



# Business Review

By Floyd L. Wynne

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**HONDA GIVEN AWAY** — Dick Reeder's, Fifth and Main, joined the Honda bandwagon last Saturday when they gave away this sparkling new Honda to a lucky customer. Reeder, left, looks on as Mayor Robert Veatch, right, holds box while Gail Hillman, 4129 Summers Lane, draws the winning name from the box. Winner was Melvin Graham, 1104 Crescent. Three full boxes of entry names were poured into this big one for the drawing.

## OAIA Asks Single Rate Plan Okay

SALEM (UPI)—The Oregon Association of Insurance Agents today urged the Legislative Insurance Interim Committee to approve single-rate packaged homeowners' policies.

But J. W. Nielsen, Florence, chairman of the association's board of directors, admitted the request was a reversal of the group's earlier stand.

Rep. Phil Lang, D-Portland, pointed out the switch in the association's position and charged such policies "would benefit only a select group of Oregon residents."

Sen. Thomas R. Mahoney, D-Portland, said such policies could result in homeowners having to buy more coverage than they want.



MIKE O'HAIR

## Son Joins Local Firm

Mike O'Hair, recent graduate of the Indiana College of Mortuary Science in Indianapolis, has returned to Klamath Falls to be associated with his father, Keith O'Hair in O'Hair's Memorial Chapel.

He was accompanied by his wife, the former Sandra Mozelle Lynch, the daughter of Mr. and Mrs. Orland Lynch, this city and their baby daughter, Kathleen Ann, 11 months.

During his registration in Indiana, he was vice president of the student body, was president of the national professional fraternity, Pi Sigma Eta, and served as chairman of its national convention last year, was a member of an honorary fraternity Mu Sigma Alpha and was the recipient of the President's Award for general accomplishment.

Prior to going into specialized study, he graduated with a degree in business administration from Oregon State University in 1962. While there he affiliated with Sigma Phi.

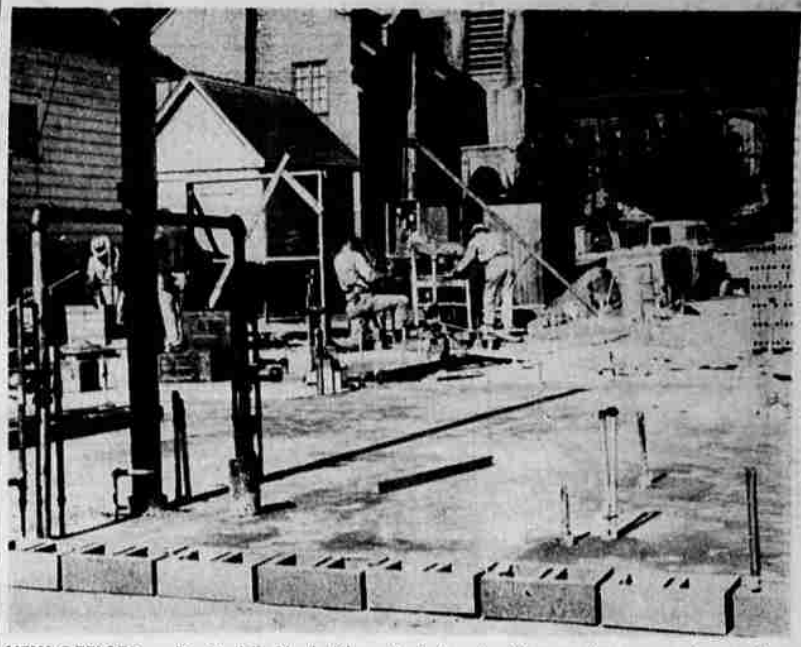
Mr. and Mrs. O'Hair and their daughter are at home in Mills Addition.

## Stock List Shakes Off May Decline

NEW YORK (UPI)—Whatever may be its daily temperature as measured by the popular averages, or its daily leaps or stumbles, the stock market goes into its final quarter of the year with signs of developing muscle.

It shows few signs of the sickness that reached a climax about 16 months ago, although many listed issues on both the Big Board and the Amex have never regained the high points at which they stood before the May, 1962, debacle.

Most—not all, but most—economists foresee a rise continuing into the months ahead, although few see any sudden bull movement. The majority of the analysts advise careful selection in investors' attitude toward stocks, but also suggest that some second-level issues are undervalued.



**NEW OFFICES** — Dr. Neil F. Black, Klamath Falls physician and surgeon, has under construction this brick and concrete building at 917 Pine Street. The structure will accommodate his private offices to be moved from 303 Pine Street where Dr. Black has practiced for several years. Parking will also be provided on the property. The present uneven sidewalks adjacent to the building will be brought to street level by the owner and steps at the curb will be removed. Brosterhaus Construction Co. is the builder. Cost will be in excess of \$20,000.

