

Chamber Of Commerce Guides Progress Of Basin



PLANS FOR A NEW HOSPITAL were presented to the public last month by the Klamath County Chamber of Commerce hospital committee. Here, Dr. Mel Amsberry, committee chairman answers a question from the audience. More than 125 representatives of social and civic clubs attended the meeting to hear the committee report and ask for public support.

The Klamath County Chamber of Commerce is dedicated to the purpose of this special edition of the Herald and News—progress. Certainly the chamber can justifiably claim partial or full credit for many achievements in the past and, with strong leadership and cooperation from its members, can be expected to spearhead far-reaching projects for the future. The object of the chamber is simply to promote the economic interests of Klamath County and it is admirably well equipped for this task.

A loose organization of Klamath Falls merchants became a chamber of commerce in 1920 with the election of E. B. (Bert) Hall as president. Hall had been a director of the state chamber and he said he would take the job if he could have a full time secretary. The secretary, Tom Stanley, turned up in a downtown office on his way to San Diego, but he stayed and the chamber was on its way.

Hall, who lives today at 5102 South Sixth Street, credits Stan-

ley with much of the early development of the organization. One of the first major projects for the newly formed chamber was to get the road from Weed to Klamath Falls gravelled. This was done and the road today is U.S. Highway 97.

Down through the years the chamber has continued to promote the interests of the Klamath Basin in publicizing the area and attracting tourists and businesses.

The organization is larger and

more complex today but the goals remain the same. Instead of a president and a secretary the chamber has a president, a man-

ager, two secretaries, two vice presidents and 14 directors. Ten committees and their chairmen have jurisdiction over separate areas of activity.

President of the chamber for 1961 is Bob Kent. George T. Callison is the full time manager of the organization. He succeeded R. Frank Tucker on Oct. 1 when the latter accepted a position with the United States Chamber of Commerce in Los Angeles after nearly 10 years as local manager.

Callison has long experience in the public relations field and was formerly news director for radio station KFJL. Among the recent accomplishments of the recent past was the reactivation of Klamath Falls Municipal Airport as Kingsley Field, an Air Defense Command fighter base. Tucker was awarded a scroll by the Air Force for his cooperation in the purchase of a new site for the Kingsley Field. The board of directors, respectively. The board of directors is composed of Dr. Mel Amsberry, James Bocchi, Noel Fynn, Robert Mast, Melvin Mil-

lital survey was completed in July 1960 by the Stanford Research Institute. The survey was financed by an \$8,000 drive conducted by the chamber.

The chamber has been active in many other areas. The national affairs committee, under the direction of Fred Ehlers, set up an Action Course in Practical Politics, which met with enthusiastic public acceptance. The industrial development committee recommended that a new national forest be created out of Indian lands being turned over to the Forest Service. The plan is under consideration. The Upper Klamath board of higher education has a hos-

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President Bob Kent intends to attack the hospital and lake problems head-on this year. At a public meeting of the hospital committee last month, committee chairman Dr. Mel Amsberry outlined the alternative methods of financing a new hospital and urged public action on the matter. With these goals and an able membership, and the backing of an informed and alert public, the Klamath County Chamber of Commerce will continue to be in the forefront of Klamath Basin progress.



BOB KENT

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UPPER KLAMATH LAKE looms large in the plans of the Klamath County Chamber of Commerce for 1961. In a four-point program to develop full recreational facilities of the lake, chamber president Bob Kent has advocated, (1) eliminating the algae problem on the lake. Acqualin, a chemical, has shown considerable promise. (2) Control of mosquitoes: the chamber has been working with the

State Board of Health to find a solution. (3) Construction by private enterprise of more tourist facilities on the lake such as overnight campgrounds, trailer parks and boat launching ramps. (4) Completion of West Side Road: the 1961 road improvement program recommended by the county engineer includes \$22,000 for work on this project.

In a Growing Community...

There is the vital force of optimism . . . Sweeping aside temporary adversities as if they didn't exist . . . forever looking into the future with confidence!



We share the view that Klamath Falls is the best place to live . . . work . . . and play! We pledge to keep pace by always providing the highest quality finished product possible. We have the facilities . . . and workmen to provide the best job available . . . at the lowest possible price . . . in the least amount of time!

Progress thru quality Workmanship



One specialized job after another completed by our metal craftsmen. Regardless the need . . . regardless the specifications . . . our experienced personnel can turn out the finished job . . . quickly . . . neatly . . . and you have the assurance that the job "holds up"!

Sales and service on Warm Air Heating and Air Conditioning Systems. We have the experience and equipment to engineer and install your year-round comfort system.

