

BASIN BRIEFS

Vacation—Beverly Jones, daughter of Mr. and Mrs. W. M. Jones, 2355 Hope, is spending the summer with her parents following graduation from SOU June 4. Beverly will teach in Eugene this fall.

Guest Artist—Mary Ann Munson will be the guest organist at the Congregational Church Sunday, June 27.

Business Visitor—E. V. (Pike) Johnson, of Johnson-Lieber Company, Portland, was in Klamath Falls Tuesday and Wednesday.

In San Francisco—Vernon Kardas are Mr. and Mrs. Vernon Kardas awaiting the USS Albatross which brings their son, Everett, from Korean waters. "Bud" expects to receive his discharge immediately and come home after four years in the navy.

From Portland—Milton E. Folland, Portland manager of Pacific National Advertising Agency, was in Klamath Falls Wednesday to meet with members of the potato advertising committee.

Jean Jamieson—KUIHS class of 1954, has joined the staff of the Klamath County Chamber of Commerce as information secretary. She was with the chamber earlier in the year as part of her school training program while a student in the KUIHS commercial department.

Annual Convention—of the Oregon State Bar Association will be held at Gearhart, September 23-25.

Named—L. Orth Sizemore has been named by the board of governors of the Oregon State Bar Association as a member of the grievance committee for Lake and Klamath counties. He is also treasurer of the Klamath County Bar Association.

Dave Campbell—Salesway Stores representative is in Klamath Falls this week from Portland.

Bob Sloan—formerly a printer at the Herald and News, has resigned from the Medford Mail Tribune to operate Sportsman Park, near Rocky Point. He was in Klamath Falls Wednesday.

Fort Klamath—Civic Improvement Club is sponsoring a cooked food sale Saturday, June 26. Proceeds will send members of Fort Klamath Boy Scout Troop No. 34 to summer camp. Food contributions welcome. Sale will be held in the C.I. clubhouse.

Fort Klamath—Western style street dance will be held Saturday, July 24, in order not to conflict with Order of Antelope Hart Mountain trek on July 15-17.

Transferred—Commander A. E. Harned, chief of search and rescue, 13th Coast Guard District, Seattle, and well known in Oregon boating circles, has been transferred to Coast Guard headquarters, Washington, D.C.

Free x-ray—The Klamath County Health Department is making available the services of a mobile chest x-ray unit to all food handlers in the county July 1. The unit will be parked on Eighth and Main from 9 a.m. to 5 p.m.

Cub Scout—Pack No. 3 will hold its monthly meeting at 7 p.m. Friday, June 25, at Roosevelt School. Cubs and parents are urged to attend.

Local Chairman—of the Flower Show School June 28, 29 and 30, Mrs. Scott McKendree, is accepting registrations for the school—either one or all sessions. Phone 4349.

Visiting—Mr. and Mrs. Don Markham, San Francisco, have been recent guests of Mrs. Markham's parents, Mr. and Mrs. Marvin Thomas, Tulelake. Markham, serving in the navy, has been assigned to duty in the Far East. Mrs. Markham is the former Pat Thomas.

Klamath - Deschutes

(Continued from page 1)

employed on a seasonal basis, one to cover Oregon and Southern Washington markets and two to cover California markets where the bulk of the potatoes will move. These fieldmen will call on grocers with practical ideas for selling potatoes. They will also supervise distribution and use of display material.

To sell consumers at the actual point of sale and to help grocers promote potatoes, the program will provide store banners that will tie in closely with the central selling themes of consumer advertising. Store banners for use in produce sections will be distributed to major grocery outlets in Oregon and California markets.

Kitchens of the advertising agency will prepare recipes, photographs and publicity to reach home economists, (including home demonstration agents) newspaper food editors and radio station food editors. These women have tremendous influence on consumers through their columns and features. Poland added.

In summing up the proposed program, Poland said, "Expansion into selected California markets is needed to provide more outlets for potatoes. This program will help develop logical and permanent markets for potatoes and through trade and consumer preference, eventually raise the price level for potatoes."

Considerable round table discussion resulted from Poland's desire to get an opinion from those present on a symbol that could be used on all advertising material, banners, price cards, letter heads, etc.

After several suggestions had been discussed the group generally agreed that, first: The symbol selected should be a potato. Second: That there be some kind of background such as a sketch of a mountain, and third: That the outline of a map appear around the potato showing the three areas where Klamath-Deschutes spuds are grown.

Poland stated he would take the suggestions back to Portland with him and have artists draw sketches of the suggested symbol and present it for approval.

