



EDSEL, INTERNATIONAL — H. O. Juckland Motors, Inc. is shown with an Edsel Corsair 4-door Hardtop Sedan, at left and an International Golden Anniversary 1/2-ton pickup in the center. Ed Lyon is at right with an Edsel Bermuda 4-door, 6-passenger station wagon.

Juckland Started Business With International Line

Juckland Motors Incorporated, started a steadily growing business in August of 1947 when it entered business in Klamath Falls with the International Truck line and a staff of 12 employees.

Today the organization numbers 25 employees and has added the new Edsel automobiles to their line. A reputation established on the basis of excellent service for both cars and trucks, combined with an extensive stock of parts to solve almost any problem, is the primary factor in the company's

growth, according to H. O. Juckland, owner and general manager of the firm.

Juckland heads a staff that includes Dave Sauvageau as sales manager, D. E. Steinman as service manager, R. D. (Doc) Branaman, parts manager and office manager, N. Saling.

"We have built our business on a firm faith in the Basin, and we know that in just a matter of time Klamath Falls will be one of the largest cities in the state,"

averts Juck. "The response to the Edsel, the car that is here to stay" has been especially gratifying," continued Juckland. "The new models, planned for 1959 and 1960, will be spectacular."

However, he said, many other different and complicated reasons for the decline have been offered by people who participate in the enjoyable pastime of second guessing the automobile business.

The industry is obligated to provide these second-guessers with more facts so they can come closer to the real cause. Despite the second-guessing, the industry must continue to build the kind of car that customers demonstrate — through actual purchases — that they want.

One of the second-guessers reasons advanced is that the industry is "either failing to read the cus-

tomers' right or is trying to force-feed them with the diet we think is best for them." They say there is a "public reaction to big cars with plush interiors, high performance engines, chrome decorations, options and accessories."

The facts dispute this, Mr. Wright said. For example, the industry installation rate of the extra-cost power steering is 8.7 percentage points ahead of 1957, power brakes are up 4.6 percentage points over last year's rate and 76 per cent of the persons who buy Ford's lowest-priced Custom 300 models pay extra for a gold-anodized aluminum strip of side moulding.

In addition, he added, 61 per cent of Ford's current sales are accounted for by the combined Fairlane and station wagon series, both of which are more expensive to buy than the other Ford models. By tracing automotive development since 1949, the picture becomes even clearer, he said.

"In 1949, we introduced a new Ford automobile that was five inches lower than the previous model and represented completely new styling. At this time, Ford was obtaining 16.7 per cent of the market and Chevrolet, 21.3 per cent. We continued to emphasize new styling . . . and by 1954, Ford and Chevrolet each obtained slightly more than 25 per cent of the market."

"Meanwhile in 1953, Plymouth—running counter to Ford—shortened its wheelbase by four inches, maintained chair high seats, and emphasized interior package. Plymouth sales promptly dropped from 600,000 in 1953 to 381,000 in 1954. . . .

"In 1955, Chevrolet introduced new styling and, for the first time, a new V-8 engine and sold more cars than any make had ever sold in post-war history. Meanwhile, in 1955, Plymouth reversed its field and introduced a completely restyled vehicle that was the longest (204 inches) of the low-priced three. It added 266,000 units to its sales and increased its share of the market by 2.1 percentage points."

"In 1956, Ford did not change as much as Chevrolet . . . and Chevrolet outsold Ford by 190,000 units. "In 1957, Ford re-designed completely—four inches lower, nine inches longer—and we won a 37,000-unit victory over Chevrolet. Plymouth also went to new styling—longer, lower and wider—and increased its sales by 112,000."

Pooch Pestern Postman In Yard

Neither sleet nor hail, nor snow . . . or however that saying goes about the mail going through . . . it received a new twist Wednesday, according to reports from the Klamath Falls Post Office.

The tales of mailmen being on the receiving end of the sharp teeth of unfriendly canines is quite frequent, but when a mailman's dog bites a mailman, that's news.

It happened Wednesday when a substitute mail carrier filled in on a beat in Klamath Falls and was bitten when he approached the home of another mail carrier who lived in the area.

That's bad enough, but to add insult to injury, the mail carrier who lived there was off-duty, and was sitting on the porch at the time his dog launched his attack.

Now the question is whether or not the post office will threaten to cut of the mail for the mailman whose dog bit the mailman who was filling in for the mailman who . . . well, you know what we mean.

Rochester, the first football rival for Syracuse, beat the Orange 26-0 in 1899.



