



Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, November 3, 1963 PAGE 3



GETS LUCKY KEY — Roger Twombly, 514 North 10th Street, one of the Herald and News' little merchants, is shown as he reaches into the treasure chest for a prize. Each newsboy earns a key to the chest by securing two new subscriptions. He wins a prize for the new subscribers, and if the key he wins opens the chest, he can select any of the gold wrapped packages in the chest. Roger was the first newsboy to earn the golden opportunity and it paid off with a double prize for him.

Southern Pacific RR Reports Promotions For 2 Executives

Two top promotions were announced today by W. G. Peoples, Southern Pacific's vice president of system freight traffic.

Edvil J. Larson, presently general freight traffic manager, and Franklin E. Kriebel, now assistant to the vice president of freight traffic, both advance to

assistant vice president, system freight traffic with headquarters in San Francisco.

Larson, who now has jurisdiction over rates and divisions and other traffic matters, assumes broadened responsibilities in these areas for the entire Southern Pacific system. Larson joined SP at San Francisco in 1920 and later advanced through various freight traffic positions at Los Angeles and Portland. He became freight traffic manager, rates and divisions at San Francisco in January, 1956, and advanced to his present post in October, 1958. He has completed Harvard University's Advanced Management Program.

Kriebel, who has served as Peoples' assistant since 1958, also assumes broadened responsibilities over traffic matter for the entire SP system. He joined SP in 1946 at Cleveland and during succeeding years held various posts there, at New York and Chicago. He came to San Francisco in 1955 as assistant to the freight traffic manager, rates and divisions, and became assistant freight traffic manager for that division the following year.

Prior to joining SP, he attended Pierce Business School in Philadelphia, the University of Pennsylvania, Drexel Institute in Philadelphia and Fenn College in Cleveland, the Academy of Advanced Traffic in New York and completed Stanford's Transportation Management Program and Harvard University's Advanced Management Program.

Railway Boosts Scholarships

Great Northern Railway's four-year college scholarships have been increased \$50 yearly to \$3,200, the company announced today.

Three \$800-a-year scholarships will be awarded in April to sons of GN employes, permitting them to attend the school of their choosing. The increase acknowledges the rising cost of education.



OPENS SHOP — Edward Lee Pippin, a native Oregonian, has opened his own business, Ed's Small Appliance Shop at 1411 Owens Street. He will sell new and repair small appliances and will operate, with help of Mrs. Pippin, a pickup and delivery service. Pippin, who once owned and operated his own logging truck, was injured six years ago when the last load of logs he was bringing to the mill crushed him. He operates his own car and will handle his business from a wheelchair. Pippin, a graduate of Klamath Union High School, opened a repair business in Chico but liked Klamath Falls better. He is the father of three children, Jane, 7, Lynn, 5, and Michael Lee, 6 months.

Car Industry Receives Business Boost Credit

NEW YORK (UPI) — The automobile industry, in its long-continued advance, has brought health to dozens of attendant industries, some large, some small.

Steel has benefited greatly. Aluminum has been helped. Plastics have found the automobile a fertile field for innovation. Textile makers find the upholstery and carpeting in the new cars make up an attractive market.

It follows that tires, and oil, and gasoline, concrete, cement and structural iron, those things which make the automobile roll and give it a place to run, all share in the rising output from the assembly lines.

The trailing prosperity reaches down into smaller industries, and into products which to the layman may not seem connected with the automobile industry in any way, but which are essential to it.

One firm, for example, sells more than half of its annual output of 12 million gallons of industrial paint thinner to the automobile industry. The thinner never shows in the new car which the motorist drives proudly home, but it is an essential in preparing the car for exposure to time and the elements.

"Each year there are new models and new improvements sought in painting," explains George W. Dahl, president of the Grow Solvent Company, in a statement released here recently. "We in the thinner industry must be on top of these

developments, often anticipating them years before they are ready."



THAT OLD ROCKIN' CHAIR — Bob Gotshall, manager of the local Montgomery Ward store, is shown tasting the traditional plum pudding, and looking over the new assortment of Early American furnishings just received at the store. Current quest for authentic Early American furnishings has brought back the rocking chair and the Ben Franklin stove, center, as decorator's items. The full-size replica is as well as a coal or wood heater and log fireplace as well as a conversation piece or king-size flower planter.

Bids Sought On Fencing

Bids for construction of 17.5 miles of range fence on the Winema National Forest will be received by the regional forester on or before 3 p.m. Pacific Standard time Nov. 14, 1963. Also included in the proposed contract will be the installation of six cattleguards.

