

PTA

JOSEPH CONGER
The last meeting of the school year for the Conger PTA, was held May 12 in the school auditorium. Mrs. Hagen Moore, president of the Klamath County Council PTA, installed the new officers.

Mrs. Thomas McClure, incoming president for 1954-1955 gave an interesting account of the state PTA convention held in Salem recently. The past president's pin was presented to Mrs. Joe Green. Corsages were presented to the new officers, the teachers and to Mrs. Moore. Edna Young's first grade won

the room count and the special prize was won by Mrs. Lawrence Priest. The flag salute that opened the meeting, was led by Reta Buckner. Members of the faculty served refreshments in the beautifully decorated cafeteria.

The Herald and News is the basic advertising medium of the Klamath Basin because it enters most all homes every day by paid invitation and carries the complete messages of commercial concerns, politely yet forcefully, to all members of the family at the times they wish to receive them.



HELPING GET THINGS SETTLED at the newly opened Big Y Drug Store was Margaret Deane, representative of Primrose House, cosmetic firm, who spent Monday at the store. Owners of the complete drug business are Bob Waggoner and Al M. Urban of the Suburban Drug, South Sixth. The business includes a complete prescription department with a pharmacist, Wallace Stinson on duty at all times. Store hours will be the same as the Big Y Market. The store, located in the corner of the new addition recently completed for the Big Y, is finished in Philippine mahogany. Also assisting is Dorothy Holston, Klamath Falls.

Legal Notice

NOTICE OF HEARING OF FINAL ACCOUNT
Notice is hereby given that the undersigned, Administrator of the Estate of John Peter Gerhart, Deceased, has filed his Final Account with the County Clerk of Klamath County, Oregon, and that Thursday, the 17th day of June, 1954, at the hour of 2 o'clock P. M. in the County Courtroom, Klamath County Courthouse, Klamath Falls, Oregon, has been set for the hearing of objections, if any, do said account, and for the final settlement of said Estate.

Legal Notice

Oregon, has been set for the hearing of objections, if any, do said account, and for the final settlement of said Estate. Dated this 17th day of May, 1954. Luke W. Gerhart, Administrator of the Estate of John Peter Gerhart, Deceased. De Armund, Goodrich, Foley and Gray 1044 Bond Street, Bend, Oregon May 13, 20, 27, June 3 No. 927

LINES YOU LOVE!



9248
12-20; 30-42
by Marian Martin

This is it! The cool, crisp casual fashion you, our readers, have named your favorite! It's perfect for practically every fabric—sue in rayon, linen, cotton. Note the novel scalloped buttoning, bloused look of the bodice, easy skirt. Sew this now!

Pattern 9248: Misses' Sizes 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32. Size 16 takes 4 1/2 yards 38-inch.

This easy-to-use pattern gives perfect fit. Complete illustrated Sew Chart shows you every step. Send thirty-five cents in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Herald and News, Pattern Dept., P.O. Box 6740, Chicago 80, Ill. Print your name, address, zone; size, style number.

Legal Notice

RESOLUTION NO. 613

A resolution declaring the intention of the Common Council to pave and improve, Grant Street from the North-easterly line of North Third Street to the southeasterly line of North Fourth Street, exclusive of intersection and sidewalks, in the City of Klamath Falls, Oregon; said project to be known as Improvement Unit No. 123; and declaring and directing certain steps be taken in connection therewith.

Whereas, the City Engineer, pursuant to a resolution of the Common Council heretofore adopted, having filed plans, specifications and estimates for the cost of improving, Grant Street from the North-easterly line of North Third Street to the southeasterly line of North Fourth Street, exclusive of intersection and sidewalks, in the City of Klamath Falls, Oregon; and the Council finding the said plans, specifications and estimates satisfactory for said project, which shall be known as Improvement Unit No. 123.

Therefore, be it resolved by the Common Council of the City of Klamath Falls, Oregon duly assembled in regular session, as follows:

Section I
That said plans, specifications and estimates for the improvement of said portion of said street, heretofore filed by the City Engineer, be and the same are hereby approved. The said project shall be known as Improvement Unit No. 123.

That the Common Council of the City of Klamath Falls, Oregon, hereby declares its intention to improve said portion of said street in accordance with the plans, specifications and estimates as follows:

Type "G". To consist of paving street 4 1/2 inches in depth with Asphalt Pavement together with cement curb and gutter, 20 feet in overall width, extending on Grant Street from North-easterly line of North Third Street to the southeasterly line of North Fourth Street, exclusive of intersection and sidewalks.

Type "G". Asphalt pavement \$4,753.40
Type "C". Cement pavement \$4,754.75

Section II
That the property lying within the boundaries hereinafter described be and the same is hereby declared to be benefited by said improvement, to-wit:

Beginning at the most southerly corner of lot 3 block 37 of First Addition to the City of Klamath Falls, Oregon, thence northwesterly along the northeasterly line of No. 3rd street to the most westerly corner of lot 4, block 28 of said addition, thence northwesterly along the southeasterly line of the alley in said block 28 to the most northeasterly corner of lot 10 of said block, thence southeasterly on the southeasterly line of No. 4th street to the most westerly corner of lot 1 of said block 37; thence southeasterly on the northwesterly line of the alley in said block 37 to the point of beginning.

That all the property included in the aforesaid boundaries above described be and the same is hereby declared to be benefited by said improvement and assessed for the expense thereof.

