

Final Plans Of Radio Station KFLW Being Made By Key Staff Men Here

Final plans and operating policies of Radio Station KFLW, the new Herald and News station to be in operation in a few weeks, are being made by key staff men already assembled.

Bud Chandler, resident manager; Max Frye, assistant manager in charge of the commercial department; and G. E. Walters, chief engineer, are already hard at work here on preliminary phases of KFLW's operation. Marshall Pengra, resident manager of KRNR at Roseburg, will be operations director for both the Roseburg station and KFLW.

UO Graduate
Frye, a graduate of the University of Oregon, has six years radio experience, specializing in advertising. He is also a veteran of World War II, having worked his way through the ranks from private to first lieutenant in the infantry, and having led his own platoon through the invasion of Okinawa and ultimately the occupation of Japan. He is employed as assistant manager in charge of KFLW's commercial department. Walters, KFLW chief engineer, has an impressive record of over 16 years' experience in broadcast engineering. A graduate of Capital Radio Engineering Institute in Washington D. C., he will be at work on the installation of equipment in KFLW, starting this week and will head KFLW's staff of technicians.

Chandler, a graduate of Oregon Institute of Technology at Portland, Ore., and associate of the Institute of Radio Engineers, has been a licensed broadcast engineer since 1934, and has over 12 years' experience in broadcasting having been employed as a chief engineer as well as serving on announcing and advertising staffs. He is technical director for KRNR and will be resident manager of KFLW while directing research and development of F-M and ultimately television in collaboration with Walters for both stations.

Manager of KRNR
Pengra, a graduate of the University of Illinois, resident manager of KRNR at Roseburg, is operations director for both KRNR and KFLW. He has been in broadcasting over 12 years and now serves as chairman of the small stations committee of the National Association of Broadcasters. He is also well-known to Pacific coast audiences as sportscaster for the Associated

Planning KFLW's Operation



Bud Chandler, G. E. Walters, Max Frye (left to right).

Oil company, having described many University of Oregon and Oregon State college football and basketball games.

A staff of veteran announcers is now being formed from a selected list of applicants with network experience. KFLW's entire staff will number 12 people when opening day arrives early in March.

KFLW is affiliated with the American Broadcasting company, formerly NBC Blue, and will be heard in the Klamath basin on 1450 KC with a power of 250 watts.

Grated carrots baked in muffins gives them a delicious flavor and helps keep them moist.

Jaycees Hold Joint Meeting

The four chapters of the Junior chamber of commerce in southern Oregon held their first joint meeting in the Del Rogue hotel at Grants Pass, Sunday, January 6.

The meeting was considered so successful that it will be continued in the future.

Speakers at the breakfast meeting were Marvin Hixon, John Sandmeyer, Warren Whitlock, Victor Milnes and George Conner, who spoke on various phases of Jaycee organizations and their work.

Dinner in the Del Rogue club room was highlighted with music and entertainment. Afterward, four committee meetings were held to discuss the organization's work.

Those attending from Klamath Falls were Paul Lee, John Sandmeyer, Ray Worden, George Conner, Marvin Hixon, Cliff Jay, Louis Tauscher and Hank Garnet.

River Dragged For Man's Body

PORTLAND, Jan. 11 (P)—Lumber workers and police began dragging the Willamette river today for the body of Byrl Houston Reynolds, 49, Oswego, whose boat capsized yesterday.

Fellow-loggers said they were working at a log boom south of Milwaukie when the boat upset. Reynolds was unable to reach the boom.

NEW LEGION POST
MEDFORD, Jan. 11 (P)—World War II veterans are forming a new American Legion post here, James J. Peters, one of the group, said today.

Quarters held by World War I veterans will be utilized, he reported, but the organization will be separate.

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Union To Report On Bus Pay Offer

PORTLAND, Ore., Jan. 11 (P)—Union men were to report their attitude on a new wage offer today at a meeting with Overland Greyhounds officials and Federal Conciliator Guy V. Lintner.

Harold Oathes, AFL business agent, said the proposal was "better than anything so far" submitted toward settling an October 1 walkout and that it provided especially for shop employees and ticket-takers.

