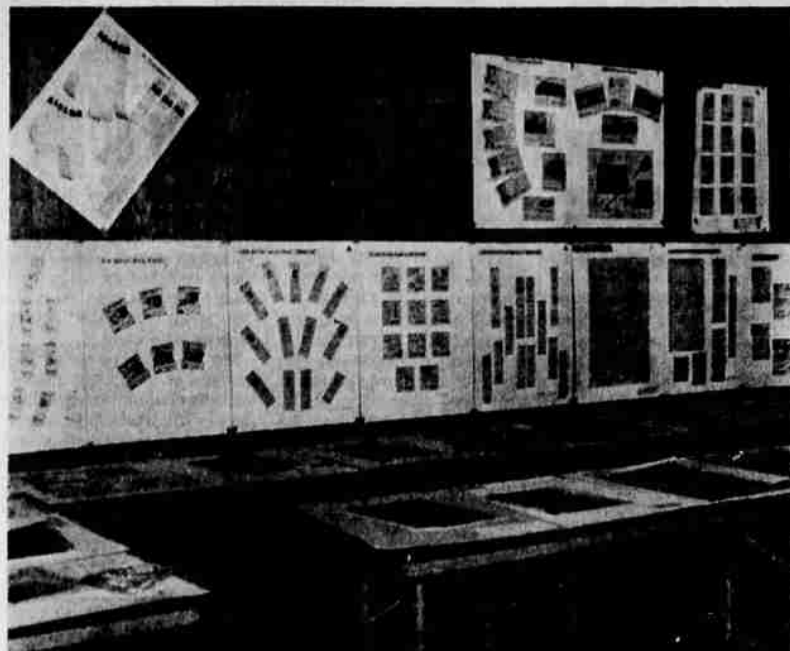




ADVERTISING OFFICIALS — The semi-annual convention of the Pacific Northwest Newspaper Advertising Executives (PNNAAE) concluded with a buffet luncheon Saturday noon. About 50 persons from Oregon, Washington, Idaho, Alaska, and the Canadian provinces of British Columbia and Alberta attended the sessions. Shown here, left to right, seated, are Glenn Jackson, vice chairman of PPL and Friday noon speaker; Ralph Lee, Albany, who introduced Jackson. Standing, same order, are A. D. "Dab" Addison, Klamath Falls, convention chairman; Del Jackson, Vancouver, Wash., president; Frank McGirr, Calgary, Canada, vice president and Gordon Crossley, Vancouver, B. C., secretary-treasurer.



PART OF CONVENTION — These advertising displays decorated the walls of the banquet room at the Winema for the just concluded two-day convention of newspaper advertising executives of the Pacific Northwest. Idea panels had a prominent part in the convention program which featured a banquet and dance Friday night with the presentation of awards for 1963 by Frank Newell, exhibits chairman, and a concluding Saturday noon buffet luncheon. Over 50 persons were here for the convention.

Oregon Destined To Become Bread Basket Of West

(Continued From Page 1)

adding, "It's unrealistic because it does not show that during the past 10 years Oregon has absorbed a lumber stabilization era that has shown a drop in this industry from 34 per cent to less than 10 per cent. The reader doesn't know this."

Urging all Oregonians to indulge in self study, Jackson said, "We are not going to sell Oregon until the people first

sell themselves." To assist them in this study, Jackson said that an economic consultant from California had been hired to make a study of Oregon, present and future. He exhibited a copy of the study and indicated it could be secured at financial institutions and chamber of commerce offices throughout the state.

"California has 18 million people," he told the executives, "and is growing at the rate of 50,000 more per month. Some

250,000 acres of California land is being retired every year. Somebody is going to have to be the bread basket for these people.

"Oregon is destined to become the bread basket of the West Coast. In 1973-1975, one of eight persons in the United States will be living on the

West Coast. They are running out of room in California, there is a limit to its capacity to absorb bodies and the same is true for the placement of industry."

Listing tourist trade as bringing \$217 million to the state last year, Jackson told the group that Oregon would be charged

with the responsibility of providing recreation as well as food for these people.

