



RESORT OPERATORS — A former Los Angeles family recently purchased the Williamson River Store and Resort north of Modoc Point to enjoy more peaceful living away from the big city. Pictured, from left, are the new owner-operators, Corwin Judd, Mrs. Judd, and their son, Robert Jr. Robert's family includes his wife, Marjorie, and two children, Susan, 6, and Curtis, 3½.



MILT OGDEN

Tutor Sells Insurance

CHILQUIN — Mil Ogdan, a junior high school teacher in Chilquin, evidently finds that two professions are better than one. Several months ago he established the local Farmers Insurance Agency and handles all types of insurance claims including auto, fire, life, disability, and business.

While his main interest is teaching, Ogdan said he finds the insurance business both instructive and profitable. He resides in Chilquin with his wife, Gwen, and two sons, David, 3, and Randy, 2.

Buying Intentions Told By U.S. Census Bureau

Americans expect to buy the same number of new houses and new cars this year as last, but fewer used cars.

That seemed to be the "meat" of a report on consumer buying intentions made in April by the U.S. Census Bureau, reports Mrs. Elvira Horrell, Oregon State University extension agricultural economist. The survey of 17,000 households is conducted four times each year.

Potential automobile purchases in the next 12 months remain at a high level, with 11.1 per cent saying they plan to buy new cars, while 8 per cent are looking at used cars. Last year's intentions were 7.7 per cent for new cars and 9.2 per cent for used autos, Mrs. Horrell noted.

If these intentions are carried out, 1963 will be another good year in new car sales, she said. Sales in 1962 were second only to the record high set in 1955.

About 1.9 per cent of the households surveyed said they expect to buy new houses, the same that planned to buy last year. About 2.2 per cent said they expected to buy previously occupied houses compared with 2.1 per cent a year ago.

If plans for household equipment buys are carried out, 1963 will see a continued increase in sales of refrigerators, television sets, washing machines, clothes dryers, radios, etc., Mrs. Horrell pointed out. About 16.7 per cent of the households reported intentions to buy new or used household equipment in the next six months, compared with 16.1 per cent last year.

Around a fourth of the households expected income increases this year, about the same proportion as last year when the survey was made, she added.

Timber Sales Bids Awarded

Lovness Co. and Thomas Lumber Company were successful bidders on two timber sales held Tuesday, June 25, by the Winema Forest.

The Agency Creek sale of 2,450,000 board feet went to Thomas Lumber Company for \$42,443.

Simplex DeVoie Company and Lovness Company were also bidders on the Agency Creek sale, while Klamath Lumber and Box Co., Inc. and Thomas Lumber Co. submitted bids on the Telephone Flat sale.

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Sears Issues First Copies Of Catalog

Featuring a high fashion cover with a photograph of one of the nation's leading models, the 1963 fall and winter edition of Sears, Roebuck and Company's general catalog has arrived here.

First copies of the new catalog now are being distributed to hundreds of homes in this area, and within six weeks it will reach a record 10 million families across the nation.

The Cover Girl photograph of Angela Howard highlights the largest selection of fashions ever presented in Sears catalog.

Sears Fashion Board says every important fall fashion is represented in the opening pages of the book. This section includes new creations by Mme. Claude Riviere, Parisian couturier, and by Mary Lewis, noted American designer.

Prominent among the new fashions are the sportive look, in camel hair, leather and tweed; the pale look, especially appealing in mohair; new styles in knits, including a full-length knit coat; more sleeves, in full or three-quarter length and cuffed or banded; and after-5 dresses of rayon velvet.

The men's apparel section includes a group of coordinated, men's fashions, and introduces a new line of men's wash and wear casual slacks and jackets. This line, made of Dacron polyester and combed cotton gabardine, is highlighted by the first use of "swatching" in the catalog in the past quarter century.

More than three acres of the new fabric — cut into 1x2-inch samples — has been used to "swatch" one page of the catalog. All the swatches were applied by hand, and the project required special paper, coating and adhesive as well as adjustments in the bindery operation.



CARL ROBERTSON

Robertson Takes News Editor Post

Carl Robertson, Vancouver, B.C., is the newest member of the editorial staff of the Herald and News.

Robertson assumed the post of news editor in early June. He attended the school of journalism at the University of Oregon and received a BA degree from the University of Washington.

Robertson, 41, began his journalism career writing a column for the Emerald at the University of Oregon. He worked part time on the desk of the old Eugene Daily News.

Following that he spent five years as sports editor with the Vancouver News-Herald, two and one-half years as editor of the Okanogan, Wash., Independent, a year each with a Pasco, Wash., newspaper and with the Associated Desert newspapers in California.

More recently he was associated with the Seattle Post-Intelligencer for a three-year period.

An experienced photographer, also, Robertson will handle the job of editing both United Press International and local news, as well as the Sunday feature section.

