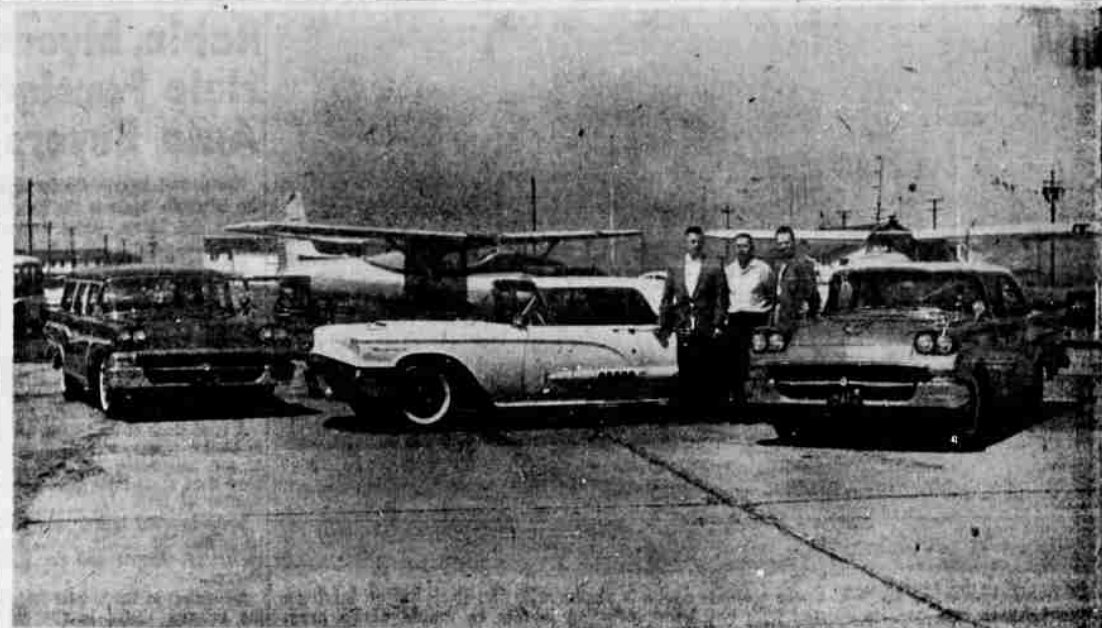




LINCOLN, MERCURY, WILLYS — Representing the Basin Motor Company is the Mercury Montclair Turnpike Hardtop Coupe, at left, the Lincoln Fordor Sedan in the center and a Willys 4-Wheel Drive Station Wagon at right. At left is sales manager John Hamstreet, next, Lloyd Chidester, owner S. R. Balsiger, and V. L. "Shine" Burt, salesman.



FORD, THUNDERBIRD — The Balsiger Motor Company proudly displays a Ford Country Squire at left, a Thunderbird in the center and a Ford Fairlane 500 Sedan at the right. Left to right are E. E. (Mike) Balsiger, president, A. V. Moore, general manager, and A. C. Aldrich, sales manager.

Basin Motors See Progress

The Basin Motor Company, which started business in 1946 at its present location with 12 employees as a Lincoln, Mercury dealer now has a payroll that includes 22 people and has added the full line of Willys products.

Obviously happy over the tremendous interest displayed in all his lines is "Stu" Balsiger, owner and general manager over the firm.

"Our motto," "The finest of the fine cars and a policy that guarantees a 'Safe Buy Used Car' is the prime factor in our organization's success over the years," states Balsiger.

His staff includes John Hamstreet, sales manager for both new and used cars, Earl Brooks, office manager, John Putnam, parts manager, and Willie Choat, shop superintendent.

The company boasts 22 models of Mercurys, seven models of Lincolns and the complete "four-wheel family of Willys." The Willys line, which includes trucks, pickups, station wagon and Jeep, was added to Basin's showroom in 1957.

In the service department, Basin is equipped to completely overhaul a car "from the ground up if necessary" and all mechanics and service personnel are thoroughly trained and schooled by factory representatives that hold quarterly instruction courses for their specialists.

"We predict an enviable future for the Klamath Basin," says Stu, "and we will certainly do our part to contribute to it."

American Add New Dealers

DETROIT — American Motors Corporation added 111 new dealers in April, bringing to 391 the number added in the first four months of 1958, according to L. W. Stevens, director of automotive dealer development.

Stevens, in outlining the reason for the great increase in the number of new Rambler dealers, pointed to the high Rambler sales levels, which set new all-time records in each of the past two months.

