

SITE FOR SEWAGE PLANT PURCHASED

MALIN, Ore.—Malin city fathers in regular session bought and paid for a one-acre site of ground for use of the city as a sewerage disposal tank site in event the proposed system becomes a reality. Two hundred dollars in cash was paid to V. J. Spolck for the ground, which joins the townsite on the south.

Malin in a election last fall voted to fight a bond issue of \$12,650, payable at approximately \$105.90 per year over a thirty-year period at four per cent interest. The remainder of the total proposed cost was to be raised by an outright grant of \$10,350 from the government.

Plans were approved by the district office of the PWA at Medford and by the state board of health, and permission had been received from reclamation officials for dumping of the run-off into the "J" canal southwest of city.

City officials were ready to call for this which word was received that the project had been given. No definite explanation was given, but council members are of the opinion that a decrease in property values in Malin were responsible for the change of plans.

Mayor Kallina also reported the use of 62 water meters in the city with applications before the council for five additional meters that will be installed in the near future.

Malin, with a self-supporting water system, boasts of the finest drinking water in the state, the mayor stated, with sufficient flow from the 385-foot well to supply drinking water for the entire lower valley.

Samples of the water are sent to the state board of health every three months, and under 24 and 48 hours tests no harmful bacteria are found. The water contains 44 per cent carbonate of soda. The system brings in a monthly income of \$190, Kallina stated.

S. F. Waterfront Dispute Near End

SAN FRANCISCO, Jan. 13. (AP)—Comparative peace prevailed on the San Francisco waterfront Saturday as the prolonged bickering between seamen and waterfront employers came to a temporary halt. Four Luckenbach freighters, tied up by demands of the crews that they be signed on under west coast articles, giving them a higher rate of pay than the eastern articles under which they have worked, have been released with a compromise agreement with the employers.

The crews remain under eastern articles with New York as the home port, but will receive the equivalent of west coast wages.

CHILOQUIN

CHILOQUIN, Ore.—Mrs. Roy Glenger was hostess for a lovely shower Tuesday afternoon complimenting Mrs. Dwight Kercher. Mrs. Kercher received many useful and beautiful gifts.

Mr. and Mrs. Norman Smith, formerly of Pine Ridge, are now living in the George Flury house in West Chiloquin.

Mrs. Frank Savage, who has been a patient at a Klamath Falls hospital for some time, is much improved.

Mr. and Mrs. Jack Pippard arrived home Thursday from Seattle, where they spent the Christmas holidays.

Earl Potter is able to be around again after an illness of several months.

Mrs. Sue Mitchell and Mrs. George Harton were business visitors in Klamath Falls Wednesday.

Woody Doney left Thursday night for Salem for medical treatment.

Nick Nickels, government scaler from Big Lakes camp is visiting in Chiloquin for a few days.

Federal officer Charles Hawkins is spending a few days in this locality on business from his home in Salem.

The Luncheon Bridge club met on Thursday this week at the Sunset club on Fort creek. Mrs. George Flury was hostess and two tables of contract were in play. Mrs. C. Coons of Pine Ridge won high honors. Mrs. Sue Mitchell, second, and Mrs. Ellen Stevens low.

Because of the use of tar on roads adjoining their vineyards, wine growers of the Rhone valley complain that their wines now taste of tar.

Between one-thirteenth and one-fourteenth of the weight of the human body is blood.

WOOD

Your Best Buys for January are

BLOCKWOOD DRY SLAB STOVE OIL sold by us in regular demand because of its purity. It also goes farther.

Peyton & Co. "Wood to Burn" 915 Market St. Phone 535

PROMINENT AD MAN PRAISES NEWSPAPERS IN '36 PREDICTIONS

In a speech given this week at the San Francisco Advertising Club by Carl J. Eastman, nationally known merchandising authority and Pacific Coast manager for N. W. Ayer & Son, Inc., in predicting some of the advertising and merchandising changes for 1936, he stated that advertisers would increase their space in newspapers during the coming year.

