

Auto Dealer Needs Money

By ROBERT SERLING
 United Press International

Think you'd like to be an automobile dealer?

All you need is money, a good credit rating and a book written by Martin Bury.

Martin Bury is a dealer in Philadelphia, a dealer with 36 years experience in the automobile business. He's written a book about those years. A book intended mainly for other dealers but of vast interest to anyone who drives a car.

Bury writes about every phase of running a dealership from how to be a good salesman to the right time of the week for advertising. He's often funny, usually blunt and always educational. He takes you behind the scenes of his own auto firm and talks about trade-ins, service policies, profits, relations with the manufacturers and, the best chapter of all, some of his own experiences in selling cars.

Bury tells some wonderful stories about his own experiences. . . Like the time he told a customer over the phone one Friday that the weather was pretty bad, so maybe he should deliver his new car the following Monday. The customer agreed. Bury's sales manager objected, said the customer could drop dead over the weekend.

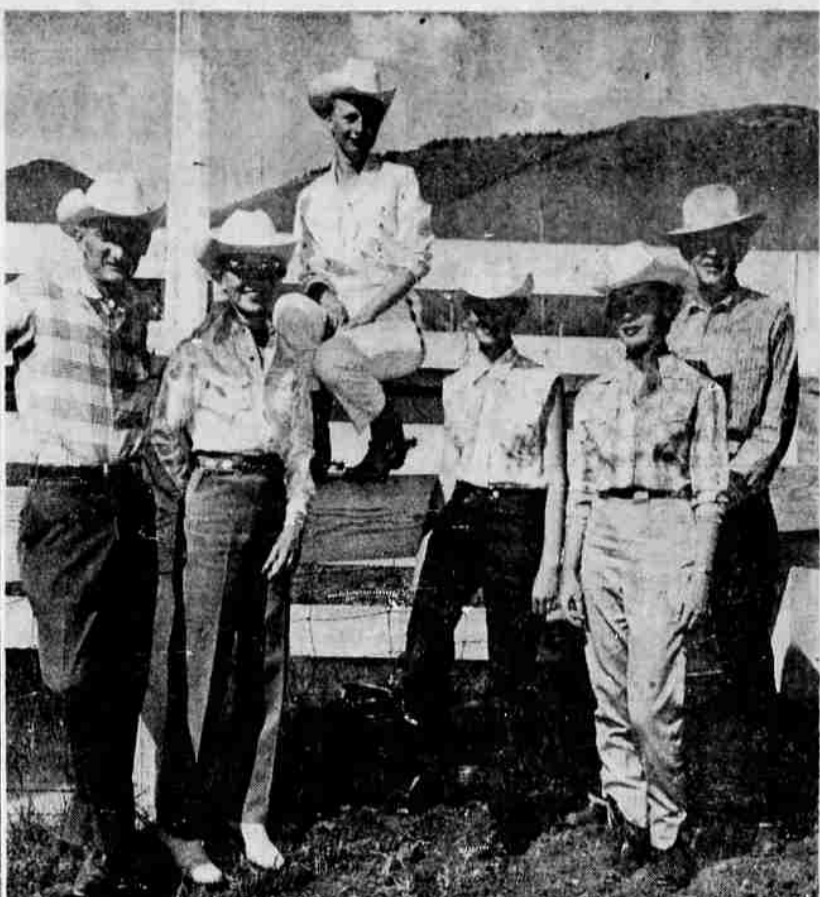
Bury just laughed. Monday, he delivered the new car. There was black crepe on the customer's front door.

Then there's the owner who sent Bury an angry letter complaining about poor service. Bury asked him to come in and talk it over. Meanwhile, Bury looked up the customer's service record which consisted of one lubrication job and he hadn't even bought the car from Bury.

The customer showed up and calmly listed all the things that had gone wrong with his car. Bury courtedly agreed it was too bad, reminded him he hadn't bought the car there and why was he complaining?

The owner grinned. He explained there wasn't anything wrong with the car, he just wanted to see how Bury handled service complaints.

Sequel: He bought a new car from Bury three days later.



QUEEN MELVA ANDERSON, seated, and Princesses Phyllis Ashcraft, center, right, and Judy Barry, right, of the Lake County Roundup court, will be on hand to join in Friday's Klamath Basin Celebration Parade, and will attend the opening of the July 4-5-6 Rodeo later. The girls will be accompanied by Chick Chaloupka, left, and Mrs. Chaloupka, and by Marvin Butler, far right, and Bill Green. Butler is president of the Lakeview Labor Day weekend celebration. (Our photo also shows last year's Lake County queen, Rhea Garrett Van Den Berg, center, left, who will not be in the visiting party.) A number of other Lake County boosters are planning to be in Klamath Falls for all or part of the weekend activities. The Lakeview Roundup chuckwagon, which is a historical marker for the local show may also be part of the parade lineup on Friday if present plans of the association pan out.

Derby Provides Humorous End To Basin Celebration

A humorous finale to the Friday and Saturday events of the July 4-5-6 Rodeo of the Klamath Basin Celebration will be provided by a Sourdough Derby.

