

Business News

By FLORENCE JENKINS

A benefit coffee for the hospital survey is planned by women employees of Klamath County Abstract Company, according to Bob Veatch. Coffee and cookies will be served to customers and friends and everyone who drops in (whether acquainted or not) at 422 Main St., from 9:30 a.m. to noon the day before Thanksgiving Day. It's a "silver or green tea" idea to raise additional money to go toward the hospital survey fund. The food is free and there will be handy receptacles for your nickels, dimes or dollars for the fund.

Bids have been invited by Klamath Union High School Dist. No. 2 for construction of a field house on the high school grounds. Architects' rendering of the structure, by Morrison and Howard, architects, appeared on page one of the Herald and News on Thursday. Bids will be received at the office of the clerk of the school district, 619 Klamath Ave., until 5 p.m. on Nov. 30. Bids will be opened at the regular meeting of the board of the school district at the high school cafeteria at 7:30 p.m. the same day.

Nov. 30 is deadline for entries to Oregon Fryer Commission's "name this baked chicken dish" contest. Name entries, accompanied by an Oregon Fryer label, should be mailed to P.O. Box 2266, Salem, prior to deadline. This is the first contest sponsored by the commission. Name suggestions are coming in from all over the state, according to Dale Stuart, commission secretary.

Layton Sleight has resigned his position with the Eugene Hotel to be a sales representative with American Distillers and spent a few days in Klamath Falls last week on business. When he lived in Klamath Falls he operated a camera store, the Shutter Shop, at one time, and then sold automobiles for several local firms.

The Retarded Children Association of Klamath Falls, of which Mrs. Hagan Moore is president, is presenting a Cinemascope film, "The Dark Wave," Tuesday evening, starting at 8 p.m. in the showroom of Baisiger Motors. Dr. Don Rice will present the film, which is an audio-visual educational production concerning epilepsy. There is no charge and all interested persons are invited.

Western Dairy Journal, a Crow publication, Los Angeles, has a feature picture story in the November issue on Alperrose Dairy's new barn at Portland. The 80x130-foot barn cost \$17,000, an average of \$1.63 per square foot. It is of timber construction without poles or other inside restrictions.

Eugene Miller, associate managing editor of Business Week, will direct an American Express Company-sponsored three-week tour of the "Common Market" countries April 23-May 14, 1960. The tour is offered because of increasing interest on the part of U.S. businessmen in locating plants and offices abroad to sell in the Common Market formed Jan. 1, 1959.

Resolutions passed at the recent three-day convention of the Oregon Motor Court Association included: urging continued study for establishment of a national park in the Oregon Dunes area; better controls and enforcement of all laws prohibiting excessive highway noise; increased number of wayside rest areas; and once commencing the fish and game commission for its program of planting larger game fish in streams. Area directors elected from Klamath County include Henry Molatore, Molatore's Motel, Klamath Falls; Duane Wood, Fort Creek Resort, Fort Klamath; and Mrs. William M. Taylor, Taylor's Chemult Motel, Chemult.

Fredric Lawson, Klamath Falls public accountant, was only slightly behind Walter Fleet, accountant and councilman, in making his reservation for last week's Oregon Tax Conference held at Portland.

Mercedes A. Bates has been named as food editor of McCall's, according to Herbert R. Mayes, editor of the magazine. The new food department editor was formerly home service supervisor of the Southern California Gas Co. and an executive in the home ec department of Pillsbury Mills. She is a homemaker graduate of Oregon State College.

Final entries for the Polled Hereford Show and Sale in Sacramento on Dec. 3, 4 and 5 total 331 head which will make this the biggest polled Hereford show ever held west of Kansas City, according to Bob Jones of Murietta, president of the association. Ranches in California, Oregon and Arizona have entered cattle. Catalogs are available from Howard Marks, show and sale manager, Box 806, Belmont, Cal. Greyhound Lines' western division sales manager C. D. Kirkpatrick announces augmented intercity bus schedules for the Thanksgiving weekend holiday. He reports that "already inquiries indicate that the bus company's exceptional safety record is responsible for what may be the busiest holiday travel period yet."

Americans are expected to

spend at least \$10 billion on buying new automobiles in 1960, according to Harold E. Churchill, president of Studebaker-Packard Corp.

Nelson L. Hinton has been appointed Oregon state manager for Kessler-Hunter Distillers Co., according to Gerald V. Curtis, Pacific Northwest regional manager.

R. G. (Rudy) Langer has been appointed Pacific Northwest lumber buyer for Clay Brown & Co., according to Clay Brown, president. Langer will purchase lumber for the California sales offices and Portland headquarters and will be calling on lumber mills and loggers in the Klamath Falls area. He has been with Balfour Guthrie & Co., Ltd., for the last five and one-half years, buying and selling in the export lumber market.

Tahoe Tavern, resort hotel at Lake Tahoe, five miles from Squaw Valley, site of the 1960 Winter Olympic Games, will be open for the winter season and the period of the Games, according to Patricia DeMingo, reservation manager, 364 Market St., San Francisco. She enclosed a pretty brochure in color.

