



NEW SUNBEAM LOAF — Newest addition to grocer's shelves in this area these days is the new Sunbeam loaf bread of Fluhrer's Bakery. Shown here with the new loaf which was introduced in this area on Monday are Gene Revis, driver-salesman, left, and Ted Otterbein, manager of the Fluhrer's Klamath Falls plant.



TROPHY AWARDED — In a special ceremony at the state capital, Gov. Mark O. Hatfield is shown presenting Eugene Ferrell, vice president and general manager of Fluhrer's Holsum Corporation, with the President's Cup on behalf of the Quality Bakers of America Cooperative. The trophy is for producing the highest-quality bread in the nation. Governor Hatfield expressed his sincere congratulations for this honor, the first to be awarded to an Oregon bakery.

New Bread Produced By Fluhrer's Bakery

There's excitement aplenty these days down at Fluhrer's Holsum on North Holly Street in Medford. After years of painstaking work and experiment, the bakery is proud to announce that it is producing a loaf that experts everywhere agree is today's best and most inexpensive food. To celebrate this great achievement, "his new loaf has been christened "Sunbeam" and put in a new wrapper carrying the picture of a charming 5-year-old called "Miss Sunbeam."

Realtor Speaks To Idaho Meet

Deane Sacher, Klamath Falls realtor, 1037 Main Street, who is also Oregon state representative of the International Traders Club, will be the principal speaker at Spring Clinic Sessions of the Idaho Real Estate Brokers at Caldwell, Idaho, on May 2 and at Twin Falls on May 3. Sacher will handle the morning session each day on the subject "Fundamentals and Techniques of Trading."



BELL AWARD — This special bell award was made on behalf of the PPL Klamath Falls district crew, to left to right, Chuck Perry, Keith King, and H.E. Seideman during the PPL Klamath District safety banquet held at the Reames Country Club Friday, April 19. These three men are the electrician's safety committee. Sam Brown, local SIAC representative, presented a plaque to Sam Ritchey for the district's safety record of 220,000 man-hours without a disabling injury. Frank Bash, Copco division manager, presented a gold award to Dale Jefferson and Keith King, while a special silver award went to C.A. Boyden and George Wright, Tulelake area, and to Elwood Hedberg, for the power department employees.

\$125,000 Idea Car By Dodge To Be Displayed By Thomas

Dodge's \$125,000 idea car, the Flitewing, will be displayed beginning Sunday, May 5, through Tuesday, May 7, at Thomas Dodge Sales and Service, Dodge dealership here.

The Dodge Flitewing features "flip-up" windows, sports car styling and unique interior appointments designed mainly for improved driving safety.

"This car is not a 'way-out' dream but a near-in design of practical features," said George W. Gibson, Dodge chief engineer and director of product planning.

"The Flitewing is one of a number of idea cars which we have created in the last year," Gibson said. "These cars are exercises in future thinking and planning. The Flitewing, however, is the only idea car that will be shown to the public at this time."

The Flitewing was conceived primarily as an experiment in the "flip-window" concept of automotive design, according to Gibson.

"Innovation in window design may outwardly appear to be a relatively small area of investigation for a \$125,000 experimental car," Gibson said, "but the successful application of it in a production automobile would provide the basis for entirely new styling concepts prohibited by conventional windows."

Unlike many Detroit "dream cars" or automobiles of the future, the Flitewing resembles

present-day production models in both styling and interior features, while reflecting Dodge's interest and achievements in Space Age technology.

The Flitewing has a definite sports-car flavor inside and out. There are four individual bucket seats, a fold-down rear seat, a fold-down front seat, a fold-down center console contains radio, heater and air-conditioning controls for front seat occupants and a fold-down armrest, ashtray and courtesy lights for rear-seat occupants.

The entire interior, including the dash, is heavily padded and the conglomeration of knobs and dials has been replaced by push-buttons. The padded surfaces are significantly larger than current production model automobiles.

A new speedometer, which utilizes a series of 13 elliptical windows to indicate speed at a glance in 10-mile-per-hour increments, replaces the traditional speed gauge. It is located at the center of the instrument cluster.

The left side of the cluster contains four engine gauges (fuel, temperature, amperage and oil pressure) plus the parking brake light.

Transmission pushbuttons are located below the gauges, just to the left of the steering wheel, which is lightweight cast aluminum. The ignition switch is to the right.