According to Mr. Eastman, the newspapers of the Pacific Coast offer two important functions which cannot be duplicated by any other medium. The newspaper offers timeliness and interpretation of events. The Pacific Coast newspapers have reached a high standard in supplying these important elements to their readers, and as a result the advertiser in 1936 will more than ever appreciate the value the newspaper can give to his message.

"Advertising in 1936," said Mr. Eastman, "will more than ever respect the timeliness and the action feature of the newspaper by an intelligent use of the medium."

Eastman lists 15 Advertising and Business Predictions for '36

- In his talk, Mr. Eastman made the following predictions in regard to advertising and merchandising for 1936:
- Advertising will be more interesting, due to the use of new technical advances in art photography and printing.
- The 1936 advertiser will adhere to facts more closely than ever before.
- The successful 1936 advertisement will be a timely interpretation of newsworthy items about the product.
- Television as a medium for advertising will not appear during this year.
- Color in newspaper advertisements will be used more frequently in 1936.
- In 1936, direct mail advertising will have to be "streamlined" for action. Mail boxes will not be stuffed with lengthy material.
- In 1936 billboard advertising will merge more with the scenery and will have more pictures and briefer advertising messages.
- More attention in 1936, on the part of advertising writers, will be given to the editorial requirements for publications for which they are writing.
- Illustrative treatment of 1936 advertising will swing toward the pen and brush, with combination of these with color photography and line models and other ultra-modern treatments.
- Advertising budgets will be larger in 1936 and the newspapers, particularly on the Pacific Coast, because of improved economic conditions, will benefit.



CARL J. EASTMAN, Pacific Coast Manager for N. W. Ayer & Son, Inc., and merchandising authority, predicts that advertisers will use greater newspaper space in 1936 than in 1935 at S. F. Ad Club.

Businesses such as finance concerns, public utilities, insurance, all manufacturers of capital goods which, in the past, have advertised infrequently, or not at all, will in 1936 go to the public officer than in recent years and in a lively and informative manner.

Due to the closer understanding and intercourse between the mainland and Hawaii and with the East, and due to the Trans-Pacific mail and passenger carrier flights recently inaugurated, advertising men on the Coast will have an opportunity to enhance their messages by incorporating in them some of the romance, warmth, and interest of the Pacific Coast in relation to the tropical islands and the East.

And, finally, for 1936 it can be safely predicted that there will be people who will buy all advertised products but who will loudly proclaim that they never read an advertisement, and that they would not believe an advertisement anyhow if they did read it. In other words, remember that in 1936 human nature will not change.

Editorials on News

(Continued From Page One) ed up for a week in a vault of a great bank. There will be money all around you—money in vast sums. But it won't keep you from getting hungry.

THE worst calamity that can happen to any country is to start the printing presses turning out money that has back of it nothing but the government's promise to pay "if and when." Germany and Russia proved that

in the terrible days following the war.

It isn't probable that this country will start the printing presses at any time soon, for the lessons of Germany and Russia are still too recent. But every year in which our government spends more than can be raised by taxes INCREASES THE TEMPTATION to start the printing presses in order to get money enough to KEEP ON SPENDING.

That is why wise people, big and little, are anxious for our government to quit spending more than it takes in.

RECRUITS SOUGHT FOR MARINE CORPS

Enlistments in the U. S. Marine Corps are again open to a limited number of young men, according to information received by Postmaster Hurl E. Hawkins from Lieutenant Colonel Randolph Coyne, U. S. Marine Corps recruiting officer at Portland, Oregon.

Applications for immediate enlistment will be accepted by the U. S. Marine Corps recruiting station, 208 U. S. court house, Portland, Oregon, where further detailed information may be obtained.

Laboratory selection quotas have been assigned all western states. Men enlisted from inland areas will be offered an opportunity to participate on board battleships and airplane carriers or at one of the many interesting foreign stations, including China, Philippines, Guam and Hawaii.

Applicants to be qualified for enlistment must be unmarried American citizens without dependents; between the ages of 18 and 25 years, and of good moral character. Physical standards require a minimum height of sixty-six inches and that the applicant be in sound physical condition. Previous attendance at high school will be considered in determining the applicant's mental qualifications.

