

Buyer's Market On Way Back

By Cliff Thompson

An age-old factor is returning to the U.S. business-industrial world after a long absence — the buyer's market. Not since the late 1930s and the early 1940s has the buyer ruled so strongly as he does in today's market. In the goods-starved years immediately following World War II, practically anybody could sell almost anything. The high-income, consumer-goods-short-years-of-the-war had built up a huge reservoir of spendable dollars and a large appetite for everything from autos and homes to washing machines and unlimited vacation travel. For a full decade, U.S. industry produced at its top pace without slacking the appetite of the buy-hungry populace. Salesmanship, promotion and service could become secondary in this seller's market where the only thing necessary to sell an item of merchandise was to let the buying public know you had it.

But in the last five years, the industrial giant began to catch up with some of the demand. Some industries began learning all over about one of the most rigid laws of economics—supply and demand. First to feel the return of this factor to the economy were the steel, auto and coal industries. In the past two or three years the steel and auto industries particularly have been faced with the herculean problem of maintaining the full employment of the postwar years in the face of declining sales. These industries have learned that the huge reservoir of demand eventually would be emptied and their production capacity would have to be trimmed back to fill only the demands of a normal peacetime economy.

A large percentage of the post-war production was based on a demand created by a temporary wartime shortage and not the permanent basis of normal economic growth. At the end of February, one of the auto giants, General Motors, reports its U.S.-Canadian production has slumped 35 per cent below the first two months of 1960.

Home Buyer's Market

Latest to return to the buyer's market is the home construction industry. In the Ogden area, home sales are holding even with last year while construction of new homes is taking a sharp drop. The Ogden Board of Realtors reports total February sales of its members almost equal to sales for February 1959. But the Ogden City inspection department reports the value of permits issued in February is only 42 per cent of the same month last year. There were only 10 permits for new homes issued in the city last month. Several reasons can be heard in the building industry for this slump—the most frequent is an over supply of new homes which is creating a buyer's market. "There was a 10 to 15 year period in which we couldn't build homes fast enough," said one industry spokesman. "Every spring builders would launch major home

Ogden Firm Gets \$24,898 Contract

A contract for \$24,898 was awarded Williams Plumbing and Heating, Inc., Ogden, for labor, materials and equipment needed to install gas lines, unit heaters and oil tanks in a salvage area at the west end of Hill Air Force Base. Work is to start Monday and be completed by May 26. Twenty-eight other contracts totaling \$5,138,094 were processed during January and February by the Ogden Air Materiel Area procurement and production directorate, officials said. The other contracts involve work on low-target systems, practice bomb explosive kits, aircraft simulator kits and other items.

construction projects without any fear they would be quickly gobled up."

But the trend was reversed last year. Selling became harder. Potential home buyers were signing up slower and salesmen found it harder to close a deal with an increasing number of cautious, bargain hunting customers.

Adapt to Trends

And contractors, quick to feel any change in this highly competitive, sometimes risky business, adapted their 1961 spring plans to this new trend.

Instead of throwing up 10 to 15 homes as soon as the weather permits on the prospects of subsequent sales, builders now appear to be waiting until a home is sold before starting to move dirt.

One industry spokesman blames the present home building slump on the new administration's talk of recession and promises of federal programs to pump life into the nation's economy.

"There are still a lot of people wanting to buy new homes," he said. "We are getting a lot of inquiries but no deals."

"Prospective buyers are being scared out of buying because of the administration's recession talk or they are waiting for the longer terms and lower interest rates President Kennedy has been promising."

Spirited Bidding

Another indication of a buyer's market in the construction industry is the bidding for a project to add six rooms to the country's Mar-Lon Hills Elementary School in South Ogden.

Eleven contractors bid on the relatively small job that normally would have attracted three or four. And after rising continually for the past year, the square foot cost of the project dropped back below the \$12 level.

The architect said there isn't as much work for contractors now, making them hungry. He said this condition will exist until mid-year.

Another reason for the spirited bidding, which isn't too unusual for county school projects, is the good relationship between the Weber Board of Education and most local builders.



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Builder Unit Out to Boost Membership

An extensive membership drive has been launched by the Weber Basin Home Builders under the chairmanship of Gordon Belnap.

The goal of the organization is to increase its present membership of 70 to about 120 members, reported LaVar E. Stark, executive secretary of the organization.

The organization is composed of builder members and associate members, Mr. Stark explained. The builder members are those businessmen actually engaged in construction; associate members are representatives of firms who furnish building equipment.

The organization meets once a month at which time common problems are discussed, sales methods outlined, financing, cost control and building techniques and other useful information is passed on to members, Mr. Stark said.

Membership in the organization entitles builders to the national publication from the national association and brochures that keep members abreast of proposed changes through legislation, both national and state.

The current membership drive will be climaxed at the April meeting of the organization when prizes will be given to those who have encouraged the most builders or associates to join.

Officers of the Weber Basin Home Builders are: Everett Pierce, president; Robert Moulding, vice president; and Lewis Westenskow, treasurer. The board of directors is composed of Gordon Belnap, Lee K. Hanson, A. W. Ogan, Wallace Wade and Dae Coons.



CHARLES E. WARD
Named President

GROUP ELECTS OGDEN MAN

Ogden industrial executive Charles E. Ward was elected president of the American Concrete Pipe Association Thursday.

Mr. Ward is president and general manager of the Utah Concrete Pipe Co. with plants in Ogden and Salt Lake City.

The election climaxed the annual convention of the association in Miami, Fla. The American Concrete Pipe Association represents 430 major concrete pipe producers with more than 1,800 plants throughout the U.S.



THAD A. CARLSEN
Phone Manager

Phone Firm Names Aide

BRIGHAM CITY—The appointment of Thad A. Carlsen of Plain City as manager of the Mountain States Telephone & Telegraph Co.'s Brigham City operations was announced today.

