



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-treasurer and Bill Woods, director.

Modoc Lumber Company Studies Planning For Industrial Park

Modoc Lumber Company is completing plans for the creation of an industrial park fronting on two sides of Lake Ewauna.

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

The land includes original Modoc property and property purchased 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 on a long-term basis.

Arrangements for the industrial 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 stable employment.

He pointed out that represen-

tatives of several firms have been impressed with the attributes of the industrial park area — namely transportation from two railroads and adequate water.

Plans call for the removal

Trent Gets Better Post

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



KEITH TRENT

stant cashier, it was announced 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 year.

Shannon said Trent's promotion came "in recognition of his outstanding performance as operations officer at the bank."

of the vacant Ellingson mill and the leveling of the whole area. 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 and on the other by Highway 97 and is presently leased for farming.

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 utilized for an office building.

Electronic Service Set

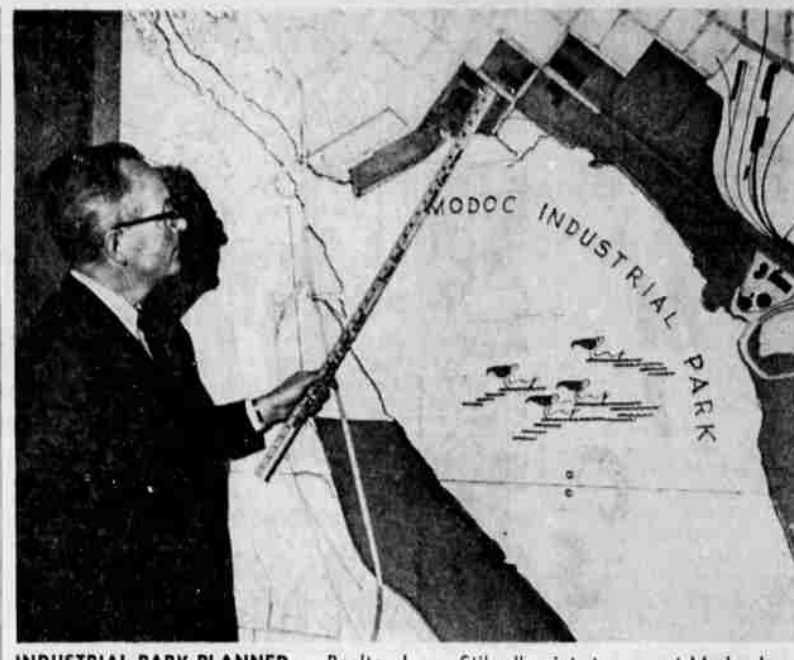
Electronic programming of life insurance needs is available today through a new service called L.I.F.E. for Life Insurance Forecast Electronically.

It has been introduced by Occidental Life Ins. Company of California, according to T. J. Webb, general agent for Occidental in Klamath Falls, and takes full advantage of the company's \$1.8 million IBM computer system.

Webb said the electronic forecast is a free service that provides an objective, yet personalized, 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 gives a person an "electronic snapshot" of personal financial status and a corresponding blueprint of future money needs.

The new plan segment of this planning is of interest to more than just economists looking for trends. The whys and where-



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 area.

Plans For 1964 Spending Getting Close Scrutiny

NEW YORK (UPI)—The next 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 plants and equipment, at about \$40.7 billion, 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 for trends. The whys and where-

fores of plant building, expansion 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 employees.

The American Trucking Association recently 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 companies 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., Coraopolis, Pa. The survey got a substantial return of 36 per cent, with responses in varying quantity 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 of rail service (41.1).

The study reported, however, that among larger firms, "the transportation factors of highway and rail came more closely 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 survey found.

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 1/2 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 for 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-eastern Construction Company, Susanville, Calif.

The Base Procurement Office at Kingsley Field stated that the contract was awarded in the amount of \$8,050.

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Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, November 17, 1963 PAGE-3



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

NEW YORK (UPI)—Ways to seize 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 spent idly.

"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 Arbor, recently told a meeting here of the American Association of Advertising Agencies.

Katona also said that there

must be constant research on consumers' thinking and feeling and on changes in consumers' tastes. This can be time-consuming, expensive—and profitable.

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 research.

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 housewife in making the choice in color labeling.

For the next six years, the

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 colors 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 second.

The same shoppers were also 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 selector."



OPENS BUSINESS — Mrs. S. (Willis) Solis, a recent resident in Klamath Falls, will open a new knitting shop at 204 1/2 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

West Coast Telephone Company officials are paying \$756,897 in local property taxes for the company at 14 county courthouses in Oregon Thursday and Friday.

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 1962 figure of \$713,497. Most of the increase was recorded in two counties. Besides the \$21,000 advance in Washington County, there was a hike of \$10,000 in Coos County.

