



AN EXTRA TOUCH of friendliness went into the "Friendship Boxes" packed by Camp Fire Girls for shipment this spring to Korea. After the small containers were packed with little gifts that will be treasured by Korean children, a greeting, translated into Korean by the Korean consul general in New York, that read, "Friendly Greetings from Camp Fire Girls of the United States," was pasted on the inside cover of the cigar boxes used for shipping. Showing contents of one box are (l to r) Yvonne Bailie, Pamela LaGrande and Myrna Banta, Camp Fire Girls of Roosevelt School. Mrs. Roy Banta is leader.

Bronc Takes To Sea In Desperate Bid For Freedom

CAROLINA BEACH, N. C. (AP)—The sea has returned an escaped rodeo bronc to the men who pursued it for four days. The body of the big red roan was found here Saturday washed up on the beach in an end to the long chase. The horse leaped into the sea Tuesday and swam until it disappeared beyond the horizon. Its owner said he had intended to turn the animal out to pasture if it ever returned. The Outer Banks area where it escaped is famous for its wild horses—but no one knows what the horse was seeking in the sea. The bride was still on the animal's head.

Coin Flipped To Decide Case

CLAYTON, N. C. (AP)—A Recorder's Court judge said he flipped a coin Saturday to settle a case because he didn't want to put himself in the position of deciding whether the defendant or arresting officer was lying. "I think both of them were sincere," said 75-year-old Judge L. H. Champion. The coin turned up "heads" and thereby freed C. C. Stewart, 65, a friend of Champion's from charges he had driven through a stop sign.

Medford Man On O&C Board

WASHINGTON (AP)—Appointment of Floyd Hart, Medford, to the O&C advisory board and reappointment of 16 other members was announced Saturday by Interior Secretary McKay's office. The board is made up of representatives from the lumber industry, forestry bodies, labor, mining, farm, recreation and other interests. It advises the secretary on policies for administration of O&C timberland in Western Oregon. Hart will take the seat vacated by Glenn Jackson, Medford, vice president of the California-Oregon Power Co. Hart is a member of the Oregon State Board of Forestry and for the past 25 years has been president of Timber Products Co., Medford.

Cat Okay After Week Buried Alive

WEYMOUTH, Mass. (AP)—A week ago Mrs. Butch, pet cat of Roland Tulmieri, 7, inadvertently was covered with earth by a bulldozer during a road project. A heavy rainfall yesterday opened a slit in the loose earth and out crawled Mrs. Butch. Members of the Tulmieri family said they were so busy welcoming back Mrs. Butch that the Mother's Day dinner burned.

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Young Demos Name Chiefs

PORTLAND (AP)—Young Democrats, holding their annual meeting here Saturday, elected Keith Burns of Portland, a student at Lewis and Clark College, as president. Other officers: Ralph E. Hillier, Eugene, national committeeman; Mrs. Alice Corbett, Portland, national committeewoman; Ron Burke, Portland, treasurer. New vice presidents: Margaret Clark, Portland; Vernon Cook, Gresham; Milton Maples, The Dalles; Dale Harlan, Tigard; Norman John, Ashland; Ellen Brande, Corvallis; Wallace Watkins, Roseburg; and Richard Judd, Newport.

HELD OFF

PARIS (AP)—The French government postponed the Russian ballet troupe's Paris opening again Monday. There was speculation the widely-awaited performances might not be held at all. Unofficial sources said the government was afraid bitter feelings over the fall to the Communists of Dien Bien Phu would produce anti-Red demonstrations.

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LEAVE KLAMATH FALLS 2:29 P.M.
ARRIVE SAN FRANCISCO 11:30 P.M.
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California Doctors Eye Health Plan

LOS ANGELES (AP)—California's organized doctors were confronted Monday with a warning that they are losing out to a new type of competition in the field of health insurance. A growing segment of the public is "deserting" private medical practice and conventional health plans, in favor of closed panel medical service, said a report to the California Medical Assn. This closed panel service is sponsored on the Pacific Coast by Henry J. Kaiser, industrialist. In

a few years the Kaiser Health Foundation has mushroomed into an organization giving complete health service to more than 400,000 persons and operates a string of ultra-modern hospitals. This kind of coverage now is as much of a threat to private

practice as was the threat of socialized medicine a few years back, the report added. It was presented to the CMA Sunday by Dr. Leslie B. Magoon of San Jose, as spokesman for the CMA medical services commission. Instead of criticizing the closed

panel system the organized doctors should move quickly to offer something better, Dr. Magoon said. This can be done, he added, by liberalizing the present service type of health plan of the California Physicians Service and by speeding up long-pending plans for establishing an indemnity type of health insurance.

