



CHRISTMAS SHOPPING — These views show some of the decorative Christmas windows of merchants in the downtown area. Toys this year are more imaginative and, in many cases, more expensive, but the level of spending, both locally and nationally



indicated that the Christmas shopping spree would touch new highs. The national estimate was an increase of about three per cent over last year with a record high of almost \$8 1/2 billion being spent. The average cost per present this year has been



estimated at \$5.59. The average number of gifts per family will be 30. Last year, the average U.S. family spent \$163 on Christmas presents.

Christmas Shopping Spending Will Surpass \$8 Billion Mark

Despite an unusually short buying period between Thanksgiving and Dec. 25 this year, the American public will continue to spend at a record high level of \$8,394,000,000 for Christmas presents in 1963.

This total estimated national Yuletide spending spree represents an increase of three per cent over the \$8.15 billion estimated last year. The figures are based on the annual survey of the U.S. gift market by Tie-Tie (a division of Chicago Printed String Co.), the nation's largest maker of decorative gift wrappings.

Christmas gift expenditures will be up 14 per cent over four years ago, it was estimated by Sol Weiner, president of CPS.

Per family expenditures are estimated at \$168 for those tokens of love, joy and affections

which will be found under the Christmas tree this year. The typical U.S. family spent \$147 in 1959, \$154 in 1960, \$161 in 1961 and \$163 for presents last Yuletide, according to Tie-Tie estimates.

The main increase this year will come in the amount paid per gift rather than in the total number of gifts given — which remains fairly steady at an estimated 1,500,000,000 or about 30 per family. The average cost per present this year will be \$5.59.

The Tie-Tie study also shows that people will buy Christmas gift wrappings at the rate of \$4.23 per family, a 1.5 per cent increase over last year. Twelve per cent of the total purchase more than \$10. This represents a Christmas gift wrapping market of more than

\$200 million or about 30 per cent of the annual national gift wrapping market of around \$270 million.

The continuing study is based on nearly 700 interviews with husbands and housewives in 48 of the 50 states.

The majority of families (69 per cent or seven out of 10) spend "whatever is necessary" rather than setting any limit. Of the 31 per cent of the families which set a limit on their holiday expenditures, one-third (35 per cent) say they usually exceed the budget.

Four out of ten families (38 per cent) expect to spend under \$100 for Christmas presents this year and another 38 per cent between the \$100 and \$200 levels. The 26 per cent who expect to spend \$200 or more pull the average up — including a surprisingly high percentage of generous husbands who are planning to give fur coats, automobiles and rings this year.

Department stores will reap the benefit of about half (44 per cent) of the total estimated 1963 Yuletide expenditure. Discount centers (18 per cent) and mail order houses (17 per cent) come next, with men favoring the discount stores and women the mail order method. Variety chain stores (10 per cent), specialty shops including clothing, jewelry, toy, furniture, camera, sporting goods, etc. (15 per cent), and drug stores (4 per cent) are other outlets which will benefit, dollarwise, from the Christmas spending spree.

While Christmas is the single most important gift giving occasion it represents less than half (45 per cent) of the nation's total estimated yearly gift giving market of \$18,870,000,000.

Phone Call Gift Noted

Gift certificates for long distance calls will be offered by Pacific Northwest Bell for the first time beginning this Christmas season, according to A. B. Dickerman, Klamath Falls manager for the company.

Available on a year-round basis, the gift certificates can be purchased for two dollars or more from any telephone business office. All telephone companies in the United States, with the exception of those in Alaska and Hawaii, will honor these certificates.

The gift can be charged to a regular telephone bill or paid for directly. The recipient can use the certificate to pay for a group of calls or use it gradually until the amount of the gift is expended.

"Long distance gift certificates are expected to be especially popular with parents and grandparents who want to make it easier for members of their family to phone home," Dickerman said.

Bid Awarded On Hospital

The contract for the mechanical work of plumbing, heating, air-conditioning, oxygen, vacuum, nitrous oxide and gas installations at the Intercommunity Hospital has been awarded to Brown's Plumbing and Heating Company.

