Former Bend man to become major Shakey's stockholder

By Sheridan Fahnstock  
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Bob Blakely, who opened a Shakey's Pizza Parlor in Bend in 1961 on a loan and a franchise, last week signed a preliminary agreement with Shakey's, Inc., which will make him the national firm's largest single stockholder and place him in charge of operations.

Blakely, a 1944 graduate of Bend High School, created Blakely Enterprises, Inc., which now has 27 pizza parlors franchised by Shakeys.

Under last week's agreement, Shakey's, Inc., is buying Blakely Enterprises, and Blakely will be in charge of all 85 pizza parlors under the Shakey's name.

Shakey's, Inc., is owned by Great Western United, a conglomerate which also owns Great Western Sugar Co., a major beet sugar processor, and Great Western Cities, a development firm.

Blakely's agreement with Shakey's is contingent on Great Western United's spinoff of Shakey's, Inc., as an individual company again, expected sometime this fall.

After high school, Blakely worked for Irl Wagner and other Bend food store operators. He was a salesman and office manager for Hudson House, a wholesale supplier here and later was in charge of the Bend, Albany, Corvallis and Newport offices of J. Henry Helsen, Inc., which manages investments.

"I wanted to get into a business of my own," Blakely, who now lives in Denver, Colo., said in a telephone interview this morning.

He got the Shakey's franchise for Bend, and opened the pizza parlor April 17, 1961, at 1115 SE Third St.

Owen Panner, Bend attorney, who represents Blakely, said, "Everybody cheerfully predicted he couldn't make a success of a specialty restaurant in Bend. He had a pretty rough first winter."

Blakely said "eventually, we did quite well." In 1962, he moved to Denver to open another Shakey's.

"We started building," he said. By the end of this year, 32 Shakey's Pizza Parlors are planned by Blakely Enterprises.

Blakely, who was student body president at Bend High School, is married to the former Ramona Morgan, also of Bend.

Michael, their oldest son, now manages the Bend Shakey's.

Blakely said he expects that in three years, the pizza parlor chain will grow from 85 to 250 outlets, and that gross sales will increase from an estimated $17 million this year to $100 million annually.