In announcing the project Supervisor Alex Smith advised that the fence locations are on the Chiloquin, Klamath and Chemult ranger districts, and eight separate short segments of fence are involved.

"Completion of these fence projects," Supervisor Smith said, "will be another step toward gaining control of the grazing use on the National Forest lands and will aid materially in the over-all range management program."

The project is made possible through the Accelerated Public Works program administered jointly by the Forest Service and the Area Redevelopment Administration of the Department of Commerce.

Interested bidders will have an opportunity to review specifications on the ground with forest service personnel. A show me trip to the fencing sites will originate from the Chemult Ranger Station at 9 a.m. Tuesday, Nov. 5.

Meet Slated For Wilson

Norman M. Wilson, 791 Lakeshore Drive, owner of the Norman M. Wilson Agency, 724 Pine Street, has been invited to attend Kemper Insurance group's very important producer meeting, to be held Nov. 6 through Nov. 10 at the Desert Inn and the Stardust, Las Vegas, Nev.

This meeting will offer Wilson a variety of seminars and training sessions on such subjects as agency management, advertising, new developments in the insurance industry and other aspects of the insurance profession.

Invitation to the meeting is based on outstanding achievement in the sale and service of fire, casualty, and life insurance during the year ending June 30, 1963.

Wilson will be accompanied by his wife Annette.

Title Insurance Rates Boosted

SALEM (UPI) — Title insurance rates were increased \$2.50 on Nov. 1 to \$25 per \$1,000, Insurance Commissioner Walter Korlann said today.

Korlann said the increase was requested by title insurance companies.

"The request was based largely on the increased cost of obtaining title information, and was well documented," Korlann explained.

Korlann said the basic rate had not increased since 1963, and that there have been no adjustments in the rate structure since 1956.

Firm Opens New Offices

PORTLAND (UPI) — Oregon has a "tremendous business potential," the operating head of Dean Witter & Co. said today as the firm opened new electronically equipped offices in the Standard Plaza building.

John Witter, managing partner in charge of operations, said the company was impressed by Oregon's progress in moving from a one-product lumber economy to "a well diversified one which includes an ever expanding number of highly reputed manufacturing enterprises."

He said Oregon has no lopsided dependence on defense business "at a time when some skepticism has been voiced here and there about the future prospects for many defense industries."

Witter praised the state's "healthy political climate," relatively low per capita public debt, a crime rate far below the national average, and above-average educational levels. He said the Oregon population should grow from 50 to 37 per cent in the 1960's.

William B. Boone, resident partner, told a breakfast audience that shareowners in Oregon had grown in 10 years from 50,000 to 150,000 and were expected to reach 225,000 by 1970.

Old Films Series Set



NEW BUSINESS — Jeanie L. Walker of Klamath Falls has announced opening of her own business, Walker Realty, 402 Main Street, in the Stevens Hotel. She has been in real estate for six years and received her broker's license in June of this year.

OLCC Eye Closures

PORTLAND (UPI) — The Oregon Independent Grocers convention was held Sunday that the Oregon Liquor Control Commission plans to close a number of its liquor stores, particularly those with low volume.

OLCC Administrator Don Barnick also told the grocers their cooperation in enforcing rules on package sales of beer and wine is necessary for effective administration.

He said the commission is attempting to shift some of the responsibility for infractions from the grocer to the teenager who attempts to buy the beverage.



ATTENDS COURSE — Dean C. DeWitt, left, of Jerry Thomas Insurance Agency, across from the post office, is shown as he received a certificate from W. L. Campbell, president of the Safeco-Lifeco General Insurance Companies of America. DeWitt just returned from a four-week course of intensive study in Seattle which he attended with about 45 other independent multiple lines agents drawn from coast to coast. Normal daily schedule required a full day in class and four hours' evening study, plus a weekend examination of five hours.

Branch Office Started For Business Machines

A new Addressograph-Multigraph Corporation branch office, established to provide more complete sales and service to Klamath County and southwest Oregon, will open in Eugene, Ore., Nov. 1, 1963.

The new branch, which will be located at 82 West Thirteenth Street, Eugene, will distribute A-M's complete line of business equipment to the Klamath Falls area. Extensive service facilities for present customers will also be available.

Addressograph - Multigraph Corporation has branch offices and subsidiaries in principal cities throughout the world. The company's products include data processing, repetitive writing, addressing, and embossing machines; relief and offset duplicating equipment, accessories and supplies.