He termed the opportunity for tourism as "terrific," adding that state facilities have already reached their capacity and the federal government must be persuaded to do a better job of meeting its obligation in this respect.

"Industry, like people," Jackson said, "looks for environment, livability. We have livability for industry as well as people."

He also touched on the retirement program which has shown a tremendous increase in Oregon. "Retirement has become big business," he said, "and the opportunities in this field are just starting."

Concluding his talk, the PPL official charged newspapers with the task of providing thought leadership for their communities.

"It is your task," he said, "to aid and abet our development by spreading optimism and confidence in the future by analyzing the opportunities that we have for the future."

Jackson was introduced by Ralph Lee, advertising director for the Albany Herald.

Ramp Due To Open

The off-ramp leading into Klamath Falls from the new Link River Bridge is expected to be opened to traffic sometime before the end of next week, weather permitting, Jim Gix, county resident bridge engineer, disclosed Friday.

Gix said that the opening of the ramp is being delayed until workmen complete signing of the bridge, a project that should wind up in about a week, he added.

Rainy weather next week would result in additional delays in completing the signing because craftsmen would be unable to continue with their painting.

The \$861,000 bridge spanning Link River at Main Street and Conger Avenue was opened to traffic last Sept. 26. Traffic entering Klamath Falls from the bridge now proceeds via the bridge approach and Riverside Avenue.

Crash Kills KF Woman

Madge Carman Laney, 44, Route 1, Box 631, was struck and killed about 3:40 p.m. Friday on Route 39 by an auto driven by Elmer Manfred Frisvold, 55, Box 713, Tulelake.

State police said that Mrs. Laney was killed as she crossed the highway near Wong's Potato Cellar to her auto. She apparently was just finishing work at the potato cellar when the accident occurred.

Frisvold's car was northbound at the time. He was not cited.

Boy Freed From Tree

Most boys like to climb trees, but sometimes they find it's more difficult to get down than up—particularly when a leg gets wedged between limbs.

A young Klamath Falls lad found himself in such a predicament Saturday afternoon, but was quickly rescued by city firemen. The mishap occurred about 1:45 p.m. near Leroy and Eldorado.

Firemen were able to free the boy's leg from a crotch in the tree by pulling the limbs apart. The lad was not injured.

In an earlier call, city firemen extinguished a blaze in a 1955 auto in the 500 block on Klamath Avenue Saturday at 9:32 a.m. The fire was caused by a backfire and damaged the vehicle's wiring. The car was owned by L. B. Wolter, Cascade Hotel.

Openings Told For Playschool

The Klamath Falls Parks and Recreation Department announced that there are several openings still available for 5-year-olds in the department's playschool for pre-school youngsters.

The playschool is held at the Klamath Falls auditorium. Information is available on the school by calling the recreation office at TU 2-3863.

- NOTICE -
97 Trailer Court
2055 Greensprings Dr.
Now Under
NEW OWNERSHIP & MANAGEMENT
Mr. & Mrs. Harvey Clugston
SPACE AVAILABLE

Bees Take Over In Weed Following Truck Mishap

WEED, Calif. (UPI)—Several hundred thousand bees gave this northern California community more than a taste of honey Friday when 150 hives were dumped in the highway after two trucks collided.

The bees escaped at the intersection of U. S. Highways 99 and 97 when a flatbed truck carrying the hives collided with a logging truck, the highway patrol reported.

The bees took control of the intersection, forced local inhabitants to retreat indoors and stopped all traffic.

"There must have been millions of them," a patrol spokesman said, in an excusable overstatement. "They stung a lot of people."

The 50-degree temperature helped cool the bees' dispositions so they could be coaxed back to their broken hives and split honey.

Driver of the flatbed truck carrying the bees, Frederick F. Freeman, 60, of Sunnyside, Wash., and a passenger, LaVerne Sullivan, 22, Bakersfield, Calif., received minor injuries.

The logging truck driver, Lavon Floyd, 35, Castella, Calif., and a passenger, Joshua Weston, 22, Mt. Shasta, also suffered minor injuries.

