

DRUGGISTS ELECT - A new slate of officers for the Klamath County Druggists Association was elected at a Nov. 5 meeting at the Winema Motor Hotel. Shown here are the new officers. Left to right, George Verling, director; Robert Gion, president; Art Breitenstein, director; Nate Bean, vice president and Chuck Mortinson, Southern Oregon representative to the state pharmaceutical association. Outgoing officers included President Frank Broderick; Gion, vice president; Jo DuWayne, secretary-



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CERTIFIED OPERATOR - Dick Fogle (center) receives a certificate from City Manager Robert Kyle (right) stating that Fogle has passed the State Board of Health tests to become a certified operator of a sewage plant. Fogle is employed at the city sewage treatment plant. At left is Tom Barnes, superintendent of the plant.

Food Merchants Occupied Getting Housewife's Eye

some the attention of that key person, the shopping housewife, who is one of the most important figures in the consumer economy, occupy much of the food merchant's time today.

Top representatives of the multi - billion dollar food business, gathered here for the 55th annual convention of the Grocery Manufacturers of America. freely admit the fierce competition that goes on for her dollar. They recognize that it is not search

"The young housewife, who having small children cannot do anything but housekeeping and child rearing, often becomes an expert shopper." Dr. George Katona, program director of the Institute for Social Research, University of Michigan, Ann Arrecently told a meeting here of the American Association of Advertising Agencies. Katona also said that there

consumers' thinking and feeling and on changes in consumers' tastes. This can be time consuming, expensive-and profit-

H. R. Warren Jr., vice president of marketing for Stokely-Van Camp, Indianapolis-based food concern which does a gross of \$200 million a year, tells one story which illustrates the work that may be connected with the housewife - oriented market re-

His company traditionally had used a white label on its canned products. Seven years ago, in 1956, Warren decided to do some testing with a change of label. The first tests, he said, were "awful." but he persevered, and within a year was embarked upon a campaign to enlist the aid of the housewile in making the choice in color

NEW YORK (UP1) -Ways to | must be constant research on | campaign went on: Warren said it will cost a million dollars by the time all the results are in, although he is convinced of its success.

> Four consumer panels of 1,000 women, each in a different section of the country and representing different income levels. were tested on their reactions to thousands of new labeling techniques.

> A tachistoscope, a standard testing instrument, flashed col-ors and other eye-catching devices on a screen at timed intervals; it was found that the eye-the housewife's eye-could comprehend the basic elements of a label in a fifth of a sec-

The same shoppers were also

For the next six years, the

presented with a product name and a vignette, or picture, of the food within the can and asked to match it up with their choices of colors from a "color

WHO EARNS WHAT WHERE IN THE U.S.A. \$2673 Mountai \$2748 Plains Lakes 51324 \$1244 \$2205 \$1457 \$2259 Far West \$1633 \$2800 Southwest \$ 833 \$1743 \$1991 U.S. Average 51316

PATTERNS OF EMPLOYMENT-More Americans are earning-on the average-more money, no matter what section of the nation is examined. Newsmap, comparing per capita income in 1947 with income in 1962, reveals that the far western states led in both years. however, the West's lead over the rest of the nation has declined slightly; per capita income is now more evenly distributed, partly because of the migration of many industries. Data from U.S. Dept. of Labor.

Modoc Lumber Company Studies Planning For Industrial Park

ompleting plans for the creation of an industrial park front-ing on two sides of Lake

Modoc has two strips of land, one on either side of the lake, comprising a total of about 90

The land includes original Modoe property and property pur-chased from the Ellingson Lumber Company and the Hercules

Powder Company.

Modoc is now negotiating with several firms to establish plants in the area and has offered to build and lease plant space to these firms one a long-term bas-

trial park are being handled by realtor James Stilwell, who said Modoc hopes to have several smaller firms locate in the park rather than one or two large firms, so as to provide more He pointed out that represen-

PPL Offers Stock Sale

PORTLAND (UPI) - Direc Co. announced a price of \$23.75 per share on common stock to be offered its present common stockholders on an underwritten subscription rights

A total of 718 354 shares will be offered.