P.T.A.

By MARY EGAN

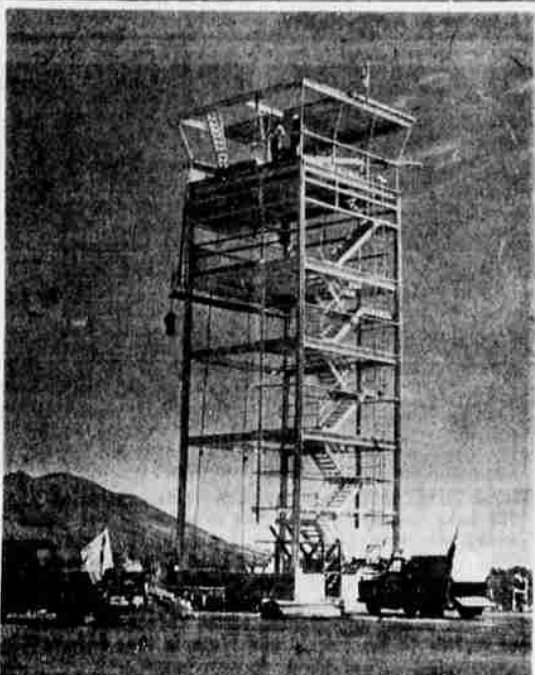
The annual song and dance festival climaxed the May meeting of the Keno P.T.A. with students from the first through the eighth grades partaking. Each grade sang and danced, exemplifying a child's progress in both these arts as he continues through the grades improving his music skills and muscular coordination.

Beginning with the first grade, the class sang the simple tune, "There Are Many Flags," and the second and third grades followed with "Do You Know?" Together, these three grades danced the "Varsouvienne."

The difficulty of the dancing and singing increased through the grades, with Miss Anita Kester assisting the fourth grade and Mrs. Phil Rottum helping the fifth and sixth grades. To close the program, the seventh and eighth grades sang "Nellie Was a Lady" and "When the Saints Go Marching Home," under the direction of Mrs. Helen Montgomery. The students then danced the "Mocking Bird" and "Seltzerberger," under the direction of Mrs. Dolly Bunch. Interspersed through the program were musical selections by the Keno band, under the direction of Stan Sevruck. These selections showed how a sense of rhythm and music notation learned in the classroom can be carried into the field of instrumentals.

Highlighting the P.T.A. meeting was the installation of officers for the coming year. President for the year 1958-59 will be Mrs. Helen Riggs, and assisting her will be Mrs. Chester Burrell as vice president; Mrs. Ruth Jones, treasurer; Mrs. Wilda Rottum, secretary; and Mrs. Claude Kerns, historian. Mrs. Riggs reported on the state convention which she attended in April, asking the parents for their suggestions and cooperation during the forthcoming year.

Michigan State's assistant swimming coach Bob Mowerson was a member of Michigan's 1957 NCAA championship 400-yard freestyle relay team.



OPERATIONS TOWER at Kingsley Field is going ahead full blast with a completion date set for July 8. The tower is being built at a construction cost of \$77,600 by the Thompson and Georgson Company of Portland, and is just one of the many construction projects currently underway at Kingsley Field.

Salvation Army Asks More Money From County Court

The Klamath County Court has been asked to pay an additional \$1,200 yearly to the Salvation Army for bedding and feeding local down-and-out transients.

The request, made on behalf of the Salvation Army to the court Wednesday, results from a city decision not to continue payments for transients' care, the court was told.

The city council recently heard an opinion from city Attorney Henry Perkins to the effect that tax monies could not be expended for charitable purposes. Prior to this time the council had been authorizing approximately \$100 per month.

Initially, Mayor Lawrence Slater explained, the practice began some years ago when the council voted to use its portion of proceeds from wrestling and boxing funds to assist the Salvation Army in its transient work.

However, Slater also pointed out that in the last two years, the revenue from this source has been little or nothing, amounting last year to less than \$50.

After hearing the city attorney's opinion, the council voted to eliminate the funds for the Salvation Army effective July 1, and to limit them to a maximum of \$100 per month until then.

Previously, the city and county each paid \$1,200 yearly.

The court instructed Andy Colyer, Sam Ritchey and Fred Ehl-

ers, who represented the Salvation Army, to get their request and their figures in writing and present them to the court next Monday.

At that time, the court will begin final consideration of the 1958-59 county budget. Final passage is expected Monday. Preliminary budget meetings have already been held.

