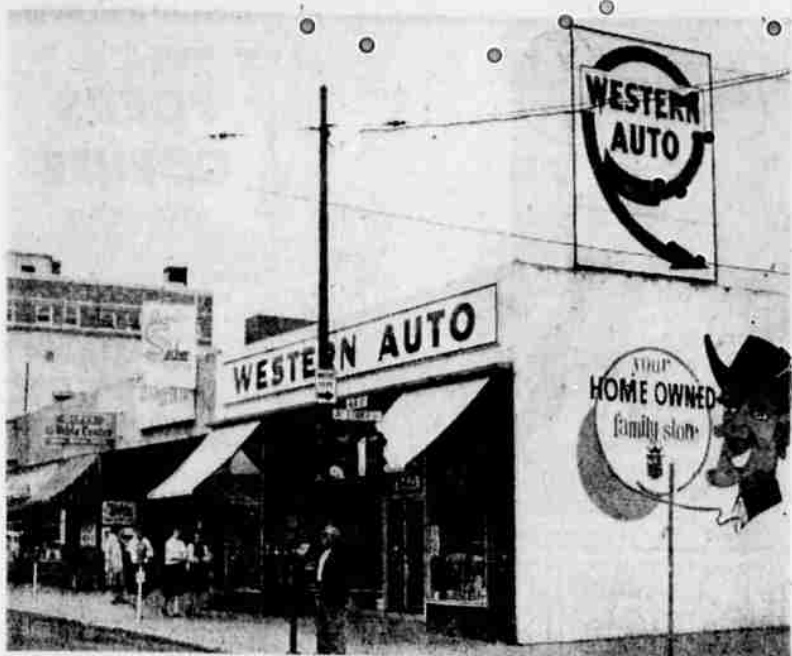




CORNER SOLD — This corner building at Eleventh and Main streets, occupied by three businesses recently changed hands in a transaction handled by the Dye Insurance Agency, A. E. Dye, realtor, 130 South Fifth Street, through its agent, Virginia Brown. The corner which houses the firms of Western Auto, Dean Sacher Real Estate and the Bible Nook, was owned by Andrew M. Collier and was sold to Cecil P. Drew. Amount of the sale was undisclosed. The building covers 70 feet on Main Street to a depth of 110 feet. The new owner indicated that no change in present occupants is anticipated.



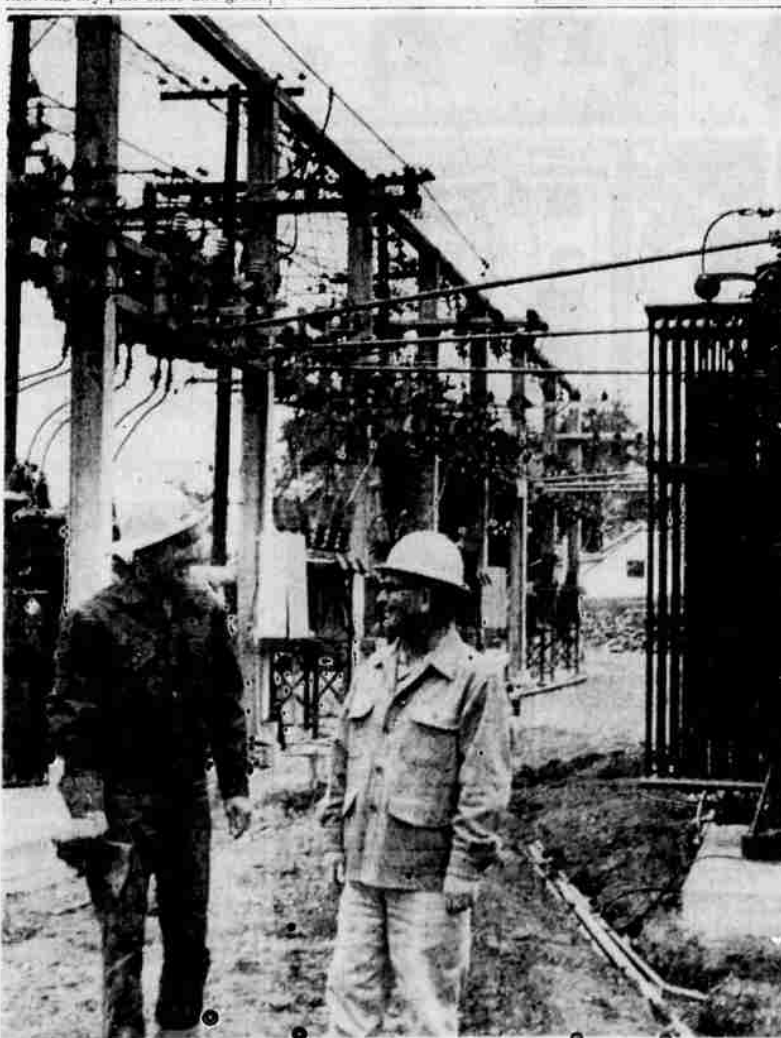
NEW FUEL BUSINESS — The Crater Fuel Company, a new fuel business, has been started by Mr. and Mrs. Roy Drace and son, Robert, shown here. The new firm is located at 4743 South Sixth Street and handles quality fuel, wood and oil. They also have a 24 hour system, including check and fill home delivery service.