The company said warrants evidencing the right of common stockholders of record Oct. 30 to subscribe for one share of the new issue for each 20 shares now held will be mailed i'riday. Warrants expire Dec. 5. Sale of the stock will yield

about \$17 million, which will be applied to retirement of bank borrowings made under a continuing credit agreement temporary financing of construction projects

been impressed with the attributes of the industrial park area - namely transportation from two railroads and ade quate water

Trent Gets Better Post

Keith Trent, operations officer at the South Sixth Street branch of First National Bank of Ore gon, has been promoted to as-



sistant cashier, it was an nounced by Branch Manager Myron Shannon.

A native of Bend, Trent joined the statewide First National system in June, 1960, at the Bend branch. He transferred to the South Sixth Street branch in November, 1962, and within two months had been named pro assistant cashier.

His appointment as operations officer dates from April of this

Shannon said Trent's promo tion came "in recognition of his outstanding performance as op-



OPENS BUSINESS - Mrs. S. (Willis) Solis, a recent resident in Klamath Falls, will open a new knitting shop at 2041/2 Nevada Street on Monday, Nov. 18. The business will offer a complete line of knitting needs, including a line of knitting machines in addition to instruction in the art. Since arriving a year ago from Palm Springs, Calif., Mrs. Solis has been in civil service employment at Kingsley Field. Her husband is a retired Marine Corps officer.

West Coast Telephone **Pays Big Property Tax**

ny officials are paying \$756,887 in local property taxes for the company at 14 county courthouses in Oregon Thursday and

The largest check involved is the one for \$248,674 made out to Washington County, according to West Coast's Oregon district manager, Lyle E. Cross. It represents an increase of \$21,000 over the company's Washington County tax payment a year ago

Cross said that West Coast's total county property tax bill in Oregon this year was up more than \$43,000 over the 1982 figure \$713.407. Most of the in-crease was recorded in two counties. Besides the \$21,000 advance in Washington County, there was a hike of \$18,000 in Coos County.
Cross said that more than \$5

million of the revenues from West Coast subscribers in Ore-Washington and Northern California are paid out in federal, state and local taxes an-

The company reported the following county-by-county break-down of its Oregon property taxfigures first)

Coos, \$193,270, \$175,172; Curry, \$42,945, \$47,389; Douglas Keith Bates Realty, Med-\$19,703, \$16,397; Union, \$37,496. furd. Purchase price was not \$34,802; Wallowa, \$12,219, \$13,-

Klamath, \$6,282, \$5,961; Clack-amas, \$15,493, \$16,355; Multnomah, \$92,051, \$89,074; Columbia \$14,961, \$16,398; Polk, \$186, \$224; Washington, \$248,674, \$227,566 Yamhill, \$55,201, \$33,909; Marion, \$101, \$109

Kar Glass Move Told

Kar Glass Distributors, Inc. Klamath Falls, has announced plans to move its operation

Donald P. Smith, corporation president, listed reasons for the move as the need for a larger better distribution center Ior supplying Southern Oregon and Northern California with Kar Glass sales and services, Smith continued, "In my opinion. Medford is the fastest growing city in Oregon. The future business growth in this area ap-

pears unlimited. Medford location of the firm will be the former Lorenz building. 40 East Tenth Street. The sale of the property was completed early this fall by Harry Elmore, associated with Keith Bates Realty, Medpaigns at this time.