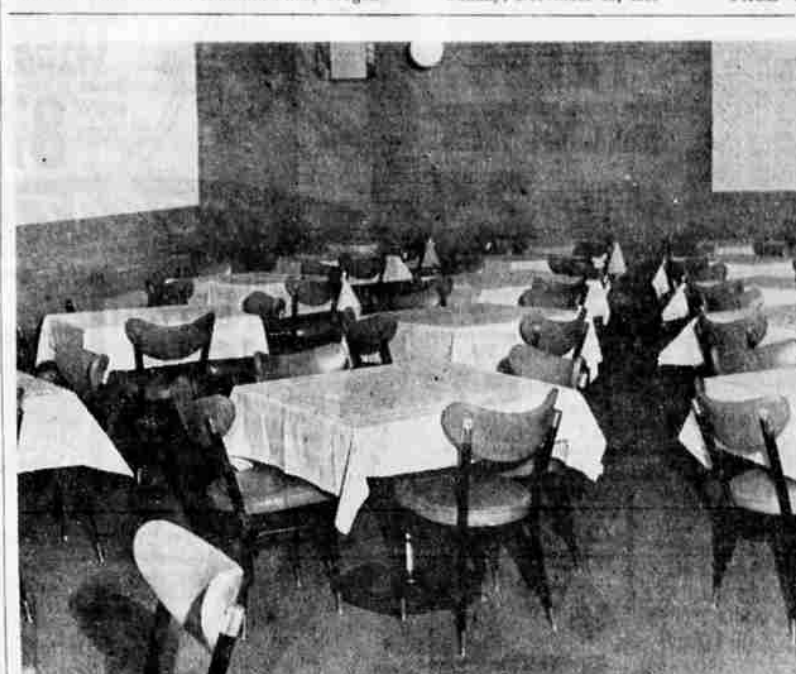
Amount of the contract was \$960,000.

Ideal Location DOWNTOWN Business or Office Inquire GUN STORE

Business Review

By Floyd L. Wynne

HERALD AND NEWS, Klamath Falls, Oregon Sunday, December 15, 1963 PAGE—3D



NEW OWNERSHIP — The sale of Little Sweden, 5711 South Sixth Street, by Mrs. Grace Peterson to Mr. and Mrs. Robert Brown of Klamath Falls, has been announced. The entire building, including dining room, lounge and kitchen, has been completely remodeled to provide an attractive setting for the public. The business has been renamed Bob's Steak House. The restaurant is open for business.



THOMAS CHATBURN JR.

T. Chatburn Transferred

A former Merrill resident, Thomas Chatburn Jr., has been appointed manager of a branch of United Bank of California at Blythe, Calif. Chatburn had served as manager of the Dorris, Calif., branch for eight years.

The announcement was made Dec. 6 by G. F. Powers, second vice president and branch administrator who visited Dorris on that date.

Clifford Smelser, assistant manager, was named to succeed Chatburn. Chatburn's transfer to the new post followed a period of training at the Pacific School of Banking on the University of Washington campus.

Chatburn resigned as master of the Malin Masonic Lodge, and was a member of the Merrill Lions Club, Veterans of Foreign Wars and was a volunteer in the Merrill Fire Department.

He was accompanied to his new position by Mrs. Chatburn. A son, Tom III, is in the service in Germany; a second son, John, is at the University of Oregon; and a daughter, Cheryl, a senior in Merrill High School, will remain in Merrill until graduation.

Month's Employment 9,500 Over Last Year

SALEM (Special)—The number of workers employed in Oregon at mid-November was 695,600, the highest November total on record. Employment fell by 19,500 from the October figure but was 9,500 above November last year, David H. Cameron, commissioner of the Department of Employment announced.

Unemployment rose sharply from October's level by 9,400 to a total of 33,700 job seekers. A year ago 609 fewer workers were unemployed. The seasonally adjusted rate of unemployment dipped slightly to 4.8 per cent which compares very favorably to the national rate of 5.9 per cent.

