

# Advertising Clinic Winds Up Meeting

The Oregon Advertising club's "Flying Squadron" members were back on their jobs in Portland today after completing a one day advertising clinic with a dinner meeting last night at the Willard hotel.

Arthur E. House, moderator of the group, opened the clinic at 1:30 at Legion hall with the keynote of emphasis on "purchasing" advertising rather than "selling" advertising. He told the one hundred persons attending the sessions that advertising should be presented with the customer's needs in mind rather than those of the seller.

**Retail Copy**  
Talks on retail copy by Laurie Ross, advertising layout by Wayne Leland, advertising production by Carroll O'Rourke, outdoor advertising by Vernon Jenkins, radio advertising by Hal Bratsberg, and printing and direct advertising by Milton Bell followed in quick succession to complete the afternoon program.

Dinner at the Willard started the evening meeting which featured a public relations talk and movie showing by Carl Werner and a questions and answers period.

The clinic, a objective of the Oregon Ad club's "education" program was directed at making the best use of the various forms of advertising. It was sponsored in Klamath by the local advertising media.

# Woman Hurt In Wreck

A car-truck accident early yesterday afternoon near Maca store on highway 39 sent Mrs. R. F. Dahmer, 30, of Imlay, Nev., to Hillside hospital with serious fractures and extensively damaged the Dahmer car, operated by her husband.

State police said the truck, owned by Karl Dehlinger and operated by his hired hand, Albert Acklin, and the Dahmer's 1948 coupe were both traveling south, with the truck in the lead and a sedan, driven by Elza Huntwork, of Klamath Falls, between.

Dahmer pulled into the left lane to pass the Huntwork machine, and was almost abreast of the truck, when Acklin turned left into the Dehlinger driveway. The coupe crashed into the side of the truck.

Elza Huntwork brought the Dahmers and Acklin into the hospital where Mrs. Dahmer is being treated for a severe fracture of the left ankle and left collarbone. Acklin was treated for a slight neck injury, but Dahmer was uninjured.

State police have filed a violation of the basic rule charge against Dahmer. According to officers, Acklin, driver of the truck, signaled to make his turn, witnesses advised.

# Two Missing Following Fire

PITTSBURGH, Feb. 21 (AP)—Two spectacular fires destroyed a Golden Triangle office building and a large grocery warehouse today, doing damage estimated at nearly \$600,000 and leaving two persons missing.

Burned were the 60-year-old, five-story Jackson building and a warehouse. The Jackson building collapsed about four hours after the blaze broke out late last night. Two adjacent buildings were damaged as blazing debris showered over them and onto the busy intersection. Several firemen were overcome by smoke and one was struck by a brick and injured.

Missing in the downtown fire were Mrs. Irene Westbrook, 40, a drug-store cashier and fireman Gerald W. Levy, 36.

# Thomas Returns From Road Meet

City Engineer E. A. Thomas returned late this week from Medford where he attended a meeting of the state legislative committee for the study of highway, road and street revenue and taxation.

Thomas said today that a similar meeting to cover conditions in Klamath and Lake counties is scheduled for Klamath Falls April 12.

# Engine To Be Taken From Sound

SEATTLE, Feb. 21 (AP)—Great Northern railway officials said they expected to remove late today or tomorrow the locomotive that plunged onto a Puget Sound beach after striking an earth slide near Mukilteo Wednesday.

Two big cranes righted the stripped-down engine last night. Workmen expect to pull the locomotive diagonally up the sea wall from the beach.

# Weather Holds Up Planes

Twenty-five planes that were to leave Portland on the flight "Operation Sunshine" at 8 a. m. today are weathered in, CAA reports advise.

Planes from Pendleton and Bend planning to pick up the Klamath Falls plane for the flight at the local airport will go on through to Sacramento without stopping here if they are cleared to take off.

A Stinson landed here Friday night for the flight bringing Mr. and Mrs. O. W. Cutsforth of Lexington and Mr. and Mrs. Deibert Edwards of Gandon. The Cutsforts, Edwards and Mr. and Mrs. Mike Louwer waited at the airport all morning to see if the weather would be cleared. By noon the sky was still overcast.

