

Tule Growers Eye Ad Campaign



DAVIDSON, left, of Redmond, administrator, Oregon potato Commission, and Milton E. Foland, manager of the Portland office of Pacific National Advertising, attended a meeting of the advertising committee of the Klamath Potato Growers Association held in the Klamath County Agent's office Saturday afternoon. The group met to discuss possibility of an advertising program for southern Oregon potato growers on a long range basis.

TULELAKE — A potato advertising program is in the works for the potato growers in the Tulelake area. There were only two dissenting votes to the proposal that machinery be set in motion under the California enabling act in order to impose a levy on the potato yield to raise funds for advertising and promotion when the matter came to a vote of the Tulelake Growers Association Monday afternoon.

The TGA potato committee was assigned the task of drawing up a letter, containing the subject matter of the state marketing order as it has been explained by Bert Pirtle, California Department of Agriculture, bureau of markets. The letter will be sent to all potato growers in the region. When the reply cards are returned to the TGA office, it will be determined if a sufficient number of the growers want the program and a referendum can be held. The TGA office is acting in a non-Partisan position to furnish information to all growers in the area.

If the expression of opinion is favorable, the California director of agriculture will hold a public hearing in Tulelake to determine what changes, if any, are to be made in the setup. A final draft of the plan will be made and voting blanks mailed to all growers. The marketing act requires a favorable vote of 65 per cent of the growers and growers producing 51 per cent of the crop.

Members of the potato committee are Glen Arthuf, chairman; Dan Crawford, Lowell Kenyon, Earl Schultz, Wendell Schey and

Russell McFall. The all-day Monday meeting of the Tulelake Growers Association began with discussions of changes in seed certification rules to be proposed to the department of agriculture. A few minor changes designed to improve the certification program were proposed. At the present time the virus readings are restricted to one-half of one percent on the last field reading. It was recommended that other states meet that requirement on a seed being shipped in.

Cliff Jenkins, TGA manager, presided at luncheon at the Sportsman's Hotel. Among the guests of the potato committee were TGA past presidents, including C. J. Main, the first president and one of the organizers of the group; Sam Anderson, Ivan Rose, Ed Duckett and the newly elected president, Stan Buckingham. Other guests included Bob Fowler, representing the Farm Journal; Ken Baghot, Tulelake farm adviser; John Adams, head of the seed certification department of the California Department of Agriculture; Gilbert Stout, department of plant pathology; Harold Poulson, chief of California Bureau of Standards; Bert Pirtle, bureau of markets; Ray Andrews of Portland, vice president of Boisford, Constantine & Gardner; A. D. (Deb) Addison, advertising manager of the Herald and News in Klamath Falls; Burt Hoyle, Tulelake field station, and others.

Nearly 100 growers attended the afternoon sessions which were devoted to discussions of an advertising and promotion program. Andrews had come from Portland at the invitation of the growers to explain what can be done through the medium of advertising.

"I am not here to sell you one single thing of dollar profit to myself or the company I represent," stated Andrews, who went on to explain his close connection with the Idaho potato program since its inception in 1937.

He told of the enabling act in Idaho being passed in 1936, and opposition being so strong that it took a supreme court decision to test the law's constitutionality. The Idaho state growers taxed themselves one cent per hundred, the same amount of tax that is in effect today.

The primary objectives of Idaho's program, according to Andrews, include the widening of distribution in order to achieve more orderly marketing and merchandising and avoid glutting of terminal markets; the increasing of consumer demand as a means of strengthening price of the commodity and gaining cooperation of other growers in growing and handling of potatoes.

"We had only some 30 markets," Andrews stated. "We made a decision then in our advertising that we have never regretted. We could not do a national job because our markets were spot markets, reaching from Los Angeles to Miami and up the East coast to Philadelphia. We decided newspapers are the logical way to move into these spot markets. Today we have 65 markets and we still use newspapers almost exclusively. Not only does the housewife read the food pages,

but the supermarket operators and other retailers read them even more carefully than the homemaker."