Cross said that more than \$5 million of the revenues from West Coast subscribers in Oregon, Washington and Northern California are paid out in federal, state and local taxes annually.

The company reported the following county-by-county breakdown of its Oregon property taxes for this year and last (1963 figures first): Coos, \$190,270, \$175,172; Curry, \$42,945, \$47,389; Douglas, \$19,701, \$16,397; Union, \$37,496, \$34,892; Wallowa, \$12,219, \$13,-

45; Lake, \$17,347, \$16,072; Klamath, \$6,282, \$5,961; Clackamas, \$15,493, \$16,355; Multnomah, \$92,051, \$89,074; Columbia, \$14,981, \$16,398; Polk, \$186, \$224; Washington, \$248,674, \$227,596; Yamhill, \$55,201, \$53,909; Marion, \$101, \$109.

Kar Glass Move Told

Kar Glass Distributors, Inc., Klamath Falls, has announced plans to move its operation to Medford, in the near future.

Donald P. Smith, corporation president, listed reasons for the move as the need for a larger immediate market area and "a better distribution center for 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 appears unlimited."

Retailers See Christmas Volume Exceeding 1962 Yuletide Selling

More than seven out of every ten retailers throughout the United States and Canada expect Christmas volume this year to top Christmas 1962, according to a survey conducted through member daily newspapers of the Bureau of Advertising, American Newspaper Publishers Association.

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 anticipated by those retailers who expect a gain is five per cent.

Despite this optimism, many retailers believe that Christmas business 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 1962 survey and 43 per cent in the 1961 survey.

Because there is less selling time, 23 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 merchants state they will start their Christmas promotions prior to Thanksgiving week (the week of Nov. 24th). The most popular week for kick-off of holiday promotions was the week of Nov. 10-16 with 33 per cent launching their holiday campaigns at this time.

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

concerning sales. Seven out of ten look for profit increases this Christmas over a year ago, 25 per cent expect profits to remain the same and five per cent anticipate profit declines. The median profit increase expected by those retailers who look for an increase is three per cent.

Bigger advertising budgets are 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.

As in previous years, merchants will rely heavily on daily newspapers as their basic advertising medium. Nearly three out of four—some 73 per cent—plan to invest 80 per cent or more of their Christmas ad budgets in newspapers. Fifteen per cent will invest 100 per cent 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 Thanksgiving and Christmas," states a Florida department store, "but we expect this will be offset by an upsurge in business." The 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

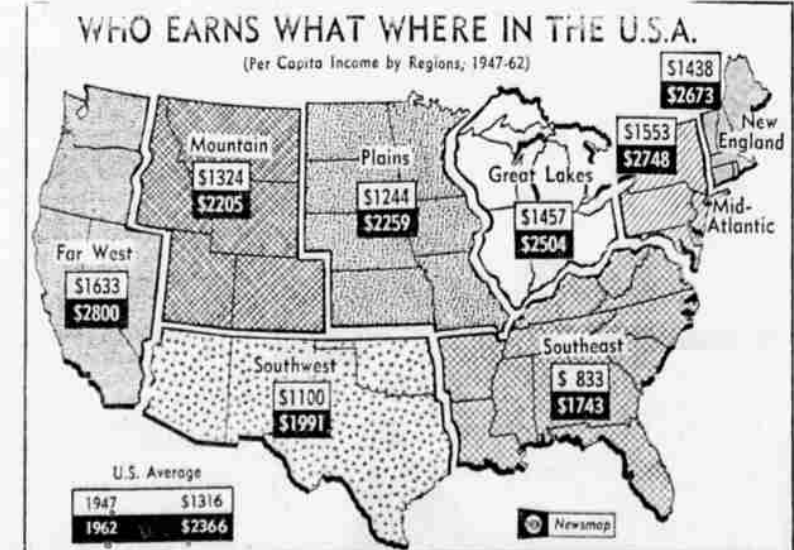
stores are promoting harder," reports a Michigan department store. A Minnesota chain store comments on added competition from shopping centers and discount houses. "Because of the tremendous amount of new competition moving into the area," a New York State dress shop looks for sales and profits to remain about the same.

"Competition is keener, requiring a larger inventory," says a Canadian men's and boys' wear merchant. But he hopes "better merchandising" will help his sales picture and look for a five per cent sales gain over last year.

"We expect increasing competition and price-cutting," states a Wisconsin variety store. "We must pay careful attention to stock and timing, having merchandise 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 probable fast movers this holiday season: children's apparel, lingerie and appliances.

Included in this year's survey were 188 retailers covering 82 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 year—is part of an annual drive to highlight Christmas sales opportunities. The Bureau has also published "Christmas '63 Challenges You," a folder-presentation now available to retailers in the United States and Canada through member daily newspapers of the Bureau of Advertising, ANPA.



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. Actually, 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.