing needs

**LOCATED FOR THE PAST 18 YEARS AT**  
**12th Street and Klamath Ave.**  
Plenty of Parking Space  
**PHONE TU 4-5373**



**NEW QUARTERS** for three businesses is this attractive building at the corner of Sixth and Walnut. It is occupied by Wright Real Estate, formerly at 123 North Sixth Street; Clay Thomas Lumber Company, and Paul Matthews, public accountant. Wilda Matthews is broker of Wright Real Estate, and the two full-time sales people are Jack Logeman and Mildred Hall. Availability of parking dictated the move to these new convenient quarters.

### J-M Business Development Agency Scheduled To Receive More Space

**NEW YORK** — Johns-Manville disclosed today that a new business development department created two years ago within the company's research organization as an added responsibility for initial semi-commercial production, introductory sales and establishment of markets for new J-M Products, has developed so successfully that a major new building must be constructed to house its activities.

Ground has already been broken for the new building, scheduled to be ready for operation early in 1961 at the Johns-Manville Research and Engineering Complex at Manville, N.J., already largest of its kind in the world.

"This should help us get into some new business as well as speed the introduction of new Johns-Manville Products to the market," C. B. Burnett, president and chief executive officer commented. Johns-Manville is already engaged in widely diversified business operations on a world-wide basis, manufacturing and distributing some 55,000 products for industry and homes.

The New Business Development Department now has three new types of J-M Products ready for initial commercial production, it was revealed. One is an asbestos-mineral fiber spray for steel decks and beams in marine and

multi-story building construction, designed to prevent the steel from buckling in case of fire. The other two products include sound control materials and new building panels.

"We expect that about two million dollars worth of newly commercialized products will be manufactured every year in the New Business Development Building and sold in newly developed markets when the added facilities are in full operation," it was explained by Dr. C. F. Rassweiler, vice president for research and development, and a director of Johns-Manville Corporation.

"The results of industrial research, which too often require substantial, long-term investment before the expected additional business is realized, will thus be able to start paying their way sooner," he said.

It is expected that commercial manufacture of many new Johns-Manville Products henceforth will be started in the new business development building. As new markets are developed for these products, production will be transferred, along with special machinery developed for their fabrication, to J-M plants in the United States, Canada, Europe or Latin America.

The new products may be assigned for production and distribution to one or more of the company's 10 operating divisions, or, if the new business is sufficiently important, a new division may be organized to produce and sell the product line, company officials explained.

VAL.	OWNER	BUILDING DEPARTMENT CITY OF KLAMATH FALLS	TYPE OF WORK	ADDRESS
1,200	J. B. Finelli		400, to rfr.	312 Hill St.
13,000	Robert Maloney		remodel residence	Manzanita
12,500	William Hutchins		new residence	2585 Corvallis
130	Robert Hall		new residence	219 West Oregon
510	Mrs. Osborn		new carport	1234 Elorado
<b>TOTAL VALUATION:</b>				<b>537,558</b>