

E. M. Farra Retires From Shell Post

A. D. Lundstedt Jr. has been named credit manager for Shell Oil Company's Seattle Marketing Division. It was announced this week by J. E. Pendergast, division manager for the company in the Northwest. He replaces E. M. Farra who has retired.

Lundstedt, who has been with Shell for over 11 years, has spent the majority of that time in the Credit Department. Joining the company as a clerk in the Seattle office in 1951, he was transferred to Torrance, Calif., five years later as a senior credit man in Shell's Chemical Division. In 1957, Lundstedt returned to Seattle as the assistant credit manager.

A native of Los Angeles, Lundstedt graduated from the University of Washington with a degree in accounting in 1949. He is married to the former Eleanor Carlson of Seattle and they have three children.

Farra, who retires after 36 years of service, began his Shell career as an assistant service station operator in Portland in 1926. Later he became a clerk in the company's Grants Pass office and was transferred to the Seattle office. He became assistant credit manager in 1943 and was appointed credit manager in 1958.

A native of Paisley, Farra graduated from Oregon State College in 1923. He and his wife, Leota, live at 7308, 47th Avenue N.E., Seattle.

More than 150 Shell employees and friends honored Farra at a dinner Wednesday evening, Dec. 19.



CHANGE POSITIONS — Thell Rea, left, assistant manager at Sears, Roebuck and Co. here has been transferred to Bremerton in a similar capacity while Ed Hosley, right, will move up to Rea's post as assistant manager. Rea leaves immediately to take over his new post effective Wednesday, Jan. 2.

Greyhound Buys New Bus Fleet

Greyhound today announced it has purchased, for \$21½ million, 475 single-level General Motors buses, and that it has an option to buy an additional 100 buses.

The 475 buses are to be delivered between March 1963 and April 1964, said M. C. Frailey, president of The Greyhound Corporation, headquartered in Chicago.

The buses will have air conditioning, panoramic picture windows, a fully equipped restroom, and adjustable reclining seats.

They also will have easier-to-read lettering on the front, sides and rear, new exterior gold stripes symbolic of Greyhound's exclusive Scenicruiser Service, and blue-and-gold interiors.

Willard Hotel Rooms In Use

The task of putting the Willard Hotel back into full operation is proceeding smoothly according to Arthur (Jimmy) Rickheil.

He stated that 40 rooms are ready for occupancy and have been occupied and 60 more will be ready in a few months. The rooms are all being revamped and brought up to modern standards.

In addition, he said, the Paul Bunyan room is now in operation, offering three meals daily including a western and cowboy breakfast starting at 7 a.m. each day.

The Ponderosa Room is also operating featuring top entertainment.

Wall Street Chatter

NEW YORK (UPI) — The most frequently used phrase applied to the stock market for early 1963 is "buy on weakness," says R. E. Buchsbaum of W. E. Hutton & Co.

There is less unanimity of opinion right now as to what stocks may do over the near term than was even a few weeks ago, but there is general agreement that reserves should be committed if we get the reaction normally expected after a quick, sharp advance, Buchsbaum says.

Investment opportunities still abound for the alert and courageous investor, says Spear & Staff, Inc. It sees as its favorite groups: aerospace, airlines, auto parts, bus lines, chemicals, drugs, electrical equipment, electronics, international oils, rails, and truck operations.



RICHARD HARDY

Flying Firm Adds Hardy

Richard Hardy, recently of La Grande, is the new flight and ground instructor, salesman and public relations man for Klamath Aircraft. Announcement of his addition to the flying firm was made by owner Tony Steinbock.

Hardy, who has been flying since he was 14, and was licensed at 16, has been a flying instructor for many Hollywood motion picture stars, "Davy Crockett," Fess Parker who plays in "Mr. Smith Goes to Washington"; Morgan Urderswood, "Shotgun Gibbs" on the Wyatt Erp television show; Pat Herrington Jr., Jill St. John, Ann Francis of Paramount and others.

He has also flown for pictures and TV, is an instrument instructor on both single and twin engine aircraft, and a licensed ground instructor.

Hardy plans, in connection with his new position, a social program which includes lectures and pictures to be available to groups and organizations in Klamath Falls as a public service.

He is married and has two children.

Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore. Sunday, December 30, 1962 PAGE 5-C

Rea Moves, Hosley Gets Sears Post

A change in the assistant manager position at Sears, Roebuck and Company will become effective Wednesday, Jan. 2.

Thell Rea has been transferred to Bremerton, Wash., to take over the post as assistant manager there, and Ed Hosley has been promoted to assistant manager here.

Hosley started with Sears in 1952 as a salesman in the boys department. He moved to manager of customer service, then to the advertising, merchandising office, to manager of the merchandise department and now to assistant manager.

Born in this area, Hosley attended KUHSS and was with Bogue Dale Real Estate before joining Sears 10 years ago.

Hosley, his wife Mary and their five children, Diane 14, Linda 12, Mark 10, John 7 and Kathy 3, reside at 1001 Pacific Terrace.

He is active in Cub Scouts and a member of the Elks Lodge.