Portland General Electric Co., Portland, made a report to stockholders on Oct. 26 covering the nine months period ended Sept. 30. Sales of electric energy amounted to \$29,596,389, compared with \$27,491,117 for the same period in 1958. Operating expenses were up somewhat and so were taxes, resulting in earnings of \$1.45 per share for the 12-month period ended Sept. 30, compared with \$1.09 per share (based on 3,600,000 shares outstanding) for the 12 months ended Sept. 30, 1958.

Cute gimmick. . . Bob Chernoff, with Hill & Knowlton, Inc., New York, Public Relations Counsel, wrote the food editor. "Modern homemakers can turn out culinary masterpieces without spoiling their manicure," and attached a miniature emery board to the letter. Chernoff is the same pub. rel expert who sent sports editor Wayne Scott a Gillette razor to shave off the beard after he got the Little League ballpark into the realm of reality.

Warden Thanked By Game Hunter. WICKFORD, R.I. (AP)—A hunter thanked a game warden in District Court Thursday for arresting him.

Warden William Mulhearn had arrested Michael J. Signorelli, 43, for having a loaded shotgun in his car.

Signorelli told the court: "I wish to thank Mr. Mulhearn for stopping me because I realize he was protecting me and others." Signorelli was let off with the payment of small court costs.

CHAMBER COMMENTS

by GEORGE T. CALLISON

Assistant Mgr. KLAMATH COUNTY CHAMBER OF COMMERCE

This week we will take up where we left off with a consideration of the 16 principal causes of consumer complaints and dissatisfaction in business transactions.

Fourth in the list of causes arises out of the fact the buyer believes that merchandise can actually be purchased "wholesale" and is disillusioned to discover that so-called "wholesale prices" can usually be duplicated in various other retail establishments.

The offering of merchandise at "wholesale prices" is a method for making the public believe that it is getting dramatic bargains. Here again, the unscrupulous advertiser aggravates the problem through repeated misuse of the word "wholesale" in his advertisements. Such advertisements, of course, tend to obscure the fact that no concern can do a retail business at wholesale prices. If certain extraordinary circumstances enable a merchant to dispose of specified merchandise at prices which are actually below their wholesale cost, the circumstances of such offers should be specifically and truthfully set forth in the advertising, to avoid public confusion.

Number five. The buyer misunderstands the terms of so-called "free" offers.

Free offers, correctly used, are a substantial and valuable merchandising tool, but their abuse drastically undermines public confidence. Complaints due to misunderstanding the terms of "conditional" free offers can be avoided by setting forth the details of such offers clearly and conspicuously in conjunction with the word "free."

When a buyer does not request that important representations be given to him in writing, a sixth cause of complaints arises. Such matters as the coverage of the guarantee, special arrangement be-

tween the buyer and the store, installation, attachments and accessories, and promises in numerous other fields are sometimes given verbally to the prospective purchaser. Later, if something goes wrong, the customer's version of what was promised may differ from the seller's. For the mutual protection of both customer and store, all special agreements should be in writing.

The well known aversion on the part of the public to reading what they sign has long plagued legitimate concerns who employ contracts for the mutual protection of themselves and their customers. At the same time, his aversion to reading contracts has played into the hands of sharpsters who base their selling schemes on putting things over in fine print. Business concerns can help prevent this seventh cause for misunderstanding, which stems from the failure to read written agreements, by urging their customers to "Read Before You Sign."

Next week, we'll examine a few more of these 16 principal causes of consumer complaints and dissatisfaction as compiled by the National Better Business Bureau in New York City.

For this week—just one final word on better business bureaus. People often confuse these agencies with chambers of commerce, whereas there actually is no connection between the two. Better Business Bureau is a nationally syndicated and copyrighted agency. There is only one Better Business Bureau in the state of Oregon and that is in Portland—Room 623 in the Corbett Building.

Under the will of Cecil Rhodes, 32 scholarships to Oxford University in England are awarded each year to American students.

Basin Briefs

Alturas—The H. C. Cattle Company has purchased 22 Hereford bulls from Herbert C. Hougardy of Roundup, Montana, according to a report by the American Hereford Association.

Likely—The Army reports Pfc. Peter D. McGarva, son of Mr. and Mrs. P. B. McGarva of Likely, recently received air transportability training with the Eighth Infantry Division in Germany.

New Grandson—Mr. and Mrs. Lester Leavitt, Bonanza, have a new grandson, first child for Mr. and Mrs. Frank Silva, (Mary Anne Leavitt) of Ferndale, California. He was born November 18, weighed 7 lbs., 11 ozs. and has been named Jeffrey Lester. Paternal grandparents are Mr. and Mrs. John Silva of Ferndale.

Spending—several weeks fishing at the coast are Mr. and Mrs. Bill Bechholdt, Bonanza. They will be joined by Mr. and Mrs. Merrill Stewart this week, also of Bonanza.

Home—John Craven has returned to his home in Langell Valley after attending funeral services for his sister at Stockton, California.

Farewell—The Rev. Richard Stewart gave his farewell sermon at the Lorella Full Gospel Church in Langell Valley November 15. He and Mrs. Stewart and their three children have moved to Silverton where he will be the minister of the Assembly of God Church.