LOOKING DOWNRIVER at the first in a series of projects by California Oregon Power Company which will result in approximately 70 million dollars of construction activity. Shown here is the big earth fill of the diversion dam for Big Bend No. 1 and No. 2 which is being constructed at a cost of \$12,500,000. The dam is expected to begin operations in January of 1959. The entire project of power development in the Klamath River reaches will continue until 1968.

— Photo by Kettler

Buyer Confidence Lack Blamed For Sales Decline

LORAIN, Ohio—A Ford vice president recently said the 30 per cent decline in automotive sales results more directly from lack of consumer confidence than from any unfavorable reaction to the cars being offered for sale by the automobile industry.

The decline is characteristic of the automobile industry in times such as this. In 1932, when incomes fell 10 per cent, car sales slid 50 per cent.

J. O. Wright, Ford Motor Company vice president and Ford Division general manager, said charges that customers want less automotive value in return for a lower price is disputed by this year's sales figures for costly options and accessories and more expensive models in low-price lines.

Wright spoke to the chamber of commerce of Lorain, Ohio, where Ford is completing a new 1.75 million-square-foot assembly plant which was built, he said, to meet future automotive demand that "will surpass anything our nation has ever known."

He said the automobile industry, as in previous recessions, was a victim — rather than the cause — of the present business downturn which began last summer but did not have a sharp effect on automotive sales until January, two months after introduction of the new models.

However, he said, many other different and complicated reasons for the decline have been offered by people who participate in the enjoyable pastime of second guessing the automobile business.

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"From 1950 to 1955, American Motors had a small-sized Rambler which it dropped in 1955 because of a poor sales showing. In 1956, Rambler's sales were longer and heavier and had the same interior size as the low-priced three. They subsequently increased their penetration from 1 per cent in 1955 to 1.5 per cent in 1957. In other words, the American manufacturer who is the leading exponent of the small car altered its course to parallel more closely the course of the low-priced three."

Pilot To Select Unknown Hero Of Pacific Fighting

HONOLULU (AP)—The U. S. Air Force tapped one of its top fighter pilots to select the Unknown Soldier of the Pacific fighting of World War II.

Col. Glenn T. Eagleston flew here from Manila for the ceremony. His choice of an unknown serviceman of the Pacific war is to be flown to an American cruiser in the Atlantic to join the unknown of the European fighting, who was selected in Epinal, France, Monday.

One of these two will be, in turn, chosen as the Unknown Soldier of World War II and buried in Arlington National Cemetery. The other will be buried with honors at sea off Norfolk, Va.

Eagleston, 37, was the personal choice of Gen. Laurence S. Kuter, commander in chief, Pacific Air Forces.

Kuter named Eagleston because his "record and personal traits best characterized the Air Force men who served their coun-

try during World War II." In that conflict, Eagleston was a squadron commander and later a deputy group commander in Europe. He was credited with 23 1/2 enemy planes destroyed, two probably destroyed and seven damaged while flying 96 combat missions.

Eagleston also racked up an enviable record in the Korean War. He was credited with two Soviet MIGs downed, seven damaged and one probable kill while piloting F-86 Sabre Jets on 84 missions.

He was commander of a fighter-interceptor squadron when he went to Korea in November 1950 and later became a group commander.

Eagleston's top decorations include a Distinguished Flying Cross with three oak leaf clusters and the Air Medal with 25 oak leaf clusters.

He is a native of Farmington, Utah. He and his wife, the former Louise Fahey of Holyoke, Mass., make their home in Yuma, Ariz.

Keep The Basin Prosperity Rollin'!

IT'S AUTO BUY WEEK

And You Ought To Buy

EDSEL

Less than '50 Difference between Edsel and V-8's in the "Low-Priced" Three!

And only Edsel has all these advanced features! • New Teletouch Drive with shift buttons on the steering-wheel hub • New high-economy 303 and 345 hp engines • New self-adjusting brakes • New Dial-temp heater control • New contour seats.

Open secret in Detroit!

The **EDSEL LOOK** is here to stay and 1969 cars will prove it!

All Detroit knows it — next year's big change is the distinctive styling that Edsel has right now! So get the car with Edsel's design that's worth more now—more when you finally trade it in. And get it at a low price! There's less than \$50 difference between Edsel and V-8's in the Low-Priced Three.

Juckland Motors, Inc.

Your EDSEL Dealer

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Special Sale on new Edsels at low, low prices during "Auto Buy" week . . . and we're trading high wide and handsome! Come in . . . sure!

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Pick the car of your choice and enjoy it NOW with Low-Cost U. S. National Financing on easy-to-handle terms.

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