# Useful Atom Power Plant Seen Soon

NEW YORK, Feb. 21 (AP)—The race for the first useful atomic power plant promises to go to the Brookhaven national laboratory, Long Island, some time next year.

This race is between the United States, with five known entries, Canada, Britain and France, and Russia regarded as a silent starter.

It was announced today that Brookhaven will have a power plant in operation in 1949. It will pass hot air out of an atomic pile to make steam, which in turn will make electricity. The capacity is to be about 2500 horsepower. That juice will be used to run blower and other laboratory apparatus.

This Brookhaven power plant will not pay for itself. It will be built for research, and as a byproduct of the atomic pile, which also is only for research.

But it will be, if plans go on schedule, the first atomic oven to turn out real power. The other American power projects are at the Argonne laboratory near Chicago; Schenectady, N. Y., where the General Electric company is building the Knolls laboratory for this purpose; Oak Ridge, Tenn., and Los Alamos, New Mexico, the atomic bomb plant.

# Car Accident Suit Filed

A damage suit for \$20,000 plus \$1208.91 medical expenses was filed today by Mr. and Mrs. Terry McIntee, 1885 Portland, against Dr. and Mrs. David H. Goehring, 1975 Manzanita, result of an accident on Portland street June 18, 1947, in which little Jimmy McIntee, aged 4, was critically injured.

The lad was struck by a car driven by Mrs. Goehring and received hurts so serious it was doubtful he would live for several days. His injuries included a fractured pelvis and ruptured bladder.

In the lawsuit, filed with the circuit clerk, Mrs. Goehring is charged with negligent driving and failure to yield the right of way. L. Orth Slesmore is attorney for the McIntees.

# Pacific Fleet In Good Shape

TSINGTAO, China, Feb. 21 (AP)—The new U. S. navy commander in the Western Pacific declared today the United States "need not be afraid of any naval eventuality in the immediate future."

Vice Adm. Oscar C. Badger, who takes over formally Tuesday from Adm. Charles M. Cooke Jr., told newsmen that navy's manpower situation "already is in a very favorable position and is getting better all the time."

The capital ship of the future, Badger said, will be a far cry from yesterday's battleship, whose emphafts fell on heavy guns and armament.

