



NEW OWNERS — Mr. and Mrs. Charles D. Bingham of Pacoima, Calif., have purchased the Mountain Vu Trailer Park on South Sixth Street for an undisclosed sum.

California Couple Buys Trailer Park

The sale of the Mountain Vu Trailer Park at 6660 South Sixth Street near the Lakeview-Merrill Highway Junction, has been announced by Mrs. Connie Whitmore and Mr. and Mrs. Lester Briggs, co-owners for several years. The park has 34 stations, small grocery and gasoline pumps.

New owners are Mr. and Mrs. Charles D. Bingham, Pacoima, Calif. They have a daughter, Rochelle, 10, a son, Kenneth, 7. Change of ownership was effective Aug. 1.

The family brought a large mobile home from California where Bingham was a cabinet maker. He is the brother of Howard Bingham, former Klamath County secondary school supervisor.

The former owners have not announced future plans. No consideration on the sale was made public. The transaction was handled by Vernon Durant, local realtor.

Consumer Gets Credit For Rising Economy

NEW YORK (UPI)—For many months of steady or improving business conditions, economists have given the American consumer credit for much of the healthy appearance of business statistics.

Although it has had its ups and downs, his spending has remained at a high level. Total personal income was at a seasonally adjusted annual rate of \$462 billion in June; during the 12 months ended May 31, installment debt outstanding rose \$5 billion, and retail sales in the first half of the year were five per cent ahead of the corresponding period of 1962.

Sales Gains Cited
The First National City Bank of New York in its August business review notes that appliance and furniture stores have been reporting better than average sales gains, leading to increased factory sales; and that there were signs that there would be high homebuilding activity at least through the rest of the summer.

All this is fine for the past and present, but in some quarters there is a natural feeling that conditions generally would worsen should the pace of consumer purchasing slacken; or that the pace should be maintained at least and preferably improved if the business outlook is to brighten.

Arno H. Johnson, vice president and senior economist for the J. Walter Thompson agency, explored the importance of the consumer dollar in a booklet recently distributed. He called the consumer the real key to continued economic growth.

Johnson went on the thesis that the growing productivity of the people of the United States "cannot be utilized without upgrading the standard of living and expanding the sales of goods and services to match production and thus provide employment and income commensurate with productive ability."

Johnson wrote that there was need to increase the total annual sales of goods and services to consumers by about \$200 billion in the next 10 years to keep pace with increasing productive ability and with the need to create jobs for an expanding population.

Confidence Needed
Johnson said that the immediate problem is not lack of purchasing power, but lack of confidence and lack of consistent demand. The number of families with a real purchasing power of over \$7,000 has more than doubled in the last 10 years, with corresponding growth of discretionary spending power, he noted.

"By 1973, the average personal income per household, if we utilize our productive ability," he wrote, "should exceed \$10,300, and the number of families of two or more persons with real purchasing power of over \$10,000 could grow to 22 million, or to about three times the 7.4 million in 1962."

West Coast Shifts Noted

A series of promotions to fill newly created positions in the sales department of West Coast Airlines has been executed this month.

Dennis Kelley, 40, Seattle, has been named assistant vice president of sales under Harold E. Wallis. He will be in charge of sales and station personnel numbering 250 at the 44 West Coast terminals in six Western states and Canada.

Kelley, a native of Litchfield, N.D., was a district sales manager for Northwest Airlines 14 years before joining West Coast in 1959. His most recent assignment with West Coast has been general traffic manager and director of customer sales and services.

Jack Braucht, Salem, has been appointed manager of cargo sales. He formerly was agent at the Salem and Klamath Falls stations. His duties also will include food service aboard the airlines' 22-plane fleet.

Paul Shoaff, former manager of the Port Angeles and Walla Walla stations, will fill the new position of regional customer service manager for the system's northern division, which includes stations from Portland and Boise north. Shoaff also has been an agent in Oregon at Burns and North Bend.

Two other promotions have been made as a result of increased traffic in the Seattle-Portland areas. William Gerrard of Idaho Falls and Ronald Gilmore, Spokane station agent, will serve as sales representatives at the Seattle and Portland stations, respectively.

