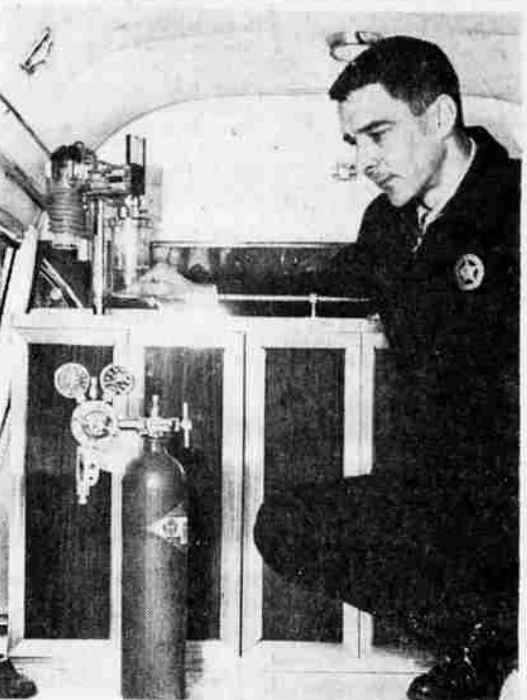




MOST MODERN AMBULANCE — Felix Peace of Peace Ambulance Service stands at the door of his newly acquired Cadillac ambulance by Superior Coach, Portland. The rig is fully equipped with the most modern life saving equipment available. The vehicle has a four stretcher capacity and houses a 110-volt electrical system. Hooks for plasma bottles are conveniently placed along the roof of the vehicle to facilitate transporting a patient from one hospital to another. The cost of the equipped vehicle was \$15,000.



COMPACT OXYGEN EQUIPMENT — Felix Peace views the most modern piece of oxygen equipment built for ambulance or hospital. The new combination resuscitator, inhalator and aspirator is an extremely compact unit that can service six disaster victims at one time. The unit is attached to an oxygen tank that runs the full length of the undercarriage of his new ambulance. It has a 48-hour capacity. Medford and Eugene are the only other cities in the area that have this unique device. The unit is on the cabinet above Peace's hand. An auxiliary oxygen tank that can be attached to the unit is on the floor of the ambulance.



SALESMAN HONORED — Dale Sechrist, right, salesman at Joe Fisher, 677 South Seventh Street, was honored recently at a banquet at Seattle with "Inner Circle" designation. He was one of 15 salesmen earning this distinction in the Lincoln-Mercury branch of Ford Motor Company for his sales effort. He is shown receiving a special award from J. H. Shoemaker, district sales manager at Seattle.

Dale Sechrist Honored For Inner Circle Award

Dale Sechrist, salesman of the Joe Fisher firm, 677 South Seventh Street, was honored recently as one of 15 salesmen earning "Inner Circle" designation. This award is to the top salesmen in the Lincoln-Mercury Division of Ford Motor Company which covers Washington, Oregon, northern and western Idaho and western Montana.

Market Sold

Mr. and Mrs. R. E. Potter of Neskevin on the Oregon Coast, are new owners of Soder's Market and Motel on the corner of South Sixth and Madison streets. They have three children of school age. The property was bought for an undisclosed sum from Mr. and Mrs. Charles Keller who owned it for three years.



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Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore. Sunday, April 7, 1963 PAGE 5-D

Montgomery Ward Reports 7.5 Per Cent Sales Boost

CHICAGO—In reporting an increase of earnings from \$1.13 per common share to \$1.51 per share for the fiscal year ended Jan. 30, 1963, the chairman and president of Montgomery Ward told the company's 104,000 stockholders that they believe "continued concentration on the fundamentals of selling general merchandise through catalogs and retail stores will produce earnings."

Record sales of \$1,425,187,840, an increase of 7.5 per cent over those of last year, were reported last month. Earnings of \$20,415,681, an increase of 29 per cent over those of last year, also were reported in March.

In their letter which was mailed to stockholders, John A. Barr, chairman, and Robert E. Brookner, president, stated:

"The strengthening of the management staff and the improvement of the organization of operations has made it possible to accelerate our expansion and facilities modernization program with greater assurance that current earnings will sustain the program."

In taking action to improve compensation of employees, the letter revealed that "the use of direct incentive compensation plan has been extended and, during 1963, we plan to improve the company's group insurance and retirement plans for employees."

A new contributory employee savings plan in which the company's contributions will be based upon its profits also was announced. These moves are expected to further secure and stimulate the performance of the Ward organization.

