



CAMEL COAT CONTEST WINNERS — Teen-agers swept the prizes in the recent contest conducted by LaPointe's Ladies Ready-To-Wear, 507 Main. Prizes were for drawings usable in LaPointe's advertising on camel coats complete with headline. Here, Martin Franz, of LaPointe's presents the prizes to, left to right, Bob Leonard, first, \$50 gift certificate; John Rawlin, second, \$25 gift certificate, and the judges wound up with ties for third place, adjudging the entries of Mike Newell, Pat Dawson, Key Appel and Janet Denham (not shown) as all equal. Each of the girls won a box of "Better Than Gold" hose and Mike a gift certificate.

State Adds 17 Projects

SALEM (UPI)—Seventeen new Oregon industrial projects representing an investment of \$10.5 million were announced or completed during June and July, Gov. Mark Hatfield said today.

Seven of the plants are expansions of present Oregon industries. Included in the total are three new plywood plants, a hardboard plant and expansion of a particle board plant.

Hatfield also noted that three other developments in the state during the two months have "potential for great impact on the state's economy."

These are the Boeing company's lease of the Boardman tract; Bunker Hill Company's application for lease of iron-bearing sand near the mouth of the Columbia River and Heyden-Newport chemical company's research project on the extraction of chemicals from pine stumps.

WC Features New Tickets

"Instant" tickets is West Coast Airlines' latest innovation toward making it easier and quicker for customers to do business with us, Bob Moore, the line's local manager, said in announcing this modern-day write-your-own ticket.

Moore said that passengers with Instant ticket books can avoid special trips to pick up their tickets in advance and reduce the time required checking in for their flights.

Instant tickets are available to all West Coast customers. They come in a handy portfolio similar to a bank checkbook. There is no service charge or deposit and the passenger is invoiced once monthly after the ticket has been used.

This is all part of the new look at West Coast Airlines and is a companion to such programs as reduced mileage and military rates and the Seattle-Portland-Spokane commuter service.



Alter Heads Circulation Department

Forrest Alter, long-time Herald and News employee, has been appointed circulation manager effective Aug. 1.

Alter first joined the Herald and News in 1937 when he became a carrier while still in high school.

He was mustered into Army service in 1940 with the National Guard and commissioned in ordnance department in 1942.

During his service he was overseas with the Air Force and was assigned as ordnance officer in the central and South American area as a first lieutenant.

Following service, Alter returned to the Herald and News where he held the post of assistant circulation manager.

A native of Salem, Alter is a graduate of KUHS.

He resides in Merrill with his wife, Meridee, and four children, David, 19, a Merrill High graduate; Dale, 17, Robin, 13, and Peggy 10.

Alter replaces Gene Carpenter who has accepted a circulation post at Flagstaff, Ariz.

Newspaper Use Gains

The exclusive Gallagher Report scorecard of 94 leading consumer magazines shows a 2.4 per cent advertising page gain in the first half of 1963 — 41,681 pages this year, compared to 40,686 for the same magazines in the first six months of 1962. The same magazines had a 4 per cent gain in total gross advertising revenue \$464,452,866 against \$446,663,948 last year.

The gains were partly due to the healthy state of the economy and a renewed interest of many advertisers in print media. But, according to The Gallagher Report, the healthy state of the magazine business is due chiefly to the efforts of individual magazines and the entire magazine industry to update the magazine media package. Magazines are offering advertisers better discounts, more flexibility, improved service. They are producing higher quality circulation and promoting it with researched demographic data. There is increased editorial vitality. And the Magazine Publishers Association is successfully promoting the specific advantages of magazines as a unique advertising medium.

The Gallagher Report also points out a strong trend among the top magazines over the last five years. Special-interest publications are prospering, while the mass weeklies are suffering serious setbacks.

Report Lists Work Habits

SAN FRANCISCO — The U.S. labor department has just published a comprehensive report that for the first time puts together two covers all available information from 1939 to 1962 on where and how long Americans work, and what their earnings are.

The 600-page "Employment and Earnings Statistics for States and Areas, 1939-62" contains statistics from state agencies on employment, hours and earnings in each of the 50 states, the District of Columbia, and 146 labor market areas.

The information brought together in the report was so extensive that publication was made possible only by an electronic computer, which took the information from magnetic tape records, arranged the page layout, and printed out the more than 600 pages in one and a half hours.

The book was published in response to many requests for the information it contains, which up to now could be gotten only from many different state agencies. The Labor Department said it should be especially useful to those interested in community growth, plant location, and collective bargaining.

The report is for sale at offices of the Bureau of Labor Statistics, Room 802, 630 Sansome Street, San Francisco. Price: \$3.50 a copy.

Jay Hawk Gets Petroleum Bid

The Defense Petroleum Supply Center, Washington, D.C., an activity of the Defense Supply Agency, announced today that the Jay Hawk Petroleum Co., 3732 S. 6th St., Klamath Falls, has been awarded a contract for \$2.232 to provide 25,000 gallons of fuel oil for the U.S. Air Force.

