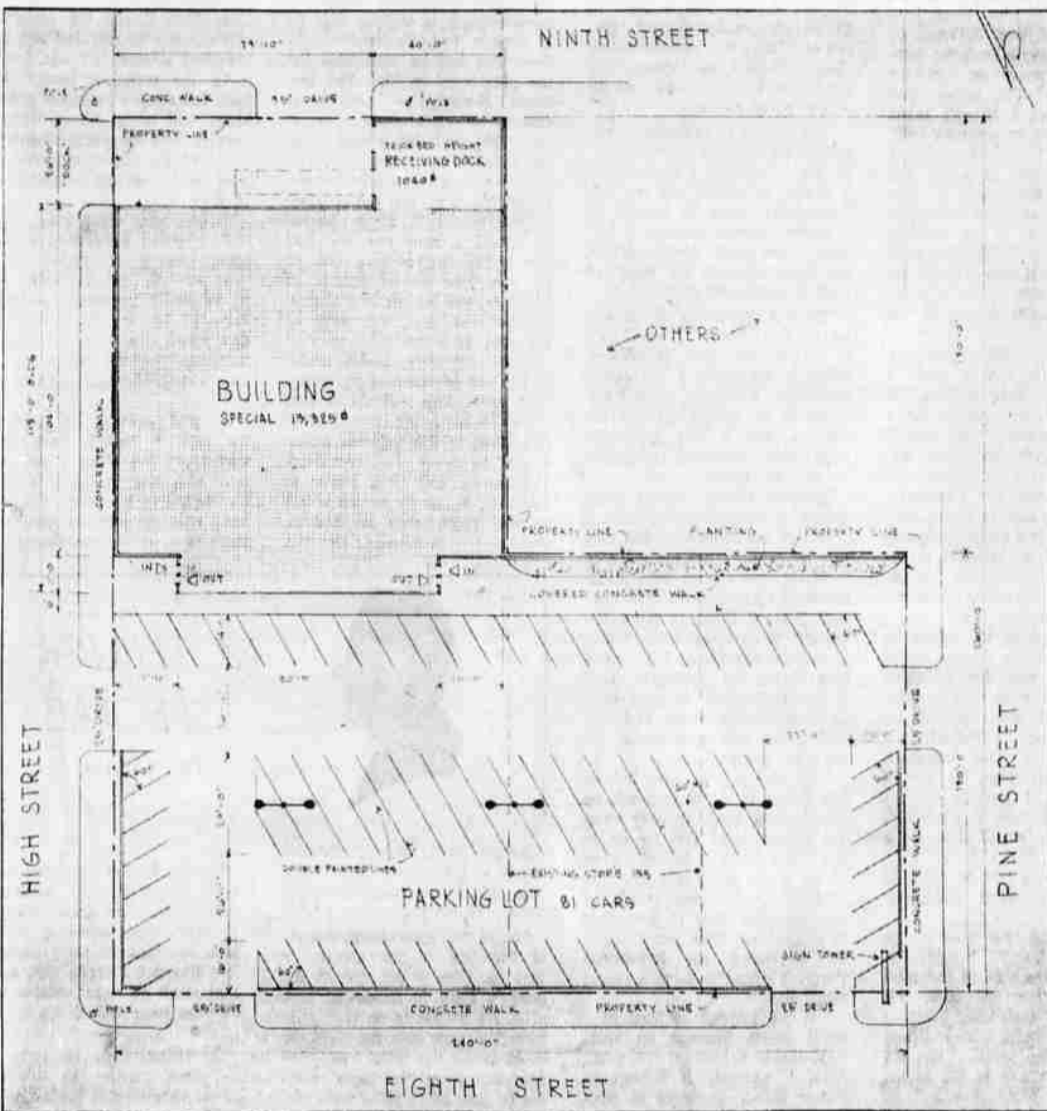




**THE NEW SAFEGWAY** store being proposed for construction adjacent to Ninth Street is shown here. The present structure on Eighth Street will be demolished after this building is completed, making way for additional parking space. The plan for the entire huge Safeway lot between Eighth and Ninth and Pine and High streets is shown below. Cost of the new building has been estimated at about \$90,000.



