



GRAND OPENING — Weisfield's held a grand opening sale at its new location, corner Seventh and Main, Thursday, Friday and Saturday. The new quarters have been remodeled inside and out and offer customers a much larger selection of jewelry and related items. This view shows early customers on the first day of the grand opening.

Keep Oregon Green Head Gets Award

Albert Wiesendanger, Salem, executive secretary of the Keep Oregon Green Association, has been awarded a plaque in recognition of his long career and valuable contributions in the field of fire prevention and protection. He is the brother of Walter Wiesendanger of Klamath Falls.

The presentation was made by Russell E. Getty, state director of the Bureau of Land Management. In making the presentation at the KOG meeting, Getty said of Wiesendanger, "As a devoted figure in conservation and protection, you are one of the most widely known and highly respected individuals in the protection field. Your career has been marked by distinguished ability and an abiding thoroughness and attention to detail in the performance of fire protection."

He said that if the question of who is Mr. Fire Prevention in Oregon were put to the 125,000 former Green Guards, the state and federal fire protection agencies, the protection association and everyone else interested in fire protection and prevention, there could be but one answer—Albert K. Wiesendanger.

M-W Report Shows Big Sales Spurt

Montgomery Ward and Company has issued its report on 1962 operations showing substantial gains in all departments, with credit sales and catalogue sales both showing sizable increases.

Ten new retail stores and 21 catalogue stores were opened during 1962.

The illustrated report discusses significant changes which have occurred and which are emerging in the retail industry, and reviews the merchandising, catalog and retail programs which are being developed to capitalize upon the company's historic strengths.

Included in the report are the following pertinent financial and statistical data:

- Credit sales were 42 per cent of total sales, compared with 40 per cent last year.
- Catalog sales of \$448 million in 1962 were the highest in the history of Montgomery Ward.
- 21 new catalogue stores were established in 1962 increasing the total to 691.
- 10 new retail stores were established during the year; the fiscal-year-end total of retail stores in operation was 512.
- 28 retail stores were scheduled for opening in 1963—20 as relocations, 7 as additions in metropolitan markets, one in the new market near Cape Canaveral.
- 100 old stores will be relocated to new, larger buildings during the next five years.
- 300 old stores will be modernized next few years—a firm schedule has not yet been announced.
- New Montgomery Ward stores established since 1958 accounted for 33 per cent of Ward's retail sales in 1962.

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WINNERS — Mr. and Mrs. J. L. Van Pelt, owners of the Sewing Machine Center, 1414 East Main, have returned from an expense-paid trip to the Viking Sewing Machine factory at Huskvarna, Sweden. The air trip was made with other Americans who won the 17-day tour on sales quotas over a one-year period. The travelers spent five days in Sweden, then visited Denmark, France, and England. It was the first trip abroad for Mr. and Mrs. Van Pelt. They found warm welcomes for Americans everywhere, particularly in stores, markets and hotels.

New Phone Rates Listed

Telephone callers in the state of Oregon received an unexpected bonus this week when it was learned that new reduced "After 9" rates on long distance calls had been extended to intrastate as well as interstate calls.

West Coast Telephone District Manager Lyle Cross said the new rates on calls within the state went into effect April 1, while those on out-of-state calls became effective at one minute past midnight tonight.

Both rates establish a maximum charge for the first three minutes of any long distance station-to-station call placed between the hours of 9 p.m. and 4:30 a.m.

Cross said the interstate maximum (Alaska and Hawaii excluded) is \$1, the intrastate maximum 75 cents. All charges are subject to tax.

To illustrate the effect of the new rate on interstate calling, Cross cited the example of a call to New York City which, from those on out-of-state calls become effective at one minute past midnight tonight.

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Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore. Sunday, April 21, 1963 PAGE 2

Auto Firm Salesmen Get Awards

Seven salesmen from Baisiger Motor Company were honored at a banquet in San Francisco for outstanding retail sales performance held at the Fairmont Hotel Saturday, April 6.