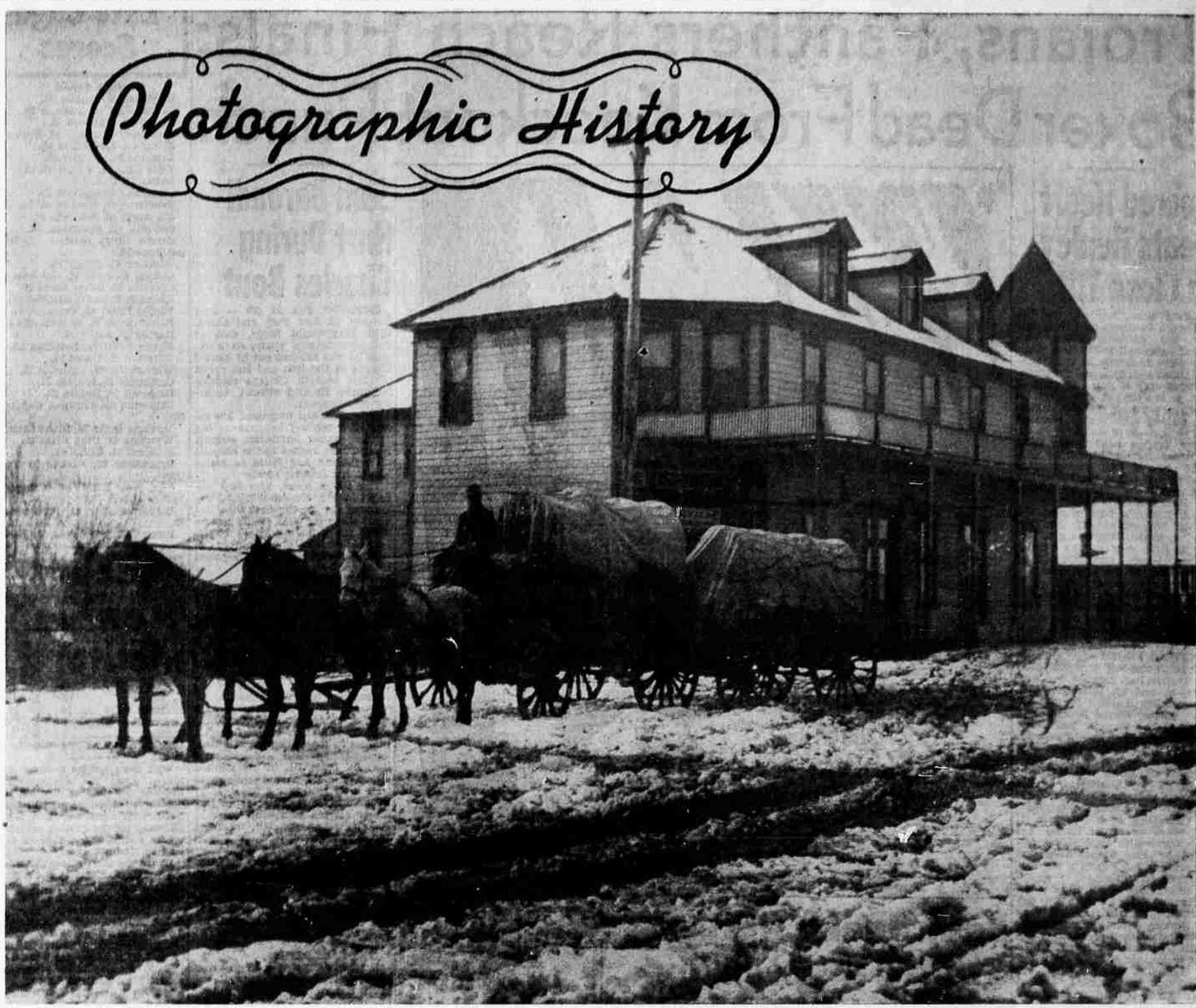
"Tomorrow's capital ship will carry rocket guns," he said, "in short, every weapon to make it effective afloat. Speed and maneuverability will be important. Without modernization, the battleship of yesterday is outdated."

# 20 Executed In Greek Clean-Up

ATHENS, Feb. 21 (AP)—Twenty persons, including a woman, were executed in Athens today.

Nine were convicted by an Athens military tribunal February 17 of being involved in the killing of a policeman and plans to assassinate Greek political leaders.

The others were found guilty of having been members of a communist execution squad which killed hundreds of civilians near Athens in the 1944 civil war.



## Photographic History

# Police Probe Break-In

A forcible entry into the Coca-Cola bottling plant, Main and Spring, was investigated this morning by city police but no theft and little damage was reported.

The break-in apparently occurred some time around midnight when a prowler broke a hole in a window on the Spring street side of the building and unfastened the latch.

Also reported to police this morning was a car theft, a yellow-painted jeep pickup, 1947 model, owned by Frank Lowell, 813 Pine, and the Klamath Packing company. The vehicle was taken from the Pine street address last night.

Arrests during the last 24 hours included that of Peter J. Suprenant, 30, of 2124 Reclamation, on a charge of driving while under the influence of intoxicating liquor. He was arrested at 7:30 last night at 6th and Oak.

Booked for speeding was Gilbert Leslie Fowler, 22, 2443 1/2 Orchard, arrested at 4th and Main shortly after midnight. Fowler posted \$50 bail for a court appearance.

Other arrests included two for minor traffic infractions, five drunks and two vags.

# New Safety Suit Developed For Navy

WASHINGTON, Feb. 21 (AP)—The navy has developed a sailor suit with a built-in life preserver.

The garment is intended for submarine men who have to stand topside watch in rough weather. It consists of a coverall with an attached hood extending to the waist. The hood can be inflated to keep the wearer afloat.

Capt. T. L. Willmon told a meeting of scientists at the office of naval research the suit will be tested thoroughly this fall.

**J. L. DEAN**  
Public Accountant  
and Auditor  
New Office Location  
306 North 7th St.  
Phone 9346

# University Singers To Be Presented Here Sunday

University of Oregon alumni and the KUHS music department will present the University Singers, a chorus of 40 voices, at the KUHS auditorium tomorrow, Sunday, at 3 p. m.