Section III
That Monday the 21st day of June, 1954, at the hour of 7:30 o'clock p.m., at the County Courtroom of the County of Klamath, Oregon, be and it is hereby fixed as the time and place for hearing of objections and remonstrances against said proposed improvement.

Section IV
That the Police Judge be and he is hereby authorized and directed to cause notice of such hearing to be published as provided by the City Charter of said City and shall publish this resolution as provided.

Within five days after the first publication thereof the City Engineer shall cause to be conspicuously posted at each end of the line of contemplated improvement such notice as is provided for by law and ordinance.

Passed by the Common Council of the City of Klamath Falls, Oregon, this 24th day of May, 1954.
Presented to the Mayor and by him approved and signed this 26th day of May, 1954.

Paul O. Landry
Mayor
Attest: Frank A. Blackmer
Police Judge

STATE OF OREGON,
COUNTY OF KLAMATH, ss.
I, Frank A. Blackmer, Police Judge of the County of Klamath, Oregon, do hereby certify that the above and foregoing is a true copy of a resolution introduced and adopted by the Common Council of the City of Klamath Falls, Oregon, at its regular meeting held on the 24th day of May, 1954, and thereafter approved and signed by the Mayor.

Frank A. Blackmer
Police Judge
May 27, 28, 29, 31, June 1, 2, 3, 4, 5, 7, No. 938.

Partnership In John Day Dam Urged

WASHINGTON (AP) — Sen. Guy Cordon and Rep. Sam Coon, Oregon Republicans, Tuesday introduced bills in Congress providing for "partnership" construction of John Day Dam on the Columbia River.

The 320 million dollar project would have power, navigation and flood control facilities.

Their duplicate bills call for a contribution of 164 million dollars—the estimated cost of power features—toward construction of the dam by local interests, including public and private power agencies. The Army Engineers would make these arrangements.

In exchange for this, the contributing agencies would receive a 30-year contract permitting them to buy power from the dam. The power rate would be large enough to pay construction costs charged to power with interest computed at 2 1/2 per cent for the 30 years. Operating and maintenance costs and the expense of transmitting the power over government-owned transmission lines also would be included in the rate charge.

Cordon said the bills provide that the federal government would continue to own and operate the dam, including the power features, after its completion.

The bills also contain a preference clause which would give Oregon municipalities, public agencies, rural electrical co-operatives and power companies doing business in the state, first call on the power produced.

This would equalize the distribution of power from Columbia River projects, Cordon said. Washington state is now receiving 70 per cent of the power produced by Columbia projects while Oregon gets the remaining 30 per cent.

Cordon reported, the population ratio is 60 per cent in Washington and 40 per cent in Oregon.

ARTHUR RHEUMATISM Pains Relieved At Once

If you suffer the agonizing pains of arthritis, rheumatism, sciatica or neuritis, get new formula called REMATRON, must give you the fastest relief and the greatest, longest lasting improvement you have ever known or it costs not a penny. REMATRON is sold on this GUARANTEE: If your pain is not relieved to your satisfaction after the first bottle, if REMATRON does not bring soothing relief to your aching joints and muscles AFTER ten days of use, return the bottle to your druggist and get your money back. REMATRON costs \$2.50 and is sold with this strict money back guarantee by: FAY-LEIGH DRUG, 808 N. MAIN. Mail orders filled.

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Summer Slump?



Heck, no! He's been shopping with his wife!

People buy more in Summer than in most other months of the year!

Away on vacation? Heck, no! You can find 94% of the people at home at any time during June, July and August—still shopping at a fast rate. Still reading newspapers. Still buying the things they read about!

As the famous retailer Bernard Gimbel said recently: "There is no excuse for reduced sales effort. The business is there if we go after it—all summer long."

*Based on studies by Curtis Publishing Co. and NBC.

1953 Retail Sales	PERCENTAGE
DEC. 9.6%	
OCT. 8.8%	
MAY 8.6%	
APRIL 8.6%	
JUNE 8.6%	
AUG. 8.3%	
SEP. 8.3%	
MAR. 8.3%	
NOV. 8.3%	
JAN. 7.4%	
FEB. 7.2%	
	100.0%

SUMMER MONTHS get their full share of year's business—and more besides! 23.3%. (Source: Dept. of Commerce)

Sales are as hot as the weather! People spend more money on merchandise in June, July and August than in most other months—as the chart shows.

Are you taking advantage of this?

Business leaders are capitalizing on this! Mr. Gimbel says: "We're going after summer business because we feel that there are too many valleys between the peaks that have no reason to be there."

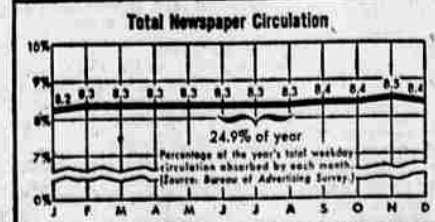
And he adds that summer business is "the most neglected, the most under-promoted area in our whole merchandising system."

Are you planning special summer promotion?

And they're using newspapers!

They know there's no summer replacement for the newspaper. People buy and read newspapers avidly all summer long!

If you haven't made big summer promotion and advertising plans, start now.



CIRCULATION IS STEADY—54 million dailies for the nation's 45 million families.



BERNARD F. GIMBEL