HONOR ROLL

UNIVERSITY PARK, Pa. (UPI)—Three Penn State football players—end Dick Anderson, fullback Gene Rinkus and halfback Steve Popp—were on the scholastic honor roll for the past fall, winter and spring terms at the University.



ANSWERING SERVICE — Florette Riach, left, and Mrs. Rita E. Lawrence are new owners of Lorand Telephone Answering Service and are shown at a new location, 83 Pine Street. Both are long-time phone operators. Florette Riach, working with the phone company here for 18 years and Mrs. Lawrence 25 years with the New York Telephone Company. They plan 24-hour service on a seven-days-a-week basis. Phone number of firm remains same at TU 2-4651.

New Products

NEW YORK (UPI) — Safety first is the watchword in new products this week.

As delightful as a backyard pool may be for the swimmers, it is no fun at all for the person who has to worry about accidents. A new safety alarm system introduced by U.S. Sonics Corp., Cambridge, Mass., can do much to eliminate the chance of accident, emitting a loud, distinct signal whenever child, pet or unauthorized person enters the pool. The portable unit uses long-life batteries, eliminating the hazard of shock attached to electrical systems.

Another summer hazard, the rotary lawn mower, can be out-fitted now with a new safety blade said to prevent accidental lacerations and injuries from thrown rocks, glass, etc. Product of Wellington Corp., Wellington, Ohio, the blade has four swiveled cutters that are held straight out by centrifugal force, but swing back harmlessly upon striking hard objects.

With the school football season just around the corner, a new low cost mouth protector, introduced by Denta Guard Co., Batavia, Ill., is timely. The stock unit, made of a white rubber compound, is said to provide as much protection as custom fitted types. It is kept in place by a spring action which allows normal speech and breathing.

To keep medicines, insecticides, liquor, guns and valuables safe from children or meddlers, Simplex Lock Corp., New York, makes a Push Button Lock with a choice of 1,000 lock combinations, changeable in seconds. The lock, easily installed on a wooden cabinet, requires only a touch of the finger on any of five buttons, individually or in sequence.

A new dusk-to-dawn lighting kit introduced by Westinghouse Electric, Bloomfield, N.J., offers automatic discouragement to prowlers and burglars, increases safety around the home. The Farm and Home Lighting Kit contains an electric eye switching - control adapter unit and a Weather Duty Floodlight bulb. The light turns on automatically at dusk, off at dawn. Screws into standard outdoor socket.

Madigan Electronic Corp., Carle Place, N.Y., has introduced a safety belt that generates rather than reflects light. Known as the Bando-O-Lite, the Sam Browne style belt includes 25 flashing electroluminescent lamps powered by a self-contained rechargeable battery. The unit weighs less than two pounds.

UNBROKEN RECORD
ROANOKE, Tex. (UPI)—Byron Nelson won 11 consecutive PGA tournaments in 1945 for a record which still stands.

SP Reports Changes Of Personnel

J. J. Willis, assistant superintendent of the Shasta Division at Dunsmuir, was advanced to superintendent of transportation at San Francisco, Southern Pacific has announced.

Willis succeeds John P. Griffin, who moves up to general superintendent of transportation on the retirement of John M. Hatcher Aug. 31 after a 46-year railroading career.

H. J. Kerins, Coast Division trainmaster at Watsonville Junction, takes Willis' place as assistant superintendent here.

In their new posts, Griffin and Willis will be responsible for train movements and the complex problems of freight car and passenger-car supply lines.

Willis began his railroading career as an agent telegrapher on the San Joaquin Division in 1940 and rose through various positions to become station supervisor by 1947 and assistant trainmaster by 1951. In 1953, he transferred to the Western Division as trainmaster, and in 1959, became assistant superintendent on the San Joaquin Division, holding that position until he took over the same post here.

Griffin joined SP as a telegrapher on the Shasta Division in 1940 and three years later was named train dispatcher. In 1947, he was appointed assistant trainmaster-division examiner on the Shasta Division. He transferred to San Francisco in 1951 as assistant system examiner and was promoted to system examiner in 1954. In December, 1958, he was appointed superintendent of transportation.

PINCH-HITTERS CLOCK

PHILADELPHIA (UPI)—Four Philadelphia Athletics pinch-hitters hit safely in the ninth inning of a game against the Detroit Tigers in September, 1940.