Insured Unemployment Shows Steady Decline

SALEM — Insured unemployment reached its peak four weeks ago and has been declining rather steadily since, David H. Cameron, commissioner, Oregon Department of Employment reported here. The rates of insured unemployment in most areas of the state were lower for the week ending March 21 than they were both four weeks earlier and a year ago.

The statewide rate of insured unemployed was 6.2, for a total of 24,000 plus benefit weeks claimed compared to a rate of 7.9 and 31,900 plus weeks claimed four weeks earlier and 7.7, a total of 30,600 plus weeks claimed a year earlier. Exceptions for lower area rates were at Astoria, where the insured unemployment rate was up to 8.5 from 6.9 a year ago; at Baker, which had the highest rate in the state, at 14.2, up 1.4 from four weeks earlier; at La Grande, 7.0, higher than the 5.4 rate four weeks earlier, and at Ontario, at 8.6, up from 6.4 four weeks earlier.

Lowest rate in the state was still in the Corvallis area with 3.8, down 1.3 compared to both a year ago and four weeks earlier. Statewide the number of construction projects and logging operations which are in progress is a major reason for Oregon's comparatively low level of seasonal unemployment this past winter, the department of employment said.

Other rates of insured unemployment in the larger areas compared to a year ago showed the following for the week ending March 21: Eugene at 5.8, down 2.9; Klamath Falls at 8.2, down 2.9; Medford at 10.0, down 0.2; North Bend-Coos Bay, at 6.3, down 4.1; Pendleton and Milton-Freewater, at 9.2, down 1.3; Portland at 3.9, down 0.7 and Salem at 8.0, down 1.4. The statewide rate of 6.2 was also lower than for the same period two years ago at 6.8.

On March 25, the Oregon Unemployment Insurance trust fund contained \$51.9 million compared to \$38.8 million a year earlier.

IP Selects Weed Official

WEED—Frank D. DeVaul has been named factory superintendent at the International Paper Company's Weed, Calif., branch. He replaces Dan Downey who has resigned.

DeVaul started with the company's Long-Bell Division in 1939 as a lumber student. Later, he worked in division plywood projects, specializing in cost studies. He was appointed Plywood Quality Control Supervisor at Weed in August, 1962, which position he held until his recent promotion to factory superintendent.

DeVaul is a graduate of Iowa State University with a B.S. degree in forestry. He served in the U.S. Army in 1957-59. He resides in Weed with his wife and two children.

I-P's extensive woodworking factory at Weed manufactures a variety of high quality Long-Bell millwork products including doors, windows, sash, and box shooks.

PNTA Plans New Booths

Making its first appearance in the big midwest travel shows is the newest of three beautiful 30-foot displays which the Pacific Northwest Travel Association and the Klamath County Chamber of Commerce, through membership in PNTA, use to invite prospective travelers to the Pacific Northwest each year.

It is estimated that nearly two million persons will visit the seven big exhibitions which PNTA is entering this spring. These shows include events in Chicago, Cleveland, Kansas City, Omaha, Minneapolis, Oakland and Los Angeles.

The new booth (pictured above) is highly colorful, with blended blues and greens, and the spectacular colored and lighted transparencies. The center map is highlighted by tiny flashing lights—ten for each of the five member states and provinces—Oregon, Washington, Idaho, Montana, North Dakota and British Columbia.

In the 1963 shows in which PNTA is exhibiting, about a quarter of a million pieces of literature will be distributed, for a total of about one and three-quarter millions. Among them, of course, are several thousand pieces of Klamath County literature, provided by the Klamath County Chamber of Commerce.

Automotive Firm Noted

PORTLAND — Formation of new company in the automotive field, Porsche Car Northwest, Inc., has been announced by Knute M. Qvale, president of Riviera Motors, Inc., Portland.

Riviera is Volkswagen distributor for Oregon, Washington, Idaho, Montana and Alaska.

Qvale said the new corporation will distribute Porsche sports cars in Riviera's VW territory, along with Porsche parts.

Porsche Car Northwest, Inc., also will have its own service school for mechanics in Portland.

At present, the new corporation will maintain headquarters at Riviera Motors present wholesale headquarters, 1737 SW Morrison Street, Portland.

In making known the new Porsche distribution center, Qvale also announced the appointment of Guenther Knapp as sales manager.

The authorized Porsche dealer in Klamath Falls is Maury's Foreign Cars, at 2227 South Sixth Street.

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ENTHUSIASTIC OREGONIAN — This young man is busy putting his "X" on a copy of a letter designed to promote visitors to Oregon. Everyone is urged to secure copies of this letter at the Pacific Northwest Bell office and mail them to friends in other parts of the nation with the invitation to come and visit. Ready for vacation fun, this young fellow is intent, also, on building a better, more prosperous Oregon for the future.

