



FASHION VILLA OPENS — The newest addition to the Oregon Food stores new supermarket on Avalon Street is the Fashion Villa which made the switch this week from the Town and Country Shopping Center and is now adjacent to the market. This is an interior view of the new quarters of the Fashion Villa. The Oregon Food Store and Fashion Villa had a grand opening Thursday of this week.



Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore. Sunday, February 17, 1963 PAGE 3



JAMES R. FOWLER

Fowler Takes Shaw's Post

James R. Fowler, 1905 Portland, has joined Shaws Stationery as sales representative.

A long-time resident, Fowler first came to Klamath Falls in 1929 from Portland. He had been in the implement business there and joined the staff of J. W. Kerns here.

He remained with Kerns until 1958 when he became associated with Jones Office Supply where he was employed until joining Shaws Stationery.

Fowler will be representative for the firm in Klamath, Lake and Modoc counties and will make regular visits to such points as Lakeview and Alturas.

He will specialize in stationery, office supplies, office machines and furniture.

Dividend Issued

NEW YORK—The Board of Directors of International Paper Company meeting here today declared quarterly dividends of \$1 per share on the cumulative \$4 preferred stock and 25 1/2 cents per share on the common stock.

Both dividends are payable March 18, 1963, to holders of record Feb. 25, 1963.

JOB PRINTING

From lovely invitations to handbills, from business cards to posters... we can handle any printing job — and beautifully!

Guide Printing, Inc.

12th & Klamath TU 4-5373

Sears Roebuck Catalog Issued

The first sign of spring — even earlier than the chirping of the first robin and the popping blades of grass — arrived here today.

This harbinger weighs four and a half pounds, and it brings news of a new development designed to help Dad, Mother or Junior — whoever is lucky enough to get the assignment of cutting those popping blades of grass.

The new 1963 spring and summer general catalog of Sears, Roebuck and Co., now being distributed in this area, introduces self-cleaning power mowers.

Sears officials, who call it "one of the greatest improvements in power mowers in years," describe it this way:

An extra blade, up close to a specially designed flat housing, sticks around to keep grass from slipping inside the housing. This assures better cutting action, prevents engine overloading and — best of all, they point out — eliminates the tiresome scraping of grass cuttings during mowing or after the job is done. It also keeps unsightly clumps of grass from dropping on your lawn, they add.

The new catalog also contains a record number of pages (104) devoted to auto parts and accessories for all cars, including a full page of parts for Model A Fords.

Opening section of Sears new catalog is devoted to fashions for women, with more pages in color than ever before. The fashion section features new creations by Mme. Claude Riviere, Parisian couturier, and by Mary Lewis, noted American designer. Also in the spotlight are many of the new fabric blends, with improved easy-care features, and new treatments of linen, ticking, seersucker and knits.

Growing family interest in camping is reflected in a larger (17-page) section devoted to tents, sleeping bags and camping accessories. This section features products improved and field-tested by Ted Williams and his sports advisory staff.

A record 9.1 million families across the nation will get the new catalog, which contains an estimated 140,000 consumer items.

Pacific Fruit Express Company announced plans to double from 500 to 1,000 — the number of new multipurpose, mechanical refrigerator cars it will acquire this year.

L. D. Schley, vice president and general manager of the perishable carrying car-line company, jointly owned by Southern Pacific and Union Pacific railroads, said this will bring PFE's fleet of mechanical cars, already the largest in the nation, to a total of 3,724.

The 1,000 new cars will have an inside length of 50 feet and will be capable of carrying up to 70 tons of freight in the 4,000 cubic foot lading compartment. Cars will be equipped with mechanical refrigeration units for maintaining temperatures ranging from below zero to 70 degrees Fahrenheit, hydro-cushion underframes, load dividers and roller bearings, as well as eight-foot wide doors to facilitate lift truck loading and unloading. Fresh fruits and vegetables, frozen foods and other commodities requiring protection from either cold or heat can be carried in the cars.

The hydro-cushion underframes and load dividers will provide the latest and most modern damage-free devices, Schley said, which together with the greatly increased cubical capacity of the cars will make them particularly attractive to shippers of east-bound perishables and return loads of general freight.

All 1,000 new cars will be constructed by Pacific Car & Foundry at Renton, Wash., with deliveries commencing in March and completed by October of this year.