The contract was awarded after competitive, formal advertising. Fifty-one companies were furnished invitations to bid, and 18 responded.

The Defense Petroleum Supply Center is the oil industry's biggest customer. It procures more than \$1 billion worth of fuel and chemical products annually for the world-wide requirements of the Armed Forces.

Mount Shasta Permits Listed

MOUNT SHASTA—Building and repair job permits in Mount Shasta totaled 19 for July, with an estimated cost of \$29,522, a drop from cost estimates of \$33,283 in June.

Types of work done ranged from a \$13,000 home to a short \$66 roof repair bill. Also a permit for a \$6,000 barber shop on Walnut Street was issued.

Pavilion To Show U.S.A. Population

NEW YORK—Plans for a New York 1964-1965 World's Fair Pavilion graphically demonstrating the nation's changing population have been announced by the Equitable Life Assurance Society of the U.S.

James F. Oates Jr., president, said the Pavilion will house the Equitable Demograph, a 45-foot, electronically-controlled map of the United States on which births and deaths will be recorded by pulsating colored lights which will illuminate each state as events occur. Overhead, an immense counter keeps a running tally of the country's total population, which at the end of July stood at 189,478,936.

At the end of July stood at 189,478,936 and is rising at the rate of one person every 11 seconds. In addition, the map will portray such population data as density, rate of growth, and sex distribution. Narrators will appear from time to time to comment on implications to individuals and to the nation of this data and the population "explosion."

Oates said that construction has begun on the pavilion, which will be a contemporary, open structure of concrete, measuring 40 feet high, 100 feet wide and 120 feet long. He said the Pavilion will be located at the edge of the "Pool of Industry," offering an ideal vantage point for enjoying the fountain displays and fireworks over the pool.

He said that the present plan is to install auxiliary exhibits which will include banks of earphones on which fairgoers may receive specific local population information for the respective states.



PLANNING PROMOTION — A total electric heating promotion is being launched by the Cal-Ore Electrical League. Shown here, left to right, are Harold Wall, manager, The Sloan Company; Frank Benesh, Medford, district manager of Pacific Power and Light, and Clarence Weaver, league manager-director. Vern Owens, Klamath Falls, is president of the group. It is pointed out that the existing residential energy rate is especially adapted to use of total electric heating.

Importation Of Beer Rising

NEW YORK (UPI)—What has happened to the imported beer market in the United States makes better reading to the Dutch and the Germans and the Danes than it does to the brewery worker in this country.

It has been on the rise for some years, and the importers naturally say it will continue. The National Association of Alcoholic Beverage Importers, Inc., said recently that the sale volume of imported beers should double within the next seven years.

It cites figures to show sales of imported suds were 218,000 barrels in 1955. By 1961, they had gone to 422,000 barrels; and by 1970 they believe sales will reach a million barrels.

This is not done, of course, without intensive sales effort, heavy advertising layouts, and against the toughest kind of competition. The number of small breweries in the United States has declined in recent years, but the remaining suds producers take a back to nobody in their marketing drives.

Imports of beer into the United States in 1962 totaled 15,584,000 gallons. Biggest exporter was Germany with 5,731,000; Canada was next, 3,554,000; The Netherlands third, 3,297,000; Denmark fourth with 1,031,000, and the total of all others was 1,971,000.

But while these figures are impressive, and the forecast of a million barrels of imports by 1970 is likewise, the amount of imports are barely a drop in the stein compared to American production of the foaming beverage. One major American brewery alone, Anheuser-Busch, had sales of 9,035,000 barrels in 1962, and other major producers were in the multimillion barrel class.

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AUTO RECORD SHATTERED — The automobile industry shattered the 1955 production record recently by turning out more than 7.14 million cars in a model year. During 1955, the industry turned out 7.13 million cars. Photo shows a busy scene at the end of the final assembly line at Ford Motor Company's Wayne, Mich., plant. According to statistics, Chrysler will produce 38.6 percent more cars than last year, General Motors will post an increase of 8.9 percent, Ford an increase of 3.7 percent and American Motors an increase of 4.7 percent over last year's model run.

Safety Effort Pushed

State efforts to increase the number of Oregon cities with community safety organizations will be stepped up immediately, Gov. Mark Hatfield has announced.

The governor said he has requested the staff of the Oregon Traffic Safety Commission to undertake the organization program in Oregon cities which do not now have a local safety organization.

Organized citizen support at the community level is a major need in the state's total traffic safety program, the governor said. "In the months ahead, every effort

will be expended to bring about organization of such groups working with city officials and civic leaders," he commented.

Community groups would coordinate and conduct community safety programs and would assist in bringing about public support for needed safety measures at the state and local level.

At present, active community safety organizations exist in only a few Oregon cities.

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Business Review

By Floyd L. Wynne

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BICYCLE WINNER — Mrs. S. Rogalski, 882A Vincent Drive, is shown receiving her bicycle prize from Dick Hicks, partner in the Market Basket Stores. Mrs. Rogalski submitted one of the two winning limericks in the recent contest conducted by the stores. The other winner in Klamath County was Marshall McClay, 5966 Delaware Avenue. Mrs. Rogalski has one problem, however. She and her husband, an Air Force sergeant, have two boys. Two boys and only one bicycle can spell trouble.