Welcome By Letter Plan Aided By Telephone Firm

Just 24 tourists a day in Klamath Falls would produce revenue equal to an annual industry payroll of \$100,000, according to A. B. Dickerman, local Pacific Northwest Bell manager.

To increase this golden flow of tourist egg money in the entire state, April 16 has been designated as "Oregon welcome by mail day" by Governor Mark Hatfield. Oregonians have been invited to become active participants in promoting this \$200 million a year tourist industry by addressing and mailing letters on April 16 to friends, business associates and relatives extolling the state as a vacationland.

In support of state programs promoting tourism, Pacific Northwest Bell has prepared and printed a "come-to-Oregon" letter which needs just a signature to be ready for mailing. Copies will be available free of charge at the nearest PNB business office.

Tourism is more susceptible to development than almost any other industry in Oregon, PNB's manager said. He pointed out that Oregon can sell its greatest product over again.

ANOTHER WERSHOW AUCTION WED. APRIL 17th

NO LIMIT • NO RESERVE STARTING 10:30 A.M.

\$287,000.00 EVALUATION
WALTON LUMBER COMPANY
SAWMILL & PLANING MILL
and 10-Acre Property
PARKDALE (NEAR HOOD RIVER) OREGON

SAWMILL AND PLANING MILL
S. A. Woods & Sons 6' x 15' Planer
Schuman 8' x 48' Edger, 150 h.p.
48' x 16' Infeed Table w/air nigger
30 h.p. Off-bearing All Steel Table with air rollers
Southern 50' Circle Saw Head Rig
18 h.p. All Steel 3-Block Ribbed Roller
(1) Burner Fan
Salem Type Feed Works Carriage Drive
15 h.p.
W. J. Chain Line Log Deck
18 h.p. All Steel Log Stop and Loader
3 Chain Log Lift Unit
Corley 24 h.p. Pre-determined Electric Set
Trimmer
(1) Air Compressor, 1/2", 40 h.p., G.D.
10 h.p. and Schramm 15 h.p., air cooled, with built in water receiver
Newman 5 h.p. Table Saw
(1) 44" Wood Saw
Canadian Cut Off Saw
Green Chain 120 h.p. 2-chain #78 and #84 h.p. 4-chain #74
60 h.p. Roll Case with (17) Rolls
Williams Twin Drum Yarder
5 h.p. Chain Feed Saw
Grinding and Filing Room Equipment
25 x 25 h.p. and 35 x 35 h.p. Burners
6 h.p. Cyclone with Pipe
(1) Burner Fan
Transfer Units with conveyors and gear-head motors
Complete Electrical — Shop Equipment
— Supplies — Office Equipment

ROLLING STOCK
(2) Hyatt 54" Steadfast Trucks
Hyatt RT-150 15,000# Forklift
Link Belt 3/4" 76" Speeder Crane
10' 10-20 Tractor with hyd. blade
MODEL B TRUCK (Collector's Item)
10 ACRES IN 2 PARCELS: To be sold with or without buildings: Sawmill, Planing Mill, Green Chain, Shop, Watchman's Building, etc.

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TOURIST DISPLAY BOOTH — Shown here is one of three new type booths constructed by the Pacific Northwest Travel Association for display this year at seven major travel and vacation shows at Minneapolis, Chicago, Cleveland, Fort Worth, Omaha, Los Angeles and Oakland. Through its membership in PNTA, the Klamath County Chamber of Commerce will distribute several thousand pieces of Klamath County literature at these shows. The pictures are colored transparencies, and the Oregon picture is a coastal scene.

OREGON 75 CRATER LAKE

Coca Cola To Promote Crater Lake

A picture of Crater Lake, Oregon's most interesting landmark, will be carried to virtually every corner of the United States as part of an unusual promotion being conducted by Coca-Cola Bottlers.

Called "Discover America," the program is designed to encourage and awaken interest in the history and characteristics of America. Illustrations of the landmarks will be carried under the caps of millions of coke bottles. The series of new caps include 102 different illustrations—two for each state and the District of Columbia.

The other illustration for the state of Oregon is Mt. Hood. Everett R. Ball, manager of the Coca-Cola Bottling Company of Klamath Falls said that the "Discover America" activity was begun because of the unusual success of the "World" bottle caps activity last year. The Coca-Cola Bottlers felt that a similar activity, concentrating on the most interesting aspects of the United States would be of wide interest.