Almost three-fourths of the October-to-November job loss resulted from the near completion of the state's food harvest-

ing and processing season. An estimated 8,800 fewer workers were required on Oregon farms and the canning and preserving industry dropped 5,600 from its payroll. Other sizeable employed worker declines were registered by contract construction and logging and sawmills. These are the usual contractions for this time of year.

Retail trade added 1,400 employees in the buildup for the holiday buying season.

A comparison with employment in November last year shows a gain of 1,800 workers in manufacturing and a jump of 10,000 employees in non-manufacturing. The big increase in manufacturing was in the transportation equipment industry while trade, service, and government showed the largest non-manufacturing gains.

BUILDING DEPARTMENT		
MONTHLY REPORT-NOVEMBER, 1963		
BUILDING PERMITS		
NEW RESIDENCES		
Owner	Address	Val
O. W. Goakey	921 Loma Linda	25,000
Robert Hall	225 Cook	11,500
		36,500
NEW BUILDINGS-BUSINESS & NONRESIDENT		
State of Ore.	OTI Campus	773,117
State of Ore.	OTI Campus	137,373
State of Ore.	OTI Campus	62,959
Presbyterian Hospital	Intercommunity Hospital Site	2,126,000
		3,099,449
ADDITIONS, ALTERATIONS, REMODEL - RESIDENTS		
A. U. Cometto	508 Plum	680
ADDITIONS, ALTERATIONS, REMODEL-BUS. & NONRES.		
Hart Hotel	628 Main	2,982
TOTAL VALUATION		\$3,129,611.00
TOTAL FEES COLLECTED		115.00

SALESMAN WANTED

Bennington Steel Bldgs. Co. is expanding in anticipation of Butler's new A-Building program. We need a salesman who has proven himself in the sales field. A knowledge of buildings, construction or farm systems, while helpful, is not necessary as we and our primary supplier will train you thoroughly. Salary and commission basis will provide above average income for producer. Satisfactory arrangements for transportation and expenses.

Replies containing a full background of your selling experience will be held in strict confidence. Advise us where you can be called for personal interview.

WRITE TO: J. H. BENNINGTON, Bennington Steel Bldgs. Co. 5059 Bryant, Klamath Falls, Ore.

Pepsi-Cola Company Plans Ad Promotion

Pepsi-Cola Company and its bottlers will invest nearly \$36,000,000 in advertising and promotion in 1964, it was announced today. This will provide the most extensive, powerful campaign in the company's history, according to Philip B. Hinerfeld, vice president-advertising.

The company will continue its successful "Now It's Pepsi For Those Who Think Young" campaign, taking advantage of the cumulative effect of its recognition, achievement and product identification. The theme has been used since 1961.

Schedules have been planned for some 1,500 newspapers, nearly 400 television stations and more than 3,000 radio outlets. Sixteen national magazines will be used as well as an extensive outdoor posting program.

The scientifically designed media schedule was developed by Linear Programming techniques, using electronic computers. Batten, Barton, Durstine and

Osborn, Inc. is the advertising agency.

The record-breaking Pepsi-Cola Company investment coupled with extensive combined area advertising plans by bottlers pooling their resources, will give Pepsi more print space, greater broadcasting frequency and the biggest outdoor advertising effort in the history of the company.

Hinerfeld also announced a new advertising campaign for Patio Diet Cola, the company's entry in the more than \$200,000,000 low calorie beverage market. Patio Diet Cola was introduced in February, 1963. It is now available through some 342 bottlers, serving 73 per cent of the national population.

Details of Newspaper Campaign
1. Inauguration of a new series of dramatic two half-page ads, mounted side by side as a spread, to deliver powerful impact.

2. A new R.O.P. full page color ad series, Pepsi-Cola is the largest R.O.P. color advertiser in the soft drink industry.

3. A complete folio of standard black-and-white full page and smaller space units for local use.

4. Photography specially made for newspaper reproduction. The illustrations carry the look, the spirit and concept that have brought the highest attention and readership to Pepsi-Cola advertising.