Ill—Mrs. Harry Noble of Langell Valley is ill at Hillside Hospital. Mrs. Willard Noble, Klamath Falls, is taking care of her two small granddaughters while their mother is ill. Mrs. Noble will be in the hospital for several more days.

To San Francisco—Mrs. Owen Pepple of Bonanza is spending a few days in San Francisco with

Foresters Widen Slate

The State Forestry Department is emphasizing and expanding its program of farm forestry this winter in Klamath County. Jim Fisher continues as farm forester for Klamath, Lake, Jackson and Josephine counties, working out of the Southwest Oregon District headquarters in Medford.

Hank Davies, Klamath Agency, will assist Fisher in field examinations of lands on and near the Klamath Reservation. Davies says he especially hopes to serve landowners who recently acquired fringe lands and are planning to manage them.

The farm forestry service is furnished to landowners without charge by the state forestry department, and dovetails with the extension service, soil conservation service, consulting forestry groups, and other organizations in the conservation and forestry fields.

Its purpose is to supply technical forestry knowledge to the landowner who wishes to bring his forest land under good management, and realize the most from the producing capacity of the land. This improvement of management on private lands fits with the theory behind soil conservation laws. It is designed to bring a higher, more consistent income from cutover lands.

Assistance is offered in pruning, thinning, timber harvesting, Christmas tree culture, marketing, the Agriculture Conservation Program (ACP), tree seedling purchase, fire prevention and other problems.

Marion Zich and Helen Hamilton and their families. She went there to attend funeral services for their mother, Hazel Turner, a former Langell Valley resident.

which confront farm woodland owners. Tree seedlings from the state forest nurseries at Elkton and Corvallis may be ordered now and delivery requested when the landowner wishes. Order forms may be obtained from either Fisher or Davies. Prices will vary with species desired, but two-year-old trees will be furnished at approximately \$12 per thousand. Some extra hardy three-year-old ponderosa pine is available at the above price which, in all cases is f.o.b., the nurseries.

4-H NEWS

MERRY BACHELORS

Our second meeting was held at the home of our leader, Mrs. Albert Stone, with Mrs. Skinner assisting. We selected the name Merry Bachelors for our club. Terry High suggested this name and will get a prize.

We cut the patterns for our aprons which should be cut out by next meeting. Refreshments were served by Mrs. Stone and Mrs. Skinner.

Terry High, News Reporter.

Malta, a key point in the British Empire's defense line, was formally annexed by Great Britain in 1814.

NOW IS THE TIME TO ORDER PERSONALIZED CHRISTMAS CARDS

Shaw Stationery Co.

729 Main TU 2-2586

COUNTING SHEEP?



Don't let an occasional wakeful night concern you. Excitement from the day past . . . tension over days ahead can easily start you "counting sheep." But when sleeplessness persists—see your Doctor, for there may be a functional reason for your insomnia. Your Doctor can help you regain the habit of normal healthy rest. Trust him to prescribe for you, and then rely on our pharmacist.

DEPENDABLE PRESCRIPTION SERVICE

FREE DELIVERY on Drugs, Cosmetics & Prescriptions in Klamath Falls.

YOU'RE ALWAYS WELCOME AT YOUR Walgreen AGENCY DRUG STORE

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WARDS MONTGOMERY WARD

BULKY WARM GIFTS FOR HIM



Golden Brent sweater zips to the tip of its collar
Bulky knit of 75% lambswool-25% Orlon® Acrylic. Charcoal or lt. gray, tan, S-M-L.

12⁹⁸

Full-fashioned Ban Lon® sweater shirts for men



4⁹⁸

* GOLDEN BRENT FAMOUS QUALITY

Textured nylon knits, collared placket front. Easy-to-wash; needs no ironing. Colors tan, red, black, light blue. Sizes S-M-L.



Men's 100% virgin wool bulky knit cardigans

7⁹⁸

Bulky stitch bell sleeved sweater coat has low 4-button front. Rib-knit cuffs, 2-pockets. White, red, black, 36-44.

Shawl-collared Brent pullover

6⁹⁸

Handsome bulky knit blend of 75% lambswool and 25% Orlon® Acrylic is cozy-warm. High-riding shawl collar, tipped with a contrasting color. Red, charcoal, light gray. Sizes S-M-L.



Square crewneck pullover—wool and Orlon® Acrylic

Brent bulky-knit long sleeve. Red, light blue, tan, charcoal or light oxford. Sizes S-M-L.

6⁹⁸



Slit boatneck pullover in lambswool-Orlon® Acrylic

Campus-rage bulky knit sweaters rate high in good looks. Popular colors. S-M-L.

6⁹⁸



5-button sleeveless—100% hand-washable lambswool

Tri-tone trimmed border, pockets. 5 metal buttons. Oxford gray, charcoal, tan. S-M-L.

4⁹⁸



Bell-sleeved 5-button cardigan in 100% wool

Cloud-soft lambswool sweater with tri-tone trim. Charcoal, oxford gray, tan. S-M-L.

6⁹⁸

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