



NEW DATSUN DEALER — Dale Bleha has been named the new Datsun dealer for this area. He operates a used car lot at 333 South Sixth Street. Special additions have been made at the lot to house the new Datsun line. Top view shows Bleha, left, and V. L. "Shine" Burt, salesman, looking over the new Datsun, a four-door model. In lower photo, three different Datsun models are shown under a special canopy constructed on the lot. At left is the four-door model, center a sports model and at right, the Datsun pickup. All model Datsuns, featuring beauty, ruggedness and economy will be featured at Dale's, 333 South Sixth Street.



Land Sale Business Reported

Separate land sales transactions have resulted in the change of ownership in properties in Oregon and Idaho and California. They were handled by Robert Dehlinger and Henry Holman of the Klamath Falls office of Strout Realty.

J. A. (Rocky) and Winnie Goodhue of Emmett, Idaho, sold the Emmett Livestock Commission Company to Bruce Brabs of Corvallis, and Jim Yost of Nyssa. Mr. and Mrs. Goodhue then purchased the quarter horse ranch and training facilities from Max and Stephanie Schott in Klamath Falls and will move 25 head of quarter horses to their new holdings on the Merrill Highway.

Goodhue plans to continue in the auction business here. He is also an approved judge of the American Quarter Horse Association and of the National Cutting Horse Association.

Mr. and Mrs. Goodhue have a son Jim who is head of the Performance Department for the American Quarter Horse Association of Amarillo, Tex. They also have a daughter, Mrs. Robert Todd, and three grandsons at Twin Falls, Idaho.

Mr. and Mrs. Schott have moved to the Rancho Jabali at Lompoc, Calif., and will continue to raise and train quarter horses. They also sold a 2,000-acre ranch that they owned in partnership with Mr. and Mrs. Richard Hill near Bonanza, to John Santos of St. Helena, Calif. The new owners plan to operate it as a cattle spread. The Hills will live near Klamath Falls. He plans to study for a career as a veterinarian.



Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Ore. Sunday, October 13, 1963 PAGE-3

Big Ranch Sale Told

One of the largest ranch sales in recent months was made known last week by Mr. and Mrs. Dave Campbell, owners of the Circle Bar 0 Ranch, four miles north of Bly, who have sold their land and Hereford cattle operation to Mr. and Mrs. Gordon Dolan, former owners of the Whispering Pines Ranch at Dairy, Mr. and Mrs. Dolan have taken possession of the property.

The transaction was handled by Woody Bowers and Bruce Owens of the Bruce Owens Realty, Klamath Falls. No consideration was made public.

The ranch contains 6,000 acres of irrigated hay, pasture, and rangelands. The sale included two dwellings, a tenant house, bunkhouse, barn, hay sheds and equipment. No livestock was involved. The ranch has a capacity of 600-700 head of cows.

It was bought in part in 1916 by Dave Campbell's father, the late Walter R. Campbell, from W. W. Finley. The Campbell family took possession in 1920. In 1928-1929 it contained 1,400 acres. Dave Campbell bought 160 acres of ranch land from J. P. McLaughlin near the original ranch, and later went into business with his father, continuing the partnership until 1951, when the son bought out his father's interest.

Dave Campbell continued to improve the property, supplying additional water with wells and storage, and practiced soil conservation and fertilization.

As a result of his program, he was named Oregon Grass Man of the Year and Oregon Cattleman of the Year, both in 1957. He has served as president of the Klamath County Cattlemen's Association and as an officer of the Oregon Cattlemen's Association, and is a director of the Langley Valley Soil Conservation Service.

Mrs. Campbell has been active in the Klamath County Cow Belles, was county president in 1954-1955 and state president in 1957.

Mrs. Walter Campbell still lives on the ranch. Mr. and Mrs. Dave Campbell will remain in Klamath County. They have purchased a home in Klamath Falls but plan to travel extensively.



FRANCES P. VERLING

Bank Adds F. Verling At Lakeview

LAKEVIEW — Francis P. Verling has joined the staff of the Lakeview Branch of the U.S. National Bank as agricultural field representative for this area, according to an announcement by C. J. Croghan, local manager. He assumed his new position on Oct. 1.

Verling, a native of Lakeview, has had considerable experience in the agricultural field and other phases of industry. The son of Mrs. Patrick Fitzgerald of Lakeview, he was graduated from Lakeview High School in 1940 and entered Oregon State University.

He majored in agriculture, with courses in animal husbandry, range management, agronomy, and agricultural education. His minor was in plant physiology, animal physiology, and chemistry.

Verling received his bachelor of science degree from OSU, but in the meantime had spent four years in the U.S. Army. While stationed in Germany he studied German and also attended a brewers school. He was also graduated from O.C.S. at Fort Benning, Ga.

He taught agriculture as a Smith-Hughes instructor at the high school in Halfway, Ore., from 1947 to 1949, and then moved to Medford as field man for the Southern Oregon Sales Company until 1951. That year he was named as winner of one of the homesteads awarded to veterans near Ephrata, Wash.