He succeeds Ross B. Jensen, Brigham City manager for the past six years, who has been named business office manager in Provo.

Mr. Carlsen has been with the phone firm 10 years in Utah and Idaho. He was a sales engineer in the Ogden marketing department before his transfer to Brigham City.

5 Building Permits Okayed in Ogden

Five building permits have been approved by the Ogden City inspection department.

One of the permits is for a new home and the other four for additions or alterations.

They were issued to: Weston J. Billmore, 1428 Mitchell Drive, \$1,000, addition to home.

Olaf L. Scott, 615 Harrison, \$2,000, addition to home.

John F. Spiers, 3473 Jackson, \$700, construction of basement room.

Rulon Yorgason, 1412 Hilland Drive, \$400, alteration to home.

Arnold Brubacher, construction of 1,064 square foot home at 1045 34th.

CITY APPROVES BEER LICENSES

The City Council Thursday night approved the following license renewals:

Class B beer license, Amvets, 1251 Canyon Road.

Cabaret license, Kokomo Club, 214 25th.

Aloha Lounge, 228 Washington, Class C beer license, \$100.

Class C beer license transfer from Marion Bar, 182 25th to Hide-Out, \$100.

Class A renewal, Harwood IGA Foodliner, 895 Polk, \$300.

Ogden C. of C. Opposes Depressed Areas Bill

Measure Would Hinder Local Program, Create Unfair Competition, Officials Say

The Ogden Chamber of Commerce today asked House members of Utah's congressional delegation to oppose depressed areas legislation as a "threat to the local industrial development program."

A bill authorizing the federal government to launch a program of attracting industry to certain "industrially depressed" areas in the nation is now before the House. It passed the Senate earlier this week with Utah's two senators casting opposing votes. Democrat Frank E. Moss voted for the bill. Republican Wallace F. Bennett opposed it.

TWO POINTS

Chamber officials said their opposition is based on two factors:

—The bill would put the government into competition with local industrial development programs, placing local programs such as the Chamber's Weber Industrial Bureau at a serious disadvantage.

—It would tax local business and industry to subsidize competing firms.

The resolution against the measure was forwarded to Utah House members M. Blaine Peterson of Ogden and David S. King of Salt Lake City, both Democrats.

Chamber officials said the Ogden area has proved, through its industrial bureau, the local, private enterprise can attract the industry needed for economic growth.

"The only thing necessary is the willingness and desire of the people to support such a program," said Keith M. Orme, chairman of the Chamber's congressional action committee.

3,500 JOBS

Mr. Orme told the Chamber's executive committee the industrial development program of the Weber Industrial Bureau has created more than 3,500 new jobs in basic industry during the past five years. This has, in turn, created several thousand new jobs in supporting industry, he said.

This report went to the Chamber's

executive committee to support a congressional action committee recommendation that the Utah congressional delegation be asked to vote against depressed areas legislation now before Congress.

The committee unanimously approved forwarding the recommendation to Sen. Wallace F. Bennett, Sen. Frank E. Moss, Rep. M. Blaine Peterson and Rep. David S. King.

Chamber officials told the delegation to vote for the depressed areas legislation would be to vote against the industrial program of the Weber Industrial Bureau which is creating new jobs for Northern Utah residents. The bureau is financed by volunteer contributions of local business-industrial-professional people.

UNFAIR COMPETITION

Mr. Orme said passage of the proposed legislation would force the local bureau into unfair competition for new industry with the federal government.

"Here is an example of this unfair competition," Mr. Orme said. "Our local bureau could have a midwestern firm, for instance, interested in locating a plant here because of our transportation fa-

WEBER COLLEGE NAMES 'BUYER'

D. LaMar Scadden of 4532 Orchard, has been named assistant purchasing agent for Weber College. For the past two years he worked in the purchasing department of Marquardt Corp's Ogden division. In his new post, Mr. Scadden will spend about \$200,000 a year to keep Weber College in educational supplies and materials.

An Ogden native, he attended city schools and Weber College before graduating from Brigham Young University in 1953 with a business administration degree.

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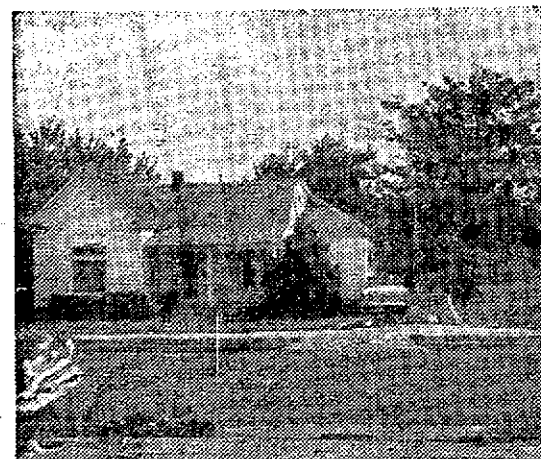
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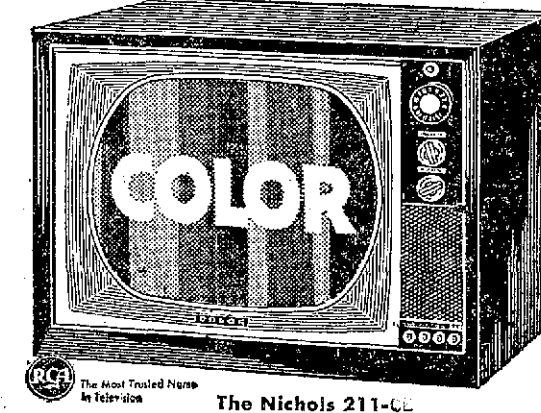
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