The court Wednesday also heard a dispute involving the alleged killing of 36 sheep by three dogs in the Bonanza area Monday and Tuesday of this week.

The County Dog Commission asked the court's recommendation whether it should work through the district attorney to force the three dog owners allegedly involved to compensate sheep owner Cecil Hunt.

The court told the dog group to go ahead after hearing that Bill Schlegel, poundmaster, saw some of the sheep being killed Tuesday, and that witnesses had been obtained who saw the remainder killed Monday.

In other matters, the court approved paving Derby Street one block north of Shasta Way in the immediate future. Affected residents have deposited 70 per cent of the cost.

The court extended the time until May 28 for residents on a one block stretch of Douglas Street in the Stewart Lenox Addition to raise their required 70 per cent for paving.

Willys Names New Official

TOLEDO—The appointments of James Beattie Jr., as assistant general sales manager and of C. M. Ritchey as director of advertising and merchandising for Willys Sales Corp. were announced today by C. W. Moss, vice president and general sales manager.

Beattie has been Western division manager with headquarters at San Francisco. With Willys since 1949, he served as zone and regional manager in Minneapolis and Chicago and for six years represented the company in New York City, most recently as Eastern division manager.

Ritchey joined Willys as Kansas City zone manager in 1953. He became manager of the Pittsburgh zone in 1955 and succeeded Beattie as Eastern division manager in New York a year ago.

Joe Haavan, who scored 1,609 points in four years at the University of North Dakota, is a television announcer at Grand Forks, North Dakota.

Ford Dealer Bases Success On Policies Set In 1923

The Balsiger Motor Company, founded in 1923 by the late Elmer Balsiger, wears the distinction of being the oldest automobile agency in the Klamath Basin. Policies of the company, established in that year by Mr. Balsiger and Vern Moore, then as now general manager, are chiefly responsible for their long tenure as a successful Ford dealer.

More a way of life than a slogan for the company is the thought "Long range customer satisfaction based on sales, service and public relations" which is attested to by the Basin man who recently drove his 17th consecutive new Ford off the show room floor.

At the outset, the business employed 11 people and has grown over the 35 year span to a payroll of over \$250,000 which includes 72 employees today.

The staff, which includes 25 highly specialized, factory-trained mechanics, numbers 20 who claim from 17 to 35 years of continuous employment on the same corner.

In addition to a complete automotive repair shop, which makes

it a point to seek and use the very latest equipment, the company maintains a thorough tire sales and recapping service. Balsigers are the Klamath representatives of the AAA and serve the county with two wreckers.

Heading the company as president, is E. E. (Mike) Balsiger while Vern Moore serves as general manager. Al Aldrich is sales manager, Jim Peters is office manager and Jack Bothwell is service manager.

A feeling expressed by Balsiger and Moore is "we know that business in Klamath Falls is proportionately better now than anywhere else in the state and we are looking forward to a tremendous upsurge in the future."

One of the Los Angeles Dodgers' pitching hopefuls is Larry Sherry, 22. With Fort Worth in 1957 he led the Texas League in strikeouts with 146.

Oldest player on the Detroit Tiger roster is outfielder Gus Zernial. He is 34.



SOIL STEWARDSHIP WEEK
MAY 11-18, 1958

FORD SUNLINER...
America's glamorous,
best-selling soft top



FORD SKYLINER...
World's only retractable hardtop

Why people who love CONVERTIBLES buy FORD

Only Ford lets you choose from a steel-top convertible or a fabric-top beauty. Who else but Ford... world's largest convertible maker... could offer you two different kinds of convertibles. There's the fabric-top Ford Sunliner and the steel-top Ford Skyliner... world's only retractable hardtop. They're both styled and powered in the Thunderbird tradition. You'll see at a glance why they're both the value leaders of the convertible world.

Nowhere else can you find so much convertible for so little money. Take the Ford Sunliner for example. A comparison of manufacturers' suggested retail delivered prices shows it's America's lowest-priced

convertible. Yet Ford's closest competitor can't touch the Sunliner for rear seat leg room, trunk space or ease of top operation. As for the Skyliner, it's the world's only 2-in-1 line car... a snug steel-top and a breezy convertible. Just touch a button. The all-steel top vanishes smoothly into the rear deck... and you're sitting pretty in the smartest convertible ever. Another example of the advanced engineering you get in every Ford car.

So if you're the sun-worshipping type, better see your Ford Dealer and get all the reasons why Ford outsells its nearest competitor in convertibles by a whopping 2-to-1 margin!

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