



Business Review

By Floyd L. Wynne

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PAGE 5-C



PAUL BARNES



MARTIN YOUNG

Wards Issues New Catalog

Six million American families either have received or will soon receive copies of a new type of catalog mailed by Montgomery Ward.

Five years of planning, and an investment of nine million dollars in specially-engineered new printing processes and presses have gone into the making of the catalog.

Wards has changed its new catalog to a "compact" size measuring eight and one-eighth by 11 inches.

The new catalog has the largest number of color pages in the history of the company and is conveniently and attractively sectioned by "shops" and "boutiques," making it easy to find items on any of the 1,284 pages.

The new catalog reflects changes in customer buying habits by featuring creations of two of America's top designers of women's fashions and accessories, imported merchandise from 20 nations, and expanded lines of playwear and sports and recreation supplies.

Merchandise in the new book ranges from decorative waterfalls for the home to a built-in pressure gauge on hand - pressure tire pumps.

According to President Paul M. Hammaker, "Prices on key items in this year's catalog are three per cent under prices on the same items in last year's spring and summer catalog."

Pacific Supply Co-op Makes Manager Shift

The Pacific Supply Co-op Company has announced a change in management.

Paul Barnes, current area manager, who came here Aug. 1, 1959, is resigning effective Feb. 1, and will return to Madras where he will be associated with the Madras Produce Company.

Martin Young, who has been with the Klamath Falls plant for the past 16 years, and has been assistant manager for the past 14 years, will take over as acting area manager.

Young, director of the YMCA, president of the South Suburban Babe Ruth League and a member of the board of trustees at the Methodist Church.

Young, who will take over direction of the company's operation here and petroleum plants at Hatfield, Tulelake and Henley, joined the company in 1944 when he came here from Longview.

He and his wife reside at 2343 Wantland Avenue.

Prior to coming here, Barnes was manager of the Pacific Supply Co-op plant in Madras for three years, and before that was county agent at Madras for two and one-half years.

His wife, Vera, and their children, Larry, 14, Patsy, 11, Linda, 9, Nancy, 5, and Carolyn, 6 months, will remain here until school is out, and then join him in Madras.

While here, Barnes was active in the community. He was a member of the Kiwanis Club, a

Bottling Firm Wins Award

At the recent Squirt Regional Bottlers meeting held in San Francisco, Crater Lake Beverage Company of Klamath Falls was given one of the top awards made annually by the Squirt Company for excellence in the quality of their nationally known soft drink.

Crater Lake Beverage is the Squirt bottler for the Klamath Falls territory.

An honor plaque, signaling the award, was presented by Squirt Company president, Herbert B. Bishop, and now hangs proudly in the bottling plant of the company.