While developing the homestead he worked as conservationist for the Soil Conservation Service from 1952 to 1955. In 1956 he accepted a position as management agronomist for the U.S. Bureau of Reclamation at Ephrata and inaugurated a program for conservation of soil and water resources on owned land.

In 1961 he accepted a position with the Martin Company at the Larson Air Force Base at Moses Lake, Wash., and was transferred from there to Tucson, Ariz., in the position of planner of configuration control. This entailed a review of all Martin change operation directives for effective modification.

The desire to establish his children in a more stable school relationship than was offered by moving from contract to contract with the Martin Company led him to accept the Lakeview bank position. He and his wife, Jane, have six children and reside at 304 So. P. St. in Lakeview.

CUTS COSTS

NEW YORK (UPI) — More than half the glazed ceramic wall tile now being installed in the United States is set in place with a "dry-set" mortar invented in 1957, according to the Tile Council of America which perfected and patented the mortar and licenses it for manufacture. The mortar, because it is lighter, thinner and easier to use, has helped reduce tile installation costs by as much as 25 per cent, the Tile Council said.

Insurance Companies Find Way To Success Difficult

NEW YORK (UPI)—Financial publications and analysts have devoted much space recently to the history of growth in various insurance stocks, and to the increasing number of insurance companies in the United States.

These are not always success stories: the way of the small company is not easy, whatever field of insurance it may enter. For the new life insurance stock company, it usually takes about eight years to reach the dividend-producing stage.

Nearly 1,000 new life companies have been set up since 1945. Some start out as intra-state operations, and may gradually expand to regional or even national operations. Some have confined themselves

to straight life operations; others have combined a life insurance operation with health and accident business to show a steady growth. The growth of a few has been sharp.

Ohio Firm Booms
Recently, the General Life Insurance Co. of Ohio, which was established in April, 1962, reported it has placed in force over \$150 million of insurance in about 18 months. It has found its greatest success in the group life field, in which it has specialized. Daniel S. Winston, its vice president for group sales, said that in the industry, group life has shown the greatest increase in growth of new forms of insurance, from a total of \$47.8 billion in 1950 to nearly \$209 billion in 1961.

It was founded by three men who among them had sold an average of \$10 million of life insurance annually: Salim E. Caraboolad, president; Winston, and Morton H. Franklin.

A smaller company, but with a sharp rate of growth, has been the American Family Life Insurance Co., Columbus, Ga., which has combined a life and endowment business with sales of other policies to show a growth of 451.5 per cent in premium income over a five year span to the end of 1962.

Cancer Policy

Headed by John B. Amos, president, it operates in three states, Georgia, Florida and Alabama. One of its largest growth items has been a cancer insurance policy, which Amos has described as an answer to a built-up demand. It provides a family coverage plan allowing for hospital expenses, travel expenses, and certain types of therapy. Amos said he had received thousands of queries from throughout the nation on the coverage and cost of the policy, because "word gets around."

Chapel Honored By Golden Rule

O'Hair's Memorial Chapel, 539 Pine Street, has just received confirmation of its continuing affiliation with the Order of the Golden Rule, the largest controlled-membership organization of funeral directors in the world. This is the third consecutive year that O'Hair's Memorial Chapel has been so honored.

According to the statement issued by the order's headquarters in Springfield, Ill., membership is not automatically renewed. Each member's facilities, service and prices are investigated annually by a representative of the order's staff to make certain that the firm continues to meet the strict requirements for continued affiliation. Special emphasis is placed on ethical standards and service to the community.

Gorillas keep on the move constantly, stopping only to sleep at night.

Service on the company's policies after the initial sale is handled directly through the main office.

These are only two of the examples of how small companies can grow in different types of operations, and they are merely a reflection of how the market for insurance has grown in the United States.

In 1950, the typical family carried about \$4,600 in insurance, and by the end of 1962 the figure had more than doubled, to \$11,400, Caraboolad has estimated.

Womer Attends CUNA Sessions

Wilber W. Womer, 5307 Bryant, Klamath Falls, is representing approximately 135 policy owners credit unions in the state of Oregon at a five-day conference at Madison, Wis., devoted to the services and program of CUNA Mutual Insurance Society, the organization that serves 10 million credit union members in the United States, Canada and 28 foreign countries.

Womer, who is a member of the Board of Directors of the Klamath Falls Federal Credit Union, is participating in the seventh annual conference of the Society's policy owners' Representatives Program.



WORK MOVES AHEAD — A new transformer is raised into place in northwest Klamath Falls where Pacific Power and Light Company local crews are increasing the capacity of distribution circuits from 4,100 to 12,500 volts. This is part of a program to provide added capacity to the city's distribution system to meet increasing power demands here. Work on the entire voltage conversion program will be completed by the end of the year.