It takes years of consistent advertising, he indicated, to get and maintain the consumer acceptance that is necessary.

"Advertising is no miracle," Andrews stated. "You have to have a good product and keep everlastingly telling people about it. Idaho potatoes were known as good bakers in the east and as good French fryers in the south. We have had to gear down on the fact that Idaho potatoes are a good all-purpose potato and I think you have the same problem here. In the last two years' advertising we are emphasizing potatoes first and Idaho potatoes second in an attempt to increase use of potatoes."

Per capita consumption of potatoes has decreased from about 120

pounds annually to less than 100 pounds, he stated. Consumption in hotel dining rooms and restaurants has held up; it is the home consumption that has slumped.

"I am here with the blessing of the Idaho Potato Commission whom we represent," he declared. "We recognize the need for more areas to promote the use of more potatoes, knowing that the more potato regions that advertise, the better off the whole industry will be. I have been asked to give them a report of the Klamath Basin activities at a Jan. 18 meeting in Boise."

Andrews displayed advertising aids his agency has prepared for the Idaho Potato Commission, including colored lithographed posters, bin signs, price strips, broadsides and recipe books. All point of purchase material emphasizes potatoes as the best budget buy in nutritive food and the use of

potatoes in every meal. Following a question and answer period, Bert Pirtle explained in detail to the group how the California enabling act can be put into operation. The potato committee met following the meeting to draft a letter

to be mailed this week to all growers in the area.

Thousands With Insomnia

SLEEP

Sound All Night—Awake Fresh

Users of new safe Dormin Sleeping Capsules have found—as you can—blessed sound sleep. Dormin has been clinically tested for safety and is guaranteed non-habit forming. The world of medicine progresses—so why tolerate a sleepless night that makes you tired and wears out the next day. Now for only 6¢ per capsule you can find the rest you want. Dormin costs but \$2.25 for 36 capsules—no safe no prescription is needed and Dormin must help you or your money back! Accept no substitute.

There Is No Substitute For DORMIN SLEEPING CAPSULES

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Klamath Falls
Phone 3456

Tulelake Tenor Leaves For European Operatic Season

TULELAKE — A well-known for Klamath Basin man and noted pianist, Conrad Schultz, sailed Europe Dec. 30 with his wife and two young children. He is under contract to sing opera for the next three years. He plans to make Munich, Germany, his headquarters.

Recently he completed a highly successful tour with Lotie Lehman, internationally famous opera star who is now devoting her time to coaching rising young opera aspirants. He has appeared in several movies in Hollywood one being "Too Young To Kiss," with June Allyson and Van Johnson and on television, including the Dennis



CONRAD SCHULTZ

Day show. During World War II, the young vocalist, served in the Marine Corps and was awarded the Navy Cross for heroism in the line of duty. He rescued a fellow tank member, trapped in a burning tank and had his own arms burned to the elbows.

Schultz is the nephew of Mr. and Mrs. Earl Schultz, Tulelake, whose three young daughters, Barbara, Joan and Mary, are known to many Klamath Basin residents as entertaining young musicians.

Fort Rockers On Broadcast

Mr. and Mrs. Donald McGee, Fort Rock, in Lake County, will be heard on a re-broadcast of the Art Linkletter program, "People Are Funny," tonight on KFLW at 7 p.m.

The show, in Hollywood netted the McGees a gas range to be delivered later. As John and Joyce, they visited three Hollywood homes in search of diners, found two.

They also visited a Bob Crosby television show and were chosen contestants for a later performance where they smashed a few dishes.

They met a number of motion picture celebrities, among them, Michael Rennie who co-starred in "The Robe."

They arrived in Klamath Falls Monday night after a three weeks vacation in Southern California, enroute home to Fort Rock where McGee operates a lumber mill.

There Are Lots More Like Him:

CHICAGO — An unidentified taxpayer apparently became disgusted while trying to figure out his income tax. Ernest J. Sauber, district internal revenue director, yesterday received a bulky envelope which contained 15 paid bills and business receipts — plus some streetcar transfers. Postage on the envelope was 57 cents.