PFE now operates a fleet of almost 23,000 refrigerator cars of all types and the new equipment will bring the company's acquisition of new cars to a total of 16,343 since 1945. In addition PFE operates 421 refrigerated highway trailers in piggyback service and recently placed orders for 200 additional units for this service.

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Subjects covered are designed to help tavern owners and bartenders serve a better glass of draft beer. Tips on increasing profit on each keg drawn are also featured.

Castle includes demonstrations of proper glass washing, maintenance of draft beer equipment and solutions to the most important draft beer service problems.

In 1962, more than 1,500 persons attended Rainier draft schools conducted in Oregon, Washington, Montana and Idaho.

"The school is open to the public and all interested persons are invited to attend," announced Bill Hagerman of Klamath Falls Distributing Company.

Oldest Anglican church in the western hemisphere is said to be St. Peter's Church in St. George, Bermuda.

Blank and Pre-Recorded including Columbia & Capitol 3 1/2" 7" Reels. Tape Letters! LEO'S CAMERA SHOP 836 Main

FEET OF CLAY PEORIA, Ill. (UPI) — George Washington was sentenced to one year in jail Wednesday for the theft of eight pairs of trousers from a local department store.

Weyerhaeuser Company Reports Increase In Earnings In 1962

Weyerhaeuser Company today reported 1962 earnings of \$39,061,000, equal to \$1.29 a share, compared with \$36,639,000, or \$1.22 per share, in 1961.

Sales, a record \$543,197,000, exceeded those of 1961 by 10 per cent and passed the half-billion-dollar mark for the first time in the 63-year history of the forest products firm.

An annual report to Weyerhaeuser shareholders said a substantial part of the sales gain was due to paper sales of the company's newest subsidiaries, Hamilton Paper Company and Crocker, Burbank & Co. "In addition," the report said, "the company's other principal product lines made encouraging progress in 1962."

Dollar-sales increases over 1961 included lumber, 9 per cent; containers and cartons, 1 per cent; pulp, paper and paperboard, 30 per cent; softwood plywood, 8 per cent; hardwood plywood, veneer and doors, 7 per cent, and manufactured panel products, 6 per cent.

Improved lumber sales, in the face of increased Canadian imports and intensified competition from wood substitutes, were attributed in part to an intensified program initiated two years ago.

Shipping container deliveries set an all-time record with a volume increase of three per cent. Sales of folding cartons increased slightly. Substantial losses accompanied the company's change from wax to plastic as the coating for milk cartons, but a material improvement in earnings is expected following completion this year of a plastic-extruding plant at Longview, the report said.

Despite adverse price conditions in many segments of the pulp and paperboard market, the company increased the total quantity sold in both domestic and export markets. This, together with increased quantities converted into containers, cartons and paper in the company's own mills, resulted in a near-record level of pulp production.

Norton Clapp, Weyerhaeuser president, said the increase over 1961 income (6.6 per cent) "marks the beginning of an improved earning trend" for the company.

"This upturn resulted from a number of coordinated achievements," Clapp said. "To continue building our earnings, we must step up our efforts and successfully meet the increasing competitive challenges which we face in domestic and world markets, as well as the problem posed by the growing involvement of government in business."

Weyerhaeuser has been strengthening its manufacturing and marketing capabilities and is in a strong position to compete successfully in world and domestic markets, Clapp added.

Weyerhaeuser's overseas operations continued to grow. The company's report said negotiations were completed in 1962 for an investment in C. A. Venezolana de Pulpa y Papel 'Venepal,' the largest manufacturer of pulp and paper in Venezuela. Investments in

Europe included a half interest in a new specialty paper plant under construction in Scotland, the report said.

The report listed a number of new or improved products and processes resulting from Weyerhaeuser research, product development, technical service and process engineering efforts.

To start new tree crops and harvested forestlands in the Pacific Northwest, Weyerhaeuser seeded 15,000 acres by helicopter and hand-planted 1,800,000 seedlings on 3,500 other acres.

In addition, the company reforested 10,200 acres in the southeastern Atlantic coastal region and rehabilitated about 13,000 acres in Mississippi and Alabama.