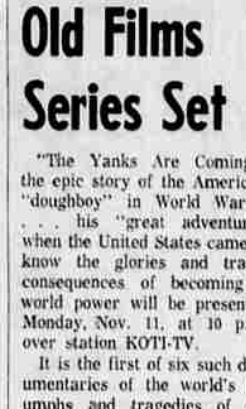
S. B. Rathburn will be the Addressograph sales manager

Cake Selected

PORTLAND (UPI) — Harold Cake of Portland was a elected president of the Oregon Savings and Loan League at its 44th annual convention here recently.

Cake succeeds R. L. Elliott of Pendleton.

Robert Kyle of Medford and Arthur Lewis of Albany were chosen as first and second vice presidents at the three-day meeting.



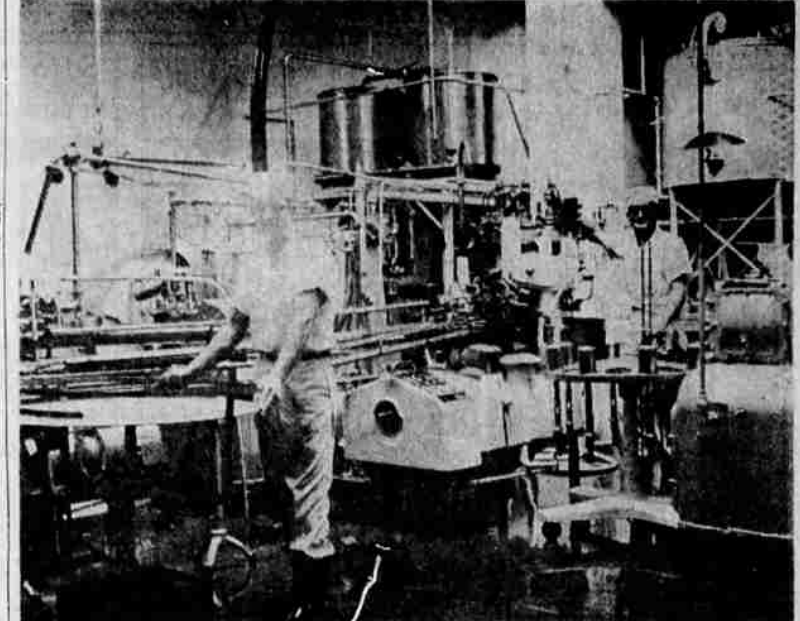
NEW YORK (UPI) — A growing trend, which hardly can be stopped and may be speeded in future years, may cost American industry an estimated \$20 billion in lost production during 1963, the speaker said.

Cause of the estimated loss, said Dr. John J. Corson, is the retirement of able workers. Corson who spoke here Tuesday at a seminar on "a new view of the mature employe," sponsored by the Retirement Council, a subsidiary of the American Heritage Publishing Co., Inc., is slated to appear in Chicago today at a similar seminar.

He said he founded the approximation on assumptions that 4 million workers could be drawn back into jobs, and that each year each worker remains idle represents a loss of \$5,000 per year in product or services he might have produced.

Corson has served as assistant executive director of the Social Security Board, a director of the U. S. Employment Service, and chairman of the Municipal Manpower Commission.

In his discussion of the problem presented by the aging or about-to-retire worker, he said he felt that a questioner might have good reason for asking whether the production is really lost, since the older workers may be replaced by younger ones, capable of more; and he said he believed the gross national product is increased by the replacement of older workers by younger.



MILK ROOM CREW — About 20 persons are currently employed by Klamath Basin Farms in their milk and ice cream operations alone. The recently organized local firm began operations with its new cartons about a month ago. Busy in the milk room are, left to right, Emmett Tucker (in background), Bob Hall and Chuck Butler. Klamath Basin Farms recently signed an agreement by which the Klamath Basin Grade A Milk Producers will furnish 100 per cent of their milk needs in the future.

Retirement Of Able Workers Costly To American Industry

NEW YORK (UPI) — A growing trend, which hardly can be stopped and may be speeded in future years, may cost American industry an estimated \$20 billion in lost production during 1963, the speaker said.

Cause of the estimated loss, said Dr. John J. Corson, is the retirement of able workers. Corson who spoke here Tuesday at a seminar on "a new view of the mature employe," sponsored by the Retirement Council, a subsidiary of the American Heritage Publishing Co., Inc., is slated to appear in Chicago today at a similar seminar.

He said he founded the approximation on assumptions that 4 million workers could be drawn back into jobs, and that each year each worker remains idle represents a loss of \$5,000 per year in product or services he might have produced.

