

General Motors Plans Billion Dollar Boost In Plant Capacity

NEW YORK (AP)—General Motors announced another billion-dollar expansion program today, designed to increase the company's production capacity to 10 million cars and trucks a year by 1955.

The program, which will cost about \$1 billion, is the largest expansion program in the company's history. It includes the construction of new plants in California, Michigan, and Canada, and the expansion of existing plants in Michigan and Canada.

General Motors President Charles E. Wilson said the expansion program is necessary to meet the growing demand for cars and trucks in the United States and abroad. He said the company expects to sell about 10 million cars and trucks in 1955, up from about 8 million in 1953.

The expansion program will be completed by 1955. It includes the construction of a new plant in Fremont, California, which will produce cars and trucks for the western United States. It also includes the expansion of the Flint, Michigan plant, which will produce cars and trucks for the eastern United States and Canada.

President's Schedule Is An Killing One, What With No Time For Loafing

ORANGE, N.J. (AP)—A staff meeting is held at 8:30 a.m. and the midday "mess" provides an invaluable chance for the staff to talk over the day's business and "put the pieces together."

He said the navy style napkin rings are engraved "The White House Mess," but pointed out to "my good Democratic friends in the audience" that the military terminology is a carry-over from previous administrations.

After morning meetings at 8:30 a.m. and noon each day of the week are over, Shanley said, "There is a constant flow of visitors, meetings with congressmen, meetings with staff members, swearing-in ceremonies, bill signing ceremonies, decorating heroes, meetings with associations and groups of every description. Then luncheons with staff members, swearing-in ceremonies, bill advisors and congressmen," he said.

Evenings, he added, "are often taken up with formal dinners, and many nights are spent on the writing of speeches."

We write the kind of insurance we need not apologize for after the accident or fire — Hans Norland Insurance Agency, 627 Pine St. Phone 2-2515.

Seedling Stock Wanes

SALEM (AP)—The Oregon forest nursery has only a few species of forest seedlings left, the State Forestry Department said Monday.

Great demand for Douglas firs, noble firs, Scotch pine and Chinese elm has depleted stocks of those varieties.

The nursery produces seven million seedlings a year. Most of them are given to farmers.

Species still available are Port Orford cedar, ponderosa pine, lodgepole pine, Chinese arbutus, cascara, Russian olive and Russian mulberry.

The department said there again would be enough seedlings by next fall, and the production is being expanded to nine million seedlings annually.

Traffic Safety Campaign Pays Off

OLYMPIA (AP)—The state campaign to reduce Washington's traffic death toll showed these figures Monday:

Traffic deaths since Jan. 1: 11.

Traffic deaths for same period 1953: 34.

Traffic deaths since campaign started Nov. 1, 1953: 93.

Traffic deaths for same period beginning Nov. 1, 1952: 168.

MYSTERY

NEW YORK (AP)—The Pinkerton Detective Agency had a mystery on its hands today and called in city police to help.

The national agency said an inventory of its firearms stock, made prior to filing for renewal of licenses, showed nine .38-caliber guns out of 400 licensed weapons are missing.

Dexter Dam Half Done As Valley Project Pushed

DEXTER (AP)—In less than a year, crews of workers and fleets of powerful earth-moving machinery have completed approximately half of Dexter Dam, one of the Willamette Basin projects.

Army Engineers reported Monday that construction of the concrete and earth-fill dam is 50 per cent complete. They said a total of \$4,800,000 has been spent on the new dam and another six million dollars, including cost of power equipment, is still scheduled to be spent.

Total estimated cost of the project, including road relocation work, land, and a portion of the cost of game fish facilities, is 12 million dollars.

Main purpose of Dexter Dam and its reservoir will be to catch the fluctuating flow of water from Lookout Point Dam, three miles upstream, and then release the water at an even flow through its spillway to the river below.

Dexter Dam will also be the site of a power plant with an installed capacity of 15,000 kilowatts.

The dam is scheduled to be completed for re-regulation purposes by September. The construction schedule calls for "power on the line" by April, 1954. Prime contractors are McNitt Bros. of Eugene, and C. J. Montag & Sons of Portland, who entered a joint bid of \$4,945,530.