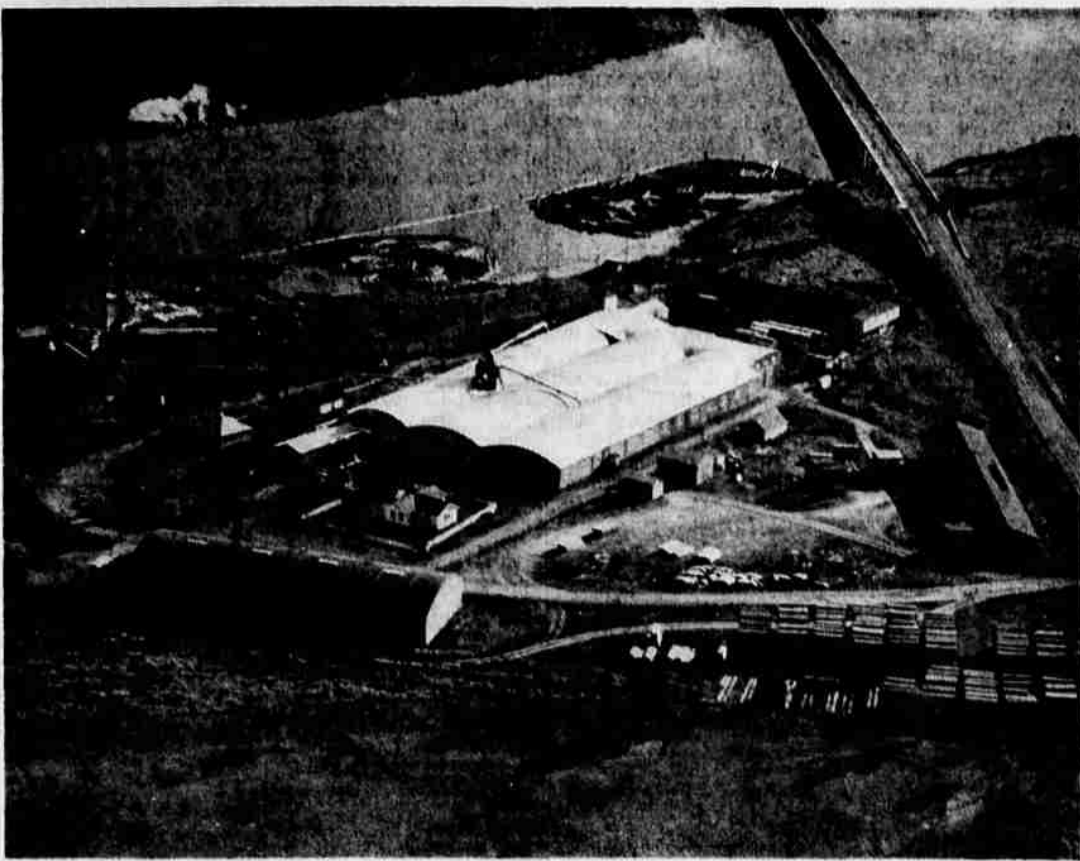
The award is understood when it is realized that more than 350 Squirt bottling plants throughout the country are reviewed each year by the parent company. Ratings are always close, with only a few points separating the winners.



A TWO-POUND KEY to a demonstration plywood house is hefted by President Eisenhower after it had been presented by Henry Bacon, left, of Seattle, president of Douglas Fir Plywood Association and prominent lumber and plywood dealer in the Northwest. At right are W. E. Difford, Tacoma, association vice president, and Dr. Ethel Percy Andrus, American Association of Retired Persons. House was built by plywood industry in downtown Washington, D. C., to demonstrate what can be done to improve housing for elderly at the White House Conference on the Aging.



A COMFORTABLE \$9,000 HOME, designed for Americans over 60 years of age, was a special Washington, D. C., attraction during the recent White House Conference on Aging. The two-bedroom home shown here was constructed from Western lumber. It uses three times the usual amount of plywood. Sen. Maurine Neuberger, center, visited the demonstration house recently, along with Mrs. Clifford Zollinger, left, Portland, member of the Oregon State Council on Aging, and Eli McConkey of Astoria. Sen. Neuberger expressed hope that construction of such homes would help Oregon's plywood industry.



THIS AERIAL VIEW shows the complete plant of Klamath Hardwood Inc. Legal obstacles have now been completed and ownership of the plant and other facilities

now rests with the company. They formerly leased the facilities from the Klamath Door Company.



PAUL SULLIVAN, field circulation auditor for the Audit Bureau of Circulations, is shown in the process of his four-day audit of the Herald and News paid subscribers. The standards for measuring the quantity and quality of print media circulations are established by ABC, the industry-wide association of advertisers, advertising agencies, and publishers. Sullivan, who headquarters in Ohio, works throughout the country and has just finished auditing the San Francisco papers. The results of his Herald and News audit will be available in published form in a few weeks.

Klamath Door Property Is Sold To Hardwoods

Klamath Hardwoods, Inc., recently purchased from the Klamath Door stockholders the property which they formerly leased.

The company now owns all the

property of the former Klamath Door company and are leasing the planing mill portion to Diamond Lake Lumber Company.

