CHRIS PONTRELLI

Insurance Firm Trains C. Pontrelli

Farmers Insurance Group has selected Chris Pontrelli, 4638 La-Verne, Klamath Falls, to attend a school for career agents at the organization's Portland Regional Office.

C. D. Beshears, regional manager, said candidates for this school must meet a high set of standards to qualify for training.

These schools, which are being conducted in the company's regional offices throughout its operating territory covering 25 Western and Mid-Western states, are designed to better equip the men to follow the profession of insurance agents. They will represent Farmers Insurance Group exclusively.

This first school session covers automobile, fire, policy service, claims service, and field underwriting and continues for one week. Following this the men will return to their home towns to work in the field from four to six months before returning to the regional office for a second week's schooling. The entire sales training program covers one year.

While he is in the field, Pontrelli will work under training supervision of Jerry Shelley, district manager, and regional office specialists.

Farmers Insurance Group, which is now in its 35th year, is the largest insurance company in the West.

Golf Course, Drive Range Being Built

A compact new nine-hole golf course, plus a golf driving range is shaping up on Washburn Way just across the newly constructed overpass over the Great Northern tracks.

The course is being constructed and will be opened and operated by Mrs. Florence Chambers and son, Billie Chambers.

Plans call for completion of the driving range first and then work to start on the nine-hole course which will feature par three holes. The driving range will be 250 yards long.

The entire course and driving range will be laid out within a 30-acre plot.

The course has been designed by Chambers with guidance from Jack Davis, owner of Greenacres Golf Course in Eugene. The new course will be known as Golden Acres golf course.

Savings Bonds Sales Reported

April was another banner month for Savings Bonds in Oregon, according to word received here today by County Chairman Gene Favell. Series E and H total sales in April amounted to $3,081,556, up 24 per cent compared to 1962.

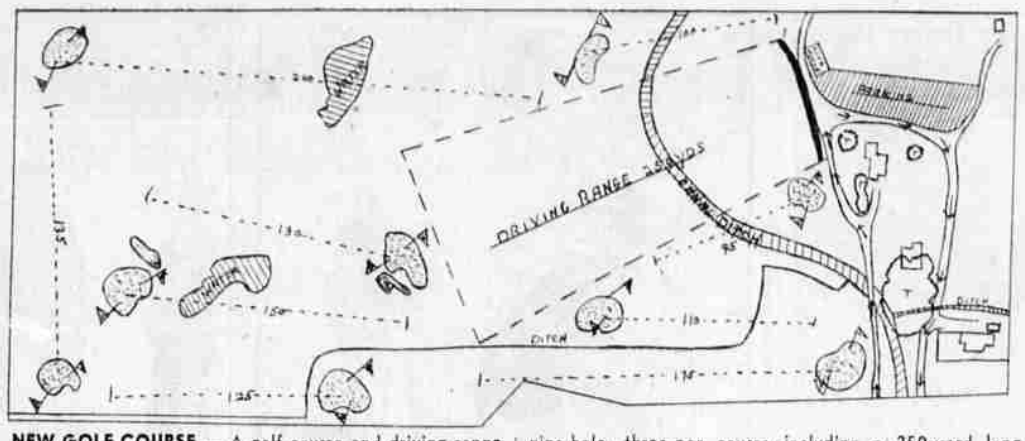
"Sales in our own county for the month were $45,981," said Favell.

"With the Freedom Bond Drive now under way, we're hoping that every family in the county will have bought at least one extra Savings Bond by July Fourth, closing date of the drive. Our people will never have a better chance to do something for themselves and for the country, at the same time."

Twenty-three counties exceeded their 1962 April sales.

THE BITE

NEW YORK (UPI)—State and local taxes reached almost $39 billion during 1961 or an average of about $211 per person, according to the National Industrial Conference Board. The national average jumped 57 per cent between 1953 and 1961.