Rea has been with Sears for the past 14 years. He came to Klamath Falls as assistant manager in August 1954.

His wife and family will join him as soon as housing is available in Bremerton. They have sold their home here at 1758 Eldorado.



C. E. PEDERSEN

Pedersen Moves Up With Bank

C. E. Pedersen, assistant cashier, has been promoted to assistant vice president, it was announced by R. H. Tisdale, vice president and manager of the Klamath Falls branch of First National Bank of Oregon.

Pedersen is business development officer for the branches east of the Cascades. Last April he transferred from the local bank where he was a general loan officer.

Pedersen joined First National in 1946 in Medford. From 1953 to 1957 he worked at the Corvallis branch. He spent four years at Merrill and Klamath Falls where he was a director of the Klamath County Chamber of Commerce and the Klamath County Red Cross.

He is a member of the Portland Chamber of Commerce and the Elks. A graduate of Oregon State University, he majored in agriculture. Married, he is the father of five children.

Articles Filed

SALEM — Articles of incorporation were filed recently for Klamath Land & Timber Co., Klamath Falls, signed by A. Biemendel, M. Bernard and K. McMillan.

Articles also were on file for Rice-Bennett, Inc., Klamath Falls, signed by David E. Card, H. F. Smith and Delores Baldwin.

Beaver State Dial Office Opening Set

Activation of Beaver State Telephone Company's new dial central office at Paisley is scheduled for 11:01 p.m. Saturday, Jan. 3.

William Castle, company manager, said that opening of the new facility will culminate a \$45,000 effort to consolidate Beaver State's Paisley and Summer Lake exchanges and provide them with a common operating center at Paisley.

Beaver State's Lakeview central office serves Paisley's 68 subscribers and Summer Lake's 33 at present. Transfer of this function to the new automatic exchange at Paisley will enable the company to supply both business and residential area — and two-party service within a base rate area coinciding with Paisley's city boundaries.

Rearrangement of plant to make this higher-grade service available was requested by a number of Paisley residents, according to Castle. Consequently, Beaver State, filed with the state regulatory authority at Salem a tariff reflecting the greater costs of such service.

Castle said that typical monthly rates under the tariff will be \$8.20 and \$7.05 respectively, for one- and two-party residential service in the Paisley base rate area. Business rates will be \$11.80 for one-party service and \$10.65 for two-party service. The existing suburban rate of \$6.15 for residential service outside the BRA will continue.

Paisley subscribers outside the Paisley base rate area will pay an additional mileage charge for classified service from the nearest BRA boundary to their homes. The company's \$45,000 project covers land, building and inside plant only, Castle said, but the new rates reflect all costs, including those of outside plant.

Build Permit Drop Listed

Building permits decreased in Klamath Falls in November, 1962, compared to November, 1961, the University of Oregon Bureau of Business Research has reported.

In November, 1962, the total was \$28,230, compared to \$128,060 in the same month last year.

Building permits from 17 identical reporting centers in Oregon totaled \$14,090,722 in November, 1962. This was 12 lower than in November, 1961.

The state total in November, 1962, included \$7,903,325 for 663 new dwelling units; \$3,566,621 for non-residential construction, and \$2,620,775 for additions, alterations, and repairs of existing structures.

For the same month last year, the \$16,947,810 total of permits was composed of \$10,228,108 for 812 new dwelling units; \$3,362,222 for non-residential construction, and \$3,357,480 for additions, alterations, and repairs to existing structures.

China has one motor vehicle per 3.340 persons, while the U.S. has one for every 2.5 persons.



NEW GAS ISLAND — Improved fueling facilities were added at the municipal airport recently when Southern Oregon Aviation Company put its new fuel servicing island into operation for private planes. The island was constructed by the Standard Oil Company at an approximate cost of about \$13,000 and included several large underground storage tanks. Private planes previously had been serviced by fuel trucks. Fuel service is available during the day with an attendant on duty, and can be procured nighttime by contacting James Starkey at TU 2-6206.

Unemployment Insurance Claims Few

SALEM — Unemployment insurance claims and rate of insured unemployment remained well under the comparable week in 1961 for the week ending Dec. 29, 1962, David H. Cameron, commissioner, Oregon Department of Employment, said here today.

A rate of 5.1 and 20,274 weeks claimed compared to a rate of 6.7 and 26,801 weeks claimed last year at this time, Cameron said.

The usual seasonal increase was shown from four weeks ago when the rate of insured unemployment in Oregon was at 3.6 and there were only 14,418 weeks of benefits claimed. Weeks claimed rose only slightly from the previous week in December

and were down 25 per cent from the total recorded last year at this time. Initial claims increased 13.2 per cent during the week, giving evidence that the seasonal upswing in unemployment will begin growing substantially now.

Nonetheless, Cameron said, the picture for the winter remains brighter than in December, 1961. In only two local office areas, Astoria and Tillamook, were the insured unemployment rates higher this December than last.

Highest rate of insured unemployment last week was in Grants Pass with 13.3; lowest was in Portland with 3.5.