PPL Project Continues On Circuit Conversion

Pacific Power & Light Company's local crews are wrapping up another phase of the company's Klamath Falls voltage conversion program. Sam Ritchey, district manager, announced.

Voltage levels of distribution circuits serving the city's residential, commercial and industrial areas are being increased from 4,100 to 12,500 volts to provide added capacity to meet the growing electric energy requirements here. Ritchey explained, PPL crews have installed larger capacity wire and insulators in the areas where voltage is being raised.

The latest work on this project involved the conversion of the Pelican City substation to a complete 12,500-volt installation. All distribution circuits from the Pelican City and Shipping substations not already operating at 12,500 volts are being raised to the higher level.

The added capacity of the Pelican City installation will provide for the eventual removal of the Shippington substation, Ritchey



REALTOR HONORED — Vernon Durant, far right, local realtor, was chairman of the committee that selected Leon S. Davis, second from right, as "Realtor of the Year" for 1963. Durant was so honored in 1962. Davis was presented with the annual trophy by George Loney, far left, secretary of the Oregon Savings and Loan League, and an engraved plaque. Second from left is Charles K. Cummings, state president of the Oregon Association of Real Estate Boards.

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

44 Years RR Service Ends

Ernest G. Childers, 2325 Van Camp, chief clerk in the Southern Pacific Yard Office, retired recently after 44 years' service.

A special party was held in his honor by friends and co-workers. Born in Fort Jones, Calif., Aug. 1, 1898, Childers first joined the Southern Pacific Company in 1919 after his discharge from naval service in World War I.

He went to work as a baggageman. In 1922 he took a job as ticket agent, and in 1927 he switched to a post as a train clerk in the yard office.

Six years later he took over the duties of warehouse foreman, and in 1935 he became a crew dispatcher. A year later he was promoted to chief clerk in the yard office, the post he held when he retired.

Childers and his wife, Margaret, plan to continue to make Klamath Falls their home when they are not off on their favorite sports, fishing and hunting, or visiting one of their three sons, John, Ernest Jr., and Harry.



RETIREES — Ernie Childers, shown here with his wife, Margaret, was honored at a retirement party held recently in the Southern Pacific offices where he is chief clerk in the yard office. He began work with the railroad firm in 1919 as a baggageman. The Childers plan to remain in Klamath Falls.

Bond Sales Show Boost

The United States Treasury's Freedom Bond Drive for 1963 has helped push savings bonds sales for September up to \$2,668,143 in Oregon, according to figures received here today by county savings bonds committee chairman Gene Favell. September 1962 sales

amounted to \$2,277,219. Savings bonds sales in this county were \$32,700 in September, compared to \$31,201 in September, 1962.

Sales for the state of Oregon for the first nine months of 1963 are \$26,920,783 compared to sales of \$24,678,332 for the same period in 1962.



AUTOMOTIVE GIFT GIVEN — The Auto-Diesel Division at Oregon Tech received a gift of automotive equipment worth about \$500 from the Joe Fisher Motor Company in Klamath Falls and the Lincoln-Mercury Division of the Ford Motor Company. The equipment consisted of a Lincoln-Continental automatic transmission, a Mercury Comet torque converter and a Mercury Monterey differential case. Shown, left to right, Earl Buck, acting head of the automotive division; Russell Madsen, curricular chairman of first year Auto-Diesel; Charles Ramp, general manager of the Joe Fisher firm, and kneeling, A. L. Stone, curricular chairman of the Auto Machinist curriculum.

Bureau Launches Study On Selling Of Houses

WASHINGTON (UPI) — The Census Bureau is working on a new study which is expected to provide more up-to-date information on the kinds of new homes that are being sold and the prices the customers are paying.

The bureau has been on the project since January. The feeling is that it will be at least four years before enough experience is gained to draw really meaningful conclusions.

In the meantime the bureau has been releasing every month the data it has been able to gather. Some of it is interesting.

The study concentrates on the sales of new one-family dwellings.

It found during the first six months of this year that there was no definite trend in the number of sales.

Line Was Inconsistent

The line seemed to jump all over the chart — up one month, down the next. It did show up strong during the spring months — good house hunting weather — but this is hardly a revelation.

The statistics that got the experts a bit excited dealt with the median selling prices of homes during this period. The average home sold in January at \$17,000. For some reason, this figure kept creeping upward until by June 10 average was \$18,300.

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

JONES' OFFICE SUPPLY

Distinctive Office Equipment



Take a Good Look at Your Reception Room or Office ...

Experience Counts! Call on the Professional office supply and equipment experts at Jones' Office Supply for all your business needs!

Does it reflect the true personality of your firm? Does it say to the visitor, "Here is an active, progressive firm, one that you can trust, that it will pay to do business with?"

Let us design a new Reception Room or Office for you. Our designers will gladly work with you on new construction or remodeling.

An attractive leasing program is available for all office furniture and machines.

"YOUR TYPEWRITER HEADQUARTERS"

Jones' Office Supply

629 Main Ph. TU 2-4408