

ATT Tells Stock Plan

NEW YORK (UPI)—Directors of American Telephone and Telegraph Corp. today after declaring a quarterly dividend of 90 cents payable January 2, announced plans to make a large new offering of stock to shareholders of record on Feb. 18, 1964, to increase the quarterly dividend to \$1 next April and split the stock 2 for 1 next June.

It is expected that the offering of additional stock will entitle shareholders to buy about 12 1/2 million shares on the basis of 1 new share for each 20 shares held on Feb. 18, 1964.

Rights to purchase the additional shares will be mailed early in March.

The period for subscription to the new shares will expire early in April, 1964. The purchase price of the shares, which will be determined by the board of directors shortly before the offering, is expected to be somewhat below the market price of the shares when the offering price is determined.

The proposed split of the stock on a 2 for 1 basis will be submitted to the shareholders for a vote at the annual meeting to be held April 15, 1964. It is expected that the additional shares resulting from the split will be distributed late in June, 1964. Directors intend that the dividend payable in July, 1964, after the 2 for 1 split, will be at the quarterly rate of 50 cents per share on the split shares.

Priam, according to Greek mythology, was the last king of Troy.



Dean White Visits Here

Dean White, former coach of Klamath Union High School, now in the investment business, visited Klamath Falls this week.

White is now a partner in a brokerage firm with his brother Don in Portland. The firm is known as White and Company and is located at 3817 S.E. Belmont.

White was on the coaching staff at KUHS for five years, and was head basketball coach when he resigned in 1961 to join the Francis I. duPont investment firm in Portland.

His brother was also a member of this investment firm.

White plans to visit Klamath Falls on a monthly basis, and his arrival here will be preceded by an announcement in the Herald and News indicating when he will arrive and where he can be contacted here.

Franchise Code Told

NEW YORK (UPI)—Franchising as a merchandizing device has undergone a rapid growth in recent years, and covers a broad range of products in business today.

It is a mature enough institution to have prepared, through at least one industry group, a code of ethics, and to have drawn the attention of financing groups because of its widespread popularity.

Like any form of business activity, it has advantages and disadvantages both to the operation granting the franchise and to the person holding it.

The National Better Business Bureau, with headquarters in New York, recently issued a brochure discussing aids to anyone seeking information about franchise opportunities. The suggestions it made, however, were fundamental enough that they could be applied to anyone making an investment in a business, in a security, or undertaking any business venture.

Few persons indeed could find anything to quarrel with in the instruction to "investigate before you invest." The same rule is constantly reiterated by most reliable investment counselors in any field.

"Don't sign papers or put up money," the brochure continues, until the entire offering has been discussed with an attorney, a banker and the family. It advises that everything involved in an agreement be put into writing, and that when the right opportunity comes along, the advantage should be seized upon.

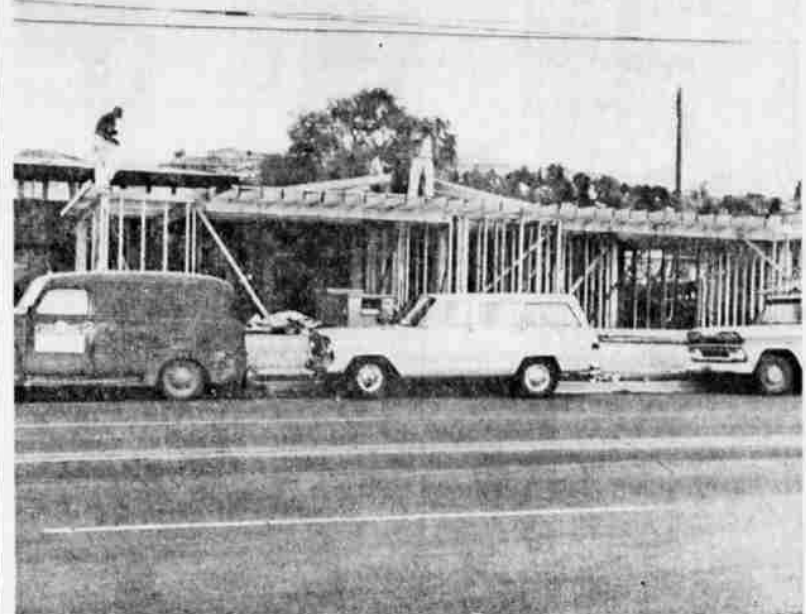
But the same set of rules points out that there are questions which the person granting a franchise will want to ask about the person taking it over.



Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, November 24, 1963 PAGE 3



NEW CLINIC ADDITION — Work is moving rapidly ahead on this addition to the Klamath Medical Clinic at 1905 Main Street. The addition, being built by Brosterhus Construction Company at an estimated cost of \$25,000, will provide 1,500 square feet of additional space which the clinic will utilize for treatment rooms, new drug stock area and additional storage and supply rooms. Construction started in early October, and plans call for its completion by the first of the year.

Industry Wide Census Starts With Questionnaire Mailing

The nation's 1963 Censuses of Business, Manufactures, Mineral Industries and Transportation gets under way with the mailing of questionnaires to the 7,000 companies that operate more than one plant, store, or other establishment and have over 250 employees. These companies operate about 200,000 establishments.

Late this year and early in 1964 the Bureau of the Census, U.S. Department of Commerce, will mail an additional 2.1 million census forms to other firms with paid employees. Information concerning about 1 million employees will be obtained from business tax returns. These censuses are conducted every five years.

In all, slightly more than two million forms will be distributed to retail, wholesale and service business firms; 300,000 to manufacturing firms; and 40,000 to operators of mines, oil wells, quarries, etc. Questions apply to calendar 1963.

PROMPT CONSIDERATION

WASHINGTON (UPI)—The United States will give "prompt consideration" to any proposals for the sale of dairy products to Russia or other European Communist countries, but thus far there has been no inquiries.

The censuses are being conducted entirely by mail. A firm receiving a census questionnaire is requested to fill it out and return it not later than Feb. 29. A pre-addressed, postage-free envelope is provided with each form to return it to the Census Operations Office in Jeffersonville, Ind. Compliance with a U.S. Census is required by law. All information provided in a census form is kept confidential, and may not be used for purposes of taxation, investigation, regulation, or in any legal proceeding.

The 1963 censuses continue a series of measures of the nation's economy that was begun in 1910 with the first Census of Manufactures. The Census of Mineral Industries was begun in 1940 and the Census of Business in 1929. A Census of Transportation was started this year.

Questions in these censuses, in general, are the same as in 1958, in order that 1963 statistics can be compared with those of earlier years. The principal change is in the Census of Business, in which retailers will be asked to report sales of major lines of merchandise. This type of information has not been gathered since the 1948 census, but was reintroduced in modified form after consultation with principal trade associations and census advisory committees.

All the 1963 censuses will provide statistics on number of establishments, employment, payrolls, sales or production, classified by kind of business or product. The Census of Manufactures will gather data on cost of materials; use of fuel, electricity, and industrial water; value of inventories and capital expenditures.

The first Census of Transportation will gather information on transportation of commodities, and on travel by various means of transportation. It will also take inventory and collect data on the use of the nation's trucking resources. Information collected in this census will supplement, but will not duplicate, data collected by other government agencies.

The Census Bureau will report statistics from the 1963 censuses for the nation, by states, counties, cities, and metropolitan areas; in addition, retail sales statistics will be reported for central business districts and other major shopping centers.

Results of the censuses, classified by business or industry groups and by geographic areas, will be published beginning in late 1964 and continuing at intervals for approximately three years. The reports of the 1963 censuses are expected to be more comprehensive than those of the 1958 censuses which totaled more than 40,000 pages.