5. Insertions have been planned for some 1,500 newspapers.

Discussing the use of newspapers, Hinerfeld said, "The newspaper is a close link between the bottler and the customer at the local level. Newspapers are retailer-oriented and provide the quick-hitting pressure that can be merchandised to sales forces and utilized immediately at the dealer level."

"The 1964 Pepsi newspaper program offers more power, impact and direct, hard sell than ever before in Pepsi-Cola Company's advertising history."

AOI Elects Jim Kerns

James Kerns, manager, J. W. Kerns Company, has been elected to the board of directors of Associate Oregon Industries, statewide employers' organization.

Announcement of Kerns' election came from Robert R. Carey, AOI president. He will fill the unexpired term of William B. Sweetland who recently moved to Pennsylvania.

Firm Selects D. Montgomery

Jack Roderick, general sales manager of the Lockwood Grader Corporation of Gering, Neb., has announced the appointment of Dale C. Montgomery of Klamath Falls as manager of the firm's Tulelake branch.

Montgomery, 44, is a native Nebraskan, having attended grade and high schools at his hometown of Stanton and then moved to Oregon where he attended Oregon Technical Institute for 14 years and then attended Klamath Business College from which he graduated.

Montgomery worked for 10 years for a Tulelake farm implement company, the last six years serving as manager of the firm. He is a member of the Rotary Club, the Eagles and the Moose.

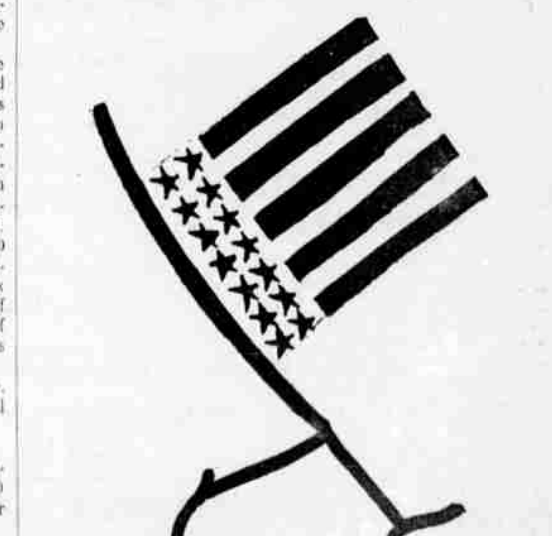
Montgomery and his wife, Beverly, and their children will live in Tulelake.

Africa is the home of the tallest (Watusi, 7 feet tall or more) and the shortest (Bambuti, four feet) men on earth.

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Published as a public service in cooperation with The Advertising Council and the Newspaper Advertising Executives Association.

Beaver State Reports 1964 Construction Plan

A \$167,000 construction budget to insure continued steady growth and refinement of Beaver State Telephone Company's service in the next 12 months was announced by the company today.

Beaver State Manager William Castle of Lakeview released the 1964 construction figures along with an estimate that the company will register a net gain of 80 telephone stations in its operating territory next year. Castle said the expected gain, as well as the new budget, approximate the 1963 totals in both categories.

Beaver State serves some 2,900 customers in its eight exchanges in Lake and Klamath counties—Adel, Chemult, Chiloquin, Fort Klamath, Lakeview, Paisley, Plush and Rocky Point.

The heaviest item in the 1964 Beaver State construction out-

lay is the \$53,700 provided for aerial cable to the New Pine Creek area. Another \$12,190 is set aside for completion of remodeling of the company's central office at Lakeview.

Castle said that an additional \$102,000 is earmarked for a host of projects in the under-\$5,000 classification. Included are \$20,000 for outside plant work, \$23,000 for central office improvements and \$22,000 for station connections. All eight exchanges will share in monies for these so-called "routines."

"In sum," Castle explained, "major parts of our 1964 budget provide for outside plant facilities, central office equipment and work related to completion of current and anticipated orders for new and higher grades of service. Chief objective of these expenditures is to become current with orders held for these types of service."

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