In order to use the coke caps as a teaching aid for geography and American history, a teacher's guide was prepared by Dr. E. T. Kosh Jr., assistant professor of teacher education at Emory University and Agnes Scott College in Atlanta.

The entire series of special crowns will appear on Coca-Cola Bottles during March, April, May and June.

The legs of the penguin are enclosed in the skin of the body thus making their walk slow and clumsy.

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MONTGOMERY WARD

Retirement Party Held For Longtime Employees

Two longtime employees of the California Oregon Power Company and later of the Oregon Water Corporation were honored March 30 on retirement.

Dan Mathis, who lives at 3849 Bisbee, started work with Copco in April 1929. He has been with the Water Corporation for the last 10 years as customer service employee, connecting and disconnecting water meters. He plans to stay in Klamath Falls and he and Mrs. Mathis will see some of this country.

Charles G. Ollman, who has lived at 1928 Erie, started with Copco in May, 1924. As meter foreman he was responsible for meters in Klamath Falls, Roseburg and Dunsmuir, Calif., during his years of work with the company.

With Mrs. Ollman, former principal of Fairview Elementary School, he will leave this week for Springfield, South Dakota, where they plan to build a home overlooking Lewis and Clark Lake. They will spend the winters in warmer climates.



HONORED — Retiring Dan Mathis, left, and Charles Ollman, employees of the Oregon Water Corporation, were given a farewell party and remembered with gifts by the staff March 29 at the water company office.

\$735,000.00 EVALUATION SAWMILL EQUIP.

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SALE ON THE PREMISES
ST. HELENS, ORE. THURSDAY APR. 18
(10 Miles North of Portland on U.S. 30) STARTING 10 A.M.

BARKERS • CHIPPERS • FLAKERS • GANG SAWS • EDGERS
Quantity of CHAIN • MOTORS • TURBO GENERATOR, etc.

FLAKERS: (7) Mark Miller Hoffs, each with (8) 20" x 6" specially developed serrated knives; controlled torque power units; chain eliminators. (1) NEW 100; (1) NEW 150? (These machines may be inspected at Oakridge, Oregon, but will be sold at St. Helens.)
LOG HAULS: 216 h.p. Roll Chain Log Haul Unit with 40 h.p. motor, reducer, 8" x 1/2" inch chain.
BARKER: Nicholson 40" Ring Barker w/ 40 h.p. motor, 25 KW M.G. set and exciter, (8) hold-down arms, etc.
EDGERS: 58 x 16" and 48 x 32" with (15) insert tooth saws, 8 x 42"; (2) 26 h.p. Edger Infeed Rolls.
GANG SAWS: (2) Sucke Log Gangs, 36 x 16 and 30x30" with power feed rolls, 20" chipper heads, infeed carriage with rails and tilters.
TRIMMERS: 30 h.p. with (15) Sucke, also operated air lift cylinders, 16 h.p. 15-chain infeed unit.
RESAW: Present 6' 167.7 h.p. L.M. with 3-speed pressure roll drive.
OTHER SAWS: Vanner 10 h.p. Fishkill Saw; Slasher Saw with (8) 36" Saws; Franching #41 Trim Saw; Band Rip Saw with 20 h.p. motor.
CHIPPERS: Sumner 60" Wastewood Chipper (NEW in crate—never used).
LOG DECKS: (2) 18 h.p. 4-Chain Live Log Decks, steel races, 18 ft. Log Stop and Loader.
HOGS: Pacific #25 and Diamond #45.
ROLL CASES, CONVEYORS, TRANSFERS: (8) Roll Cases, 12 ft. to 60 ft. w/chain-driven rolls; 1000' h.p. Link and Box Chain, Belt and All Steel Conveyors; (15) Transfer Units, 4 to 10 chain, steel races, gear reducers, etc.
BOILERS, ETC.: (6) Case Head Steam Boilers, 40 h.p. stacks, wall auxiliaries.
STEAM TURBINES: G.E. 1000 KW, 125# steam pressure; 1250 KVA Generator, Control Panel, Steam Winches, etc.
DEEPWELL PUMP: Dening 2500 G.P.M. Pressure Pump, 25 h.p. motor.
OTHER EQUIP.: 1000's ft. of Box and Log Deck Chain, Roller and Camshaft chain infeed unit.
— #5110, 104, 78, H-124, H-30, H-231 A H-124, etc.; Blowers; (200) Trimming & Off-bearing Hoffs; (75) Motors, Plant Electrical, Supplies, etc. 7500 ft. 1 1/2" to 1 3/4" Sprinkler Pipe throughout plant.
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