This new event will not only provide an opportunity for entrants to exert their imaginations in devising prospectors' get-ups, but should also keep the spectators in stitches as the "sourdoughs" attempt to catch and saddle their burros.

The catch is that the burros are as wild as any that could be found and are being brought in from the high desert around Plush, Oregon, by Tom Lacy, Dale Walker and Bob Berry, of Merrill, after having been rounded up by Merle Barnett and Mike Walsh, buckaroos for Fitzgerald Brothers in Plush.

The event is open to all comers, but participants must be dressed as prospectors and will not be allowed to carry any extra ropes.

Each burro will have on a halter and lead shank at the start of the race, and must be caught and saddled with the pack corresponding to the number on the burro. The burros must then be led into a designated area within the arena, and the first two-man team to unpack there and start supper will be declared winner.

A purse totaling \$300 has been donated for the event by Milt Sessler of Sessler, Inc., Klamath Falls, and Dan J. O'Connor, Merrill; this will pay a first prize of \$90 and a second prize of \$60 each day. In addition, there will be a \$25 prize each day for the best dressed prospector; this has been contributed by the Winema Mills in Merrill, managed by Bruce Hagerman, and Bob Halvorsen of Hagerman and Halvorsen of Hagerman's Union Service, Klamath Falls. The burros will be quartered at Vern Howard's sales yard until the event.

The first team to sign up was that of Don Gray and Slim Stevenson, Klamath Falls. Further information on the derby is available from Rodeo Headquarters, 530 Main Street, telephone TU 2-0110.

England has an underwater television camera which can bring up, via remote control, very good pictures from a depth of 1,000 feet.

Woman Collects Weight In Gold

HOLLYWOOD (UPI) — Mrs. Grace E. Tousey, 59-year-old Independence, Mo., resident, was literally worth her weight in gold — \$50,318 — Wednesday night on the television program, "It Could Be You."

She was paid the going rate for 14-karat gold for each of her 169 pounds after master of ceremonies Ralph Edwards announced she was the winner of a laundry appliance firm's contest.

THERE IS A DIFFERENCE

CHARLOTTE, N. C. (UPI) — County farm agent George Hobson found out why two rabbits were producing no offspring. He advised the owner to swap one of her two female rabbits for a male.

Dependable Coverage
MAYFLOWER
 AUTO INSURANCE
 Reasonable Rates
VERN W. EMLEY
 Office Phone 2-3220 2001 So. 4th

Taylor's
 Accounting Service
 Open 9 a.m. to 9 p.m.
 Monday thru Saturday
 Phone TU 2-2772

COLOR 2 DAY Service
 PHOTOGRAPHERS ANSICHRONIE
Underwoods
 CAMERA SHOP
 708 MAIN ST. THE TOWN & COUNTRY

BASIN CELEBRATION COUNCIL
 125 Riverside Drive
 Klamath Falls, Oregon

An Open Letter To You

Dear Friends,

This letter is an open invitation to all the people in the Klamath Basin and surrounding communities to participate in the Fourth of July Celebrations. Your friends and neighbors have joined to gether to form a Basin Celebration Council whose purpose is to plan and promote a bigger celebration period, retaining the pleasant spirit of community cooperation.

The Council was formed with the purpose of encouraging community participation, to stimulate greater local attendance on our shows, and attract outsiders' interest. We have put forth every effort to have celebrations interesting to the interest of youth and adult, farmers, cowboys, loggers, business men, sportsmen, each event being planned with one of these groups in mind.

The individuals interested in the Council are the numerous to mention but the following groups are participating in bringing to you this Celebration. The merchants of Klamath Falls, Merrill, Malin, Redlake, Chiloquin, Beatty, Sycamore, the Merrill Roping Club, Brater Roping Club, Amateur Cowboys Association, Heston Club, Veterans Club, Fraternal Order of Eagles, Klamath Jaycees, Chiloquin Jaycees, Jaycees and the Beatty Club.

The close of the rodeo on the 6th of July does not mean the end of the Council's work for the year. On the contrary, we will begin at once to layout plans for the 1959 show when all of the activities will be formalized around the theme of the Oregon Centennial.

If so with great pride that we ask your participation in the climax of our year's planning by your attendance at the activities beginning with the parade on the evening of July 4th and continuing through the Northwest Rodeo, horse races, dances, fireworks, Breakfast and ending with the Junior Show on July 6th.

It is our sincere hope that you are enjoying and participating in the celebrations and we hope you are successful in making your holidays more enjoyable.

Sincerely,
BASIN CELEBRATION COUNCIL
 Warren Parr
 Warren Parr, President

BASIN BRIEFS

Chemult—The Chemult Rod and Gun Club will hold a Merchandise Shoot, Sunday, July 6 at 1 p.m. The Gun Club grounds are located at Beaver Marsh. Members and friends welcome.

Fireworks—Beginning at dusk on Friday, July 4, a fireworks display will be held at the Merrill Athletic Field. Sponsors of the all aerial show is the Merrill Volunteer Fire Department. Voluntary contributions will be collected during the intermission by fire department members. The public is invited to attend.

