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BUSINESS

Good Sign Movie Inspired Screen Printer

By Ray Tuttle
 World Staff Writer

A John Wayne movie inspired Randy Clay just when he needed direction in his business.

Clay was "about to die" in his screen printing business in 1988 when he happened to tune into "Hellfighters," a movie based on the lives of oil-field firefighters.

The screen printer, who had been in business since 1983, had been printing bumper stickers for political candidates and radio station promotions. In 1988, however, he was casting about for another project.

"I was asking myself, 'What is the next thing we can do?'"

Officials with Noble Drilling Co. had just ordered some signs.

"They were just driving by," Clay said. "And, they needed a few safety signs. They liked our turnaround and our prices."

Not too long after that, Clay was watching television and saw the John Wayne picture.

"If anybody ever notices in that movie, everything had a decal on it — even their Lincoln Continentals," he said.

The next week, Clay talked with his company controller and vice president, Ivan Matthies. Clay wondered just how profitable it would be for him to have a major drilling contractor as a client.

Ivan said Noble was the most profitable account we had — and that settled it.

Since then, Randy Clay Co., 1316 E. Sixth St., has proceeded to win accounts for seven of the top 10 drilling contractors in the petroleum industry.



Randy Clay, owner of Wild Ink Control, displays some of the signs he produces at a 3,000-square-foot plant.

Clay has expanded by printing safety signs in Arabic, Russian, French and Spanish. Also, he offers customized signage as well as custom catalogs for his clients.

Clay has found his niche — 75 percent of his business comes from the petroleum industry.

The next largest portion of his business comes from Viking Packing Specialists, a

company that manufactures special boxes and containers for export. Clay prints the industrial markings on aircraft cases for American Airlines, TWA and See Signs on Business 2

Mexicali Planned On Brady

From Staff Reports

The Mexicali Border Cafe announced on Thursday it intends to open a new location that would make it the second major restaurant in the developing Brady Village area.

Owner Marshall Kottler plans to locate a restaurant at 14 W. Brady St. in the Arts & Entertainment District on the northern fringe of downtown.

Kottler has signed lease for 7,000 square feet for a building owned by Interak Corp. that previously was home to the Brady Market. Randy Phillips of Phillips & Associates and Mitch Adwon of Adwon Inc. Realty served as brokers.

The building is slated for renovation and the restaurant is scheduled to open in early December. It will employ more than 50 people and seat 200.

"We love the Brady area. We have a vision for it being a real drawing card for Tulsa," said Kottler.

Already established in the Brady Village area is Spaghetti Warehouse. Downtown proponents and city officials have been working to develop the area.

Mexicali, which operates a restaurant on a hill at 71st Street and Sheridan Road, opened in Tulsa seven years ago. For the new restaurant, Kottler has recruited gourmet chef Jimmy Blanton from the Four Seasons Hotel in Austin, Texas.



Trucks travel east along Interstate 44 on Thursday at Lewis Avenue.

Truckers Plan Shutdown

By Mitch Maurer
 World Staff Writer

A group of independent truck drivers is attempting to organize a nationwide shutdown Nov. 11-17 to protest recent increases in the price of diesel fuel.

"As it stands right now there is some pretty serious talk among the truckers," said Todd Spencer, executive vice president of the Owner-Operator Independent Drivers Association, which is not endorsing the shutdown.

"We are not dismissing this as just the screams of a few wild folks."

However, some transportation industry followers doubt the effort will result in much impact over the nation's roadways.

Diesel fuel, normally thought of as being less expensive than gasoline, has increased in price to about \$1.30 a gallon from about 97 cents a gallon over the last two weeks in this region.

President Clinton's 4.3-cent-a-gallon fuel tax — the same as gasoline — went into effect Oct. 1. At the same time, new federal environmental regulations went into effect requiring a lower sulfur content in diesel fuel meant for over-the-road use, increasing the price of the fuel even more, industry officials said.

Spencer said he believes the tax is the final straw in a long buildup of complaints by semi tractor-trailer rig drivers.

"How do you protest a 4-cent tax? That is not what sent fuel prices up 40 cents, which is what the truckers are seeing," Spencer said.

Other complaints truckers are voicing include:

- Alleged heavy-handed law enforcement techniques in many states, which truckers believe are used solely for revenue. For instance, in many California cities, a minor log-book error will result in a minimum \$1,000 fine.
- Split speed limits, giving cars a greater speed limit on highways in many states. According to two studies conducted by the American Automobile Association, split speed

Diesel Fuel in Short Supply

From Staff, Wire Reports

Fuel shortages, rising prices and conflicting reports that the federal government had relaxed compliance deadlines for switching to low-sulfur diesel has fuel-oil markets in chaos.

Diesel prices have varied widely across the nation as distributors, retailers and users tried to comply with new rules and obtain supplies.

There have been shortages in the Midwest and West, according to a report in the Oil Daily.

As of Oct. 1, diesel fuel sold at truck stops and elsewhere for on-road use must contain less than 0.05 percent sulfur by weight, down from about 0.25 percent. But outages along the Explorer Pipeline that carries diesel from the Gulf Coast to the Midwest caused severe shortages of low-sulfur fuel that prompted the Environmental Protection Agency to

limits cause more accidents than they prevent.

The proposed North American Free Trade Agreement, strongly opposed by small trucking companies.

Helen Davenport, a Beaumont, Texas, mother of two truckers, said she has answered thousands of telephone calls since she and her sons set up a toll-free number to help support a nationwide shutdown. Truckers have found out about the proposal from chatter in the truck stops, the citizen's band radio waves and posters.

