

## The Many Faces of Business



—Photo by A. P. Vidacovich

**MRS. TESS CRAGER**, with a stack of the latest editions of books to arrive at her bookshop in the 7200 block of Zimple Street. The business began in 1926 and has been at the present location since 1931. She bought a half interest in the store in 1931 and bought out the business a few years later. Mrs. Crager says, "It's a way of life for me. My daughter has asked me what would I rather do; make money or run the bookstore, I chose the store. How the small bookstores stay in business is a mystery, because very little profits are made in selling paperbacks and magazines." Mrs. Crager says "Publishers today look for big sales, they no longer look for excellence in writing. In looking for bigger sales the publishers have reached bottom as far as good writing is concerned. Every publisher needs one good best seller a year to stay alive. This year for the very first time our purchases have exceeded our inventory, due to the paper shortages, and the high cost of prices of the books for sale." In 1947 Mrs. Crager and her late husband Robert L. Crager started a publishing business and the first book published by the company was Lyle Saxon's "Fabulous New Orleans." Among other noted works published by the company is "Brennan's New Orleans Cookbook" by Hermann Deutsch and Deirdre Stanforth. The first modern original book published by the firm was "Frenchmen, Desire, Good Children and Other Streets of New Orleans" by John Chase. When asked about retirement, Mrs. Crager said, "I'll be 75 in September, and my work will be finished when they find me lying on the bookstore floor."

## Newpark Earnings Increase

Newpark Resources, Inc. Thursday reported record operating earnings and revenues for the second quarter and first half ended June 30, 1974.

R. J. Shopf, Newpark president, said second quarter net income amounted to \$318,325, or eight cents per share, compared to \$170,821, or five cents per share, in the same period last year. Revenues totaled \$7,070,373 as against \$3,216,559 in the second quarter of 1973.

Net income for the six months ended June 30, 1974 was \$514,068, or 14 cents per share, on revenues of \$13,263,254. This compared with net income of \$249,530, or seven cents per share, on revenues of \$6,019,197 for the first six months of 1973.

Shares outstanding were 3,779,722 for the second quarter and first half of 1974, compared to 3,635,476 for the like periods last year.

"On the basis of strong first half earnings and projections for the remainder of the year, Newpark management is forecasting its third consecutive year of record operating earnings," Shopf said.

## Jax Beer Distributors Appointed

The appointment of 104 Jax Beer distributors in five states was announced in San Antonio, Texas, Friday by Lee Birdsong, President of the Pearl Brewing Company.

Pearl recently purchased the Jax label and brewing formula from the Jax Brewing Company, New Orleans.

Jax will be brewed at the Pearl Brewing Company in San Antonio, with distribution scheduled to begin August 1st.

"Jax distributors have been supplied from the inventory available in New Orleans since we completed our agreement with Jax last month," Birdsong said.



RICHARD M. PAGE

## Page Heads Oil Mop

Richard M. Page, of New Orleans, was elected chairman of the board, president and chief executive officer of Oil Mop, Inc., at the annual shareholders meeting held in New Orleans.

Other officers elected were C. Horton Smith, executive vice-president and chief operating officer; Jerome M. Medicus, vice-president, marketing; Thomas R. Schmitz, vice-president, engineering; Joseph McCloskey, secretary; and Alfred F. Page Jr., treasurer.

Oil Mop, Inc., with headquarters in New Orleans, is one of the country's leading manufacturers of oil spill containment and pick-up equipment and oil-water separation devices.

## Janneck Appointed

Nicholas P. Trist Jr., president of Peoples Bank and Trust, announced today the appointment of Earl J. Janneck as assistant cashier.

Janneck has had seven years of banking experience. He has also studied with the American Institute of Banking.