

Klamath Falls Gets 'Break' In Magazine

"Land of plenty—Klamath Falls" is the heading over an advertisement about this city appearing on the front page of Western Transportation, the official organ of the Pacific Traffic association.

The advertisement was placed by Pope and Talbot, Inc., steamship division. The steamship company is running a series of advertisements on inland cities of the three coast states.

Here is what the ad says about Klamath Falls:

Klamath Falls... mountain basin city of whirling saws... busy stockyards... big potatoes... migrant wildfowl... site of ancient civilizations. Situated in South-Central Oregon just above the California line, Klamath Falls is mid-way between Portland and San Francisco... trading area for 67,000 people whose per capita income of \$1905 swells retail trade to \$35,000,000 a year. Two forgotten races have left their mark and Indian wars once raged where cow cowboy, lumberjack and businessman mingle and prosper. Through the "shortest river in the world" nearby Klamath lake feeds city-bound Ewauna lake, a

of subterranean, frozen rivers... sites of historic wars with Modoc Indians. Lower Klamath lake and Tule lake are federal refuges for migrant waterfowl... ducks, pelicans, geese... counted by the million. Hunting is permitted nearby. A thoroughly modern yet Western city, Klamath Falls relishes its historic past, busy present, looks forward to still greater days ahead.

Bikes - Tricycles
Wagons and Trolleys
(Baby Walkers)
POOLE'S
Bicycles and Sporting Goods
222 So. 7th

Hans Norland Fire Insurance, 123 N. 6th St.

Add to the comfort of your HOME with these SUMMER SPECIALS!

- INSULATION (Any Type)
- WEATHERSTRIPPING (Metal)
- ROOFING (Composition)
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- INSULATED BRICK SIDING

Terms Available—Up to 3 Years to Pay.
NEWCOMB-PALMER & CO.
FREE ESTIMATES PHONE 9969 or 5227

Quality Photo Finishing
At Your
KRYSTAL KOTE
DEALERS
In at 9:00... Out at 5:00
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NOW Friskies BRINGS YOUR DOG A NEW FINE FOOD IN CANS

Rich in lean, red horsemeat,* for taste that every dog loves! Rich also in 15 other important ingredients that provide the complete, balanced nutrition your dog needs. All the vitamins, minerals, proteins known as essential for top condition and appearance. Treat your dog to Canned Friskies!

*Top quality U.S. Gov't Inspected



Keep Your Dog Frisky with **Friskies**

Guaranteed Radio Repairs

IF YOUR
CAR or HOME RADIO

needs repairing... visit

ASHLEY'S RADIO DEPARTMENT

- * Use our convenient budget plan...
 - * Nothing Down
 - * 12 to 24 Months to Pay!
- All makes of car radios installed and repaired! Service for all makes of home radios!
- Our radio department is equipped with the latest electronic test equipment and staffed by expert technicians. We're ready for action! Bring your car or home radio in today. We guarantee your real pleasure from your radio!

ASHLEY CHEVROLET

410 South 6th Phone 4113
24 Hour Wrecker Service

Only the KAISER and FRAZER have it!

Some "NEW" cars are like this



and some "NEW" cars are like this

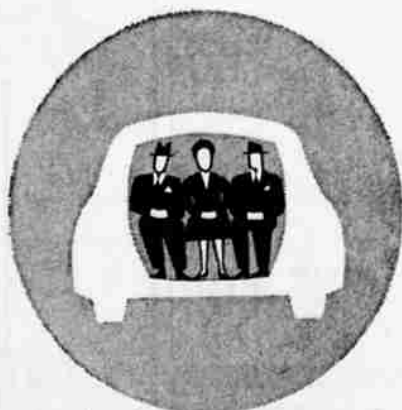
seatroom but no headroom



but only the KAISER and FRAZER are like this

plenty of headroom!

plenty of seatroom!



headroom but no seatroom

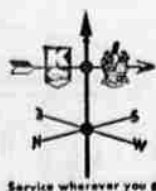
TRUE FUNCTIONAL DESIGN

True Functional Design is beauty with a purpose. For example, the STREAM-THRU fenders of the Kaiser or the Frazer are a style feature others have attempted to copy. But the real reason for the design has been overlooked. The true function is to provide more usable space without increasing over-all width. Only

the Kaiser and the Frazer have more usable space. MORE SEAT WIDTH!... MORE HEAD ROOM!... MORE LUGGAGE SPACE! The Kaiser and the Frazer aren't the same old girls in a new dress—they're new from the road up! Best of all these modern cars from Willow Run are yours at no increase in price!



MYERS AUTO SALES
Lakeview

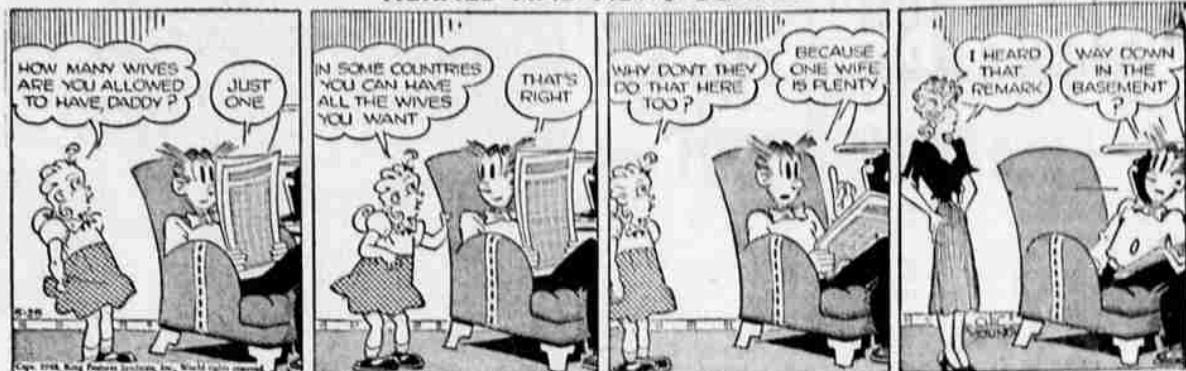


CLARK MOTOR CO.
531 So. 6th, Klamath Falls



JOHNSON MOTOR CO.
Malin

HERALD AND NEWS COMICS



PENNEY'S
STORE HOURS
9:30 a.m. 5:30 p.m.

SCHOOL T-SHIRTS

• ROOSEVELT • RIVERSIDE • FREMONT
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• FAIRVIEW • PELICAN

White T-shirts with your school's name and color on front. Just the thing for summertime play! Sizes small, medium and large.

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"BOYS' BLUE DENIM JEANS"

Riveted reinforced at points of strain. Sanforized 8-oz. blue denim material. Extra long for cuff turn-up.

1.79 PAIR

— PENNEY'S DOWNSTAIRS —