NEW GOLF COURSE — A golf course and driving range is now under construction on Washburn Way just across the new overpass. The course, outlined here, will be a nine-hole, three-par course including a 250-yard long driving range.

Bids Asked At Kingsley

Bid openings are set for two projects by the Base Procurement Office at Kingsley Field.

Bids on contractual services to repair roofing of building 115 (clothing sales store) and 401 (water storage tank) will be opened at 2 p.m. (pdt) on Friday, June 7.

Monday, June 10, 2 p.m. (pdt) is the date set for the opening of bids on painting the interiors of building 128 (headquarters), 127 (base gym), 212 (commissary) and 123 (dispensary) at Kingsley Field.

Plans, specifications and bid forms on these projects are available at the Base Procurement Office, Building 118 at Kingsley Field. Information may be obtained by calling TU 2-4411, extension 319.

IP Dividend Set

NEW YORK—The Board of Directors of International Paper Company meeting here declared quarterly dividends of $1 per share on the cumulative $4 preferred stock and 26¼ cents per share on the common stock.

Both dividends are payable June 17, 1963 to holders of record May 20, 1963.

Only trip outside British Colonial America made by George Washington was a voyage to the West Indies in 1751.

Business Review

By Floyd L. Wynne

GOOD GUESSER — Joseph Bayer, local airman, and Mrs. Bayer, 872A Vincent, Falcon Heights, are shown as they were awarded a station wagon load of groceries by Thomas Sales and Service, 424 South Sixth Street. The Bayers won the groceries by guessing the closest to the value of the groceries. They guessed $53.15 and the correct amount was $53.11. Shown with them are Ray Hunt, left, sales official at Thomas Dodge and Jack Thomas, second from left, owner-manager of the firm. Four other persons won a station wagon load of groceries by purchasing the Dodge station wagons.

Sears Offers Williams Film

A new 28 minute 16 mm. color and sound movie which gives useful tips on how to become a more successful fisherman has been issued by Sears, Roebuck and Co.

Called "Tarpon Fishing With Ted Williams," the film stars the former Boston Red Sox slugger, now Sears sports consultant, in action against the tarpon off the Florida Keys.

In the movie, Ted boats several of the fighting fish ranging in weight from 80 to 130 pounds using twelve and fifteen-pound test lines and lures he made himself.

He also demonstrates three fishing methods and tackle, including plug-casting, spin fishing, and fly-casting.

"Tarpon Fishing With Ted Williams" is the third sports film to be issued by Sears which features Williams. The others are "Duck Hunting With Ted Williams" and "Batting With Ted Williams."

The new film is available for use by interested local organizations on a free loan basis through Association Films, Inc., and Modern Talking Picture Service, Inc., with offices in major cities from coast to coast.

Nearest Association Films office is 799 Stevenson Street, San Francisco, Calif., and Modern Talking Picture Service's nearest office is at 444 Mission Street, San Francisco 5, Calif.

EASY ON THE FEET

NEW YORK (UPI)—The foot-fracturing walkathon from ticket window to aircraft that has plagued passengers at the nation's big air terminals for years has been abolished at the new Dulles International Airport in Washington, D.C., with the introduction of the "mobile lounge." The lounge taxis passengers the half mile from the terminal to the parked planes in club-car comfort sheltered from weather and the noise and fumes of the jetport.

Business Space
FOR RENT
Corner 4th & Klamath
Phone TU 4-9254

COMPLETE PRINTING SERVICE
Let us supply the forms you need . . . all types of printed folders, circulars, letterheads, checks, statements, snap-out forms, plastic binding, etc.
Guide Printing, Inc.
12th & Klamath TU 4-5373

HEATING GROUP MEETS — Shown here are members of the Pacific section of the National District Heating Association who attended the 29th annual convention of the group held here May 2 and 3. Back row, left to right, Clyde Sinclaire, Portland; Gordon Wilkes, Spokane; Frank Roberts, Tacoma; John Adams, Spokane; H. H. Hitchcock, Seattle, and J. D. Frantz, Portland. Seated, same order, John Highland, Klamath Falls; Robert Methven, Tacoma; C. F. Huntley, Seattle, and John Merryman, Klamath Falls, outgoing president of the group.