Dies In Crash

MOJAVE, Calif. (UPI) — A Southern California man was killed and another injured Friday when their car plunged 44 feet into a creek bed from U. S. Highway 6 in Red Rock canyon north of here.

The victim, Neil Ross Schultz, 33, Torrance, was thrown out of the vehicle along with his passenger, Cecil Clarence Akridge, 36, Los Angeles.



COUPON SALE
SUNDAY & MONDAY ONLY
While Quantities Last
OPEN SUNDAY
10 A.M. - 5:30 P.M.

COUPON

3-9 Cup Automatic
COFFEE MAKER
By West Bend

Starts perking in less than a minute and shuts off when coffee is ready to serve. Newberry's Low, Low Price...

\$6.88 25 ONLY

LIMIT 1 PER FAMILY

COUPON

EKCOLAY
BAKING WARE
ASSORTMENT

Quality lineware assortment includes Low Price cake pans, cookie sheets, Kcup muffin pans, biscuit pans. NEWBERRY'S LOW, LOW PRICE...

3.88

LIMIT: 6 PER CUSTOMER

COUPON

CERAMIC
CUP & SAUCER SETS

4 Colors to choose from in rose design. 96 SETS ONLY. Newberry's Low, Low Price...

16c SET

LIMIT: 4 SETS TO A CUSTOMER

COUPON

SOFT
HAIR SPRAY SET

Lenolin enriched, contains no shellac or lacquer. Sets hair for hours without stiff, harsh shine. Large 14 oz. can. Newberry's Low, Low Price...

2.78 PLUS TAX

LIMIT: 4 PER CUSTOMER

COUPON

LADIES ACETATE
PANTIES

Made of acetate tricot with elastic leg. Sizes 5-7. In white and assorted colors. Newberry's Low, Low Price...

5c \$1

LIMIT: 5 PAIR PER CUSTOMER



Goode Quits School Post, Morley Named New Clerk

Dale Goode has resigned as clerk of the Klamath County School District to devote his full time to ranching and Jim Morley, now a teacher at Henley High School, has been named to succeed him.

Goode had been employed by the district since 1958.

Morley is an instructor in business education at Henley and has a master's degree in secondary education and administration.

Goode's statement upon resignation was as follows:

"I have decided to terminate with the Klamath County School District in order to devote my time to the business of raising purebred Hereford cattle.

"During my tenure as clerk, I have enjoyed a most pleasant working relationship with the employes, administration and board members of the district. I am pleased to have been part of this organization."

near the Great Northern roundhouse and has been raising stock in his spare time for the past two years.

Goode was born in Macdoel, Calif., and is a 1946 graduate of Butte Valley High School. He worked at the Butte Valley State Bank in Dorris for five years and has had experience in the insurance and lumber businesses.

Goode and his wife, Juanita, have three children.

Morley, his wife and two children live at 3007 Hope Street.

Morley is originally from Minot, N.D., and received his bachelor's degree from Minot State College in 1955, majoring in business education and history.

He received his master's degree in 1961 from the University of Oregon.

From 1955 to 1957 he worked with his contractor father in Minot, then came to Henley.

Bids Sought For Well At Proposed Camp Site

The forest service is calling for bids for drilling and developing a well at the site of a proposed Spring Creek Campground on the Winema National Forest, it was announced recently by Alex Smith, forest supervisor. Bids will be received in the office of the Regional Forester, Post Office Box 3823, Portland, Ore., on or before 4 p.m. (PST) Nov. 27, 1963.

The well development is the first step in improvements planned at the Spring Creek springs, which ultimately the forest service plans to develop into a public recreation site.

Spring Creek originates in a number of strong fast flowing springs a short distance north of Collier State Park and at the base of the Spring Creek hill, and is on lands which were formerly part of the Klamath Indian Reservation, now Winema National Forest.

Bidders interested in the well drilling job may receive plans and specifications from the office of the forest supervisor, 411 Main Street, Klamath Falls.