## Resistance To Washer Is Recalled

NEW YORK (UPI)—When Claire Eley sold his first washing machines back in 1924, a good part of the sales resistance he met was rooted in a wash boiler. "There were washing machines on the market, of course," he said on a recent visit here from Newton, Iowa. "The dryer still was a line hung between poles in the back yard."

"But there were a lot of places where the salesman's first job was to convince the housewife not that his machine was better than the next, but that a washing machine would work. An awful lot of women still believe that the only sure way to get clothes clean was to rub them on a scrub board and boil 'em."

The kind of nationwide sales effort over which Eley presides as marketing vice president for the Maytag Company of Newton still was far in the future, when he went out as a Maytag salesman in those peaceful days.

"Every sale was a home sale," he recalled. "You went out on a Monday morning, knocked on a door, and when the lady answered you said you wanted to do her wash for her. And you did. I'll never forget; on Oct. 10, 1924, I got five home demonstrations in one day in one block and sold three of those places within the year."

The marketing problems now are different, the approach is changed. There is very little direct home sale on a demonstration level, even in rural areas, although Maytag and others still make gasoline powered washing machines and wringer washers for distant areas or those increasingly rare spots where electric power is hard to come by.



**RECEIVES KEY** — Melvin Graham, right, receives the key to a new Honda from Dick Reeder. Graham was winner of the Honda in a recent contest held by Reeder's Clothing Store, Fifth and Main. Graham lives at 1104 Crescent.



ELNATHAN DAVIS

## Davis Takes Marker Post

Elnathan Davis, 720 North Ninth Street, Klamath Falls, has accepted an appointment as district representative for Memorial Arts, Portland, distributors of granite and bronze memorials.

The company is a member of the Monument Builders of America, Inc. Headquarters are at 7825 S.E. Foster Road, Portland 6.

Davis has been employed in Klamath Falls as a used car salesman with Joe Fisher. He will conduct his business for the present at his home address.

Nielsen termed a single premium homeowners' policy an example of modern merchandising "just like the cake mixes now for sale in grocery stores."

**BUILDING DEPARTMENT MONTHLY REPORT - SEPTEMBER, 1963**

NEW RESIDENCES	Address	Val.
Owner		
Wm. Brandsness	522 Addison	11,000
Mike Quade	2800 California	17,000
		28,000

**NEW BUILDINGS - BUSINESS & NONRESIDENCES**

Hubert Totton	2150 Harvard	500
Dr. Neil Black	10th & Pine	28,000
Suburban Gas	547 Riverside	8,000
		37,500

**ADDITIONS, ALTERATIONS, REMODEL - RESIDENCES**

L. H. Strid	2935 Auburn	1,000
Aralum Corp.	625 North Eighth	2,000
A. M. Dalve	126 Trinity	2,000
C. L. Irving	1930 Melrose	6,000
		11,000

**ADDITIONS, ALTERATIONS REMODEL - BUS. & NONRES.**

W. Livesay	421 Oak	400
Bee Hive	9th & Klamath	610
Standard Oil	Main St. at Center	5,670
Park & Shop Corp.	734 Klamath	17,000
Dale Bleha	233 S. 6th	200
Warren Parr	430 Main	2,900
Inez Thompson	2045 Wantland	300
		26,280

**NEW GARAGES & CARPORTS - RESIDENTIAL**

Mrs. Hugh O'Connor	133 Grant	700
E. P. Homer	2437 Applegate	700
Rolland Williams	2029 Garden	3,000
		4,400

TOTAL VALUATION: \$107,180.00

## Sands To Head Longview Plant

Roger Sands, who started his career with Weyerhaeuser Company as a laborer at Everett, Wash., in 1946, Wednesday was named acting manager of the company's Wood Products Division branch at Longview. Division Vice President-Manufacturing Jon R. Titcomb made the announcement in Longview.

Sands succeeds W. H. (Bill) Robertson, who died Sept. 14 while vacationing in Harrison Hot Springs, B.C. Sands was production manager at Longview just previous to being appointed to his new position, having held that position since 1948.

Sands, 44, became a dry kiln operator at Everett, then was promoted to dry kiln foreman at the company's Springfield, Ore., operation in 1949. He rose through superintendent at Springfield in 1953.

In 1957, he was transferred to Cottage Grove, Ore., as general superintendent when Weyerhaeuser acquired sawmill facilities there.