Hawaiian Holiday Contest

How about spending three weeks next winter in Hawaii?

General Mills and Matson Navigation Company are offering to 10 couples in any of eight Western states a Hawaiian holiday between the months of September, 1963, and May, 1964. The holiday will include two first class round-trip tickets aboard one of the famous Matson Cruisers S.S. Lurline or Matsonia to Hawaii, accommodations for 12 days at the Hilton Hawaiian Village Hotel and $200 spending money per couple.

Winners will be selected from persons entering the Hawaiian Holiday Sweepstakes." To enter persons merely write their names and addresses on an entry blank, include a Gold Medal medallion from any size sack of Gold Medal flour or print in block letters Gold Medal on a plain piece of paper and send to: Hawaiian Holiday Sweepstakes, Box 7000, Minneapolis 60, Minn. Entries are limited to residents of Arizona, California, Idaho, Montana, Nevada, Utah, Oregon and Washington. Drawings will be held July 3, on entries received by midnight June 29. Winners will be notified by July 26.

GUARANTEED
TRUCK SERVICE
AND REPAIRS
We're Specialists on 4 - wheel drive Willys 'Jeep' vehicles, but we are equipped to service all makes.
JOE FISHER
Lincoln, Mercury, Comet
Willys 'Jeep' vehicles
677 So. 7th Ph. 4-8104
Emergency Phone:
Charlie Ramp, 2-4958

Shell Oil Shows Big First Quarter Increase

Consolidated net income of Shell Oil Company and all wholly owned subsidiaries amounted to $46,595,000 or 77 cents a share, in the first quarter of 1963, Monroe E. Spaght, president, announced today at the annual shareholders' meeting. This is the highest first quarter net income in the company's history, exceeding the 1962 period by 22 per cent. Net income in the first quarter of 1962 was $38,267,000 or 63 cents a share.

A seven per cent increase in refined product sales and improved operating efficiency contributed to the record results, Spaght said. Automotive gasoline sales were seven per cent higher than in the first quarter of 1962.

Spaght also said phases of the business, as well as extensive commitment of funds to research and development and to exploration for crude oil and gas reserves.

Shell plans a continued high level of capital investment in all of its operations.

PUBLIC AUCTION
VOLUNTARY SALE BY ORDER OF BOARD OF DIRECTORS
ROBERT DOLLAR LUMBER CO.
25 Miles North of Grants Pass off Highway 99
GLENDALE, ORE.
TUESDAY
MAY 28
10 A. M.
COMPLETE, MODERN PLANING MILL and CUT UP PLANT & SAWMILL
NOT NEEDED IN FUTURE OPERATIONS
PLANING MILL AND CUT UP PLANT
PLANER/MATCHER: Woods 414M 8x20 12-knife, all electric, dble. profile and Woods J-2 18 ft. 6-roll Pineapple feed table.
BREAKDOWN HOISTS: Moore H.D. 3-arm all steel Breakdown Hoist. Steel 3-arm B.D. Hoist in cut-up plant with steel frame, etc.
RESAWS: McDonough 54" anti-friction bearing, tilt rolls, 40 h.p. h.p. motor; (2) Turner 42" Twin Band Resaws, adjust. feed rolls.
SURFACER: Baxter Whitney 24".
SAWS: Stetson Ross H. S. Trim Saw; Irvington Swing Cut-Off; 36" Band Saw.
ARMSTRONG FILING ROOM: Circle Saw & Band Saw Sharpeners; Stretcher Roll, Blades, etc.; (50) Planer/Matcher Heads, 8 and 10 knife; Steel Saws, etc.
CUT-UP PLANT SAWS: (2) Irvington Type 29 Trim Saws, 3500 r.p.m. mtrs.; Cranton Box Mach.
ALSO: Grading Chain, Conveyors, Trans. Units, Blowers, Electrical.
SAWMILL EQUIPMENT
RESAW: Prescott 84", w/125 h.p. heavy duty motor.
TRIMMER: H.D. Air Electric, with 75 h.p. motor.
SAWS: H.D. Slab Saw; 20 h.p. Cut-Off Saw.
HOG: Diamond Hog with 125 h.p. motor.
STEAM ENGINE: Corliss Steam Engine.
ALSO: Roll Case, Motors, Shafting, Sprockets, etc., etc.
MILTON J. WERSHOW CO., Auctioneers
The Most Respected Name in the Auction Field
7213 MELROSE • WE. 3-8541 1237 3rd ST. • TE. 4-7242
LOS ANGELES, CALIF. OAKLAND, CALIF.
2130 S.W. 5th AVE. • CA. 2-9151 • PORTLAND, OREGON