He replaces Wes Guderian who resigned recently to enter the insurance field.

Railroaders Hold Annual Safety Picnic

Southern Pacific Railway employees, retired employees and their families, were guests of officials of the S.P. Shasta Division Tuesday, June 25, at the annual safety picnic at Moore Park. Some 1,100 persons attended.

The President's Safety Award for 1962 for winning first place in the transportation department was presented to the Shasta Division after competition with 11 other divisions in the S.P. system.

A barbecued beef picnic dinner was served from 11 a.m. to 7 p.m. Taped music was played during the day and there were games for the children.

Officials present included Safety Supervisor B. E. Miller, Klamath Falls; Division Superintendent W. C. Morris, Assistant Superintendent J. J. Willis, Division Electrician J. E. Shelton, B&B Supervisor A. A. McDermott, Assistant B&B Supervisor L. L. Smith, and Neal Kinkman, secretary to the superintendent.

Division Engineer R. R. Baymiller, Assistant Division Engineer A. L. McHenry, Chief Clerk H. H. Schroeder, Signalman R. G. Hickerson, trainmasters, L. E. DuBoise and D. R. Anderson, Dumstour, Master Mechanic E. F. Peters, Assistant Master Mechanic E. A. Howden, both of Eugene.

District Freight and Passenger Agent A. G. Kusler, Trainmaster E. A. Votan, Road Foreman of Engines E. F. Bacher and Roadmasters G. L. Carney and W. D. Flannery, Klamath Falls.

D. McClung Heads PPL

Designation of D. R. McClung, president of Pacific Power & Light, as chief executive officer of the company was announced Monday by Paul B. McKee, chairman of the board, who heretofore has also held the title of chief executive.

McKee will continue in active service as chairman of the PPL board and chairman of the executive committee, posts he has held for the past five years, following 25 years as president.

McClung, who started out with Pacific Power & Light as a draftsman in 1917, was named president of the firm in 1958, advancing from the post of executive vice president. He has been a member of the board of directors since 1954.

"In view of the scope of the responsibilities McClung is now carrying, it is most appropriate that the title of chief executive officer should be transferred to him at this time," McKee said. "The arrangement is a happy one for all concerned and has the unanimous approval of the members of the board of directors."

Kingsley Bids Noted

Three contracts, totalling approximately \$100,000 have been awarded for work at Kingsley Field or Falcon Heights, according to information from the Base Procurement Office.

A Modford concern, Hughes and Dodd were awarded the contract to repair family housing streets at Kingsley Field for a bid of \$64,960.

Pinniger and Watkins, Klamath Falls, were awarded the contract to construction a medical supply and storage building at a cost of \$24,990.

East Side Electric Company, Klamath Falls, received a contract award for \$4,484 to construct a weather ceilometer support at the field.

Local firms desiring to be placed on the bidders mailing list may do so by contacting the Base Procurement Office, telephone TU 2-4411, extension 319 from 7:30 a.m. to 4:30 p.m. Monday through Fridays.



BUSINESS OPENS — Chocktoot Street in West Chilquin was selected as the site for the recently opened Arrowhead Building and Supply, Inc. The firm deals in the retail sale of building materials and general contracting. The officers are, from left, Layton Hoback, president; Jim Rodgers, secretary-treasurer, and Max E. Lewis, vice president.

Building Supply Firm Opens Chilquin Store

CHILQUIN — A new business in Chilquin, Arrowhead Building and Supply, Inc., was incorporated on May 1 as a building materials retailer and general contractor.

The officers of the new corporation are Layton Hoback, Chilquin, president; Max Lewis, Klamath Falls, vice president; and Jim Rodgers, Chilquin, secretary-treasurer. Others on the staff, all of Chilquin, are Jacob Ditch Jr., Frank Sutton, Carl Stewart, and Del Smith.

The main store and shop is located on Chocktoot Street in West Chilquin. A lumber and storage shed was added in June.

and will be enlarged to house an additional shop area this winter. The firm is equipped to serve the farm and recreation builder as well as the home owner, and it is planned to offer pre-cut and pre-fab components for a variety of building uses.

Arrowhead now offers the A-frame vacation cabin in a number of models ranging from the "Cheepie Teepee" to a full four bedroom home, available in pre-cut packs, or erected by the firm. A model office has been constructed on the site of the recreation subdivision, Klamath Falls Forest Estates near Sprague River, with good initial interest reported by the officers.



GOLD TRUCK AWARD — Ford Division's Gold Truck Award has been presented to Vern Moore and Mike Balsiger of Balsiger Motor Company, Klamath Falls. Shown, left to right, Moore, R. S. Exley, field manager, Ford Motor Company, and Balsiger. The Gold Truck award is presented on a selective basis to Ford dealers who achieve outstanding sales leadership in their localities.

Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, June 30, 1963 PAGE 3



ROBERT CUSHMAN

Store Bought By Eureka

New owner, operator of Adair's Furniture, 2200 South Sixth Street, is Robert Cushman, 30 formerly of Eureka.

Cushman purchased the store and took over the operation on May 1 from Ben Adair.

Born in New Jersey, Cushman moved to California after World War II in which he saw three years service in the Marine Corps Reserve.

He joined the White House Furniture and Appliance store of Eureka and has been with that concern for the past 13 years, one of which he was a furniture buyer.

Cushman is a graduate of Pace College of New York, a school of accountancy and business administration.

His wife, Mona Jean, and three children, Gail 11, Robert Jr., 7, and Donald, nine months, have joined him here. Currently they are staying at Rickfall's Motel until permanent accommodations are secured.

Cushman emphasized that there has been no change in the method of operation at Adair's, and invites all of Adair's former customers to come in and get acquainted. Norma and Ben Ryan will continue to be connected with the firm.

A special get-acquainted sale will be conducted by Cushman at a later date, "as soon as the new merchandise from the Seattle and San Francisco markets start arriving," he said.

Although Ben Adair has retired from the furniture business, he will continue activity in community affairs, and will devote more of his time to his ranching operations on the Pine Grove Road, and a managing his other properties.

NEW NAME

HOLLYWOOD (UPI)—The title of the new Tony Curtis picture, which costars his wife Christine Kaufmann, has been changed from "Monsieur Cognac" to "Wild and Wonderful."

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Craig Given Rookie Title

A former Klamath Falls man, James R. Craig, a salesman for Equitable Life Assurance Society in Eugene, has been selected as "Rookie of the Year," by the Oregon State Association of Life Underwriters.

The title was bestowed last week at the annual convention of the Society in Coos Bay.

Craig was selected in competition between all life insurance men of all companies operating in Oregon, who have completed their first full year in the life insurance business. The recognition is given for achievement in life underwriting and community service.

The selection committee was made up of officers of the trust departments of the U.S. National and First National banks and the Oregon Bank, all of Portland.

Craig was selected on the basis of his record made in 1962. He is a member of the Joseph A. Prosser District office in Eugene.

Craig graduated from Klamath Union High School in 1954 and the University of Oregon in 1958. He spent three years as a lieutenant in the Air Force and upon completion of service joined the Equitable Life Assurance Society as a salesman in Eugene.

He is the son of Mr. and Mrs. Robert P. Craig of 1320 Eldorado Avenue.



JIM ENGLISH

English Gets Branch Post

CHILQUIN — Jim English of Klamath Falls was recently assigned to the Chilquin branch of the United States National Bank. Formerly with the Klamath Falls branch, English has been in the banking business for two and a half years.

English and his wife, Barbara, and their three sons currently reside at 5643 Harlan Drive in Klamath Falls, but the family plans to move to Chilquin in the near future.

Wiley Plans Toyota Trip

Wilson S. Wiley, owner of Wilson Wiley Buick Company, and the exclusive Toyota Land Cruiser dealer for the Klamath Falls area, has been named to head the Oregon contingent of Toyota dealers to the annual Toyota Dealer Convention in Las Vegas next month.

Wiley announced that the Toyota Motor Company will unveil the new 1964 Toyota Land Cruiser Station Wagon at the convention as well as give Toyota dealers a preview look at the 1964 Land Cruiser line.

"The Toyota Land Cruiser is currently riding the crest of the U.S. import car market with 1963 sales up 45 per cent over this same period last year," Wiley reported.

Wiley attributes the growing popularity of the Toyota Land Cruiser to the enthusiasm of U.S. outdoor sportsmen who comprise nearly 85 per cent of Toyota drivers in this country.

While at the Las Vegas convention next month, Wiley will join dealers from Toyota's U.S. network in test driving the new 1964 models which will be exclusively previewed for the dealers.

Bank Figures Show Increase

Bank debits for the Klamath Falls area including Klamath and Lake counties increased in May, 1963, compared to May, 1962, the University of Oregon Bureau of Business Research has reported.

Debits for May, 1963, totaled \$36,968,825. For April, 1963, the total was \$36,597,297, and for May, 1962, the total was \$36,778,456.

Oregon, with 257 banks reporting had an increase in bank debits in May, 1963, of 1.1 per cent as compared with April, 1963, and an increase of 4.4 per cent as compared with May, 1962.

Total debits for Oregon in May, 1963, came to \$2,406,414,541. For April, 1963, the total was \$2,381,045,249 and for May, 1962, the total was \$2,395,552, 622.

NEW FOR OLDTIMER

HOLLYWOOD (UPI)—Oldtimer Henry King will produce and direct "The Undefeated," a post-Civil War story of emigrants to Mexico escaping the carpetbaggers, for Warner Bros. studio.

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