Many of the Flitewing's controls have been removed from the dashboard and placed else-



Business Review

By Floyd L. Wynne

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PAGE 3



IDEA CAR TO BE SHOWN — Dodge's \$125,000 idea car, the Flitewing, featuring many new ideas for autos of the future, will be on display at the Thomas Dodge Sales and Service showroom, 424 South Sixth Street, on May 5, 6 and 7. The showroom will be open on Sunday, May 5, for this special showing from noon to 5 p.m.

Market Plagued With Many Problems

NEW YORK (UPI)—Establishment of a new overseas market by an American industry is always a chancy business, and it has become no easier in Western Europe with the current uncertainties that resulted from the rebuff of Britain's efforts to enter the Common Market.

As for Eastern Europe today, that is an even tougher problem: restrictions on trade between United States concerns and those behind the Iron Curtain are even stiffer than those represented by the tariff barriers around much of Western Europe.

But even foreknowledge of these conditions is not enough to daunt all of our enterprising manufacturers; some are willing to take a chance on creating a market and then being able to supply it in the belief that their product will not fall under the ban on trade in strategic materials.

An example of this is the venture undertaken by Maidenform, Inc., which says it is the world's largest manufacturer of brassieres.

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Ballard Joins H. Barnhisel

R. H. "Bob" Ballard, 1918 Manzanita, is now associated with Howard Barnhisel in real estate and insurance.

Ballard joined the Barnhisel Agency on April 1, and will have his offices at 112 South Eighth Street.

A resident here for the past 10 years, Ballard was in the automobile business for the past eight, and had his own auto dealership for four of these.

For the past two years he has been ranch foreman for Robert Cheyne.

Ballard, who has been a salesman most of his life, will specialize in residential properties and in general insurance.

Complete Banking Facilities Set For Co-Op Building On UO Campus

Complete banking facilities will soon be as close as the nearest classroom on the University of Oregon campus, with announcement from U.S. National Bank this week that it will establish a branch within the proposed new Co-op Building.

To be called the Oregon Campus branch, it will be the first full banking office in Oregon established permanently on a college campus, according to E. J. Kolar, president of U.S. National.

Plans presently call for the construction of a two-story co-op building at East 13th and Kincaid, adjoining the existing book store. The new U.S. National branch would be located on the first floor, reported Kolar. Completion time for the structure is estimated between 18 and 24 months.

In order to handle the banking needs of students and faculty

Slater Attends National Meet

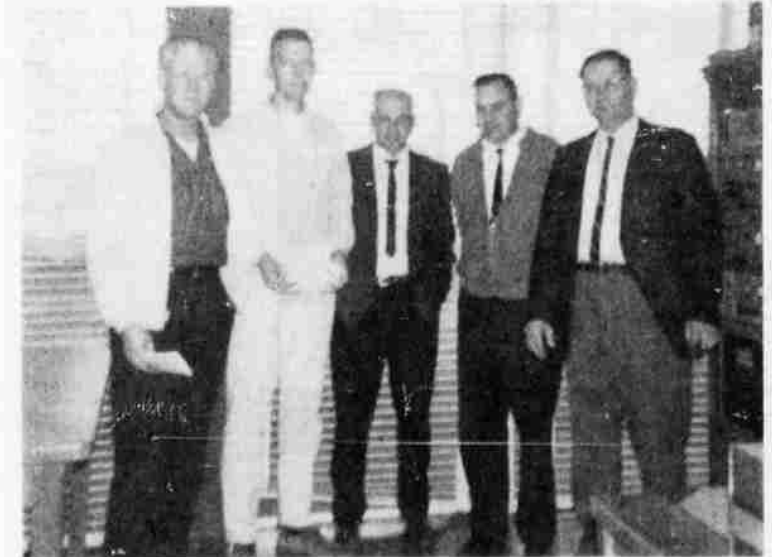
Lawrence Slater, 2065 Auburn, is in New Orleans where he is attending the midwinter meeting of the National Association of Insurance Agents.

Slater is president of the Oregon Association of Insurance Agents.

Leaving by plane Friday night.

Slater is scheduled to return next Thursday. The conference was to begin Sunday, April 28 and continue through Tuesday, April 30.

Slater, former mayor of Klamath Falls, is owner of the Slater Insurance Agency, 134 North Seventh Street.



PRESENTED CASH AWARDS — Two FAA technicians were presented cash awards recently for beneficial suggestions for improved service by the Federal Aviation Agency. Shown here, left to right, George W. Palmer, electronics technician, Klamath Falls sector, and Richard J. Hayton, radar technician, Klamath Falls sector, both of whom received the awards; Erwin T. Brooks, assistant chief, Klamath Falls; Loren Vertner, engineer in charge, Klamath Falls radar, and William J. Tucker, chief, Klamath Falls sector.

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