Sauber said the man apparently decided to turn the job over to the government. But he returned the package along with a tax form and a book of instructions.

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE.

Have you seen your physician or surgeon lately?

Carter's Collection Agency
411 Main P.O. Box 844 Ph. 6121

Board Okays Bid

SALEM — The State Board of Public Works recommended Monday that a bid be accepted for construction of a boys' cottage at Camp Fairview Home here. The low bid of \$201,500 was made by Albert Vik and Son, Inc.

The recommendation will be considered Jan. 22 by the state agency board, which has the say on construction of state institution buildings.

The board announced it would bid Jan. 15 on the \$400,000 building to be constructed here for the State Department of Finance. It also accepted a recommendation by Dr. G. C. Bellinger, superintendent of the state tuberculosis hospital in Salem, that a training school be started for graduate nurses at his hospital.

American Can To Open Plant

PORTLAND — The American Can Co. plant here began Tuesday morning some 350 employees back to work following Monday night's settlement of the CIO Steelworkers strike.

Ed Caldwell, international representative of the union, said he understood the workers would be receiving half-pint milk containers coffee cans.

John G. Griffin, assistant plant manager, said he expects that about the same number of workers will be employed as when the plant was closed by the Dec. 1 strike.

Highway Coast Road Going Down

SALEM — Oregon's highway construction costs are down considerably from a year ago, the Highway Commission reported today.

Using 1940 as an index of 100, construction costs rated at 183.4 in the last three months of 1953. The all-time peak of 297.2 was reached in the last quarter of 1952. Construction costs now are at lowest level since late in 1950.

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Size 3 1/2 to 6
Reg. 11.95
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Special Sale!

Famous TUSSY Cream Shampoo

8 oz. \$1.75 size
for only \$1

CONTAINS STERACTOL...active part of Lanolin! Remember—only Tussy Cream Shampoo contains Steractol—an exclusive ingredient that works against dulling dryness. It leaves hair satin-smooth...amazingly easy to manage. And sparkling clean.

Tussy Cream Shampoo lathers out every trace of dust and loose dandruff...unveils hidden highlights. Try it today. See the beautiful difference it makes in your hair...and SAVE.

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The friendly drug store where customers send their friends
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SEARS ROEBUCK AND CO.

KENMORE vacuum cleaners

CLEARANCE

FLOOR SAMPLES AND DEMONSTRATORS 15 to 27% OFF

Some with slight surface scratches from handling, but no defects that will affect their efficiency.

New Kenmores to suit your budget 44.95 to 89.95

Phone 5188 for free HOME TRIAL -or mail this coupon for free literature

"Satisfaction guaranteed or your money back" SEARS

Sears, Roebuck and Co. 138 So. 8th Street Klamath Falls, Oregon
Gentlemen: Please send me further information describing Kenmore Vacuum Cleaners.
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CITY _____ STATE _____

133 So. 8th Phone 5188

The stunning new 1954 Buick Surre Riviera, master buy in the middle-price class.

One look settles it - Buy of the year is BUICK

WE knew them for great automobiles the moment we saw them. But it turns out we have a far bigger hit on our hands in the new 1954 Buicks than we ever figured. Folks in a steady stream come into our showroom, look over these glamorous new beauties, and tell us—with signed orders—that Buick's really the beautiful buy, hands down. It's the biggest new-car excitement in a long, long time—and you ought to take a look at it, firsthand.

Because one look at the sensational new styling of these breath-taking Buicks shows them to be the freshest new automobiles in years. One look into the modern interiors—and through that spectacular new back-swept windshield—firms the conviction. One look at the new V8 power story, the new ride story, the new handling-ease story—practically wraps up the sale. And then, one look at the prices—one eye-opening experience with the

HIGHEST-POWERED CAR of its price in America is the new 200-hp CENTURY—exemplar of Buick's outstanding values for 1954.

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