Disposition is pending on the dry kiln and other facilities not used by the hardwoods company. The property was first occupied by the Ralph L. Smith Lumber Company and was purchased by Klamath Door in 1950. They operated the property for a short period but a depressed market forced them into a sale of the machinery which was done at a profit, and the plant closed down.

Later, stockholders of Klamath Door set up a planing mill on the property and a dry kiln and leased the big building to Atlas Plywood. This firm ran the operation for six to seven years and closed down in 1957. Klamath Door, subsequently leased the facilities to Diamond Lake and to Klamath Hardwood.

This arrangement was terminated by the recent purchase of the properties.

Plans Listed For Exhibit

Local lumber and building material dealers will participate in the 58th annual convention and building material exhibit in Portland, Feb. 11, 12 and 13 according to Clifford Clayton of International Paper Co., Klamath Falls.

Clayton is a director of the Western Retail Lumbermen's Association, sponsors of the big event which will bring outstanding national and regional speakers including such headliners as C. Arnel Nutter, 1960 president of the National Association of Real Estate Boards, who will speak on "The Market Today;" Arthur A. Hood, for many years chairman of the editorial board of "The American Lumberman;" Donald Jaenicke, special projects director of the Douglas Fir Plywood Association; John M. Jewett, Seattle sales authority; and J. G. Oldham, sales promotion and advertising manager of the United States Gypsum Company.

There will be live demonstrations and exhibits of the latest materials, tools and equipment for light construction. This will be one of the largest and most diversified displays of its kind ever held in the Pacific Northwest. Among the features will be the latest in components for the quick erection of new homes, farm buildings, schools, etc. They will afford dealers attending an excellent educational opportunity which will enable them to bring back to their home communities the very latest in home and building construction, design, improvement and modernization.

Houston Named

The Pacific Northwest Underwriter, published in Seattle, has named John H. Houston of the Equitable Agency in Portland as the leading App-A-Week Club member from among all companies in the area. He has a total of 1,614 consecutive weekly production.

Houston is entering his 40th



ATTENDING a recent meeting of the Western Regional Advisory Council, U.S. fires division, U.S. Rubber Company, held in Los Angeles, Klamath Falls, left to right, E. F. Currier, Seattle district sales manager; Jack Schulze, Klamath Falls; John Earley, Aberdeen, Wash., dealer, and Bud Harvey, Western regional sales manager, U.S. fires.

Bank Posts New Record

The First National Bank of Oregon posted a new earnings record in 1960, according to Ralph J. Voss, president of the 85-office statewide banking system.

Net operating earnings after taxes of \$7,147,963 for 1960 were reported, an increase of 3.34 per cent over the previous year's record high \$6,916,588. This is equivalent to \$4.45 per share, compared with \$4.30 per share in 1959.

Operating income was up 10 per cent for a total of \$44,455,676 for 1960, but operating expenses increased 12 per cent, to \$30,790,693, leaving net operating earnings before taxes of \$13,674,983.

Cash dividends, paid at the rate of \$2.20 a share, plus a special cash dividend of 20 cents per share in February, totalled \$3,659,200. A 12.5 per cent stock dividend was proposed by the board in November, and is being submitted to the shareholders for approval at the annual meeting on Jan. 24, Voss stated.

Total deposits at yearend topped at a record high \$880,539,688, covering the 1959 yearend figure of \$878,612,322. Loans increased to \$508,484,700, compared with \$488,938,106 at the close of 1959.

Total resources were \$979,730,067, compared with \$971,222,658 in 1959, and capital funds were \$73,996,595 at the end of 1960 compared with \$71,511,695 a year ago.

Voss reported that the bank established three new offices during 1960 and new quarters were completed for two existing branches and the bank's headquarters in downtown Portland.

Kerns Win Nassau Trip

Mr. and Mrs. Ben Kerns of J. W. Kerns, 734 South Sixth Street, recently enjoyed an all expense paid vacation to Nassau in the Bahamas as guests of the Norge Sales Corporation.