Upstream, Lookout Point Dam is nearing completion. Army Engineers said that 95 per cent of the concrete in the dam is poured and the earth fill work is completed. The power house is 47 per cent complete. Contractors will start installing equipment in the power house next month.

Army Engineers hope to have power on the line from Lookout Point by next Jan. 1 although trouble in getting materials may delay completion of power facilities by that time.

A total of \$67,600,000 has been spent on the Lookout Point Project, engineers said, and \$12,500,000 remains to be expended.

The two projects are keystones in a proposed system of dams and reservoirs aimed to harness the waters of the Willamette River and its tributaries to prevent floods and provide power and irrigation.

No Other Tree Like It!



LILY OF THE VALLEY TREE

Amazing Story of This Cinderella Tree

Every July this tree changes almost overnight from a pretty green shade tree into a white cloud of thousands of flowers exactly like perfect Lilies of the Valley. Very fragrant. The second miracle happens in fall with the first frost, when the whole tree turns flame red. One of the most beautiful and unusual of all trees. We send strong stock at least 15-2 ft. tall. Limited supply. SEND NO MONEY. On delivery pay cash, C.O.D. and postal charges. Postage paid on pre-paid orders. Satisfaction Guaranteed or Money Back.

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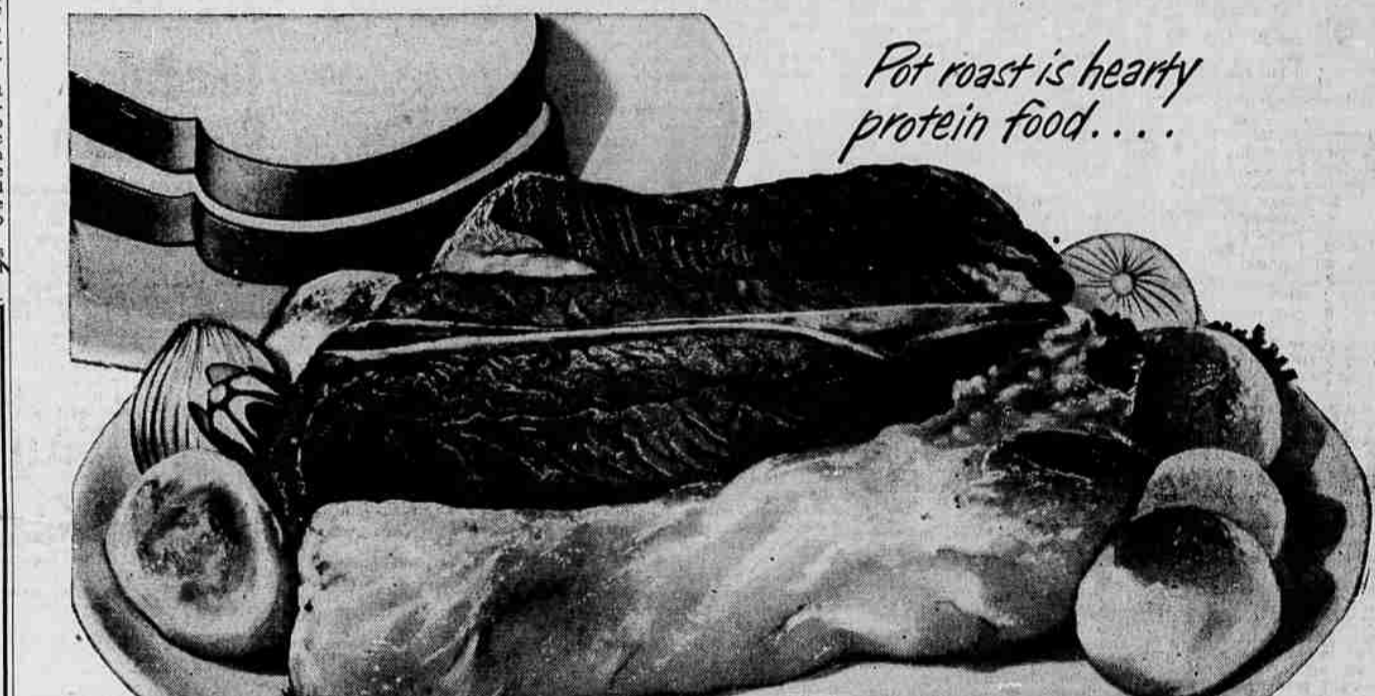
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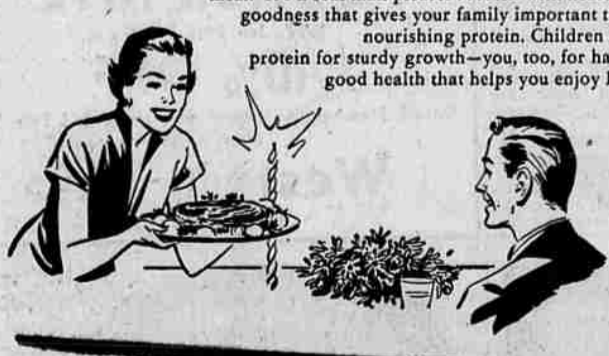