Youths Veto Age Change

SALEM (AP)—The Oregon Youth Legislature, sponsored by Hi-Y and Tri-Y clubs of the YMCA and YWCA, decided Saturday to oppose lowering the voting age to 18. Other bills by the teen-agers at the two-day session called for: Making steelhead a game fish; requiring liability insurance for all automobile drivers from 16 to 21 years old; establishment of a full-time board of probation and parole; amending the state corporation laws; establishment of caution approach signs at railroad crossings; establishment of a universal divorce law; a minimum penalty of five years imprisonment for a first offense and not less than 10 years for subsequent offenses involving unauthorized sale of narcotics. Interior Secretary McKay addressed the session Saturday afternoon.

Sun Due To Blow But Don't Worry

BERKELEY, Calif. (AP)—The sun is going to blow up and destroy our entire solar system—but don't fret about it. Dr. Walter Beade of the Mt. Wilson and Palomar Observatories who made the prediction in a lecture at the University of California says it won't happen for a couple of billion years or so. He explained that as Old Sol gets older it gradually changes its hydrogen into helium. When 12 percent of the hydrogen thus is transformed, he added, things will get so hot the sun will explode and wipe out all planets in its system.

WOUNDED

TAIPEH, Formosa (AP)—The Nationalist Chinese interior ministry's Ta Tao News Agency reported Monday that about 100 Communist Chinese, wounded in Indochina fighting, arrived at Nanning, Kwangsi Province, April 29.

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How do you like your coffee?

Hot! Warm! Cool! Iced! Black! With cream! With sugar!

A million different people would have a million different answers. But probably they would all be thinking . . . "I'd enjoy my coffee more if it only cost me less."

We can't help but agree with that.

But we do have a few thoughts about coffee quality and about coffee prices. Will you spare a couple of minutes to read them?

A cup of good coffee!

There are three essential elements to a cup of good coffee . . . aroma, flavor and strength. And it takes just so much coffee with each cup of water to obtain the right balance of all three qualities.

Some coffee roasters claim you can get 60-70—or more cups from a pound of coffee. Of course you can. You can get 100 cups if you don't care how the coffee tastes, and are satisfied with just a brown-colored cup of hot water.

But, believing as we do in how a cup of good coffee should taste, we recommend the standard of measurement approved by The Coffee Brewing Institute, Inc. (2 level tablespoons of coffee to each 6-oz. cup of water).

Even at present prices, coffee made this way at home costs only about 3 cents a cup. And what else served in the American home gives so much satisfaction—to so many people—at such little cost—as a cup of good coffee!

Coffee quality and coffee prices!

The price you have to pay for coffee today concerns us just as it does you. But the cost of green coffee is the largest single factor in determining the price at which roasted coffee can be sold. And that cost is something over which we have no control. There is no coffee grown in the Continental United States. It all has to be imported at prices that have been established in a world-wide market.

We believe (and certainly hope) that coffee prices will be lower when Brazil, the largest coffee-growing country, recovers from the crop damage brought about by frost last July, and when all the Latin American countries, from which most of our green coffee comes, are again producing enough to

meet the increasing world demand. We don't know how soon this will be. No one really knows.

In the meantime, we have to keep on paying the going price for the carefully selected green coffees that we must buy for our blend in order to maintain the traditional uniformity and high quality of Hills Bros. Coffee.

Never in the 76 years since our company started in business have we even considered lowering our standards . . . "giving a little less" just to sell at a lower price. That isn't the way we operate. Good coffee is the only thing that Hills Bros. know how to live with.

Considering the price you have to pay for any kind of coffee today, coffee-quality becomes more important than ever. If you have used Hills Bros. Coffee, you know what we are talking about. If you haven't—there is a pleasant surprise awaiting you.

Our new product coming

During the past few years, many people have been attracted by the convenience of Instant Coffee. Perhaps some have wondered why Hills Bros. didn't have a product of this type.

We could have offered you an Instant Coffee at any time during the last 20 years. But we have continued our research and development since 1934 because we were determined that when we put our name on Instant Coffee it would combine real coffee-quality with coffee-convenience.

Now, we can announce that before this year is out, you will begin to see our new Instant Hills Bros. Coffee on your grocer's shelf. It will be the Instant Coffee of superior quality. In your cup, it will not only look like coffee—but taste like coffee, with all its "lingering goodness." It will "Take the work out of wonderful coffee." It will guarantee you "Good Taste . . . No Work . . . No Waste."*

The best there is in coffee



Our business is "coffee exclusively," and the achieving of perfection in coffee-quality is our basic objective. That is why we can promise you that in both kinds of Hills Bros. Coffee—our ground coffee in vacuum-packed cans, and our new Instant Coffee soon to come—Hills Bros. will always give you the best there is in coffee.

Hills Bros Coffee, Inc.

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