



DISCUSSING THE POTATO MARKETING ORDER at Tulelake Wednesday night were: (l to r) Don Dysert, Macdoel farmer; W. J. Kuhrt, chief of the Bureau of Markets, Sacramento, and G. W. Osborne, seed and commercial potato grower, Tulelake.

Aid To State Highways Told

SALEM (AP) — Oregon's federal highway aid will be increased almost 50 per cent under the highway bill signed by President Eisenhower Thursday, State Highway Engineer R. H. Baldock said. The new allotment for Oregon

for the next two years will be \$12,850,000 a year. It now is \$8,550,000 a year.

Baldock, representing the American Association of State Highway Officials, testified before congressional committees for the increase.

Under the new allotment for Oregon, there will be \$2,330,000 for the Pacific and Columbia River highways; \$5,375,000 for other primary highways; \$1,385,000 for urban highways; and \$3,760,000 for secondary highways.

The state will match those funds. In addition to those funds, the government will spend \$3,000,000 on highways through Oregon's national forests.

Ike Signs Big Highway Bill

WASHINGTON (AP) — President Eisenhower Thursday signed a record size highway aid bill and expressed the hope that road construction can be stepped up to an even more rapid pace. With a congressional delegation looking on at a White House ceremony, the President put his name to a measure authorizing 966 million dollars in federal aid for highway building in each of two years. The money will be used to assist the states in the construction. The program will start July 1, 1955.

Eisenhower used seven pens to sign the bill. He finished signing his name with the sixth and said with a grin: "By golly, that's about all the pens I can use unless I use one for a period." And he did.



Largest Stock leading make piano in this part of the west. Rent a spinet piano. Rental purchase plan.
Hammond Organ Chord Organ
LOUIS R. MAHN PIANO CO.
120 No. 7th

NEWS
from Washington and the world

Hear
Robert F. Herleigh
Tonight and every Monday, Wednesday & Friday
KFJI - 9:55
MUTUAL BROADCASTING SYSTEM

"BALDY" EVANS PROUDLY PRESENTS
"THE SINGING SENSATION OF THE NATION"
LEFTY FRIZZELL
and his DRIFTIN' PLAYBOYS
featuring
FLOYD CRAMER At The Piano
VAN HOWARD Lefty's Band Leader
ALL OF THE BAND AND ENTERTAINERS ARE FROM THE LOUISIANA HAYRIDE
ARMORY TOMORROW NIGHT
Broadcast Over DANCING 9 'til 1
KFLW - 9:30-10:00 1.50 Per Person (Tax Inc.)
COMING NEXT SATURDAY - ERNIE FIELDS, HIS ORCHESTRA AND ALL COLORED FLOOR SHOW

Southern Oregon Gets Publicity

The first ad has run in a cooperative advertising campaign, sponsored by five chambers of commerce in Southern Oregon and designed to increase tourist business in this area. Advertising is scheduled to parallel schedules placed by the State of Oregon travel information bureau in California newspapers.

Because such a large percentage of visitors to Southern Oregon come from or through California, the advertising campaign is aimed at Southern California residents. The Southern Oregon advertising program is the result of some three months of cooperative effort between representatives of the five chambers in this area. The ads were worked out by a Jackson County Chamber of Commerce committee, headed by Hal Edwards as general chairman, with

John Snider and Ron Gander working on the copy. Al Bell, Medford free lance illustrator and cartoonist, did the illustrations for the ads and the letterheads. Don McNeil, secretary of the Jackson County Chamber of Commerce at Medford, is spearheading the campaign. R. Frank Tucker, Klamath chamber secretary-manager, has been working in close cooperation with him during the entire preparatory period.

Twenty-one replies were received Monday from the ad run Sunday in Los Angeles. Special Southern Oregon Hospitality Unlimited letterheads have been prepared showing offices at Klamath Falls, Medford, Grants Pass, Cave Junction and Ashland. Letters will be answered from the immediate areas referred to in the inquiry with supporting letters from the other four. Sponsors of the cooperative advertising program are the Klamath County, Jackson County, Josephine County, Ashland and Cave Junction chambers of commerce.

MALIN NURSERY will landscape

your home for as low as \$7.00 per month, 36 months to pay. You actually save money by having your landscape expert help you with your plan. It takes less shrubs when placed properly. . . . It really takes less shrubs. We still have dormant shade trees. PHONE 5302 for FLOYD SCOTT or TOM HICKEY. HOMEDALE & HARLAN — KLAMATH FALLS

Sicks' Seattle Brewing & Malting Co., Seattle, U.S.A.

Southern Oregon Hospitality Unlimited

(Klamath, Jackson, Josephine, Ashland, Cave Junction Chambers of Commerce)

invites vacationers to Southern Oregon this Summer . . .

VAY-KAY-SHUN!
All happy signs point 'um to Southern Oregon. You pack 'um square and poposes to Vay-Kay-Shun land and trade 'um smog for the land of the sky-blue hue. We got 'um Klamath Lake — Crater Lake — Rogue River — Oregon Caves and heap more Happy Play 'um Grounds. The friendly folks of Southern Oregon are suspecin' you. Make it soon!
SEND COUPON FOR FREE INFORMATION
SOUTHERN OREGON HOSPITALITY UNLIMITED
233 2nd St. — Klamath Falls, Oregon
NAME _____
ADDRESS _____
CITY _____
STATE _____

This ad will appear in the Los Angeles Times this month. It is printed here by the Herald & News to remind you that vacationers are our guests . . . and that the Klamath County Chamber of Commerce is your business agent.

Whoever you are, you'll agree that
Nothing refreshes like Rainier

it's mild, that's why

Enjoy the good clean taste that only a truly mild beer can offer. Rainier is "three ways milder" for extra refreshment pleasure with never a trace of unwanted bitterness.



Dress by Harvey Berin
Hat by Ma. John
Featured at fashion salons in Seattle, Portland and San Francisco