The seven are Jack Miller and R. A. Vandendoele, sales award; Louis M. Carr, 10-year medal; Roland E. West, Richard L. Dick, L. Chidister, and Porter Clemens, 300-500 award.

Among the award winners will be 22 salesmen who will receive Ford Motor Company's Top Hatter Award, which is presented annually to the less than two percent of the nation's Ford dealers for the top sales record. Purpose of the Top Hatter Award is to focus attention on the outstanding salesmen and on car and truck selling as a profession that performs a valuable service to the national economy and the local community.

In addition to the Top Hatter awards, special recognition was given at the banquet to 62 salesmen who won sales awards for achievements almost at the Top Hatter level, and to 36 salesmen who qualified for Medalion awards symbolic of 300-500 Club membership for at least 10 years.

The principal plant additions are for manufacturing of pulp and paper and plywood and other products of the Northwest's primary industry, according to Veryl N. Hoover, PP&L vice president for sales and industrial development.

The PP&L official said the new production capacity will continue the trend toward greater diversification of products and the integration of operations that has contributed to the stability of the forest industries.

Processing of agricultural products for growing national markets also will show gains in the year, Hoover predicted.

The PP&L stockholders were told that use of electricity increased among all groups of customers during 1962, and that the new industries now being served by the system had contributed substantially to the boost in business.

Among major new industries were the U.S. Steel Corporation's huge iron ore mining and milling development near Lander, Wyo., and St. Regis Paper Company's big plywood mill at Libby, Mont. Other large operations to be added this year include a plywood mill

Turtle Club Initiates Weyerhaeuser Employee

A club that thrives on misfortune added a new member Monday, April 15, when Charles E. Melton, Weyerhaeuser Company millwright, was inducted into the select Turtle Club.

This unique and exclusive club consists only of members who, but for the protection of a hard hat, would have been seriously injured.

Melton was working in the factory on Jan. 9, 1963, where a fellow employee was working on a scaffold, countersinking some holes. His drill broke and knocked him off the scaffold, at the same time knocking a ladder down on Melton's head, 10 feet below.

The hard hat protected him from serious injury.

While members do not join the club voluntarily, they agree that the existence of the club places special emphasis on the necessity to wear the hard hats when on duty.

The ceremony of Melton's induction was witnessed by foreman Ed Sample and International Association of Machinists representative Joe Lowther. Company branch manager J. B. Bishop presented Melton with a wallet card, membership certificate and lapel pin.

He received a new hard hat, complete with a Turtle Club decal from the club as his official badge of membership.

Reports on progress of the company's business were made by President D. R. McClung and other officers.

Paul B. McKee, chairman of the board, reported 93 per cent of the company's outstanding shares of stock were represented in person or by proxy at the meeting and was almost a record percentage of participation. The shares were voted unanimously for the election of 23 directors, most of whom are business leaders in western cities served by the company.

The company's stocks are owned by 67,000 shareholders, most of whom reside in the six western states in which PP&L has service areas.

Elected to the board were: Paul B. McKee, Don R. McClung, Paul F. Murphy, Arthur L. Fields, George T. Gragg, Allan A. Smith, A. W. Trimble, all of Portland; Glenn L. Jackson, A. S. Cummings, John C. Boyle, Alfred S. V. Carpenter, Henry H. Pringle, George M. Roberts, Eugene Thorndike, all of Medford; H. R. Baxter and David S. Soliday, Philadelphia, Pa.; Henry G. Lambert, New York, N.Y.; W. M. Marshall, Spokane, Wash.; Lyman J. Bunting, Yakima, Wash.; Donald Sherwood, Walla Walla, Wash.; Gregory A. Harrison, San Francisco; Harry H. Campbell, Kallispell, Mont.; J. H. Irvine, Lebanon, Ore.

Klamath Falls area Flying A dealers and their employees attended their annual Tidewater Oil Company dealer meeting April 17 at the Winema Hotel. Ray W. Bigger Jr., Tidewater field sales manager, hosted the 25 dealers.

Following dinner, Tidewater showed the dealers a program outlining better ways to serve their customers. On the agenda were talks on station operations by three successful Flying A service station dealers, followed by a slide presentation on Tidewater's quality products, given by the company's field sales manager.