Corson has served as assistant executive director of the Social Security Board, a director of the U. S. Employment Service, and chairman of the Municipal Manpower Commission.

In his discussion of the problem presented by the aging or about-to-retire worker, he said he felt that a questioner might have good reason for asking whether the production is really lost, since the older workers may be replaced by younger ones, capable of more; and he said he believed the gross national product is increased by the replacement of older workers by younger.



IN BUSINESS — Kenneth G. Klahn, right, office manager for Moty & Van Dyke for several years, has established his dealership for Cardinal trailers and used cars at 2128 South Sixth Street. The location has been occupied by his son, Larry G. Klahn, Used Cars, who will continue to serve his patrons as in the past with cars and the Aloha trailer line.

D. Sechrist Takes Study

Dale Sechrist, sales manager of Joe Fisher Lincoln-Mercury, a Lincoln-Mercury dealership of Klamath Falls, has recently graduated from the sales management course conducted by the San Francisco Ford Marketing Institute.

The San Francisco Ford Marketing Institute at Burlingame, Calif., serves eleven western states as part of a nation-wide Ford program to offer training in dealership management and selling, and to keep dealers and their personnel abreast of today's rapidly-changing market.

Since the institute was established at Burlingame in October, 1961, more than 5,000 dealers and dealership personnel have graduated from courses there. Courses are conducted for dealers, general managers, sales managers, parts managers, service managers, used car managers, salesmen and Ford Motor Company personnel. The courses are based on practices proven successful in the field. Topics and filmed interviews with successful dealership personnel provide a flow of new ideas to keep the courses up-to-date.

Freight Car Super Named

William H. Van Slyke, assistant trainmaster for Southern Pacific's Coast Division at Salinas, has been named supervisor of freight car service at the railroad's San Francisco headquarters, it was announced today.

In his new capacity, Van Slyke will be responsible for freight and movement of all freight cars on the railroad's Shasta, Sacramento and Salt Lake divisions.

Van Slyke joined SP in 1948 as a telegrapher in Winnemucca, Nev. He later advanced through various operating posts to become supervisor of car service at Portland in 1954 and assistant trainmaster at Coos Bay, Ore., in 1962. He assumed his post at Salinas earlier this year.

Fred Veach Appointed Montgomery Ward Chief

OAKLAND, Calif. — Fred H. Veach was appointed general manager of Montgomery Ward in the company's seventh state western region. Robert E. Brooker, president, made the announcement from the Oakland regional headquarters.

Veach will move to the new position from Houston, Tex., where he has been metropolitan district manager. As region general manager, he will supervise all Montgomery Ward retail and catalog operations in California, Oregon, Washington, Idaho, Nevada and parts of Arizona and Montana. The western region is one of four geographic areas into which Ward's operations are decentralized.

More than 13,000 persons are employed in the region's 73 retail stores, 129 catalog stores, two mail order houses (Portland, Ore., and Oakland, Calif.) and in four metropolitan district organizations in Phoenix, Ariz., Oakland, San Diego and Los Angeles, Calif.

Veach joined the company in 1962 after 16 years in various retail positions with Sears, Roebuck, mostly in California.

He attended DePauw University and was graduated from the University of California at Los Angeles in 1946 with a bachelor of arts degree.

Veach replaces E. E. Peterson who has held the position since 1955 and whose new assignment

will be announced later. As part of the company's expansion program during recent years, 17 new Ward's stores, 109 catalog stores, a major distribution center and a paint factory were opened in the western states. This expansion program is being continued.

Trans-Nition Dealer Named

Billy Golden of the Golden TV and Electronics Shop announces he is now sales and service dealer for Trans-Nition, the three-transistor ignition system.

Golden feels that in the near future, all automobiles will be built with this transistor ignition system as standard equipment.

The Trans-Nition has been tested in Golden's own shop at 2507 Unity Street and company trucks and has proven to be beyond expectations, Golden reports.

GUARANTEED TRUCK SERVICE AND REPAIRS

We're Specialists on 4-wheel drive Willys 'Jeep' vehicles, but we are equipped to service all makes.

JOE FISHER
Lincoln, Mercury, Comet Willys 'Jeep' vehicles
677 So. 7th Ph. 4-8104
Emergency Phone: Charlie Romp, 2-4958

Save! Christmas Shop Early
GIGANTIC 1c SALE CONTINUES
See our big 2 page Ad in today's Family Weekly magazine for many Special Buys
WOOD'S DRUG
Medical Dental Bldg - 18th & Main