FOR SALE OR LEASE

22,000 sq. ft. of open space, 1000 sq. ft. of office area plus covered truck loading dock and railroad spur. Suitable for freight terminal, bottling company, wholesale distribution, warehouse space or manufacturing. Land area exceeds one acre - room to expand. This property in excellent condition inside and out. Priced well below replacement cost!
REALTOR PARTICIPATION INVITED
James F. Stilwell & Co.
REALTORS
519 Main Phone TU 4-3136
Corner OAK and BROAD

SAWMILL & PLANING MILL
LOGGING EQUIPMENT, FORKLIFTS, ETC.
NO LIMIT — NO RESERVE
AUCTION
$1/2 MILLION FACILITY
By Order of Board of Directors
LINDROTH TIMBER PRODUCTS
Sale on the Premises
FT. SEWARD, Cal.
70 Miles Southeast of Eureka
20 Miles East of Garberville
Tuesday, MAY 21ST 10 A.M.
SAWMILL
Sumner 8 ft. Band Head Rig, R. or L.H., double or single cut, auto. control.
Mooslick 62" Riderless 3 Block Carriage (NEW in 1958)
Smith 100 h.p. Carriage Drive.
Puget Sound 8 x 60" 6-Saw Edger.
Albany 26 ft. 13 Saw Trimmer.
5 ft. x 24 ft. Trimmer Feed Table.
Yates American R.H. Band Resaw with 14" Line Bar.
Albany 10½ ft. 5-Chain All Steel Live Log Deck.
Albany Log Turner.
Albany 4-Arm Log Stop and Loader.
155 ft. All Steel Log Haul.
6 ft. Pond Chain Saw.
125 ft. Green Chain Unit, Roll Cases, Transfers, Conveyors, Sawmill Saws, Electrical Gear throughout Mill; 50 ft. x 70 ft. Steel Bolted Burner; Complete Armstrong and Covel Filing Room, Gardner Denver Y-Type 100 h.p. Compressor; Viking Automatic Wet or Dry Sprinkler System; Galvanized Corrugated Mill and Green Chain Buildings (to be moved).
PLANING MILL
Stetson Ross 7AS 6"x20" 8-Knife R.B. Planer/Matcher, 100 h.p. Motor and Motor Generator Set.
Stetson Ross 22 ft. x 20" Pineapple Feed Table.
Automatic 1 ft. to 10 ft. Precision All Steel Stud Trimmer.
4 Arm All Steel Breakdown Hoists.
Complete Retrim Dept. and Planing Mill Grinding Room.
45 ft. x 50 ft. Steel Bolted Burner.
Auto. Wet or Dry Sprinkler System.
80 ft. 5-Chain Green Chain Unit, #78 and #82 chain.
Conveyors, Transfers, Roll Cases.
Complete Planing Mill Electrical Wiring.
Planing Mill and Green Chain Bldgs., galv. corrugated iron covered (to be moved).
LOGGING EQUIPMENT
1500 ft. Hi-Line Unit w/Skagit BU-50 3-Drum Yarder & GMC 671 Engine.
1955 Kenworth 10-Wheel Log Truck with Cummins 200 h.p. engine.
1950 International 10-Wheel Log Truck with Cummins 200 h.p. engine.
1955 Ford 10 Wheel Log Truck with Lincoln engine.
(2) 1956 Page Log Dollies.
Int'l TD-14A Crawler Tractor with Carco Log Winch, F.P.C.U., sanady.
ROLLING STOCK
(2) Gerlinger 18,000# Forklifts.
Clark 15,000# YL 150 Forklift.
Clark 20,000# Y-200 Forklift with Log Kicker.
(2) Ross 20,000# Lumber Carriers, 56" wide x 67" high.
(3) Pickups and Dump Trucks.
MISC. EQUIPMENT
Shop Equipment, Air and Electric Tools, New Parts & Supplies, Power Units.
PLUS MANY OTHER ITEMS TOO NUMEROUS TO MENTION
SEND FOR COMPLIMENTARY CIRCULAR
MILTON J. WERSHOW CO., Auctioneers
The Most Respected Name in the Auction Field
7213 MELROSE • WE. 3-8541 1237 3rd ST. • TE. 4-7242
LOS ANGELES, CALIF. OAKLAND, CALIF.
2130 S.W. 5th AVE. • CA. 2-9151 • PORTLAND, OREGON