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

\$1,000 REWARD FOR INFORMATION

leading to the arrest and conviction of persons shooting into my cattle, which took place on Gov't access road 8 mi. west of Keno, July 15-18.

Please Report to L. V. Howard
Keno, Ore.
All Reports Confidential

CHECK THESE PLUMBING

Specials

AMERICAN STANDARD FIXTURES

- 1—Salem Steel Tub
- 1—No. 2122 Am. Standard Toilet
- 1—No. F-331 Basin

Full Retail Price Complete With Trim \$218.51
While They Last - Yours For Only

\$135

52-Gal. Electric Hot Water Heaters. Glass-lined, Quick Recovery.

20% off

Norris Thermadore Basins. Wall Hung, Large 18x20, White.

\$69⁵⁰

Many Other of only Quality Basins

50%

FRIESEN-WELMAN COMPANY

PLUMBING CONTRACTORS - Since 1920
1715 Main Ph. TU 2-6333

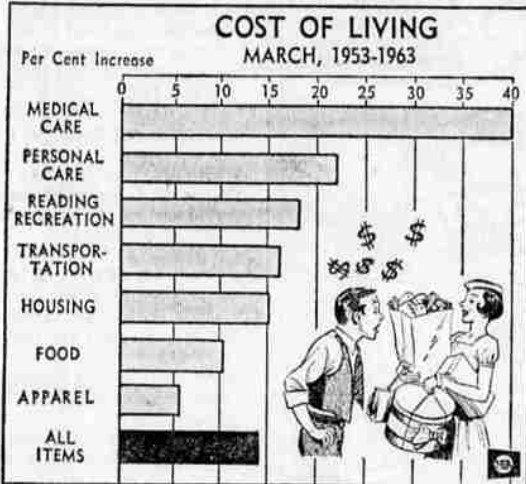
Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore.

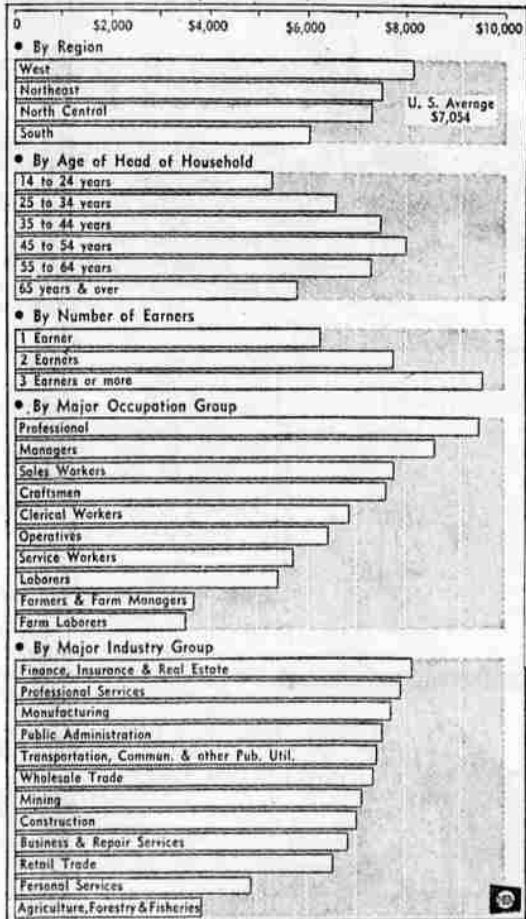
Sunday, August 4, 1963

PAGE 3



DECADE'S LIVING COST RECORD—Though costs inch along, they sum up surprisingly over a decade. Data for Newschart, above, from consumer prices as reflected in U.S. Bureau of Labor statistics.

Profile of Family Income, 1962



PERSPECTIVE ON FAMILY INCOME—U.S. average family income, as shown in white square, top right, Newschart above, refers to the median (midpoint) income in survey of families whose head of household was a year-round, full-time worker. Family income as shown by major occupation and by major industry is based on a different sampling, whose average income was \$7,076. Data: Census Bureau, as compiled by National Industrial Conference Board, Inc.

IP Reports Sales Drop

NEW YORK (UPI)—International Paper Company said today the firm's total sales for the first six months of 1963 amounted to about \$500 million compared to \$504.4 million in the same period of 1962.