Appointed—Mrs. Dora Branham, a member of Butte Valley Veterans of Foreign Wars Auxiliary to Post 5944, was appointed District 20 essay and Americanism chairman by the district president, Harriet Houston of Yreka.

Returned—Kenneth Hamilton, Siskiyou County road foreman, returned to his home in Dorris Sunday to convalesce after undergoing major surgery at the Klamath Valley Hospital.

Visitor—Michele Buchmann of Battle Ground, Washington, is a summer visitor at the home of her cousin, Mrs. Melvin Rosebrook, of Fort Rock. She expects to stay until mid-July.

Son—Mr. and Mrs. Duane Crane of Lakeview, formerly of Silver Lake, visited with Mr. and Mrs. Earl Corum recently en route home from Portland where they got the baby boy they are adopting, Gary Eugene. She was three weeks old when they received him June 23.

In Alaska—Mr. and Mrs. Leonard Pitcher and son, Jerry, of Fort Rock are spending the summer in Alaska. Their mailing address is Tokean. Both Mr. and Mrs. Pitcher recently underwent back surgery. The trio has had experience at commercial fishing in Alaska.

To San Francisco—Mrs. Margaret Esrey, who returned from a 12-day cruise to Alaska, last week, left a few days later for a summer vacation in San Bernardino, California, where she will be visiting with relatives.

Summer Session—Mrs. Olive Young, a member of the Olney of Yreka, her son-in-law and daughter and two children, Mr. and Mrs. Jim Marsh left to return to their home in Seattle, Washington.

Returned Home—After a week's visit with Mrs. Irene Willenbrink of Yreka, her son-in-law and daughter and two children, Mr. and Mrs. Jim Marsh left to return to their home in Seattle, Washington.

Ill—Mrs. Leland Harris of Langell Valley is receiving medical care at Hillside Hospital.

Visitors—Mrs. George Hammerley of Yreka had as visitors their son-in-law and daughter and their two children, Mr. and Mrs. Courtney Camblin, Judy and

Court Records

KLAMATH COUNTY DISTRICT COURT

R. E. Cox, violation basic rule, \$10 fine and costs suspended.

Robert Lloyd Ott, auto overload, \$20 bail forfeited.

James Marion Tharp following too closely, \$10 bail forfeited.

Fred Grogan, overlength, \$25 bail forfeited.

Fredrick Walter Morrison, violation of basic rule, \$8.50.

Lindsay Pompey, being intoxicated upon a public highway, \$35.

R. E. Cox, reckless driving, \$50.

Frank Pierce, fail stop at stop sign, \$5 bail forfeited.

Marvin Ira Newell, truck speeding, \$7.50.

Edwin Franklin Ritchie, truck speeding, \$5 bail forfeited.

Dallas Gordon Givan Jr., combination overload, \$113 bail forfeited.

Frank William Boyer, violation basic rule, \$12 paid.

Thomas James Irwin, violation basic rule, \$10.50.

Sidney Aubrey Harris, violation basic rule, \$8.50.

Ora Sylvester Keyser, violation basic rule, \$7.50.

KLAMATH FALLS MUNICIPAL COURT

Charles Flood Sr., drunk, \$25 or 12 1/2 days.

Paul H. Hawk, drunk and disorderly, \$50 or 25 days.

Daniel W. Quarte, drunk, \$25 or 15 1/2 days.

Myra M. Dick, drunk, \$25 or 12 1/2 days.

O. E. Leighton, drunk, \$25 or 12 1/2 days.

Lorena E. Hill, drunk, \$25 forfeited.

James E. Bell, drunk in auto, \$25 forfeited.

Lenny F. Hughes Jr. vagrancy, \$100 and 30 days, suspended.

Albert Strom, drunk, \$25 or 12 1/2 days.

your best buy in house paint...
SHERWIN-WILLIAMS

- Now better than ever
- Stretches the years between paint jobs
- Endorsed by leading painters

White 7.60 Gal.

A&B PAINT
 1229 E. Main Ph. 4-3234

REMODELING!

INSULATION ROOFING
 OVERHEAD GARAGE DOORS STORM DOORS AND WINDOWS MASONRY
 GARAGES ATTIC APPTS
 ALL TYPES OF SIDING WALKS
 DRIVEWAYS PICTURE WINDOWS FOUNDATION

No Down Payment - 5 Yrs. To Pay On FHA
 PHONE TU 4-8866

Roger's Roofing & Siding
 Estimates Gladly
 225 N. 1st

MEDO-LAND Flavor of the month

FRESH PEACH ICE CREAM

MEDO-LAND ICE CREAM

FRESH PEACH

The delicate flavor of juicy slices of tree-ripened peaches smothered in prize-winning Medo-Land ice cream is a dessert fit for a king. Every spoonful gives you a delightful creamy peach flavor that will make you close your eyes and say, "Um-m-m-m-m!" Don't wait very long to go to your grocer's for this wonderful, all-fresh flavor feature.

...at your grocer's today!

MI DO ICE CREAM