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PPL Reports Industrial Upturn In Area Served

PORTLAND — Substantial expansions now under way by industries in areas served by Pacific Power & Light Company will push ahead the growth of the western communities, the company reported at its annual meeting of stockholders Tuesday.

The principal plant additions are for manufacturing of pulp and paper and plywood and other products of the Northwest's primary industry, according to Veryl N. Hoover, PP&L vice president for sales and industrial development.

The PP&L official said the new production capacity will continue the trend toward greater diversification of products and the integration of operations that has contributed to the stability of the forest industries.

Processing of agricultural products for growing national markets also will show gains in the year, Hoover predicted.

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JOINS TURTLE CLUB — Charles E. Melton, third from left, became a member of the select Turtle Club on Monday, April 15. Melton, a millwright at Weyerhaeuser Company, was wearing a hard hat which protected him from a ladder which fell from 10 feet above him. The hard hat may well have saved him from death or serious injury. Foreman Ed Sample, left, watches the ceremony as Jack Bishop, company branch manager, presents Melton with a wallet card, membership certificate and lapel pin. Far right is Joe Lowther, International Association of Machinists representative.

Realtors Honor Past Presidents

Special recognition was paid Monday noon to surviving past presidents of the Klamath Falls Board of Realtors at their noon luncheon at the Winema.

Past president pins were presented to nine past presidents who were present, and to three others who were not able to attend.

Those receiving the pin award included Ed Chilcote, Gomer Jones, Burton Gray, Jim Stilwell, Bob Chilcote, Willard Cedarleaf, Andy Silani, Vern Durant and Deane Sacher. Not present were Al Schmeck, Bruce Owens and Jesse Smith.

Ed Chilcote has been president of the realtors group three times, the first time in 1917.

Chilcote recalled that the realtors have actually started an organization three different times. The first group was organized in 1912, he recalled, and the only two surviving members of that group are himself and Bert Hall, who is no longer in the realty business.

The group has 12 members at first, and was active until the beginning of World War I when it disbanded. Organized again in the 1920s it served until the late

30s when again it was disbanded. The current group was reorganized following World War II. Chilcote has served as president in each of the three groups.

Vern Durant has served as president of the realtors on two occasions, and Bob Chilcote has served one and one-half terms.

During past sessions, the outgoing president was not presented a past president pin, and the Monday ceremony instituted this procedure and caught up on the backlog of presentations.

Cal Peyton is the current president of the realty group.



PAST PRESIDENTS HONORED — The regular meeting of the Klamath Falls Board of Realtors this past week brought special honor to past presidents of the group. Those present for the occasion include, seated, left to right, Ed Chilcote, three times a president, and only active member of the first realty board established in 1912; Gomer Jones and Burton Gray. Standing, same order, Jim Stilwell, Bob Chilcote, Willard Cedarleaf, Andy Silani, Vern Durant and Deane Sacher. Not present were past presidents Al Schmeck, Bruce Owens and Jesse Smith. Current president is Cal Peyton.

Allstate Awards Confidence Seal

Arthur E. Grigg and Fred C. Lawrence, Klamath Falls, have been awarded Seal of Confidence certifications by Allstate Insurance Companies. Charles E. Colbert, regional manager, has announced.

The certification goes only to company agents who have demonstrated outstanding ability and exceptional judgment in dealing with the public over a long period of time, Colbert said.

Awarded on an annual basis, it connotes outstanding service to policyholders and devotion to the principles of good business practice.

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Glass Given Warranty

Kimball Glass Company, 521 Walnut, is now offering a new warranty on laminated safety glass windshields made by Shatterproof Glass Corporation of Detroit.

The warranty covers such things as let-goos of plastic and glass in the center of the windshield, edge separations, discolorations which impair safe driving vision and strain cracks which start and stop in the body of the windshield.

The warranty is a fully written warranty on quality. According to W. B. Chase, president and chairman of the board for the 40-year-old firm, this new

step is "one of the most revolutionary innovations in the industry since the advent of curved windshields."

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