Earnings amounted to \$32.4 million in the first half of 1963 and \$31.7 million in the first half of 1962. The firm reported the new pulp and paper mill at Gardiner, Ore., was making rapid progress and that it was expected to start on schedule during the first quarter of 1964.

The board of directors declared quarterly dividends of \$1 per share on the common stock, payable Sept. 16 to holders of record Aug. 23.

Natural Gas Rates Sliced

SALEM (UPI)—A 20 per cent rate cut for natural gas customers in Roseburg, Grants Pass, Medford, Ashland and other towns in the California-Pacific Utility Company's Southern Oregon division was announced Monday.

Public Utility Commissioner Jonell C. Hill said the rate cut, totaling \$238,814, will go into effect when Cal-Pac's existing customers are switched from manufactured to natural gas this fall.

Hill said the firm tentatively plans on having natural gas available in Roseburg about Sept. 16, provided that construction of the El Paso Natural Gas Co. line from Eugene is not delayed.

Natural gas should be available in Grants Pass, Medford and Ashland sometime during the first half of October, he said.

Hill pointed out that the new tariffs filed by Cal-Pac are identical to those in effect in Klamath Falls.

Lloyd E. Cooper, vice president and chief engineer of Cal-Pac said his firm proposes to apply the lower rates to the first meter reading date after natural gas has been introduced in each town.



Pilot Joins Aircraft Co.

Russell Wearner is the new chief pilot and instructor with Klamath Aircraft, Inc. at the Klamath Falls Airport. His affiliation with the company, distributor of Piper Aircraft, was announced by Tony Steinbock.

Wearner, a former resident of Springfield where he was associated with the McKenzie Flying Service has been flying for 15 years. He holds credentials as a commercial pilot, airplane single and multi engine (land); airplane single engine (sea), and instrument.

He is a certified flight instructor and has handled many types of aircraft. Klamath Aircraft in addition to the agency for Pipers conducts charter and ambulance and other services.

Wearner will conduct a ground school for pilots at Klamath Aircraft on Thursday evenings starting at 7:30.

He is married and has four children. The family will come to Klamath Falls as soon as living arrangements can be made.

Fort Klamath Pair Honored

Bert and Dorothy Stanley, representatives at Fort Klamath for United Farm Agency, one of the nation's largest brokers of real estate, were given special recognition by their company recently for outstanding salesmanship.

They received Star Salesman's honors in sales competition with over 350 local United representatives from coast to coast.

The Stanleys played a vital part in a record sales drive which resulted in the largest July sales month the company has experienced in its 39-year history.

Chrysler Corporation Previews 1964 Models

OAKLAND, Calif. (UPI)—Chrysler Corp. Wednesday previewed the 55 model cars that will make up the 1964 Chrysler-Plymouth line.

Basically the Plymouth line is unchanged from the 1963 models, but Chrysler modified its cars more in an attempt to take a greater share of the market.

The luxury imperial, designed by Elwood P. Engel who also styled Ford's successful Continental, represented the greatest change in the line. It looks startlingly like the Continental with a rear tire unit built into the lid of the trunk, similar to the old Lincoln Mark II.

Chrysler opened its preview Tuesday by showing newsmen the Dodge car-truck line. The compact Valiant will be longer this year and some models will offer luxury options. A two-door hardtop will be offered in the economy line with an option calling for a vinyl roof.

Plymouth stole a page from Ford Motor Co.'s success story

and included in the 1964 line a hardtop with a roofline similar to a convertible.

Ford brought out its fastback hardtops in the middle of the 1963 model year and it proved an immediate success on the sales floor.

Chrysler, which grabbed a 12.5 per cent share of the auto market during the first 10 months of the current year, was the surprise of the industry during the 1963 model year.

COMMERCIAL PRINTING

Specializing in all types of printed folders, circulars, letterheads, checks, statements, snap-out forms, plastic bindings, etc.

Guide Printing Inc.

12th & Klamath

TU 4-5373

PARKING SPACE
New Convenient Paved
Parking Space Available
5th & Klamath Ave.

See
City Treasurer at City Hall
or Phone TU 4-3161

For Excellent Service Call
BEST

Telephone Answering
Service — TU 2-4651
Rita Lawrence - Florette Riach