

Business News

By FLORENCE JENKINS



Ad Salesmen

Retail advertising salesmen from Pacific Northwest newspapers from Salt Lake City to Vancouver, B.C. (including five from Oregon) attending a workshop in Portland recently, conducted by Edward H. Burgeson, retail vice president of the Bureau of Advertising, New York City. The 16 men learned the latest theories of advertising with a view to making newspaper advertising bring even greater results to the advertiser.

... pictured, from left, are George Maxwell, of the Salt Lake City newspapers; Jim Allen, Herald and News publishing advertising account executive, and Jack Schneider, of the Everett (Wash.) Herald. It was an intensive three-day seminar with emphasis on analysis of advertising programs for retail stores.

Editor & Publisher, only newspaper trade publication in America, is observing its 75th anniversary. ... a fascinating 140-page 75th anniversary issue presented the new and old of newspapers, drawing from material from the ample E&P files. ... the section headed, "Progress in Printing of Newspapers," carries a lead story by William E. Mayer, Jr., Rochester Institute of Technology. ... the first cut is of an old cylinder press showing the "type going round and round" before stereotype plates came into the business in the 1860s. ... on the opposite page is a picture of the Herald and News' new R. Hoe & Co. Printmaster, with cutlines reading: "On the Oregon Trail today you find as up-to-date printing equipment as anywhere in the world. ... This is a view of a Hoe Printmaster, four units, at the Klamath Falls Herald and News."

As announced last week, an additional one-half per cent dividend has been declared as a 25th anniversary gift from First Federal Savings & Loan Assn. ... First Federal will distribute a total dividend to its savings customers on Dec. 31 this year on the basis of four per cent per annum, according to George W. McIntyre, president.

Almost 60 per cent of all Swedish households have refrigerators, which makes Sweden the leading country in Europe so far as "Live Better Electrically" is concerned. ... the European average is only 20 per cent.

The June issue of the Pacific Coaster, published by Sears, Roebuck & Co., is a "Salute to Oregon" during its Centennial year. ... the magazine, according to Chuck Burman, local manager, has a readership of approximately 140,000 persons.

"Guidebook to Geology Along Oregon Highway" has just been published as Bulletin No. 50 by Oregon's Department of Geology & Mineral Industries. ... it contains logs of seven field trips including tours of the Bend, Prineville and John Day areas. ... copies of the 132-page bulletin may be obtained for \$1.50 from the department's Portland offices.

Industrial advertising is making a strong bid for readership these days. ... California Oregon Power Company salutes the "State of Jefferson" in its newspaper advertising and gives a brief history of the "secession movement" and the area Copco serves. ... at the same time, Portland General Electric is taking full page ads (including the Aug. 11 Wall Street Journal) addressed "to those to whom Buffalo, N.Y., is 'way out West,'" inviting top industrialists of the nation to visit Oregon during the centennial year.

A. R. Fisher, president and chairman of the board of directors of Johns-Manville Corp., out here from New York last week for the dedication of his company's insulating board plant north of Klamath Falls, stated at a press conference that it was his company's experience that other industry followed after J-M pioneered the way. ... Johns-Manville is the first to utilize lodgepole pine in a commercial process. ... might be the next step would be making chips from the limbs for a pulp operation.

United States National Bank of Portland, Klamath Falls branch,

• People Read
SPOT ADS
— you are

Cleric Prays For Closing

EDMOND, Okla. (U.P.)—Dr. M. E. Ramey, pastor of the First Baptist Church here, says he will personally offer a prayer at each opening of a liquor store in Edmond that the store be closed immediately.

Oklahoma voters repealed 51 years of prohibition in April and sales are expected to start about Sept. 1.

The Baptist minister said he will offer this prayer outside the door of every liquor store on opening day: "We pray that this business will have to close before it ever gets started. If the operator does not choose to close it, Lord, will you please see that it is closed any way you will?"

Services Held For Young Girl

HORN BROOK — Funeral services were held Friday, July 3, for Linda Marie Peters, 10-year-old daughter of Mr. and Mrs. Curtis Peters. The services took place in the Hornbrook Bible School Church, with the Rev. Gordon Titus officiating. Interment was in the Henley-Hornbrook Cemetery.