Advertising Agency Tells Of Award Winning Program

A detailed analysis of Oregon's third largest industry — tourism—and the promotion and advertising reasoning which goes into each year's campaign for the tourist dollar, was given in San Francisco this week by Jack L. Sugg, vice president and manager of Cole & Weber, Inc., Portland-based advertising agency. The Cole & Weber staff creates and places the advertising for the Travel Information Division of the Oregon State Highway Department.

Speaking before the 23rd annual conference of the National Association of Travel Organizations, Sugg explained the steps and philosophies of Oregon's tourist promotion and the reasons for its outstanding results.

NATO at its convention last year presented its top award in international travel promotion to the Oregon State Highway Department, and as a result invited ad man Sugg to present a "how we did it" talk at the organization's San Francisco gathering.

Sugg also accepted, on behalf of the Oregon Highway Department's Travel Information Division, the 1963 top award for the best "intra-state advertising" in North America. This is a program carried out in cooperation with the Oregon Chamber Executives Association.

In outlining his "Travel Promotion Case Study," title of his speech, Sugg explained that the Highway Department considered advertising dollars as an investment—one that pays off by bringing in millions of tourist dollars.

Sugg pointed out that the Highway Department's advertising program is a joint effort with the state's major business organizations to promote and advertise the state's tourism industry.

tourist information effort is an investment which generates income to build highways, relieving Oregon taxpayers of some of the financial burden of highway construction.

"A business-like approach to this business of tourist has resulted in Oregon's excellent program," Sugg said.

"Our non-paid Advisory Committee, composed of men with up to 29 years and more experience in tourist promotion, acts also in a screening capacity, weeding out the self-interest projects and ineffective gimmicks.

In addition, the fact that the Highway Department advertising account comes up for re-evaluation every five years rather than annually, allows us to build continuity and long-range planning into the campaigns. This is a must for any kind of effective advertising," he stated.

Sugg said Oregon has pioneered in several fields of tourist advertising, resulting in an increase of 100 per cent in the number of the state's tourist visitors in the past 10 years.

"We have accomplished our primary goal — that of inviting and convincing the out-of-state tourist to visit Oregon. Our project now is to keep them in the state for a longer visit," Sugg emphasized.

Discussing the intra-state program, the Portland executive outlined the various methods of cooperation between the Travel Information Division and local chambers of commerce.

The state furnishes local tourist areas with promotional material, in return for which the local chambers of commerce participate in a shared promotion, advertising and dissemination of information.

Bank Debits Increased

Bank debits for the Klamath Falls area including Klamath and Lake counties increased in October, 1963, compared to October, 1962, the University of Oregon Bureau of Business Research has reported.

Debits for October, 1963, totaled \$45,887,878. For September, 1963, the total was \$37,857,247, and for September, 1962, the total was \$44,166,873.

Oregon, with 266 banks reporting, had an increase in bank debits in October, 1963 of plus 7.3 per cent compared with September, 1963, and an increase of plus 13.9 per cent as compared with October, 1962.

Total debits for Oregon in October, 1963, came to \$2,762,573,152, and for September, 1963, the total was \$2,574,356,255. For October, 1962, the total came to \$2,383,116,276.

Drop Noted In Building

Building permits decreased in Klamath Falls in October, 1963, compared to October, 1962, the University of Oregon Bureau of Business Research has reported.

In October, 1963, the total was \$95,200 compared to \$202,700 in the same month last year.

Building permits from 147 identical reporting centers in Oregon totaled \$28,667,177 in October, 1963. This was plus 7.0 per cent higher than in October, 1962.

The state total in October, 1963, included \$15,561,425 for 1,348 new dwelling units; \$7,164,284 for non-residential construction; and \$5,941,468 for additions, alterations, and repairs of existing structures.

For the same month last year, the \$16,866,656 total of permits was composed of \$9,202,537 for 813 new dwelling units; \$4,232,768 for non-residential construction; and \$3,314,351 for additions, alterations, and repairs to existing structures.

Old Nickel Still Gets Much Use

NEW YORK (UPI)—Many lines, some serious and some flippant, have been written about how little can be purchased these days with a nickel.