## Safeway Plans To Build Ninth Street Structure

Safeway Stores recently announced their proposed plan for a new store to be located on the Ninth Street side of their present property between Pine and High streets in Klamath Falls.

The new building will contain approximately 13,000 square feet, giving them almost twice the floor space that they have in their present building.

The new structure will include the latest lighting, refrigerated cases and display available. A loading dock and ramp will be provided on Ninth Street.

The building will face south toward Eighth Street with parking space provided for 81 cars. Parking lot entrances will be on High, Pine and Eighth streets.

After completion of the new building which is expected to cost in excess of \$90,000, the present building will be demolished to make parking space.

Costs as well as construction schedule are still not formalized by the company.

James Mosely is manager of the Safeway Store.

## Rec Bureau Book Cites Crater Lake Asks Bids

Invitations have been issued by the Bureau of Reclamation for bids to be opened February 23, 1961, for construction of nine miles of earth lined laterals, 1.5 miles of new drains plus the construction of and installation of minor structures. This work will be performed in Sump 2 (Southwest Sump) about four miles west and eight miles south of Tulelake.

This construction will complete the irrigation and drainage system for the approximately 6,000 acres in Sump 2, and will permit more efficient drainage and farming practices.

The irrigation and drainage system will be operated by the Tulelake Irrigation District. The lands are in federal ownership and the farming is done under leases with the Bureau of Reclamation.

## Kerns Attends Cornell School

James Kern, manager of J. W. Kerns Company, attended the Cornell Pump School of the Cornell Manufacturing Company in Portland held on Feb. 1, 2, 3 and 4.

The various talks and discussions, covering every phase of water and liquid handling as applied to industrial, commercial and irrigation pumping, drew professional engineers, water superintendents and pump dealers, principally from the Northwest states, though Michigan, California and Oklahoma were also represented.

Clinton C. Warren, president of Cornell Manufacturing Company, made the opening address, and John S. Schunk, assistant manager, headed up the six engineers who gave the lectures.

Crater Lake Lodge at Crater Lake will receive national recognition in the 1961 edition of the illustrated Duncan Hines Travel Book "Vacation Guide" coming out next month, according to an announcement by Roy H. Park, editor-in-chief of the Duncan Hines Institute, here, publisher of the Duncan Hines Travel Books.

The Crater Lake Lodge is one of 1,700 vacation places in North America—from luxury resorts to rough-and-ready fishing camps—"Recommended by Duncan Hines." Companion travel books published by the Institute are "Adventures in Good Eating" and "Lodging for a Night," both issued in November, 1960, containing completely revised listings for 9,220 restaurants and lodging places in North America.

"These editions mark the beginning of our second quarter century of service to the American traveling public," Park noted. "No effort has been spared to make them complete and up-to-date."

"The new edition of 'Vacation Guide' has been revised from cover to cover," Park said. "In addition to nearly 700 places taken out or newly added, our editorial staff has made over 30,000 factual changes in the listings themselves. Place names, opening and closing dates, detailed directions for finding these places, rates in season and off season, telephone numbers, and many more useful details have been painstakingly checked to insure complete accuracy."

"Moreover," Park added, "the book format is entirely new: A bright new cover, designed for quick identification; easy-to-read two-column layout, enabling us to include more detailed information about almost every establishment listed; and photographs of some 30 points of interest in the United States, Canada and Mexico."



**FIRST SLICE** anniversary cake is enjoyed by two longest-service employees of U.S. National Bank, and they join with President E. J. Kolar, center, in celebrating the bank's 70th year of business. The two bankers, C. I. Meyers, trust officer and Miss Mae Tanzer, accrual department, have been with the bank for over 40 years. U.S. National first opened Monday, Feb. 9, 1891, in the old Kamm building at First and Pine streets in downtown Portland.

## Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, February 12, 1961 PAGE 2-A

## Realtors Education Program Set

First class in the certificate education program offered Klamath County real estate brokers and salesmen will be conducted at Klamath Falls High School on Monday evening, Feb. 13, beginning at 7:30 p.m.

The certificate education classes are offered without charge by the Oregon real estate department and the University of Oregon. Orientation class at which some 75 brokers and salesmen registered, was held in Klamath Falls recently.

Lecturer for the first class will be Donald E. Walters of Medford, vice president, Southern Oregon Title Company. His topic will be "Care in Transfers of Interests in Real Property." He will be assisted by John M. Quinn, Klamath Falls, manager, Wilson Abstract and Title Company. Quinn will

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## Dealer Wins Hawaii Trip

Mr. and Mrs. Wallace L. Spires of Klamath Motors are among 26 all star Studebaker-Packard dealers and their wives who will leave San Francisco International Airport for a 10-day Hawaiian holiday. Winners of the company sales contest held last summer, the dealers are accompanied by S. A. Skillman, S-P vice president of dealer relations, and Mrs. Skillman.

Lewis E. Minke, S-P vice president of marketing, said the Hawaiian trip was first prize in a "Summer Selling Performance" contest in each of the company's sales zones. It was "Studebaker-Packard's way of rewarding outstanding dealers who made record over-quota sales of Larks, Hawks and Champ trucks," Minke said.

While in Hawaii, the dealers and guests will visit many points of scenic and historic interest. Included are the famous Fern Grotto on Kauai, Mount Tantalus and Pearl Harbor. Lulu feasts are planned in their honor as well as catamaran rides, yacht cruises and entertainment at a number of the island's finest hotels.

## Local Firm Sale Noted

Vern Tufford, president of East Side Van and Storage, Portland, North American's local agent and Quality Control Winner last year, announces the purchase of the entire stock of Klamath Moving and Storage in Klamath Falls.

This office is also an agent for North American Van Lines, which is the world's largest moving firm with over 1,200 agents in United States and nearly 60 foreign countries. North American Van Lines specializes in handling displays and high value products as well as household goods.

Klamath Moving and Storage is located at 473 Spring Street, has a warehouse of 30,000 feet and full sprinkler system; plus the moving and storage contract for Kingsley Air Force Base.

Sidney A. Allen, sales manager for the past three years at East Side Van, has been transferred to Klamath Falls as manager. Allen has over 15 years in the moving business and is quite active in chamber and Kiwanis activities.



**NEWLY APPOINTED** vice president and general manager of the Lost River Ranch is J. M. (Jim) McClelland, right, shown with Ben F. Smith, president, who recently announced the move. McClelland managed the famed Turner Ranch at Sulphur, Okla., for 22 years. He recently has served as consultant to Healey Brothers Flying L Ranch at Davis, Okla. He will be in charge of overall operations at the ranch. Roy Bray will continue in charge of farming operations, and Glen Alberts, the purebred sheep flocks.

## Sears Catalog Features Memories Of Past Era

Daisy looked sweet, upon the seat, of a bicycle built for two, back in the Gay Nineties.

Stirring memories of the romantic era which inspired the famous song, a bicycle built for two is being offered in Sears, Roebuck and Company's newest catalog for the first time since the turn of the century.

Sears new spring-summer book, now being distributed in this area, also features a significant reduction in prices from a year ago. The company said average prices in the new catalog are 2.4 per cent lower than a year ago, and have reached the lowest level in six years. Home furnishings prices are 1.3 per cent lower than last year; wearing apparel, 4.3 per cent lower; and home appliances, 3.3 per cent lower.