She is survived by her parents; one sister, Susan; two brothers, Aaron and Gary, all of Hornbrook and her maternal grandmother, Mrs. Lottie Parr, Burney.

The child was born November 11, 1948 in Yreka, and was in the sixth grade at Hornbrook Elementary School. She died Monday, June 29, in the Siskiyou County General Hospital from head injuries received in an accident near Hornbrook earlier the same day.

of Lakeview for furnishing all material, equipment, etc., for construction of sewage stabilization ponds for the town of Lakeview. ... the project consists of approximately 59,700 cubic yards of compacted embankment, four overflow structures, 50 lineal feet of 18-inch corrugated metal pipe, 180 lineal feet of 12-inch corrugated metal pipe and removal of 6,550 feet of fencing. ... plans and specifications with Stevens & Thompson, 2234 SW Fifth Ave., Portland, consulting engineers for the project. ... bids are expected to be invited later for sewer laterals and the line leading to the pumping plant and installation of two pumping plants and pressure line.

Success of the International Trade Fair section of the Oregon Centennial Exposition has prompted the Portland Chamber of Commerce to start plans for a revolving annual trade fair with three other West Coast cities. ... they are Seattle, San Francisco and Los Angeles.

Alice Spencer, operator of the Slenderite Salon, 2227 So. 6th St., announces the opening of her Natural Foods Center and Cafe adjoining. ... the restaurant will seat approximately 20 persons and will operate from 8:30 a.m. to 5:30 p.m. ... sugar-free and salt-free meals are available and they'll count your calories for you. ... the food center retails dietetic foods and "natural" foods.

July 14 has been set as bid opening date by the city recorder



JERRY F. COTTER

Area Man 'Comes Home'

The post of assistant manager of the local J. C. Penney Store, vacant since the recent promotion and transfer of Bob Harvey, has been filled. It is announced today by Fran Hales, store manager.

Moving to Klamath Falls is "like coming home," the new assistant manager, Jerry F. Cotter, declared. He was born in Washington, but went through elementary school and high school at Lakeview. His father, J. Frank Cotter, now manager of the Penney store at Centralia, Washington, was a longtime manager of the Penney store at Lakeview.

Ten years ago Jerry Cotter started with the Penney organization at Grants Pass. He was then transferred to Yreka and later for two and one-half years to the Penney store in the Hollywood district of Portland. For the last four years he has been in charge of the main floor of the Eugene J. C. Penney Store.

The promotion became effective on July 1, but Hales suggested he take a couple of days to find a place for his family to live. Mr. and Mrs. Cotter have two young sons, Jerry Frank Cotter, 4, and Patricia Maureen, a year and a half.

RETAIL PRICES CUT
MOSCOW (UPI)—Retail prices on certain mass consumer goods in the Soviet Union were reduced by an average of 21 per cent starting today. The government action affected such items as bicycles, clocks, cameras, toys, wines, and combination radio-record players, Tass, the official Soviet news agency, reported.

"Youngstown" Garbage Disposer

Five Year Warranty
JULY SPECIAL \$56⁵⁰

McCollum Lbr. Home Mart

2030 So. 6th

TU 2-5885

Cooler Heads Prevailed, Averting War With Tribe

Editor's Note: This is the first in a series of three concerning the Klamath Indians.

By ELIZABETH M. LOOSLEY
At Fort Creek, across from Fort Klamath, the soft beat of drums, the chant of battle and the muf-

Union, Firm Slate Meet

YREKA — An announcement was released Wednesday by representatives of union and management, stating that a meeting will be held Monday, July 6, in Yreka, by representatives of the Northern California District Council of Lumber and Sawmill Workers, AFL-CIO, and the J. F. Sharp Lumber Company, in an effort to reach a contract settlement for 1959.

According to N. H. Blankenship, Weed, business agent for Local 2907 of the union, an offer will be made by the union to Sharp's of a 20% cent wage increase package under a two-year contract which will include participation in a district-wide health and welfare program, or a 25-cent across the board increase to be in effect for one year.

The 475 union-represented employees of Collins Pine Co., struck last week on the welfare plan issue, and last year the Sharp operation closed down in a strike on the welfare fund issue.

According to a statement by Chet Irving, executive vice president of the employer representative of Pine Industrial Relations Council, the Sharp contract can only be reopened on wages under terms of last year's agreement, unless both sides agree to consider other issues.