Mrs. Etta Fairless Succumbs

Mrs. Etta Eliza Fairless, 61, wife of Harry B. Fairless of Dorris, Calif., died Friday night at Siskiyou County General Hospital, Yreka. She was born in Bieber, Lassen County, Nov. 20, 1901, and was married to Fairless in Oakland, Calif., in 1919. They had resided in Dorris on their ranch on Picard Road since 1940.

In addition to the widower, she leaves five daughters, Mrs. Mayla Hill of Modesto; Mrs. Etta Holder, Sutherlin, Ore.; Mrs. Laura Heryford, Klamath Falls; Mrs. Edith Green, Dorris; Mrs. Edna Wilde, Needles; three sons, Alfred Fairless, Klamath Falls; Benjamin and Thomas Fairless, both of Dorris; one sister, Mrs. Ruth Hammond of Los Gatos; and 20 grandchildren.

Funeral services will be Monday at 11 a.m. at the Dorris City Hall. Lester Huffman will officiate. Burial will be in the Picard Cemetery.

Arrangements are under direction of Girdner's Funeral Chapel, Yreka.

Obituaries

LANEY
Madge Carman Laney, 44, died near here Nov. 1, 1963. Survivors: Husband, Frank, 42; daughters, Tennessee and Jeanne and a son, Perry, all of this city; sisters, Mrs. Etta Miller, Quinton, Okla.; Mrs. Treva Dickce, Alhambra, Calif.; a brother, Jess Graham, Alhambra. Funeral arrangements will be announced by Ward's Klamath Funeral home.

SMITH
Genevieve L. Smith, 75, died Nov. 1, survived by husband, Walter Smith, son, Walter Smith Jr., Richard A. Smith of Bonanza; daughter, Mary Ann Parsons, Mt. Hebron; sisters, Elsie Gilman, Merrill, Ill.; McKenzie Hazel, Astoria; and brothers, George A. Lembo, Harry Lembo, Elliott Lembo, all of Nova Scotia. Funeral services will be held Tuesday, Nov. 5, at 10:30 a.m. in O'Hair's Memorial Chapel, Interment, Eternal Hills Memorial Gardens.

Funerals

PAGE
Funeral for William Walter Page, 55, will be held Monday, November 4, at 10:30 a.m. in O'Hair's Memorial Chapel, Interment, Klamath Memorial Park.

You'll enjoy dining at the new Kingfalls!!

- ★ BREAKFASTS — Ala Carte — from 6 A.M. Special Stick-to-Your-Ribs Hunters Breakfast - \$1 Hunter's Lunches Packed to Go. Free Thermos Fill.
- ★ BUFFET LUNCHEON — 11:30 to 2 P.M. — \$1.25
- ★ BUFFET DINNER — 5 P.M. to 9 P.M. — \$1.75

Bring the family! Kids Love Us! Let them choose what they want from our array of Hors d'Oeuvres, Salads, Entrees. Special Child's Plate (under 10)

ALA CARTE SERVICE 2 PM to 5 PM

Some desirable Holiday party dates still available — Call us now! Phone 2-2765

KINGFALLS RESTAURANT
Avalon at So. 6th Ph. 2-2765

MOTHERS! LOOK! COMING TO BIG-Y, NOV. 11, 12, 13

You Can Get A Large LIFE-SIZE PHOTOGRAPH 11x14 FOR ONLY **99c** Plus 50c Handling and Wrapping OUR REG. PRICE \$16.90

NO AGE LIMIT - ADULTS WELCOME Choose from large selection of proofs Sorry! Only One (1) Offer Per Family!

Remember, we're closed today but all our prices in Thursday's ad (meats and produce excepted) are good through Wednesday as long as stocks last.

Use First National Bank Money Orders - Up to \$300 -- 20c

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Celebrating Our 1st ANNIVERSARY With Reduced Rates Monday Through Thursday **1.00 Per Hr. Per Table** No Age Limit FREE Instruction for Ladies 11 AM - 2 PM Mon. Thru Fri. Lady Instructor On Duty