They joined a group of Norge dealers from all parts of the nation who qualified for the trip in a recent Norge sales campaign. The vacationers left Portland Jan. 10 via chartered TWA Super G Constellation and returned Jan. 14. While in Nassau and their wives stayed at the luxurious Emerald Beach Hotel. They enjoyed deep sea fishing, swimming, boating, dancing, night club entertainment and parties.

A newborn rabbit is hairless and his eyes are closed for a week or more.



BILLY GOLDEN

TV Repair Shop Opens

From bookkeeping to television and radio repair man television quite a transition, but Billy Golden, 2307 Unity Street, has successfully negotiated the jump.

Golden was employed by J. W. Kerns for the past 11 years, first as a bookkeeper and later as parts man and then television and radio repairman. He recently left this concern to go into business for himself in the television and radio servicing field, and currently has a complete shop in operation at his home.

He first began tinkering with electronics when serving in the Army in communications from 1943 to 1947. Later he took courses by correspondence in both television and radio repair, and was among the first enrollees in the Oregon Tech radio classes back in 1947 when the school was in its infancy.

Golden is married. He and his wife, Heien, have a daughter, Constance, 6.

Home phone for service is TV and Electronics Golden is TU 2-1259.

CAR PRICES DROP

DETROIT (UPI) — The average price of the 1961 model cars is about 4.5 per cent lower than the average for the 1960 makes. This has resulted from lower prices for some of the compact models, the addition of smaller and cheaper cars to the medium-price lines and elimination of more expensive models in that price range.

Ambergris, an oily secretion formed in the alimentary canal of a sick whale, is used in industry as a fixative for perfume.

Special Plywood Home Designed For Elderly

A demonstration home that represents the first national breakthrough in retirement housing was the biggest drawing card for delegates to the White House Conference on Aging.

Called "House of Freedom" by the three non-profit organizations who developed it, the model home represents the result of extensive research in design for persons over 60. The house includes two bedrooms, a separate dining room, modern "sit-down" kitchen and a special hobby room. Its designers say the house can be built for about \$9,000 anywhere in the U.S.

It was designed and built by the Douglas Fir Plywood Association in co-sponsorship with the National Retired Teachers Association and American Association of Retired Persons. A committee of nine nationally-recognized authorities in the field acted as advisers.

The 3,800 delegates to the White House Conference, held Jan. 9-12 in Washington, D.C., were asked to evaluate the special features built into the house. These composite opinions, along with other information, will be made available later to those interested in retirement housing.

The idea for the house grew from a conference sponsored last year by the plywood association. Information presented there indicated that more than 18 million Americans over 60 are unable to find the kind of housing they want.

W. E. Difford, executive vice president of the plywood association, surmised it up this way: "Those with plenty of money and those with none at all have received all the attention in the field of retirement housing," he said. "This program is designed to give our senior citizens what they want and to prove to builders and lending agencies that they can pay for it." Difford said details of construction, finance and local demand would be in-

cluded in the information being developed now.

Persons of retirement age don't need a "home for the handicapped," according to William C. Fitch, executive secretary of the two groups of retired persons whose combined membership is nearly 500,000.

"They want a comfortable place to live in familiar surroundings," Fitch said. "But many are living in houses too big or too inconvenient for them. House of Freedom was developed specifically for the senior citizen, but it should provide some eye-opener to everyone in the comfort and convenience that can be delivered at low cost."

The sponsors said plans for House of Freedom could be adapted to a wide variety of architectural styles and the floor plan is capable of being combined in duplexes or fourplexes or of being used as a unit in tract or row housing.



MARIE'S CAFE at Chiloquin had its reopening last week at a new location. Pictured, left to right, are Ada Lepley, cook; Marie Oates, owner, and Mary Wright, waitress.—Photo by William Norval.

Announcement
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