According to both representatives the Collins Pine, Plumas County, is the only lumber operation on strike in the West, and it was also stated that Collins, Sharp and several smaller mills are as yet unsigned for 1959. An industry wide pattern calls for the 20% cent package, which includes the welfare trust.

flled tramp of many moccasined feet in the snow reverberated. It was the war spirit of the Klamaths fluctuating, now rising, now falling, only to come to the surface again as some renegade Modoc harangued them into joining the Modocs against the Bostons.

At the fort, Captain Kelley had been left in command, while his superior officer braved the battlefields of the Modocs in the Lava Beds. He sensed the danger of an outbreak among the Klamaths, for he too heard the beat of drums and the weird wail of the war chant from only one mile away.

He knew that the Indian village held three times as many bucks as he had soldiers. He had the safety of the arms, ammunition and the families of the officers in his hands, and he himself was young, with a wife and babe at the mercy of these savage people.

His wife had found a very warm spot in the hearts of several of the tribe. She had at times gone to the rancherie and nursed babies back to life that were dying of measles. She taught the Indian women to sew, gave them needles, taught them to embroider and to dye their porcupine quills, tree roots and grasses for basketry.

Mrs. Kelley was deeply respected by one woman in particular, Molly LaLakes, who was an Indian princess in her tribe. She had prestige and the characteristics one might find in royal blood. She was ambitious and industrious and wanted to learn all the ways of the white man, so she went to work for the officers' wives.

Molly became acquainted with

Mrs. Kelley when the princess contracted pneumonia and the captain's wife took her in and nursed her until she was well. For this, Molly was loyal and appreciative. She admired the man and his wife and felt the justice in Kelley's attitude toward the Klamaths, who at heart were mainly kind and good. The officer knew they were harassed and

Rotarians Name Chiefs

TULELAKE — Rotary members entertained their wives at the annual installation of officers and demotion ceremony of retiring officers at the Sportsman Hotel recently.

C. A. Boyden, retiring president, reviewed the club's accomplishments during the past year.

Maurice Strantz presided at the humorous portion of the demotion ceremonies, assisted by Sam Richey, past president of the Klamath Falls club. Pictures and quotations from Boyden's baby book were displayed, and he was awarded a "two way fishing license to be used in California and Oregon."

Boyden, Copco manager, was also given a certificate authorizing him to climb poles.

Installation of the new officers was conducted by Bill Hagelstein. New officers are Ralph Fausett, president; George Myers, vice president; Ernie Lindsay, secretary; Virg Barron, treasurer; Maurice Strantz and Irvin Kerry, board of directors.

asking themselves if the white man intended to drive them out, use all their grass, kill all their game and leave them nomads. Even with his understanding the captain felt he must keep a firm hand, for the simple minds of the natives were like gunpowder but waiting for the flash to ignite it, thus casting the Indians into a war they felt justified in waging to hold what was their own, even though they had agreed to accept the treaty terms.

And though the Klamaths had quarreled with the Modocs at times, they were tempted to join them against the soldier—a common foe.

Again loud, discordant drums sounded most of one night. The braves painted themselves and danced the war dance, defiantly.

But then, into that fire circle stepped a great man, Allen David, the chief, who said, "You can kill the soldier man; you can join the Modocs and kill the Boston. You can kill him this time as easy as the water flows, but more soldier man will come. He is like the blades of grass, the leaves of the trees, more will come and kill us all. I say, no war! I have been to the white man's settlements, I know."

The drum beat ceased, the fire smoldered to dead ashes, the tribe was held in check — for a time.

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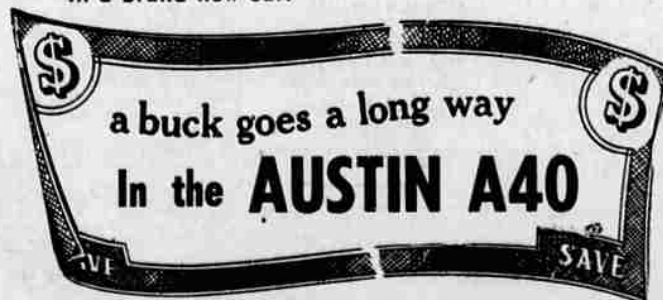
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☆ **AMERICAN FAMILY**

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