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BIG CHOCOLATE BAR — Nora Page, center, is shown accepting a huge 10-pound bar of chocolate at Payless Drug, 808 Main Street, on behalf of the Klamath Nursing Home from Bill Sweet, local representative of the Nestle's Candy Company. This is the type of chocolate the company sells to candy manufacturers for dipping the finest chocolates. At left is Stan Neitling, pharmacist, who also does all the candy purchasing for Payless Drug which specializes in Nestle's candy. Sweet resides in Medford but includes Klamath Falls in his area of operation.

Wood Molding Process Set By Weyerhaeuser

A new process for molding wood fractions into complex shapes and applying an overlaid finish in a single operation was reported today by Weyerhaeuser Company.

The company opened a new forest plastics molding plant at Marshfield, Wis., Feb. 15 for the production of consumer and industrial products and components. The molded wood, known as Forplex, has physical properties of both wood and plastics.

The 38,500-square foot plant, initially employing about 60 persons, represents an investment in excess of \$2 million.

Employing the only process of its kind in the United States, the plant is using specially milled fractions of hardwoods to shape products whose contours and varying thicknesses formerly could be made only from such moldable materials as plastics or metals.

Typical uses of the molded wood include tops for kitchen counters, tables, dinette sets, school desks, refrigerators and washing machines; chair seats and backs; counter-top stool seats, drawers, shelves, cabinets, trays, automotive molded trim, special architectural trim and miscellaneous industrial parts.

To establish the new business, Weyerhaeuser obtained exclusive United States rights to a European molding process. The process represents a technological breakthrough for wood.

Weyerhaeuser's newly created forest plastics molding department. "It extends the design limits of wood and makes it possible to compression-mold wood fractions into intricate shapes and forms with unbroken, seamless lines.

"In a one-step process, finished surfaces are molded as an integral part of the product. Wood, assuming new form and function, retains its old virtues and adds the new properties of modern plastics."

Surfaces include wood veneers, melamines, vinyls, paints and printed phenolics.

"Through research and development facilities in Marshfield, Longview, Wash., and in Europe," Stalter said, "we hope to continue to expand and refine technology that this new process represents in both the wood and plastics industries."

In addition to manufacturing molded-wood components for customers, Weyerhaeuser plans to produce certain consumer items and market them itself.

Top quality hardwood logs are used in the Forplex process. Cured wood is shaved to postage-stamp size, milled, dried and blended with synthetic bonding additives. In a single press cycle, the mix is molded to precise dimensions and overlaid in printed or colored graphics.

Thickness and density may be varied in each section of the product, with wall thicknesses ranging from 3/16th of an inch to 2 inches.

Slots, holes or cut-outs may be molded to precision tolerances, eliminating separate die-cutting operations. Hardware or metal inserts may be incorporated into the molding process to facilitate fabrication and to meet special requirements of strength or rigidity.

The one-step molding process eliminates costly, time-consuming finishing by the end-user.

"Plus values," Stalter said, "include rigid strength, fine texture, acoustical values of wood and a greater number of finishes and patterns — at lower cost — than can be achieved by plastics alone."

Opening of the new plant was observed formally Friday by a reception for civic, industrial and business leaders of the Marshfield area.

All telephone callers in the 40 adjacent United States will benefit from the reduced evening rate on interstate telephone calls which will go into effect on April 1.

The new rate, as explained by West Coast Telephone Company's General Commercial Superintendent John Whittaker, provides that no more than \$1 shall be charged for the first three minutes of any long distance station-to-station call which originates in one state and terminates in another, provided the call is placed between 9 p.m. and 4:30 a.m.

"The \$1 minimum will not apply," Whittaker said, "to a call which originates and terminates within a single state, although there are very few three-minute calls of this type which would exceed the dollar figure at present evening rates. It also will not apply to person-to-person calls."

It is estimated that the rate reduction, recently ordered by the Federal Communications Commission, will reduce the telephone industry's station-to-station toll revenues by about \$55 million annually. This will be offset in part, Whittaker stated, by a concurrent increase in rates for person-to-person calls, which will produce about \$25 million a year.

The present person-to-person rate is equal to 140 per cent of the current station-to-station rate on calls up to 800 miles. The FCC has approved an increase to 150 per cent.

