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Traffic Accidents Cost Oregon \$43,510,000 in 1952!

... the highest in Oregon history ... and \$10,000,000 over that of 1951. In 1952 Klamath County alone had 2,009 accidents, 403 injured and 28 killed. This would mean an economic loss due to traffic smash-ups last year in Klamath County of approximately \$1,354,870! Think of this great loss and damage to property ... the human sufferings ... fatalities! Be sure you have full and proper coverage to prevent financial disaster in case of accident ... then, THINK every time you take the wheel!

KLAMATH COUNTY INSURANCE AGENTS ASSOCIATION

DO YOU KNOW ...

that if you terminate employment with a firm where you have had K.M.S.B. coverage, you can immediately transfer to an individual contract at our office to keep this coverage continuous. Such contracts are payable quarterly in advance.

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Discovery Klamath's Crater Lake Centennial Observance Is One Of Chamber of Commerce Activities

Air Service for Klamath Falls one of Chamber of Commerce Continuing Activities; Three-point Water Policy One of Most Important Questions for Entire Basin; "Klambassadors Ride Again" Trip to Portland Monday.

BY R. KENNETH EVANS

Crater Lake, one of the six wonders of the Western Continent, was discovered June 12, 1853, by a young prospector by the name of John Wesley Hillman who was leading a party in search of a rumored "lost" mine.

That discovery, 100 years ago, led eventually to the establishment in 1902, by act of Congress, of Crater Lake National Park whose boundaries lie wholly within Klamath County. The park is more than 15 years older than the National Parks Service.

The Klamath County Chamber of Commerce is spearheading the Crater Lake centennial observance. Among the first ideas for national promotion of the 100th anniversary of "the lake that was once a mountain," was a commemorative US postage stamp. Formal request for the issue of a stamp was made, supported by personal letters from Secretary of the Interior Douglas McKay and members of our congressional delegation.

The office of Postmaster General refused the request because Crater Lake National Park was the subject of a 6-cent stamp in a national parks series issued in 1934.

Senator Guy Cordon, however, suggested the possibility of a post-cancellation for the June 12 date. The chamber of commerce, through R. Frank Tucker, manager, followed through. Jim Floyd produced a pen and ink sketch of Crater Lake. Wording has been selected and the design for the cancellation die, drawn to scale, for the Klamath Falls postoffice machine, has been sent to the division of stamps and philately in the Postmaster General's office in time for issuance for the anniversary date.

This is just one of the many projects sponsored by the chamber of commerce, which have materialized to the benefit of the Klamath Basin.

Following two years' concerted efforts, the CAB has just authorized additional air service for Klamath Falls. Beginning July 1, West Coast Airlines will extend its service southward from Medford to make Klamath Falls its southern terminus. The chamber of commerce promises an announcement of additional air service within a short time. Klamath Falls is fortunate in having airport facilities that are adequate for any type commercial plane in use at the present time.

United Air Lines has had service into Klamath Falls since 1946. The establishment of Klamath Falls as a regular stop was due largely to the efforts of the aviation committee of the chamber of commerce.

Along the same line, the West Coast Common Fares case, (CAB docket No. 4586), was decided in favor of Klamath Falls in its fight for the privilege of enjoying the same air fares east as do metropolitan centers on the Pacific Coast.

The chamber has been ever vigilant in protecting the water of the Klamath river, second largest power stream on the Pacific Coast. A water policy was enacted in simple form, setting forth a strong act of principles for the protection and development of water resources of the Klamath river watershed. It is:

1. Agriculture in the Upper Klamath Basin shall have prior use of all waters originating therein.
2. All remaining waters, including return flow, shall be allowed to return to their original historical channels.
3. Private enterprise shall be encouraged to develop all potential power of the Klamath river.

A complete survey of industrial and economic potentials of the basin is being undertaken in order that concrete facts and figures may be laid before industrial executives who are seeking locations in the West.

The story of Klamath Falls as the distribution hub for the entire Western market is being carried wherever chamber of commerce members travel. Recent trips made by Frank Tucker and President George Davis have resulted in favorable interviews in the South and East.

A fine advertising and promotion program has been carried on, with newspaper and outdoor advertising in the Pacific Northwest.

Emphasis is on an appeal for off-season tourist business and pointing up Crater Lake National Park as a winterland sports attraction as well as summer vacation spot.

A brochure on facts and figures about Klamath Falls and Klamath County is kept current. It is in condensed form and designed to answer most of the usual questions asked about a community or area. These are being mailed out at the rate of approximately 40 each week in reply to written requests for information from out of the state.

The Klambassadors aid in the promotion program. Next Sunday they "ride" to Portland for a return meeting on Monday with the Portland Chamber of Commerce. The Klamath Falls group will put on the program.

The tourist and convention committee of the chamber has lined up some 16 conventions of major organizations for the spring and summer season.

The chamber of commerce has one of the strongest roads committees of any chamber in the country. Klamath County has more miles of paved roads than any other county in the state and all of the roads and highways are being brought up to state highway specifications.

The chamber committee on agriculture is working to obtain a state grain inspection depot for Klamath Falls. It reports the goal is nearer achievement. It is also working for a central grading station for potatoes raised in the basin. At the same time, promotion and research is being continued.

The two big show windows at the chamber office at 323 Main Street are used for display purposes to promote products of the June Dairy Month will be observed with displays prepared by Medford Creamery and Klamath Falls Creamery and will feature the mechanical cow with swishing tail and swinging head.

With a small staff, at a minimum of expense, the chamber of commerce office serves as a community clearing house. Many of the usual functions of a better business bureau are handled. They include solicitation control, files on government regulations, bad check warnings, etc. In addition, the chamber office has a complete file of organizations in the community and maintains a free meeting room which is used by almost every recognized group for daytime and evening meetings. A calendar of events and conventions is available, as well as a housing file and lists of hotels, motels and restaurants.

Its service to members is becoming better recognized and more fully used by the more than 600 active members of the chamber. Its dedicated purpose is the economic development of the entire Klamath basin. The telephone number, 5193, is listed twice in the telephone book and the Klamath County Chamber of Commerce invites everyone, member and non-member, to make free use of all of the facilities of the office.

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Drives new trucks in the daytime, models antique cars at night. So goes the general activity description for John Uerlings, popular Klamath Falls driver-salesman for Consolidated Freightways.

His hobby is the assembling of model antique cars and airplanes—work that demands lots of patience and attention to detail. John exhibits these same qualities in his shrewd contacts on our "South Sixth Street" pickup route. Relaxed, easy-going John became a "Freighter" in 1951. He's married and has lived in Klamath Falls for twenty-five years.

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