And this kind of talk makes some businessmen laugh and laugh as they watch the balance sheets. They know that the nickels count up into dollars by the millions—helped along by dimes, quarters, and half dollars.

These are coins which feed the vending machines which multiply annually in offices, factories, railroad, bus, and subway stations; the machines in turn perform a major job in feeding the population in increasing numbers, with everything from snacks to full meals.

Joseph E. McDowell, President of Servomation Corp., estimates that about \$3 billion worth of coins will go into vending machines in the 50 states of the nation this year. In the highly competitive field of vending machines, Servomation owns and operates more than 60,000, acting through 90 subsidiaries in 27 states.

Primarily, McDowell said, the vending machine operation is organized on local lines; about five sixths of the estimated annual volume is accounted for by more than 4,000 vending machine operators who have six employees or less.



Bank Fills Loan Post

Herb Le Sueur, 41, has been appointed assistant cashier and loan officer at the Bank of Klamath Falls, according to Jack Holt, executive vice president.

Le Sueur comes to Klamath Falls from Billings, Mont., where he has been in the credit field for the past 12 years.

A graduate of Montana State at Missoula, Le Sueur joined the International Harvester Company after graduation and remained with them for a number of years.

He was manager of the Production Credit Association at Billings for about six years.

He saw military service in World War II with the 84th Division in Europe and after the war worked in military government service in Germany and Austria.

Le Sueur's wife, Billie, will join him here about the first of the year after she terminates commitments to television station KOOK-TV in Billings where she has her own program. His wife is former president of the Montana Home Economics Association, and has been a featured television personality for the past 10 years.

Glass Firm Expanding

Kimball Glass Company, 521 Walnut Ave., has leased space in the newly enlarged city parking area adjoining Kimball for the convenience of the firm's customers. It was announced by John H. (Jack) Otterbein, president and general manager.

The firm has been in operation at the same location for 30 years, providing complete automotive, residential and commercial glass service.

A separate distributorship, Kar-Glass, is operated in conjunction with Kimball Glass. It provides glass, store front metal and mirrors to dealers in South Central Oregon and Northern California, including Bend, Redmond, Madras, Burns, Lakeview and Alturas, Otterbein said.

Kar-Glass has recently expanded operations to open new territory west of here, to be served out of Medford. Don Smith of the firm has moved there to handle that part of the operation.

Ball Bearing School Held

A three-day training school for salesmen of ball bearing distributors in the Pacific Northwest was held at the Village Green Motor Hotel in Cottage Grove, Ore., Nov. 11-13. Now in its sixth year, the school is sponsored by The Fafnir Bearing Company of New Britain, Conn., the nation's largest independent manufacturer of ball bearings.

Attending the school from Klamath Falls were Neil L. Eberlein and William Sanders of Specialized Bearing Service.

It is estimated that seven to 10 per cent of the retail cost of food goes into packaging.



A LOTTA PIES — This banana squash weighs 100 pounds. It was raised in Medford by Leonard and Olive Wilson, former residents of Klamath Falls. Mrs. Wilson is affiliated with La Pointe's in Medford. You'll have to ask the Wilsons just how the inscription was accomplished. It's bonafide. It grew with the squash which has been donated to the Klamath Nursing Home to make pies. Left, Nora Page, nurse, accepted the gift from Mr. and Mrs. Martin Franz, store managers.

Package Mixes Reflect New Trend

NEW YORK (UPI)—Mother may not bake bread today in the same way that grandmother did.

But she pops the package mixes of breads, cakes and rolls into the oven with a lot less time and energy expended; she may have added home prepared pizza to the family menu. Chili or chili powder, may be more frequently used than it was a generation ago.

It is along these basic food ingredient lines, Russell Wirth explains, that Universal Foods Corporation, which started out primarily as a producer of yeast and kindred baking ingredients, has sought to expand. In so doing, it has followed a

prearranged outline of criteria for acquisition. The result has been a doubling of sales and earnings.