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830 Market

Stan Thomas, Owner

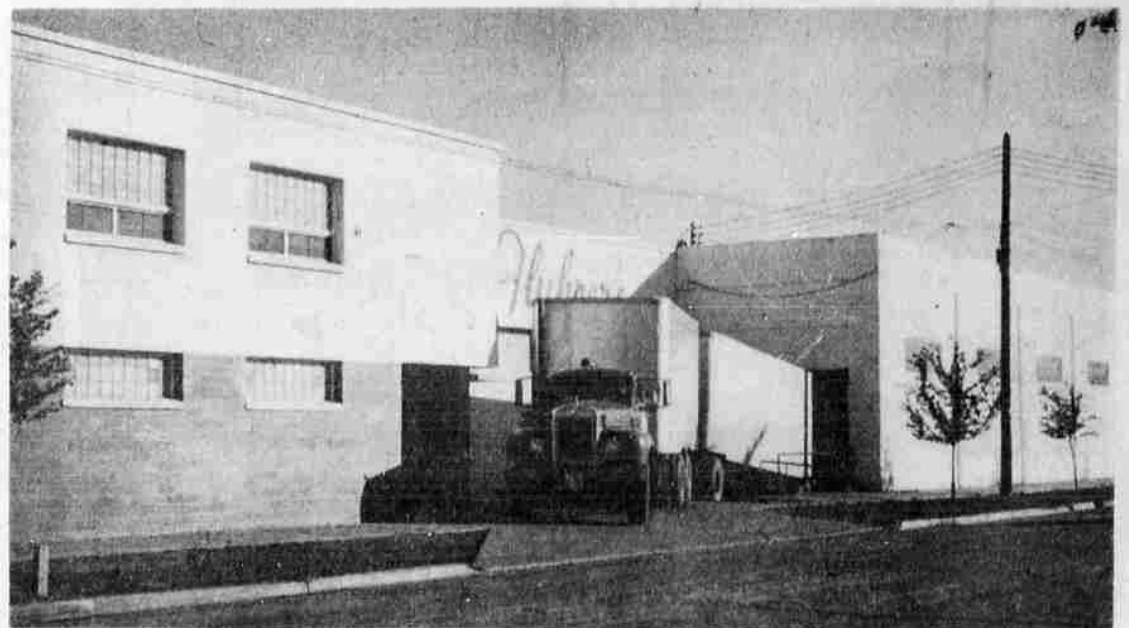
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26 YEARS of PROGRESS!

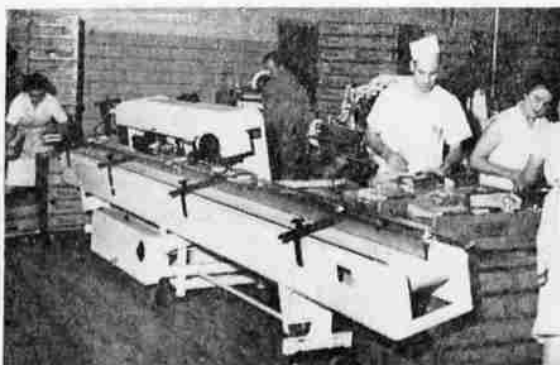
We're now in our 26th year of progress in the Klamath Basin . . . 26 years of growth with and service to the Basin area. Starting out with two local sales routes in Klamath Falls, we have expanded to 12 routes serving the entire Klamath Basin . . . from Gilchrist, Crescent and Odell Lake on the north, Burney and Alturas on the south, Lakeview, Paisley, Summer Lake and Silver Lake, and all the communities in between. Our trucks cover approximately 400,000 miles a year.

There are 40 members of the big Fluhrer local family, and both our employees and the firm are active in community affairs. Fluhrer's payroll exceeds \$260,000.00 annually.

The Klamath Basin's acceptance of the name "Fluhrer's" on the wrappers of our products, Holsum bread and the host of rolls and pastries we produce, has made Fluhrer's 26 years of progress possible; we look forward to many more!



Our plant at 419 Broad Street, occupied by Fluhrer's since 1951 and constantly improved to meet the high requirements of sanitation that we maintain. (We've been awarded a certificate of "Excellent" or "Superior" every year from the American Institute of Baking). This big, modern, fireproof plant houses both our production and garage facilities.



Brand new Corbett "Bun Bagger" just installed; the buns or rolls are put in poly bags, trimmed and sealed automatically at the rate of up to 40 bags a minute. In the picture are Oren Rogers, production superintendent, Celia Dowling, Jack Brosig, and Ben Erlich.



John Strubel, oven man, unloads part of a 500 loaf hake of French bread. The big, modern, oil-fired oven can bake many times this number of loaves at one time. Progress in baking means up-to-date equipment and Fluhrer's has it!

Look for these Fluhrer's products at your grocers. They're the best!

- Holsum Bread
- Holsum Buns and Rolls
- Holsum Pastries
- Holsum Donuts
- Holsum Brown 'n Serve Rolls



Your LOCAL Bakery