The program will include the following numbers:

- "Angelus Ad Pastores" G. Gabrieli
- "All Praise and Thanks to God" Bach
- "Lacrymosa" Mozart
- "Pierce Was the Wild Willow" Noble
- "The Choral Fantasia" Beethoven
- "Cantata of War" Milhaud
- Three choruses from "Alice in Wonderland."

"Americana," four parts. Members of the chorus, selected from the University of Oregon choral union, are directed by Donald W. Allton, assistant professor of organ and theory of music in the university. The membership includes:

- Marilyn Griffith, Eugene; Mary Lou Weston, Corvallis; Eleanor Culver, Eugene; Faye Schick, Eugene; Joanne Baldwin, Hillsboro; Athadel Johns, Athens; Elizabeth Nelson, Salem; and Lucile Olson, Eugene.
- Second row, left to right: Shirley Phelps, Dallas; Claire Lewis, Camas, Wash.; Virginia Walker, Portland;

- Mary Margaret Dundore, Portland; Joan Sears, Portland; Shirley Anderson, Eugene; Janet Kelsey, Eugene; Ann Kafoury, Portland; Glenna Hurst, Albany, and Geraldine Hettinger, Boise, Ida. Third row: James Kays, Eugene; Loren Bush, Eugene; Eiden Pentilla, Nacelle, Wash.; Stephen Stone, Klamath Falls; Robert Pulton, Salt Lake City, U.; William O'Leary, Grants Pass; James McMullen, Junction City, and Wayne Sherwood, Portland. Fourth row: Lowell, Eugene; Warren Mack, Eugene; Clell Conrad, Longview, Wash.; Dale Petersen, Eugene; Robert Peterson, Yakima, Wash.; Derald Parks, Eugene; Earl Anderson, Eugene, and William Putnam, Albany. Accompanist Jack Witter of Clackamas and Director Allton.

It Pays to Use the Want-Ads!

Today's old-time picture shows an early-day freight outfit parked temporarily in front of the Lakeside Inn, pioneer hostelry which was located on the Ewauna lake side of Main street near the present West End market.

Scenes like this wintry picture were familiar in the little town of Klamath Falls in those days, with outfits such as this providing virtually the only freight connection with the outside world. There will be a number of other freight-wagon scenes in the picture series, and more information about this type of transportation.

The Lakeside Inn was a development of the old Hotel Linkville, and just a corner of the Linkville bar sign may be seen between the wagons. The original hotel was built about 1890, and a few years later, when additions were made, the fancier name was given to the hostelry. The street condition pictured was commonplace in those days.

The picture, from the Baldwin collection, was probably made some time in the first decade of the present century.

# ROSE RIGHTS the haste your waste made

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PHONE 8164

You're in a hurry, and you're in your car . . .



Suddenly there's a garage door collision—a tree scraped, a fender scathed, a curbing bumped . . .

And there's a big patch of missing paint—a dent—a bashed trunk—a smashed grille—a sprung door—a bent frame—an out-of-line assembly.

## and here's ROSE MOTORS

Rose Motors is where you get metal repair and refinish done better, faster, and at lower cost. Why let ugly body bruises and scratches mar the beauty of your car. At Rose Motors, the basin's best body men banish all traces of damage. Depend on Rose Motors to give your car the "New Look" in no time and for very little.

HOME BASE for KLAMATH BASIN TRANSPORTATION

# ROSE MOTOR CO

CORNER OF FOURTH AND KLAMATH

REPAIR TODAY ON TOMORROW'S PAY

# LOWER FEED PRICES

**ON CO-OP BRAND QUALITY FEEDS**  
We are again reducing prices on our poultry mashers and dairy feeds.  
**NEW STOCK FIELD SEEDS**  
Premium grade Alfalfas, clovers and grasses  
**CHECK OUR PRICES!**

**PACIFIC SUPPLY COOPERATIVE**      **KLAMATH BASIN CO-OP**  
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Klamath Falls      Merrill      Klamath Falls      Tulelake