About half of the eastern strip of land will be used for the future expansion of Modoc's operations and the rest will be available for the plants of other firms. The strip across the lake is bounded on one side by the lake

the leveling of the whole area.

and on the other by Highway 97 and is presently leased for Stilwell said this area will be

kept open until the other areas are filled with plants. He mentioned that part of the eastern property might be uit

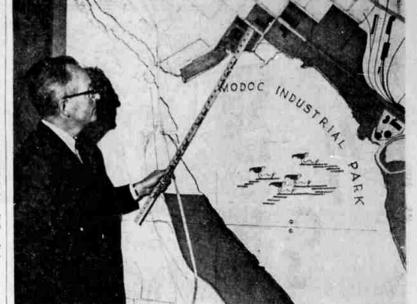
Electronic Service Set

life insurance needs is available today through a new service called LIFE, for Life Insur ance Forecast Electronically. It has been introduced by Occidental Life Ins. Company of

California, according to T. J Webb, general agent for Occidental in Klarpath Falls, and takes full advantage of the company's \$1.8 million IBM compuer system. Webb said the electronic fore-

east is a free service that provides an objective, yet personal ized, analysis of an individual's needs, including (1) how much life insurance he should own, (2) how this insurance should be used, and (3) his disability and retirement needs, This new L.I.F.E. program

ives a person an "electronic snapshot" of personal financial status and a corresponding blueprint of future money needs.



INDUSTRIAL PARK PLANNED — Realtor James Stilwell points to present Modoc Lumber Company operations which are incorporated in Modoc's new industrial park being created on both shores of Lake Ewauna. The dark area of the map is owned by Modoc which is negotiating with several firms on the possibility of locating new plants in the

Plans For 1964 Spending **Getting Close Scrutiny**

NEW YORK (UPI)-The next | fores of plant building, expan- | year's spending plans of American business and industry for new plants and equipment are very much in economists' minds at this time of year.

A recent study by McGraw-Hill puts the capital spending figure for 1964, to go for new dants and equipment, at about \$40.7 bilkon, or about 4 per cent more than 1963. Most of it will

be industrial spending.
The new plant segment of this planning is of interest to more than just economists looking

sion and relocation occupy the attention of government workers, federal, state and municipal: transportation interests have a vital interest in them.

So do road builders, city planners, and potential employes. The American Trucking Assorecently released a

study of the principal factors considered by a company in choosing a site for a plant, based on a mail survey of managements of 4,100 plants across the country. Each of the comfor trends. The whys and wherepanies contacted had in recent

years begun a new business at a new site, opened a branch plant, moved an establishment to a new site, or expanded facilities at an existing one.

The study was made possible. the ATA said, by a grant from Rockwell-Standard Corp., Corao polis, Pa. The survey got a sub-stantial return of 36 per cent, with responses in varying quan-ity from 22 major groups in the federal government's standard industrial classification.

According to frequency of mention, 13 factors in plant site consideration were dominant. The first five, according to the frequency with which they were mentioned, were:

Proximity to good highways (71.9 per cent); abundant labor supply (62.1); availability of suitable land (61.6); proximity to markets (58.8): availability

The study reported, however, that among larger firms, "the transportation factors of highway and rail came more close-ly into balance — the highway factor falling from first to third place when responses were weighted for size, and the rail factor moving from fifth to fourth."

Plant location decisions in some groups were particularly oriented toward the transportation factor, with both the highway and rail factors vital, the

IP Directors Okay Dividend

NEW YORK-A 2 per cent stock dividend on the common stock was voted today by the Board of Directors of International Paper Company for payment Dec. 20, 1963.

A quarterly cash dividend of 26% cents a share was also declared on the common stock for payment Dec. 16, 1963, to be calculated on the basis of shares issuable for the stock dividend as well as those outstanding on the record date.

A quarterly dividend of \$1 per share on the cumulative \$4 preferred stock was also voted payment on Dec. 16, 1963.

All dividends are payable to holders of record at the close of business Nov. 22, 1963.

Janesville Gap Work Awarded

A contract to maintain, repair and remove snow from the Janesville Gap Filler access road has been granted to North-Susanville, Calif.

The Base Procurement Office at Kingsley Field stated that the contract was awarded in the nt of \$9,050.