Other rates in the larger areas compared to last year showed: Corvallis at 3.9, down 0.7; Eugene at 4.6, down 1.6; Klamath Falls at 5.2, down 3.7; Medford at 7.3; remained the same; Pendleton and Milton-Freewater at 7.1, down 2.4; Portland at 3.5, down 0.9 and Salem at 5.1, down 2.3.

The Oregon unemployment insurance trust fund remained more than \$10 million ahead of a year ago with \$36.4 million on Dec. 28 compared to \$45.3 million a year earlier.

Michigan ranks first among states of the Union in production of tart cherries.



SAFETY RECORD HONORED — Eight years without a reportable or disabling injury is the enviable record compiled by the engineers of the Cascade and Klamath District. The record of 2,922 days of safety represents the outstanding record of the entire Southern Pacific System. Shown here bottom row, left to right, Lee Hargrove, Melvin Carmichael, William Sims, Calvin Davis, W. B. Applegate, B. F. Bacher, H. R. Dell, Ned Worrell and B. E. Miller. Back row, left to right, Bob Strickland, Bill Pierson, Vernon Gillette, D. R. Neal, Ray Johnson, H. A. Marsh, F. D. Hartin and Earl Votaw.

Building Division Of AGC Completes Portland Merger

Merger of the building division, Associated General Contractors, with the Portland chapter, highway and heavy division, AGC, was announced today.

The merger, approved by the memberships of the respective organizations, becomes effective Jan. 1.

Robert A. Heintz, president, AGC highway and heavy division, and George A. Moore, president of the AGC building division, made the joint announcement.

Headquarters of the building division, presently located at 9122 S.W. Penoyer Street, Portland, will be moved to offices of the highway and heavy division, 129

S.W. Third Avenue, Portland. The consolidation will add more than a score of building contractor members to the parent AGC highway and heavy division, according to Heintz and Moore. The additional firms employ 6,000 to 8,000 construction workers.

The new organization will function in behalf of contractors throughout the state of Oregon and 5½ counties of Southwestern Washington. Contractors in major communities of the state, including Albany, Ashland, Astoria, Baker, Bend, Coos Bay, Corvallis, Eugene, Grants Pass, Klamath Falls, La Grande, Medford, Oregon City, Pendleton, Roseburg,

Salem, The Dalles and Vancouver, in Washington, are involved in the consolidation.

Heintz and Moore said the combined group would be known as "Portland chapter, Associated General Contractors" and would include four separate subdivisions, heavy, highway, building and utility.

"Through the merger," the presidents commented, "the stability of the contractors' organization will be greatly strengthened and the scope of activities widened. This is one more step toward providing the construction industry of our area with a common forum."

Card Dialing System Now Available

Most people don't make phone calls with boxing gloves on but they can if they want to with two new phones that can dial numbers automatically.

Called the Card Dialer and the Rapidial by Pacific Northwest Bell, the new phones become available in Klamath Falls this week after limited trial installations during the past year.

The automatic dialers are designed primarily for business use. However, they can be of great help to residence customers who do a lot of calling for church, social and charity organizations. Both instruments work on the principle of automatic dialing by pre-recorded numbers.

The Card Dialer is a two-in-one unit combining the telephone and the automatic dialer. It has a place for punched plastic cards on which telephone numbers are recorded. The number is dialed by placing a card in a slot and pressing a start bar. An unlimited number of cards can be used.

The Rapidial is a desk-top unit which is used along with a regular telephone. It stores up to 290 numbers on a magnetic tape. Numbers are recorded for future use by merely dialing them onto the tape. The numbers are automatically dialed by turning the selector knob to the name of the person or business desired, lifting the phone receiver to get dial tone and pressing the start bar.

In trial use of the dialers in Oregon this year, two Portland lumber firms have used them to speed nationwide phone sales contracts. The Portland Fire Department uses a Card Dialer to

call civic and law enforcement officials in emergencies.

A credit organization is planning to install a number of the dialers to increase the efficiency of its calling operation.

The dialers are faster than conventional dialing; eliminate the danger of dialing a number incorrectly, and make it unnecessary to memorize or look up frequently called numbers. They can also be used by some handicapped people.



ULTIMATE IN DIALING — Here's one to call home about! A telephone that will dial for you. With or without the boxing gloves, this new Pacific Northwest Bell phone, called the Card Dialer, does as the name implies, uses a punched card to automatically dial calls.



VISIT ARMS PLANT — Walter F. Phillips, Klamath Falls, far right, is shown as he witnesses a demonstration of the Winchester rifle while visiting the arms plant during the annual sales meeting at New Haven, Conn. Holding the rifle is Paul F. Lewis, manager, western sales division, and at left is James P. Stotts, Fort Worth, Tex. The four-day sales session concluded Dec. 15.

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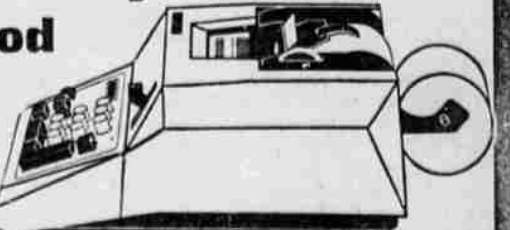
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