He was born in Seattle where he attended Franklin High School. He received his AB degree from Dartmouth in 1941, and served in the U.S. Navy from 1942-46 and 1951-52.



**NEW SERVICE STATION** — Construction started recently on a new Shell Service station at the corner of South Sixth and Homedale. John Schenk, Shell Oil Company sales representative, said the new station has been designed for residential areas. The building will be constructed of used brick and redwood in a design described as ranch-style, a design that has won Shell a number of awards throughout the nation. Here, work starts on burying the underground tanks. Ken Cook is contractor. Schenk said the new station would be completed within 90 days.

## Company Revises Name To Miller Brothers Inc.

The Dick B. Miller Company became the Miller Brothers Inc. as of September 20.

Dick and Melvin Miller made the announcement on Thursday of last week on the change in name. The company was first organized by Dick B. Miller Sr., who died in 1953. The firm first carried the Dick B. Miller name in 1941 when he purchased the interest in the firm of the late Senator Marshall E. Cornett.

First organized in 1936, the firm has been the Oldsmobile and Cadillac dealer since then.

In August of this year, the company announced they had secured the franchise of the GMC truck and pickup sales and service for this area.

They are stocking a complete line of parts for all GMC models and will soon have a complete servicing department for GMC.

## Davis Wins Boat Prize

Bill Davis, owner of the Davis Flying "A" Service at 2101 South Sixth Street has been notified that he was winner of fifth place in a recent nationwide contest conducted by Champion Spark Plug Company.

Known as the "added profit tune up" contest, it attracted several hundred thousand entries from across the nation and was handled by the D. L. Blair Corporation.

The contest consisted of submitting a name for the new sparkplug plus sales of the plugs. Davis said he submitted a number of names and does not know which one secured the fifth place honors.

He was given, as his prize, a choice of several prizes and has selected an all-aluminum boat which should be delivered shortly.



**RECEIVES PLAQUE** — Lawrence Slater, left, Klamath Falls insurance man, is shown receiving the past president's plaque from Walter T. Davol, Portland, new president of the Oregon Association of Insurance Agents during their recent annual meeting at Gearhart. Slater is outgoing president of the association.

## Slater Finishes Term

A number of local insurance people attended the three-day annual convention of members of the Oregon Association of Insurance Agents held at the Hotel Gearhart.

Lawrence Slater, Klamath Falls, was outgoing president of the OAIA Association and chairman much of the session.

Also in attendance from this area were Paul Landry, Hans Norland and Norman Wilson, Klamath Falls, as well as members of their staff, and Eva G. Bowman of Merrill.

Walter T. Davol, partner in a Portland firm, was elected to the 1963-64 term as OAIA executive, replacing Slater.

One of the highlights of the three-day session was a practical, non-partisan session on how to win a political campaign, how not to "lobby" a legislator, and how a bill becomes law.

Slater, former Klamath Falls mayor, received an additional honor recently when the Underwriters' Report, a weekly publication, which receives wide national distribution, carried his picture as its cover and devoted considerable space to detailing his life story, beginning with his first post in a Twin Falls, Idaho agency in 1931.

Slater came to Klamath Falls in 1953 and later opened his own

## Clinic Opens On Parenthood

PORTLAND (UPI)—The Planned Parenthood Association of Oregon opened its first clinic in the state here Wednesday.

The clinic will be staffed by volunteer doctors who are obstetrical-gynecological specialists, and volunteer workers, social workers and an office staff. Patients will be charged according to ability to pay.

Mrs. Charles Fosterling, president of the organization, said it was formed to "promote the acceptance of family planning as an essential element of responsible parenthood, stable family life and social harmony."

general insurance agency which he continues to operate at Seventh and Pine streets.

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## Amidon's Shows New Register

Amidon's Business Machines, 4335 S. Sixth St., recently unveiled a new check-out model cash register made by Victor Compotometer Corporation, Chicago, Ill. The multiple total, receipt-issuing machines are being introduced on a selected market basis with Klamath Falls one of the first cities chosen.

A spokesman for the local firm said that the new cash register is designed for the high volume, fast check-out business operation.



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**NEW GMC TRUCKS** — Miller Brothers Inc., 710 Klamath Avenue, formerly the Dick B. Miller Company, is the newly authorized GMC truck dealer. Dick Miller is shown here with the 1964 model GMC pickup. The wrap-around windshield has been revamped to make entry into the cab easier, and GMC has retained leaf springs in the rear for more stability. Also, GMC is bringing back the straight six engine for economy. Miller Brothers Inc. will carry a large supply of parts for all model GMC's, and will have added space available soon for GMC servicing.