LESSONS of the New York Newspaper Strike

Following is a summary of the findings of New York retailers as given by Edward F. Engle, manager, sales promotion division, National Retail Merchants Association, before the annual convention of NRMA's sales promotion division, Hollywood, Florida, April 24, 1963

Major New York City newspapers did not publish for a 114-day period from Dec. 8, 1962 to March 31, 1963, and retail stores were without their basic advertising during that period.

The "Lessons" follow:

Lesson No. 1—There is no substitute for the daily newspaper as the major medium for retail advertising.

Lesson No. 2—The best substitute medium in an emergency is direct mail. This can produce excellent results over a short time, but its effectiveness tends to diminish when used too often and by too many competitors.

Lesson No. 3—Television and radio can be used successfully as supplementary media. Their effectiveness is confirmed by the promotion managers who used the medium properly prior to the strike and who continued with them during the strike.

Lesson No. 4—The daily newspapers and retail stores are equally dependent upon each other for the success of their enterprises. The newspapers provide the proper editorial setting for retail advertising to do its best job, while conversely, retail advertising provides the fashion and other product news so necessary to the success of a newspaper.

Lesson No. 5—Stores and departments with a high fashion image were less affected by the lack of newspaper advertising than stores and departments which depend upon advertising for more immediate returns.

Lesson No. 6 — In a time of natural buying momentum such as Christmas, stores will not be too greatly affected by temporary loss of newspaper advertising, provided sufficient advertising had already been run prior to a strike. However, once such a period is over, it is essential to stimulate consumer interest through massive advertising or a generally depressing effect on sales will set in. The recent strike was aptly called a "creeping disaster."

Lesson No. 7 — The downtown area of any major city is a unified shopping center whose prosperity depends upon the traffic-pulling power of a big store advertising. When this advertising is not present, as in the recent strike, the entire area, including smaller stores, restaurants and other services, feel the effects.

Lesson No. 8 — Advertising, especially newspaper advertising, is the lifeblood of the retail business, and provides for an orderly method of promoting and reordering merchandise. Without advertising, skillfully planned and executed, retail merchandising would be in a chaotic state. Turnover and stock-sales ratios would be much harder to predict and control for lack of planned promotions.

As we said, all the aforementioned lessons merely bear out previous experiences. It was a tremendous pity that these truisms had to be proven all over again at the cost of so much hardship.

Herald and News

The full text of Mr. Engle's address is available at the Herald and News advertising department.