Wards Offers '500' Tires

Nylon passenger tires that recently passed a series of grueling tests at the Indianapolis race track were received here today and will be offered to motorists through the month of August, according to Bob Gotshall, local Montgomery Ward store manager.

"Parnelli Jones, winner of the Indianapolis '500, test drove Riverside tires for 100 miles at straightway speeds up to 138.46 m.p.h. to prove their safety and stability for hot-weather high-speed endurance driving on the nation's turnpikes," Gotshall said.

Jones said: "If a motorist is looking for a safe tire for high-speed driving, these tests should prove that Riverside tires can take more punishment than motorists will ever give them."

The Montgomery Ward store manager also pointed out that while normal passenger car drivers never reach race track speeds, the fact that Riverside ST-107 nylon tires were tested under grueling conditions by the country's foremost race car driver, proves that Riverside tires will withstand high-speed driving far in excess of normal turnpike driving.

"This makes them doubly safe under normal driving conditions," Gotshall said.

Tips On Money Saving Given To Home Buyers

The family that can save enough to make a substantial down payment on their new home gains in two ways—they reduce the overall cost of the home, and a portion of their paycheck is committed for a shorter time.

About \$2.4 billion on mortgage debt were outstanding in Oregon last year with the average length of home mortgages running about 20 years.

Mrs. Alberta Johnston, Oregon State University extension specialist, says typical length of home mortgages is considerably longer today. In 1940, 20 years was the maximum length. Today, three out of four new mortgages are for 30 years and some even for 35 years. (The Housing Act of 1961 permits the Federal Housing Administration to insure 35-year mortgages on new homes.)

Telephone Firm Gets Franchise

SALEM (UPI)—Eastern Oregon Telephone Co., Pilot Rock, has been granted exclusive service rights in Morrow and Umatilla counties.

Public Utility Commissioner Jonel C. Hill said the firm is the first of the 49 independent telephone companies in Oregon to apply for and receive an exclusive service area allocation.

Eastern Oregon telephone has central office equipment located in Boardman, Pilot Rock and Ukiah.

One of the areas allocated to the firm contains the Boardman bombing range which is now operated by the Navy. The state plans to establish a state age industrial park in part of the area.

With rather general increase in prices of houses since the early 1940s, most home owners have experienced a rise in the value of their homes rather than a decrease by depreciation, says Mrs. Johnston. But during the past year, real estate prices are reported to have stabilized in many areas.

If they continue to level off or decline, some owners with long-term mortgages may find they cannot sell their homes for enough to pay their remaining debt.

In 1941, there was outstanding mortgage debt in the U.S. of less than one-half billion dollars. In the last eight years, it has risen from \$145 billion to \$250.5 billion.

Life Insurance Business Says Chart Lines Rise

NEW YORK (UPI)—The life insurance industry, moneyed giant with measurements growing year by year, has issued its review of 1962 business and found the chart lines still rising.

Following a pattern of the past three decades, said the Fact Book issued by the Institute of Life Insurance, the American public increased its life insurance total to a new high in 1962. At the end of the year, life insurance in force stood at about \$750 billion, with 134 million policy holders.

The lion's share of this coverage, \$676 billion, was with legal reserve life insurance companies. The rest was with fraternal organizations, savings banks, and the U.S. government veterans insurance programs. The coverage

averages out to \$11,400 of life insurance coverage per family.

Between 1961 and 1962, said the Fact Book, purchases of ordinary insurance went up by about \$2 billion. Group life purchases went down because 1961 had seen inauguration of a \$2 billion group plan for railroad employees which halved the totals for that year.

In all, American families bought \$79.4 billion worth of insurance in 1962, and more than two-thirds of this was ordinary insurance. Almost half the number of these new ordinary policies bought by adults went to persons with less than \$5,000 annual income. About eight out of 10 policies went to persons with less than \$7,500 income.

Store Returns To Former Site

LAKEVIEW — The Frank Hart Drug Store celebrated its return to its former location during the past weekend and business is being carried on following considerable renovation of the building. The store was moved to another location while the work was being done.

The building, owned by Mrs. Dola Flynn, was completely rebuilt and modernized. The store was enlarged from 60 to an 80 foot depth, and 20 feet in the rear has been reserved for storage and work space. New shelving and display cases were installed throughout, and tiered shelving was placed in the prescription room.

Hart has been in business in this location since the fall of 1952.



WORLD'S FAIR PAVILION — This is the artist's rendering of the pavilion at the New York 1964-1965 World's Fair which will dramatize the nation's changing population. The pavilion will house the Equitable Life Assurance Society's Demograph, a 45-foot, electronically controlled map of the U.S. which records births and deaths as these events occur. Overhead, an immense counter keeps a running tally of the country's total population, which at the end of July stood at 189,478,936.