Nearly 200 drivers on routes from Salt Lake west walked out October 1 in the wage dispute.

Classified Ads Bring Results.



YOU DON'T NEED CASH AT SEARS-USE PURCHASE COUPONS

You go to the Credit Office just once to get a book full of coupons. Then you spend the coupons just like cash all through the store. There's no fuss or formality, no signing sales slips, no down payment and monthly repayments. Usual carrying charge.

GET YOURS TODAY AT Your SEARS CREDIT Office

NEW MERCHANDISE

Just Arrived!
SEARS
ROEBUCK AND CO.

ALUMINUM STEP STOOL

Light yet very strong. Rubber cupped legs.

5²⁹

ALUMINUM UTILITY TABLE

Strong, with Shelf. Non-stain top.

4⁹⁸

DINNERWARE SETS

"Capistrano Mission" pattern. 20 pieces.

5⁹⁸

ALL COPPER BOILER

Revere quality, large size with tin lid.

5⁹⁸

FLANNELETTE PAJAMAS

Ladies' styles, coat style, stripe patterns.

2⁴⁹

ALL LINEN TOWELING

Famous Stevens quality, 18 inch bleached.

Yd. 35^c

MEN'S COVERT PANTS

Sanforized shrunk, heavyweight grey.

1⁸⁶

COVERT WORK SHIRTS

Sanforized, grey. All sizes 14½ to 17.

1⁰⁷

MEN'S FLANNELETTE PAJAMAS

Stripes or solid colors, heavyweight.

4³⁹

MEN'S HIP BOOTS

Strong new rubber, red soles.

6⁴⁹

CANVAS GLOVES

Good weight, knit wrist.

Pair 21^c

MEN'S WHITE SHORTS

Full cut, sanforized. Made for U. S. Navy.

Pair 69^c

IRONING BOARDS

Heavy, strongly reinforced.

3²⁹

39" RAYON CREPE

Washable, in tearose, pink or white.

Yd. 45^c

COVERALL APRON

Fast color prints, floral patterns.

1¹⁹

All Wool Plaid
Auto Robes . . . 8.49

Men's Knee High
Rubber Boots . . . 3.49

Men's Brown or Black
Lace Top Pacs . . . 3.98

Men's English Rib
50% Wool Sox . . . 59c

All Metal
Toy Revolver . . . 29c

Heavy
Aluminum Skillet . . . 1.19

"Kampkook" 2-Burner
Gasoline Stove . . . 8.95

Sunflame
Gas Lanterns . . . 6.98

Edwards
Fly Reels 4.25

12 Gauge, 8 Shot
Shot Gun Shells . . . 1.13

Heavy Truck Chains

7.50x20 Single Wheel 12.95

8.25x20 Single Wheel 12.98

32x8 Single Wheel 8.98

32x8 Dual Wheel 14.95

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Has anyone told you why these are your favorite peas?



Creamed fish in peas with peas

That special flavor you like so well doesn't "just happen," you know! Fact is, Del Monte borrowed an idea right from Nature to see that you get canned peas as good as these!

The idea is this: that peas of different sizes, different flavors, should be packed together. Because that's the way they grow.

Then Del Monte goes Nature one better. Takes out all the peas too young for flavor, the peas so old they have passed the prime of flavor. Selects the best of all the rest and packs them together—blending the sweeter flavor of the smaller sizes with the richer flavor of the larger.

And that adds up to the largest-selling brand of peas on the whole Pacific Coast—Del Monte Brand Early Garden Peas!

REMEMBER! DEL MONTE PUTS

flavor first



Grown from our own special strain of seed, where soil and climate produce the finest quality.



They're harvested just when they're ready. Day or night! Flavor won't wait.



They're blended—for flavor balance. A quality selection of just the tastiest peas in the pod.



They're fast-packed—right after picking. Far nothing's more important in canned pea quality.

Buy and hold Victory Bonds.

When you want peas at their best, look for

Del Monte *Early Garden* **Peas**

the quality peas with the *flavor first* blend