

# THE BEND BULLETIN

Bend, Deschutes County, Oregon, Friday, May 21, 1954

## Program Aimed At Promotion Of Local Spuds

Special to The Bulletin  
**REDMOND**—A long range program designed to help wholesalers and distributors move the largest possible quantity of Klamath-Deschutes russet potatoes in orderly, profitable manner for growers, distributors and retailers is being formulated by the industry's advertising committee. The information is reported by Ben Davidson, Oregon Potato Commission administrator, and secretary of the advertising group.

Eight areas are being considered for intensive local promotion and merchandising. However, the degree of trade support evidence, wholesale and retail, will have much influence over markets finally selected by the committee. Executives of Pacific National Advertising Agency, Portland, retained by the Klamath-Deschutes committee as promotion and merchandising counsel, have already done some field work in two of the proposed markets. They will



**EXHAUST FOR THE EXHAUSTED**—A pretty gal in Munich, Germany, demonstrates a new gadget for pumping up mattresses. Attached to the car's exhaust with the motor running, the mattress is supposedly filled in 40 seconds. A special filter in the tube absorbs lethal components of the gas as a safety measure.

present this information and other plans at a meeting to be held in

Klamath Falls in June to study the promotion program.

Final plans are to be made and announced early enough to allow jobbers and wholesalers opportunity to take advantage of the potato promotion efforts on this year's crop.

Representatives of growers groups who have been formulating the advertising program include Wendell Schey and Glenn Arthur in Tulalake, Calif.; Louis Lyon, Malin; Troy Qualls, Klamath Falls, and locally, H. W. Steelhammer, Powell Butte, who is chairman of Central Oregon Potato Growers, and Orval Buckner, Terrebonne. An advisory group from the Oregon Potato Commission, which has set aside \$15,000 for potato promotion, includes Elmer Lemler, Klamath Falls; Norman Weigand, Powell Butte; Dudley Sitton, Vale; John Degnan, Merrill; and Bryant Williams, Klamath Falls.

Some promotional work in trade mediums for seed potato growers in various areas covered by the Oregon-California group is contemplated.

## Another Action Filed in Case Of Music Firm

A third suit was filed Thursday in the litigation involving the contested sale of the Deschutes Music Company, a Bend music machine leasing firm.

Mr. and Mrs. W. O. Davis, who contracted to buy the business from Mr. and Mrs. Asa Goddard in October of 1952, have filed in Deschutes circuit court their second complaint in the matter. It is an action for fraud seeking \$26,600 as double damages. Named as defendants are the Goddards and Mr. and Mrs. Ted S. Holliday, doing business as the Holliday Realty Company, Bend.

Mr. and Mrs. Holliday, along with the Goddards, are charged with fraudulent action in connection with the sale of the music machine business to Mr. and Mrs. Davis.

It is asserted that the assumed business name certificate was and the notice of retirement of sellers were not recorded as provided by law.

The defendants are further charged with failure to furnish to the buyers a list of the vendors' creditors.

Last month Mr. and Mrs. Davis filed suit for \$50,000 damages for alleged "interference in the business operations of the plaintiffs."

The Goddards Wednesday filed a countersuit claiming that the buyers had not properly made their payments as required under the contract. Return of all rights in the business to the original owners was asked.

Arguments on the first action filed are to be heard by Circuit Judge Ralph S. Hamilton Saturday at 10 a.m.

### FINE ASSESSED

Susan A. Woodworth, Springfield, Ill., was fined \$5 Wednesday by Justice of the Peace O. W. Grubb for failing to make a full stop in the vicinity of a stopped school bus.

## Redmond Hospital Jefferson Weed Holiday Planned

Special to The Bulletin  
**REDMOND**—Mr. and Mrs. William Filey of Redmond are parents of a son born Thursday at Central Oregon District hospital. They have named their baby Teron Lee.

Admitted Wednesday evening: Marla Campbell, 7, Redmond. Admitted Thursday: Mrs. Lester Hufstader, Bend, Mrs. Alberta Sellers, Mitchell Star route, Prineville; Ben McAllister, Powell Butte; Mrs. Naomi Beltz, Madras; Mrs. Doris Jorgensen and Valerie Holt, 3, both Redmond. Two out-patients were treated and dismissed.

Discharged Thursday: Marla Campbell, 7, and Arthur Bottemiller, both Redmond; Fred Haberstick, Madras, Mrs. Paul Springel, Warm Springs, was discharged Wednesday evening.

Oldest fossil horse is the Eohippus, or dawn horse. It had three toes on the hind feet and four on the front.

Special to The Bulletin  
**MADRAS**—Farmers, businessmen, and other Jefferson county residents will cover the North Unit Irrigation district "like a blanket" the morning of June 8 as the third annual Jefferson County Weed Holiday gets underway, Roy Stevenson, Jefferson Seed Grower's association, chairman, announced Wednesday.

The Weed Holiday, which attracts more attention and more participants every year, was initiated to show the importance of weed control work. Last year, people from all over the county joined in weed pulling work, and bigger crowds are expected this year.

The affair is sponsored by the seed grower's association in cooperation with the Bureau of Reclamation, the county weed district, and the Jefferson county extension office.

**GOOD REASON**  
**NEW BRITAIN, Conn.**—Accused of throwing furniture around his room, Gregory Colon with a suspended sentence is in police court after explaining that he was just celebrating after his wife gave birth to a son.

You Can Do it YOURSELF

- ★ ECONOMICALLY
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Give Your Home

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Yes, you can do a professional looking job with Panelshake Siding—easily and quickly applied! Attractive range of colors—never needs repainting! . . . makes your home cooler in summer, warmer in winter. And it is so inexpensive—for the average size home.

As little as

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for

**Panorama Playhouse 1954 Season**

Pre-Season Sale: May 17 - June 1

Season Book Sale handled by Community

Concert Association

Headquarters: Bend Chamber of Commerce

8 transferrable student admissions — \$4.00 (tax exempt)

8 transferrable adult admissions — \$10.00 (tax included)

**Church Planning Film on Sunday**

"It Is Finished," a sound and color film telling the gospel story of the crucifixion, will be shown Sunday, May 23, at 2:30 p.m. at the Christian-Missionary church. There will be no charge, but a free-will offering will be received.

The picture was produced by Great Commission Films and features Frances Bennett, who has been teaching at the Moody Bible Institute in Chicago since the thirties. She taught Bible classes for the YWCA for 17 years, and spent 14 years with the Billy Sunday evangelistic party. Since the inception of the Child Evangelism fellowship in 1935 she has been closely associated with that organization.

The public will be welcome to attend the showing, it was announced.



You're invited to the Grand Opening!  
**OUR NEW STANDARD STATION**

Wall and Greenwood Streets  
 Saturday, May 22nd



**HI NEIGHBOR:** Just wanted to let you know about this newest member of the most popular service family in the West—Standard Stations, Inc. You'll find us conveniently located and staffed by friendly Car-Savers who will introduce you to our many services. Why not drop in on us?

Attractive gifts . . . Gardenia Corsages for the ladies; balloons for the children; a handy bottle of Chevron Spot Remover.

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Everything for your driving pleasure—clean restrooms, modern station equipment, complete service, and top-quality products, RPM Motor Oil, Atlas Tires and Batteries, and Chevron Gasolines.



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Go! Windshield Service requires more than equipment. It takes desire plus elbow grease—we use both to give you sparkling vision.—You're always welcome to windshield service.

... But when you're in a hurry, please tell us. We'll give you exactly what you want—and rush it.

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