"Everybody that is serious when they call in supports the strike," Davenport said. "We hope all the truckers will go on strike to protest this unfair increase."

The strike campaign has officially been under way 10 days.

"And I've got writers cramp and have almost lost my voice," Davenport said.

soften its deadline.

The pipeline, with a daily capacity of 317,000 barrels, is one of the main lines from the Gulf to the Midwest.

Distribution shortages led the Environmental Protection Agency to grant relief from the low-sulfur requirements until Friday.

The Explorer pipeline came back into full service Oct. 10, said Rod Sands, vice president of operations at the pipeline's Tulsa office.

At the same time, retail prices for low-sulfur diesel at truck stops average \$1.275 a gallon nationwide for self-serve, said Chuck Mai, director of Public Affairs for the American Automobile Association Club of Oklahoma.

In Oklahoma, the average self-serve diesel retails at \$1.21. Texas averages \$1.22, while New Mexico and Arizona diesel averages \$1.39.

A transportation analyst said he doubted there would be a noticeable strike. He said there are too many independent truckers and companies that cannot afford to not work for a week, and there are plenty of others normally ready to take advantage of a situation to make money.

J.P. Morey, executive director of the American Trucking Association's Team 2000 group based in Washington D.C., said he has heard about the shutdown but has been unable to gather much information on it. The ATA has no connection with the proposed week-long shutdown.

"We really don't have any idea how widespread this will be or how many people will participate in it."

The two organizations pushing for the shutdown, Atlanta-based Truckers Across America, and Quest for Freedom, based in Albuquerque, N.M., are apparently new, industry watchers said.

0.71 Standard & Poors 500 Index 465.36	0.94 Dow Jones 30 Industrials 3,636.16	\$0.07 Oil West Texas Intermediate \$18.35	\$0.010 Natural Gas New York Merchantile \$2,126	\$1.00 Gold Comex \$371.70	0.91 Dollar in Yen 108.30
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Dow Average Down

Most measures of stock activity finished lower Thursday. The Dow Jones industrial average bobbed around before ending the session at 3,636.16, down 8.94.

Declining issues outnumbered advances by about 8 to 7 on the New York Stock Exchange.

Real Estate

Mortgage Rates Fall Again

Interest rates on 30-year, fixed-rate mortgages fell to 6.74 percent this week, the 11th decline in 12 weeks and a 25-year low, the Federal Home Loan Mortgage Corp. said Thursday.

This week's average was the lowest since 1968 and down from 6.81 percent a week ago.

The rate started 1993 at 8.07 percent and has been falling for most of the year, except briefly during the spring when investors became temporarily nervous about inflation.

On one-year adjustable rate mortgages, lenders were asking an average initial rate of 4.14 percent, down from 4.33 percent.

“Owning a home provides an economic lift; strengthens families and citizenship; stabilizes and strengthens neighborhoods; helps generate jobs; and stimulates economic growth.”

Henry Cisneros
 HUD secretary

Fifteen-year mortgages, an increasingly popular option for those refinancing mortgages, averaged 6.31 percent this week, down from 6.36 percent a week earlier.

The rates do not include add-on fees known as points.

Cisneros Sees 'Land Rush'

Housing and Urban Development Secretary Henry Cisneros says he is envisioning a "third land rush" similar to the 19th century Homestead Act and the post-World War II

of the suburbs.

Cisneros has outlined a plan to significantly increase the nation's home ownership rate for the first time since the late 1970s. He said the plan would stir buying by young moderate- to middle-income families by providing help for downpayments and increasing available credit.

The plan features a capital investment strategy to leverage trillions of dollars in private capital and credit. It would develop partnerships and risk-sharing arrangements between government, builders and non-profit groups.

It also would strengthen the Community Reinvestment Act and the Federal Housing Finance Board to further increase the pool of credit.

The Federal Housing Administration would be given an overhaul to improve its management and expand its mortgage insurance activity under the Cisneros plan. It would also expand FHA homeownership initiatives, including increasing maximum mortgage limits and designing a "no downpayment" program to sell homes in urban revitalization areas.

Cisneros said the plan is based on the

principle that owning a home provides an economic lift; strengthens families and citizenship; stabilizes and strengthens neighborhoods; helps generate jobs; and stimulates economic growth.

Adjustable Rates Offered

The homeowner flock toward the lowest fixed-rate mortgages in 25 years has lenders offering good deals to bring them back to adjustable-rate loans.

The lenders find themselves having trouble selling ARMs.

In August, 30-year, fixed-rate loans were 54 percent of mortgages financed by Federal National Mortgage Association, vs. 3 percent for ARMs. The ARMs total was 6 percent nine months ago.

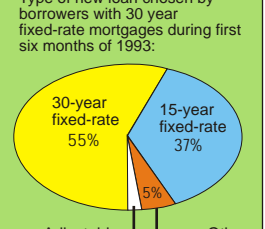
Even though ARMs carry risks, they are still attractive to many first-time buyers. Without them, many wouldn't qualify for a loan.

For those wanting potentially big savings, a one-year ARM isn't a bad deal. A \$100,000 loan at 3.5 percent totals \$5,388 the first year; it's \$9,660 a year on a 9 percent fixed mortgage.

From Wire Reports

Mortgage Refinancing

Type of new loan chosen by borrowers with 30 year fixed-rate mortgages during first six months of 1993:



NOTE: Figures do not total 100 percent due to rounding.
 SOURCE: Federal National Mortgage Association

Philadelphia Inquirer Knight-Ridder Tribune