PARIS (AP) — Ingrid Bergman won eight curtain calls and as many loud ovations at the Paris Opera Wednesday night for her performance of "Joan at the Stake" in her husband's version of the opera.



RALPH MERKLIN has taken over in Klamath Falls as general agent for Great Northern, replacing Vic Schoonover who has been transferred to Spokane, Merklin, who has been in Portland for the past seven years, has moved to Klamath with his wife and three children. They will live at 614 Mt. Whitney.

Indonesia, Dutch Plan Discussion

AMSTERDAM, Netherlands, (AP)—An Indonesian delegation headed by Foreign Minister Soenarjo arrived here last night to start discussing the liquidation of the five-year-old Dutch-Indonesian Union. The talks begin next Monday.

Ike Nominates Oregon Man

WASHINGTON (AP)—Sheldon T. Mills of Portland, Ore., was nominated by President Eisenhower to be ambassador to Ecuador Thursday. He is a diplomatic career-man, having joined the service in 1923. He has served in Brazil and India and is now in a State Department post. Mills is 49 years old and a native of Seattle.

Free Chest X-Ray Service Planned

Free chest x-ray service will be available on July 1 for all operators and employees of establishments preparing, handling and serving food for public consumption.

The mobile chest x-ray unit is being brought to Klamath Falls by the Klamath County Health Department. The unit will be parked at Eighth and Main Street and will be open between the hours of 9 a.m. and 5 p.m. on Thursday, July 1.

Hot Weather Over Nation

By THE ASSOCIATED PRESS More sweltering weather was in prospect for wide areas of the country Thursday after record breaking temperatures in many Western areas Wednesday.

Temperatures climbed to above 100 degrees as far north as South Dakota and Wyoming. New record high readings for June were set in many cities in Wyoming, Colorado and Utah. The 106 at Pueblo, Colo., and 104 at Milford, Utah, were new record highs. Denver's top was 102.

Readings were a few degrees lower in the Southwest desert but it was 113 in Gila Bend, Ariz., and 111 in Las Vegas, Nev., and Needles, Calif.

Advertisement for Ginda's AMERICAN CHINESE Foods at their best! Ben S. Lee, Mgr. No. 6496 For Orders To Take Out

Basin Airmen Exchange Posts

TULELAKE — A "Believe It or Not," in the U.S. Air Force circles, came to light this week with the arrival of 2nd Lt. Marvin H. Thomas, Tulsa, Okla., at Chelveston Air Force Base, Northants, England. He is the son of Mr. and Mrs. Marvin Thomas, Tulelake.

Thousands of men were eligible for the position.

Thomas is particularly impressed with the hospitality of the English people. Largest stock leading in this part of the west. Best of a special piano. Rental party plan.

PENNEY'S ASSOCIATES' DAYS WE PICKED THEM WITH YOU IN MIND - TERRIFIC SAVINGS IN EVERY DEPARTMENT

FREE MAKEUP! ON A FINE GROUP OF SELECTED DRAPERY YARDAGE IN PLAIN COLORS OR PRINTS... 45-in. and 48-in. WIDE. WE WILL CUSTOM-MAKE YOUR DRAPERIES UNLINED WITH NO LABOR CHARGE...

IMPORTED PANAMA STRAWS Cool as a Breeze, Lightweight, Natural Color, Genuine Panama. Sizes 6 3/4-7 1/2. 3.00 MAIN FLOOR

Men's Chambray Work Shirts, Ladies Blouses, Shower Sets, Women's Cotton Plisse Slips, Women's 'Zingo' Shoes, All Nylon Anklets, Jr. Boys Cotton Plisse Jimmies, Flour Squares, Heavyweight Bedspreads

This is the "GODFREY SPECIAL" "BEST BUY" Exclusive Built-in cube and tray release—beautiful golden finish aluminum. Genuine Frigidaire QUICKUBE ICE TRAYS Now Only 79c

IMPORTED COTTON HOOKED RUGS \* All Cotton \* Rose \* Beige \* Green. 2' x 3' 3.00, 3' x 5' 8.00, 4' x 6' 13.00. 2' x 4' 4.00

Cannon Towels, 80 Sq. Percalé Yardage, Girls Panty, Boys Cotton Plisse Shirts, All Nylon Girls Slips, Cotton Plisse Shorty Gowns

"RC makes you feel like NEW!" Enjoy RC with Picnic foods. RC is low in calories. ROYAL CROWN COLA

NEHI BOTTLING CO., 1500 ESPLANADE

OTHER ITEMS AT SPECTACULAR SAVINGS ON ALL FLOORS