New Fuel Firm Opens

A new fuel business, Crater Fuel Company, was begun recently by the Drace family, Mr. and Mrs. Roy Drace and son, Robert, at 4743 South Sixth Street.

Quality fuel oil and wood are being featured by the new firm, with emphasis on a home delivery check and fill system with metered tickets and prompt service. They also have a 24-hour service for customers.

In addition to furnace fuels, the firm has dry pine slabs and green



REBUILDING — The West Side substation of Pacific Power and Light is being rebuilt to expand its capacity for handling additional power for customers in the business district of the city. The project, costing \$141,426 is scheduled for completion before Dec. 1. Shown here at the substation site, are Walt Schweigert, left, and Jim McFarland, assistant superintendent.

Wall Street Chatter

NEW YORK (UPI)—Martin Gilbert of Van Alstyne, Noel & Co. says at the present time the odds strongly favor the continuation of a rising market pattern.

He believes that stock prices have not yet approached anywhere near their high point either in duration or magnitude.

The often-repeated observation by market commentators that cyclical and laggard issues will be leaders in the next solid upswing seems increasingly valid, according to Thomson & McKinnon.

L. O. Hooper of W. E. Hutton feels that the Dow-Jones industrial will go higher than 740 before the end of the year, but that it would be a good idea—when this happens—to sell on balance rather than to buy on balance. In other words, he says, the short term outlook is better than the long-term outlook.

Record nine-month, third-quarter and September sales were reported by Investors Planning Corp. of America, one of the largest mutual fund distributing organizations. Total business written for the first nine months of 1961 climbed 12.3 per cent above a year ago.

The new and widely liberalized tax-depreciation schedule for the textile machinery industry may not eliminate the present wide distrust of the administration's attitude toward business, but it should reduce it materially for the time being, according to Clark, Dodge & Co.

A. M. Kidder & Co. believes that recent sharp gains in the rails were the prelude to further strength and not merely the result of an oversold condition.

Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, October 15, 1961 Page 5

Coin Dry Cleaning Machinery Opens For Basin Housewives

If Klamath Basin families look for a coin-operated dry cleaning machine that dry cleans 10 pounds of clothing in just 30 minutes, they can credit a revolutionary new machine just put into operation at Merit's Self Service Coin Operated Dry Cleaning center which opened for business on Friday.

Explaining the new machine, Merit Smith pointed out that the clothes are immersed and tumbled and reverse-tumbled in a freshly filtered and purified solvent for several minutes.