NET PROFIT SHOWN LAKEVIEW, Ore.—The financial statement of the Lakeview municipal water works for the year 1935 showed a net profit after all deductions except for bonds and interest in the sum of \$12,169.66. The bonded debt of the enterprise requires about \$5,000 a year for principal and interest.

The water commission expects to hereafter call in the bonds twice as fast as the financial program for the enterprise originally contemplated.

The next meeting will be fathers' night, with A. Anderson, program chairman, and Jeff Bean refreshment chairman.

Mills P.-T.A. study group will meet Thursday afternoon, January 16, at 2:30, at Mills schools in the teachers' room.

The topic for the afternoon will be: "Home Play and Recreation", and will be given by Mrs. T. E. Dean, child study chairman. Mrs. Dean has spent considerable time on this program, and would appreciate a large crowd.

At the regular meeting of the Fairhaven P.-T.A. Friday, January 10, at 3 p. m., Ernest Moser, recently returned missionary from Cameroon, gave a most interesting talk on life in Africa. Moser has many interesting articles from Africa, and his kindness in exhibiting these things was much appreciated by the school and P.-T.A. At 2 p. m. Mrs. Moser talked to the children of the school.

The business meeting this month was of considerable importance, as plans for several important events were discussed and interesting communications read. It was decided to have a public dance Friday, January 24, and several card parties were suggested for the near future.

Mrs. Johnston, president, expressed her deep appreciation to all committee members who helped to make the Christmas thank a success. She especially thanked Mrs. Hopkins for her work as relief chairman.

Mrs. Holliday announced that there would be a pot luck dinner and radio meeting of the study group at her home, Wednesday, January 22, at noon.

Mrs. House explained the possibilities of organizing a dressmaking and designing class in the

P.-T.A. Notes

The Klamath County council of P.-T.A. met Monday afternoon, January 6, at Fairview school auditorium.

The meeting was conducted by the president, Mrs. Robert Ross. J. Perry Wells, superintendent of city schools, talked on "Junior high schools." He also answered many questions asked by the audience.

Following the business session the group was served refreshments in the lunch room by members of Mills P.-T.A., with Mrs. S. H. Stone, chairman.

The next general council meeting will be held in March, with Pelican P.-T.A. members as hostesses.

A county council executive meeting will be held February 3, at the home of Mrs. Twyla Ferguson on Summers lane.

A potluck luncheon will be held at this meeting, and all the officers and chairman are requested to attend.

Mrs. W. C. Van Emon will be chairman for the Founders' day program, which will be put on by all the P.-T.A. units of Klamath county as well as the council.

Mills P.-T.A. met Wednesday evening, January 8, at the school auditorium. Following a short business meeting, conducted by the president, Mrs. G. H. Rogers, the group enjoyed social entertainment.

The program was opened by a New Year's greeting given by Mrs. Agnes Lageron; piano solo was presented by Mrs. Jeff Bean; two solos, by Alexander Bean, with Mrs. Jeff Bean at the piano; Russian song and dance, in Russian costume, Frances Kovtyovich.

Following the program games were played by the group, after which refreshments were served, with Mrs. Roy Moretz, chairman, and sixth grade mothers as hostesses.

The next meeting will be fathers' night, with A. Anderson, program chairman, and Jeff Bean refreshment chairman.

Mills P.-T.A. study group will meet Thursday afternoon, January 16, at 2:30, at Mills schools in the teachers' room.

The topic for the afternoon will be: "Home Play and Recreation", and will be given by Mrs. T. E. Dean, child study chairman. Mrs. Dean has spent considerable time on this program, and would appreciate a large crowd.

At the regular meeting of the Fairhaven P.-T.A. Friday, January 10, at 3 p. m., Ernest Moser, recently returned missionary from Cameroon, gave a most interesting talk on life in Africa. Moser has many interesting articles from Africa, and his kindness in exhibiting these things was much appreciated by the school and P.-T.A. At 2 p. m. Mrs. Moser talked to the children of the school.

The business meeting this month was of considerable importance, as plans for several important events were discussed and interesting communications read. It was decided to have a public dance Friday, January 24, and several card parties were suggested for the near future.