Malin Man Publicized In Journal

MALIN — A Klamath County farmer, W. W. "Woodie" Clark of Malin who likes to do business with the Production Credit Association and the Federal Land Bank, is the subject of an article in the winter issue of the Farm Credit Journal published at Spokane.

He has been doing business with the cooperative credit organizations for 18 years and gives them credit for helping him build his net worth from four to a six digit figure.

The Clarks came to Malin in 1940 and paid \$100 down on a 60-acre farm. One potato crop cleared the balance of the \$7,000 purchase. They bought their present home place a mile east of Malin in 1946 and with the help of long-term bank loans have since added 288 acres, giving them a total of 336 acres, all under irrigation.

Clark uses an eight to nine-year rotation which includes two years in potatoes, one in grain and five or six, sometimes 10 years in alfalfa.

Potatoes are his largest paying crop but he puts up 700-800 tons of hay a year.

The Clark operation is a family deal. Their 20-year-old twin daughters have left the farm for college but two sons and a daughter, still on the farm, help share the responsibility.

Clark is an assistant 4-H Club leader, is a director of the Malin Irrigation District and a member of the Malin Chamber of Commerce.

Store Lists State Buys

SAN FRANCISCO—The F. M. Woolworth Co., 34-year-old variety store chain, made purchases of Oregon products amounting to more than \$2 million during 1962, its district office for the state disclosed today.

H. P. Smith, district manager, said the purchases were made statewide from both large and small companies employing thousands in manufacturing and distribution. It does not include perishable food and horticultural items purchased on the local store level.

"The goods purchased were sold in Woolworth's 15 variety stores in the state, as well as throughout its 2,169 stores in the U.S. and Puerto Rico."

Smith said he expected purchases in the state to increase because of Woolworth's continuing expansion program for variety stores. "New sites for stores are constantly under consideration and existing stores are being enlarged and remodeled where necessary and customer services are continually being improved," he pointed out.

Woolworth's now offers nearly 50,000 different items in some stores ranging from wearing apparel to household furnishings, horticultural supplies, pet and accessories, beauty aids, candy and stationery.



DEANE SACHER

Sacher Gets Board Post On Traders

Deane Sacher, realtor, 1037 Main Street, has been elected to the board of directors of the International Traders Club for a term expiring December 31, 1964.

The action, naming Sacher, was taken at the board meeting which was held in New Orleans in January.

Sacher was also named to serve under the chairmanship of J. W. Levine, Los Angeles, for the balance of 1963. He was also named to the convention committee under the chairmanship of William Monesee of Fort Lauderdale, Fla.

Next meeting of the board will be held in early May in Chicago and a November convention in New York. Sacher plans to attend these two sessions.

"I'm extremely pleased with the announcement," Sacher said. He also called attention to the trading seminar which is scheduled to be held on Saturday, February 23, at the Eugene Hotel for members of the International Traders Club.

Sacher is president of the Klamath Falls Division of the Oregon Traders Clubs and Ann Mason is secretary.

The convention opens with a round table breakfast starting at 7:30 and closes in late afternoon with a trading session.

Preston moved here from Medford where he has resided since 1948.

He was in the furniture and floor covering business there. This is his first association with Montgomery Ward and Company in Klamath Falls.

Preston has experience that also includes about 10 years in the interior decorating field, both training and experience.

The Prestons have five children. He indicated that his family would join him shortly in Klamath Falls.

Doctors Hear Artery Talks Drs. John D. Merryman and William G. Holford Jr. of Klamath Falls attended a medical symposium on atherosclerosis in Portland recently, and heard reports from six outstanding authorities on current research on causes and treatment of the disease, a stage of arteriosclerosis, or "hardening of the arteries."

Speakers discussed several methods of treatment, including diet, estrogen, thyroid therapy and anticoagulant therapy, which are being used to arrest the deposits of fattylike tissues in the arteries. The symposium was presented by the Oregon Academy of General Practice, under a grant from Lederle Laboratories.

Walter Guyer, center, is shown accepting a chocolate bar from Stan Neitling and Bill Sweet.

Guyer came to Klamath Falls in 1907 from Portland and purchased the business which had been established earlier by a three-man group. At that time, he recalls, it was located at the corner of 11th and Walnut. Four years after he acquired the business he moved to the present location.

Prior to coming here, Guyer was a resident of Spokane.