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median profit increase expected by those retailers who look for an increase is three per cent. Pigger advertising budgets are

In a coast-to-coast survey of retailers, 73 per cent look for sales gains this Christmas over a year ago. Twenty-two per cent. say they feel business will remain about the same and 5 per cent look for a sales decline. The median sales increase an-ticipated by those retailers who As in previous years, mer

expect a gain is five per cent Despite this optimism, many retailers believe that Christmas husiness will be harder to get this year than last due to the fact there are only 22 selling days between Christmas and Thanksgiving-five less than in 1962. Fifty-three per cent say that volume will be harder to get in '63 compared to 46 per cent in a similar 1963 survey and 43 per cent in the 1961 sur-

Because there is less selling time, 21 per cent of the surveyed retailers say they will kick off their promotions earlier this year. This compares with 12 per cent in the 1962 survey who stated they would begin their holiday promotions earlier. Seventy-two per cent of the

ten retailers throughout the

through member daily newspa-

pers of the Bureau of Advertis

ing, American Newspaper Publishers Association.

their Christmas promotions prior to Thanksgiving week (the week of Nov. 24th). The most popular week for kick off boliday promotions was the week of Nov. 10-16 with 33 per cent launching their holiday cam-

The survey indicates that merchants are about as optimistle regarding profits as they are

ten look for profit increases this United States and Canada ex- Christmas over a year ago, 25 peet Christmas volume this per cent expect profits to reyear to top Christmas 1962, ac-cording to a survey conducted anticipate profit declines. The count houses. "Because of the

NEW OWNERS — Mr. and Mrs. Harvey Clugston, Malin ranchers for 27 years, have purchased the 97 Trailer Court on U.S. Highway 97, southwest of Klamath Falls from Bill Stepp who took the Clugston ranch northeast of Malin in the exchange of properties. The court contains 41 modern trailer facilities. Change of ownership was effective

Retailers See Christmas Volume

Exceeding 1962 Yuletide Selling

planned by more than one third of the stores Thirty-eight per cent intend to raise their ad budgets over Christmas, 1962. Fifty-three per cent plan to maintain advertising at last year's level and nine per cent expect to trim their ad budgets.

chants will rely heavily on daily newspapers as their basic advertising medium. Nearly three out of four-some 73 per centplan to invest 80 per cent or more of their Christmas ad budgets in newspapers, Fifteen and 37 per cent from 90 to 99 per cent of their ad dollars in newspapers advertising during the holiday season.

A number of retailers commented on the shorter selling period this year. "We have fewer selling days between Thanks giving and Christmas," states a Florida department store, we expect this will be offset by an upsurge in business." store looks for a sales gain of 10 per cent.

"Due to the fact there are less selling days, our promotions will naturally be heavier since we hope for an increase in business this Christmas," reports a Georgia men's wear store.

Increased competition is mentioned by a number of stores who believe business will be harder to get this Christmas. "There is more competition, longer shopping hours and all

tremendous amount of new com petition moving into the area. New York State dress shop looks for sales and profits to re main about the same. "Competition is keener, regulr ing a larger inventory," says a Canadian men's and boys' wear merchant. But he hopes "better organization" will help his sales picture and looks for a five per

reports a Michigan department store. A Minnesota chain store

comments on added competition

cent sales gain over last year. "We expect increasing competition and price - cutting, tates a Wisconsin variety store We must pay careful attention to stock and timing, having mer chandise in the exact amount in most lines to realize maximum profits and markup." Leading merchandise items

and lines that are being counted on to make an especially strong showing this Christmas include women's sportswear, men's wear and toys. Other categories receiving heavy backing as prob able fast movers this holiday season: children's apparel, lin gerie and appliances. Included in this year's survey

were 186 retailers covering \$2 markets in 32 states and four Canadian provinces. Twenty-five different types of retail stores were represented. The Bureau's business survey

now in its tenth consecutive ear-is part of an annual drive to highlight Christmas sales op portunities. The Bureau has also published "Christmas '63 Chal-lenges You," a folder-presentation now available to retailers in the United States and Canada through member daily newspapers of the Bureau of Adver-tising ANPA.

\$2366