Mrs. Johnston, president, expressed her deep appreciation to all committee members who helped to make the Christmas thank a success. She especially thanked Mrs. Hopkins for her work as relief chairman.

Mrs. Holliday announced that there would be a pot luck dinner and radio meeting of the study group at her home, Wednesday, January 22, at noon.

Mrs. House explained the possibilities of organizing a dressmaking and designing class in the

community. A committee was appointed to investigate this matter more fully.

The child study group will meet at Joseph Conger school Wednesday, January 15, at 2:30 o'clock. A talk will be given by Mr. Wells. The P.-T.A. business meeting will immediately follow.

All members are urged to attend.

The Henley P.-T.A. will hold its monthly meeting Tuesday evening in the Henley Gymnasium. Mrs. Walter Van Emon's address will be "What the Modern Parent Owe the School." Musical features will include Mrs. Marie Gibson and Jesse Johnson in a

violin duet and Mrs. Chantons Eggers in a saxophone solo.

Tourist Record Best in Six Years

SALEM, Ore., Jan. 13. (AP)—More tourists drove into Oregon last year than any time for the last six years, Secretary of State Shell reported Saturday. Non-resident motor vehicle registrations totalled 100,303 last year. The all-time record was 103,008 set in 1929.

An automobile manufacturer must make parts for a discontinued make of automobile for five years.

SAVES

In addition to time, work and worry saved, the Maytag saves laundry costs and makes the clothes last longer by its gentle washing action. Only the Maytag has the famous one-piece cast-aluminum tub, the Gyrotator washing action originated by Maytag, the Roller Water Releaser and a score of other advantages. Maytags may be had equipped with gasoline Motor for homes without electricity.

BIG BASIN APPLIANCE STORE
718 Main

10-1-36
THE MAYTAG COMPANY • MANUFACTURERS • FOUNDED 1892 • NEWTON, IOWA

MAYTAG

No change in the package BUT, BOY!.. wait 'til you taste these DOUBLE-MELLOW cigarettes!

Here's the offer as made to smokers since October 6th, 1935

DOUBLE YOUR MONEY BACK if they don't win you

Take a sporting chance on a pack of Double-Mellow Old Golds. Smoke ten of the cigarettes. If you don't say they're the finest you've ever tasted, mail the package wrapper and the remaining cigarettes to us, at any time before May 1st, 1936, and we'll send you double the price you paid for the full package, plus postage.

P. Lorillard Company
Established 1760
119 West 40th Street, New York City

(Signed) P. LORILLARD CO., Inc.

WE'VE been in the tobacco business a long time. 175 years.

But never, in all that time, have we seen finer tobacco than the PRIZE CROPS blended into Double-Mellow Old Golds.

We know one way to give you the thrill of these tobaccos. Words can't do it, but a few double-mellow smokes will.

So we invite you to smoke half a pack without risking a penny. Either you discover the best cigarette you ever tasted... or you get "double pay" for your trouble.

ALL OLD GOLD CIGARETTES NOW ON SALE, NATION-WIDE... ARE DOUBLE-MELLOW MADE FROM PRIZE CROP TOBACCO

"You don't have to be rich to enjoy rich whiskey!"

"25 million new friends for Old Quaker because I've kept that promise!"

A barrel of quality in every bottle, and it doesn't take a barrel of money to buy it

Yes, my friends, I've kept the promise that you "don't have to be rich to enjoy rich whiskey!" All America, from Main Street to Fifth Avenue, knows now that Old Quaker is for everybody to enjoy... everybody who wants a real quality whiskey... rich and mellow... at a really friendly price. Get a bottle tomorrow!

75c PINT
No. 1280 (Retail)
No. 122C (Wholesale)

\$1.45 QUART
No. 1284 (Retail)
No. 122A (Wholesale)

As you enjoy in BOURBON OR RYE AVAILABLE IN OREGON

Copyright, 1936, The Old Quaker Co., Leavenworth, Ind. Division of SCHENLEY PRODUCTS CO., Inc.

SCHENLEY'S OLD QUAKER STRAIGHT WHISKEY

It bears the SCHENLEY MARK of MERIT

also try OLD QUAKER 90 PROOF DISTILLED LONDON DRY GIN