Pot roast is hearty protein food....

Holsum Bread

with pot roast — here's a perfect pair!

YOU'RE SMART to serve this thrifty pot roast meal. It's a real man-pleaser... rich with hearty beef goodness that gives your family important tissue-nourishing protein. Children need protein for sturdy growth—you, too, for happy good health that helps you enjoy life.



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TASTED A HOT ROAST BEEF SANDWICH LATELY?

Here's the delicious idea for stretching a pot roast into two meals. Save out some zesty brown gravy—serve it over Holsum covered with pot roast slices. This is another way you'll appreciate that fresh, delightful Holsum flavor. Try it!



VITAMIN D AND CALCIUM Holsum Bread, rich in bone-building Calcium, also gives you sunshine Vitamin D to help your body absorb Calcium. 1/2 pound gives you 93 3/4% of your daily minimum Vitamin D requirement!

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Standard Optical Company

715 MAIN STREET
KLAMATH FALLS, OREGON

Commander E. F. McDonald, Jr.
Zenith Radio Corporation
6001 West Dickens Avenue
Chicago 39, Illinois

Dear Commander McDonald:

A few days ago, Mr. Hauser, your District Manager, made one of his regular visits to our store. We told him that we were selling the new 3-transistor, no-tube, "Royal-T" Hearing Aid faster than they were delivered to us. We have a waiting list. We said we were proud to be selling Zenith Hearing Aids, and to bring the people of Klamath Falls the benefits of Zenith's crusade to lower the cost of hearing.

Mr. Hauser said that you would probably like to receive a letter from us because you were the one who started Zenith's Hearing Aid Division in 1943 when you found that most hearing aids were priced beyond the reach of many hard-of-hearing people. He said he was sure you would like to hear how gratifying it is to be a Zenith Hearing Aid Dealer.

When we first thought about selling a hearing aid, we investigated different brands. Some of them retailed at about \$200, with a relatively large profit or mark up. We're businessmen and, naturally, profits are important. Different people told us that we wouldn't sell many hearing aids, so we would have to make a large profit. That seemed to make sense, but it made more sense when we found out that Zenith Hearing Aids were just as good as any other at any price and better than many, but sold for less so more people could afford them. Like your District Manager said, our profit was much smaller on each Zenith, but we would sell many more hearing aids.

That's just how it turned out — our hearing aid business has grown steadily thanks to the consistent high quality and value of Zenith instruments. We know how expensive transistors are, so we were pleasantly surprised when we found that the new "Royal-T" was priced at only \$125 — just about half the price of some other 3-transistor hearing aids on the market. Again, this low price means more sales, more satisfied customers, and that's the way our business has grown. And, speaking about satisfied customers, our "Royal-T" users really appreciate that unbelievably low operating cost of only 15c a month.

We know of no other product offered to the American public today where the top-quality can be purchased at the lowest price. No finer hearing aid than Zenith can be purchased at any price. And that's why we want the people in our town to know we are proud to be a Zenith Hearing Aid Dealer.

Sincerely,
STANDARD OPTICAL COMPANY