Since the catalog is regarded as a barometer of price trends,

## Retail Sales Clinic Begins On Feb. 16

A retail sales clinic for study of problems facing retailers in Oregon is scheduled during February and March in Klamath Falls. The clinic is co-sponsored by Oregon Retailers Association, Klamath Falls Merchants Bureau and General Extension Division of the Oregon State System of Higher Education with the support of Portland State College, Oregon State College and the University of Oregon.

Five clinic sessions are scheduled from 7 to 9 p.m. at weekly intervals in the large study hall of the Klamath Union High School. Meeting dates are Thursday, Feb. 16, Wednesday, Feb. 22, March 1, 8 and 15.

The first session on Feb. 16 will be concerned with the vital role of retailing, the second session with customer motivation and consumer buying habits, third and fourth sessions with salesmanship techniques, and the fifth and final meeting on March 15 will provide discussion of the personal satisfaction in professional salesmanship performance.

Clinic staff, each of whom has had many years of first-hand business experience, includes Stuart Seaton, professor of business administration, Oregon State College; Susan Carpenter, consultant in retailing, General Extension Division, Oregon State System of Higher Education; Robert E. Dodge, associate professor of business administration, Portland State College; and post executive director, Oregon Retail Distributors Institute; Max Wales, associate professor of journalism, University of Oregon.

Enrollment in the clinic is limited.

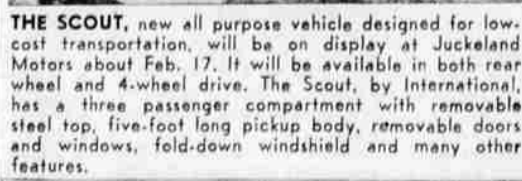
Of interest to do-it-yourselfers is the fact that the new catalog lists nearly 5,000 different hardware items.

The big five-pound book, which contains 140,000 merchandise items, is printed in 11 regional editions and goes to nearly nine million families across the nation. Its prices are in effect for six months.

ited to 50. No textbooks are required. Individual registration fees, based on a total clinic cost of \$475.30, will be determined by the number of people attending. Fees may be paid at the first meeting. Reservations may be made by calling or writing Bob Beach, president, Klamath Falls Merchants Bureau, care Beach Jewelry, 834 Main Street, telephone TU 4-5493 or TU 2-2474.

## GOING UP

**NEW YORK (UPI)**—There are 9,000 escalators in use in the United States today, against a total of 1,000 in 1935, according to the National Retail Merchants Association.



**THE SCOUT**, new all purpose vehicle designed for low-cost transportation, will be on display at Juckland Motors about Feb. 17. It will be available in both rear wheel and 4-wheel drive. The Scout, by International, has a three passenger compartment with removable steel top, five-foot long pickup body, removable doors and windows, fold-down windshield and many other features.

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## New Tire Plant Plans Outlined

According to word received by Balsiger Motor Company, local distributors for Armstrong, the company will begin construction of a new tire plant, warehouse and administration building near Hanford, Calif., late this month.

The new Armstrong Rubber Company facility will contain more than one million square feet and cover 80 acres of a 320-acre site.

It will initially employ 500 to 600 people and is designed to have a daily capacity of 10,000 tires (operating three shifts). Armstrong now has plants in West Haven and Norwalk, Conn., Des Moines, Iowa, and Natchez, Miss.

**Swiftning**  
Reg. 75c  
3-lb. tin  
**55c**

**WHITE "D" KING**  
Reg. 79c  
Giant Size  
**45c**

**Hershey's Instant COCOA**  
2 3/8-lb. tin  
**69c**

<b>WHITE STAR Fancy Solid Pack TUNA</b> 3 No. 1/2 tins \$1	<b>Shurloc Instant DRY MILK</b> 12-Qt. size <b>87c</b>	<b>Liquid Elastic STARCH</b> 1/2-Gal. <b>53c</b>
No. 1/2 Tins <b>Tuna 4 Cats</b> 9c each	Giant Rolls <b>Scott Towels</b> 3 for \$1	Soft Weave <b>Toilet Tissue</b> 2 roll packs <b>27c</b>

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