This is the same safe solvent used by professional cleaners. This loosens and removes soil and dirt. Oil, greases, fats, tars and general surface dirt are literally floated out and absorbed.

Then the dirt and soil laden solvent is drained away.

Next, the clothes are tumble dried in circulated, controlled temperature air. This is followed by deodorizing with clean fresh air.

Clothes come from the cleaning machine with practically no wrinkles, another amazing development.

Merit's have eight machines to handle any dry cleaning needs. A 10 pound load of dry cleaning can be done for just \$2.

Before installing the very latest specially designed equipment, Smith travelled to a number of different companies and studied their machines. He finally selected the Hammond Dry Cleaning Machine, he said, because it has been completely designed and constructed for dry cleaning alone, and is not a modified washer converted to dry cleaning.

An attendant will be on hand at all times to assist housewives in the use of the new machines which promise to be a boon to the entire family's wardrobe.

Treasurer Notes Boost

State Treasurer Howard Belton said today that remittances to the state from traffic fines and other penalties increased \$16,789.60 in August compared to the same month a year ago.

Remittances by the district and justice courts for August 1961 totaled \$82,703.58, while \$65,913.98 was received from the same source by the treasurer's office in August 1960.

Belton said that "Oregon's continuing growth in population, the efficiency of the state police, and the cooperation of district judges, justices of the peace, district attorneys and local law officials has brought the increase."

He pointed out that distribution of the funds is directed by state law.



AMAZING MACHINES — This battery of eight Hammond Dry Cleaning machines is ready to serve the cleaning needs of Basin housewives. Merit Smith, shown here with the machines, opened the coin operated self service dry cleaning machines at 333 East Main Street on Friday of this week. Ten pounds of dry cleaning are processed in just 30 minutes. Smith said an attendant would be on duty at all times to assist housewives in doing their dry cleaning.

More Light On Work Trend Brings Production Boost

By SAM DAWSON
AP Business News Analyst
NEW YORK (AP)—More light on the subject—both in factory

Substation Rebuilding Half Done

Rebuilding of Pacific Power & Light Company's large West Side substation to expand its capacity for handling additional power for service to customers in the business district is about half completed.

Sam Ritchey, Pacific Power's district manager, said the erection of steel structures for mounting the additional equipment has been pushed along on a schedule that calls for the \$141,426 project to be placed in service before Dec. 1.

Ritchey explained the rebuilding of the substation, located on Mill Street, is part of a three year program to convert the city's distribution circuits to higher capacity voltage. He said the conversion from 4,000-volt to the higher 12,000-volt circuits will increase by three times the capacity of the city's distribution system.

"Growing use of electricity in homes, stores and offices of Klamath Falls requires the conversion of the distribution circuits throughout the city to the higher voltage," Ritchey explained. "He said the distribution lines for the business district will be by the end of the year. The new installations at the substation will add 6,000 kilowatts of capacity to the facility, he explained.

and office—is giving a boost to an 80-year-old industry.

Makers of commercial and industrial lighting fixtures and installations report sales to factories and offices this year will reach \$300 million. That is more than five times better than the industry did just 14 years ago. Sales in 1947 were \$60 million.

Recommended light levels for office and plants have risen 333 per cent since 1947, according to the Illuminating Engineering Society, the technical voice for the industry. And the increased amount of light provided for office and factory workers has gone up 2,000 per cent since 1917.

A leading reason is that workers were found to do much better work and turn out more products or office items as the light level was increased.

But there were two other big reasons for the spurt since 1947.

First, the fluorescent lighting fixture, introduced in the late 1930s, caught on rapidly in plants and offices in the years immediately after World War II. The society says this fixture helped create awareness of the usefulness of good lighting in work areas.

Second, the spurt in construction of office buildings and plants that started in the late 1940s opened wide markets to the lighting industry.

All this gladdens the makers of fixtures and the utilities that furnish the juice for them. But there are some major problems, too.