"We have tried," explained Wirth in an interview here, "to stay in specialty foods, but in basic lines at the same time. For example, we found that the use of Italian type cheeses in the postwar years has grown about twice as fast as the use of all cheeses. Hence, one of our acquisitions this year has been the largest domestic producer of Italian-type cheeses."

"We have picked up a manufacturer of dehydrated chili peppers and paprika. We acquired an institutional foods business, because that field of institution-

al feeding appears to be a very big one, particularly on the West Coast."

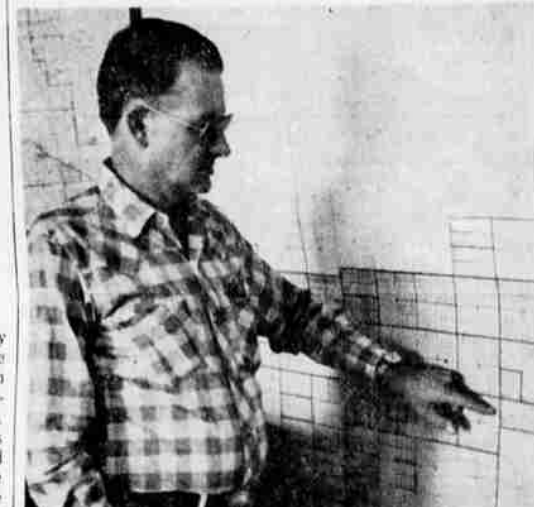
Wirth said that in no case has his company acquired another for tax loss purposes. Instead, it seeks those with good earnings for a minimum of three to five previous years, with a good growth potential.

This system is not unique to Wirth's organization, but its development has been on carefully selected lines.

Nearly all the companies that his organization has acquired or organized in its acquisition program have been closely owned companies, many of them family controlled organizations.



LARGER ACCOMMODATIONS — Expanded quarters needed by the Stiles Realty prompted a recent move of the firm from 133 South Ninth Street to 4831 South Sixth Street. Homer E. Stiles, in the realty business here for 16 years, has as his associates Joe Perry and Ralph Baden. The building has been remodeled and decorated.



NEW VALLEY BUSINESS — "Our business will be erected here," states Robert L. Hall, president of the Powder Horn Company, a new firm which will manufacture SAF-GUN locks at Christmas Valley. Hall is shown beside a Christmas Valley townsite map, indicating that the company will be located adjacent to the land development company offices.

Saf-Gun Firm Dispatches First Shipment Of Locks

CHRISTMAS VALLEY — The initial shipment of Saf-Gun locks, manufactured by the Powder Horn Company left here Friday, Nov. 15. Robert L. Hall, president of the company, was here for the mailing.

The small lock, weighing less than an ounce, fits in the trigger guard of pistols, shotguns, rifles, or other weapons to insure that the gun is not fired accidentally or by an unauthorized person.

A number of guns can be fitted with locks that use the same key, Hall pointed out. The lock has high security lock action and comes with two keys. The new company advertised nationally beginning in October. Several eastern gun manufacturers are considering using the lock as standard equipment, according to Hall.

Plans include manufacturing the lock in California temporarily and assembling and mailing from Christmas Valley. The company has property next to the Christmas Valley office. The Halls also purchased five acres south of the home and expect to build their lodge on the lake shore, moving here within a year.

The Halls, all outdoor lovers, also expect to start a pheasant farm, with a gun club for shoot-at present Hall is in the aircraft ignition business, with 35 years' experience in aircraft work. They live in Woodland Hills, out of Burbank.



POP ADVERTISING AWARD — The Oregon State Highway Department was awarded the honor for intrastate advertising of the National Association of Travel Organizations meeting in San Francisco. Charles Thorn, def. vice president of Popular Science magazine and chairman of the NATO Awards Committee, presents the award to Jack L. Sugg, vice president of Cole & Weber, Inc., the Portland agency which creates the Highway Department's advertising.

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