For one, as more light is being created, so is more heat. The increased heat from the extra lights can overburden air-conditioning systems, as architects and engineers will tell you.

for buildings. Another solution proposed is dissipation of the heat from lighting fixtures into cooling towers.

The second problem facing the industry is one of salesmanship. Although making big sales gains in recent years, fixture makers and installers contend that many factories and offices are still well below the standards set by most of the newer buildings.

One maker of commercial and industrial lighting equipment, Day-Brite Lighting Inc., St. Louis, Mo., says many of the older office buildings and plants still have their original equipment, while others aren't yet up to recommended levels. Officials of the firm say that the recommended light level is 100 footcandles, and the national average is less than 35. A footcandle measures the light in one square foot given by one candle.

When Arkansas was admitted to the Union in 1836, its population of about 53,000 was one-fourth slaves.

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CONTEST WINNERS — Dianna Gathwright, 2523 Patterson, left, and Michael Harrah, 1228 Pacific Terrace, right, are shown being presented with bicycles by Rodney Murray of the Klamath Falls Creamery. The bikes are top prizes in the recent "Draw the Eskimo Boy Contest" staged by the manufacturers of Eskimo Frozen bars. Klamath Falls Creamery is the local distributor.

U. S. National Reports Loans, Deposits Rise

U.S. National Bank of Portland has noted substantial gains both in loans and in deposits since the comparable call date in October, 1960, according to figures released to the comptroller of currency as of Sept. 27, 1961.

Deposits were up more than \$73 million and now total \$861,019,494 compared with \$787,793,077 recorded on Oct. 3, 1960. Loans increased in excess of \$13 million and now stand at \$413,643,148.

The Klamath Falls, Town and Country, and Chiloquin branches



MEAT CUTTERS—Two new but familiar faces at Carter's Fine Foods, 1420 Esplanade, are Charlie Miller, left, and Leslie "Bud" Carr, right. The meat department at Carter's will be managed by Miller with Carr as assistant. Both men have been in the business for some time. Miller is a native of Klamath Falls. His father was one of the first meat packers in the area. Carr has been in the meat cutting business since finishing a stint in service during the Korean war. The meat department at Carter's has been completely revamped with the meat counter offering USDA Choice meats.



NEWEST BANQUET ROOM — This interior view shows a portion of the large banquet room just newly finished at the Winema. It provides capacity to handle crowds in excess of 300 persons, and is the meeting place for such service and civic groups as the Toketee Lions, both Kiwanis clubs, Rotary, AAUW, Soroptimists, Venture, Exchange club and others. Paul Surprenant, Winema manager, indicated that the room would be available for banquets, dinner dances, style shows and other occasions. Additional rooms will be available in the near future in the remodeled section of the Winema.

First National Has Big Deposit Gain

The First National Bank of Oregon recorded an impressive \$53 million gain in deposits during the past year, it was reported by Ralph J. Voss, president of the statewide banking organization, in response to a call for statements of condition by the comptroller of the currency.

Total deposits of \$895,732,178 were recorded by First National banking offices on Sept. 27 compared to \$840,101,573 a year ago. The bank gained \$20,777,185 in deposits since June 30, 1961.

Loans to date this year at the First National offices amount-

ed to \$493,401,142, an increase of \$8,604,426 since the June call but a decrease of \$18,673,063, since the 1960 third-quarter statement.

The Klamath Falls and South Sixth Street branches of First National Bank of Oregon reported Sept. 27 deposits of \$21,497,608 and loans totaling \$16,375,240 according to Klamath Falls branch manager R. H. Tisdale and M. E. Shannon, South Sixth Street manager.

Released at the same time were comparable totals for the branch on Oct. 3, 1960. On that date deposits were \$17,864,494 and loans totaled \$18,092,256.

At First National's Merrill branch, Sept. 27 figures show that deposits were \$2,291,753 and loans were \$2,078,772. It was reported by manager John A. Venard. Comparable totals for the branch a year ago show deposits \$2,329,687 and loans \$1,732,080.

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