



RON PHAIR of Big Y Market is shown receiving the Herald & News Brand Names-Roundup award which was presented at the Klamath Merchants Association meeting Monday noon. Presentation was made by Arthur Rickbeil (left) of Rickys, who was last year's winner and was not in competition this year. J. A. McDonald (right) of the Herald & News, who laid out the winning ad, smiles his approval. An Oregon Ad Club committee judged the ads in the annual Roundup Edition, on the basis of best promotion of a firm's own brand names plus best promotion of the Klamath Basin Roundup. Named second place winner was the "Bessy" ad for the Klamath Basin Grade A Producers Association, with Sears, Roebuck and Co. third. The Town Shop received honorable mention for Brand Names promotion; Calhoun's received honorable mention for Roundup promotion.

Glen Taylor Wins Idaho Nomination

BOISE, Idaho (AP) — Glen Taylor passed the first hurdle in his political comeback try Wednesday when his closest opponent conceded his Democratic nomination in Tuesday's Idaho primary.

"It looks like the left wing has taken over the party," said State Rep. Claude Burtenshaw of Rexburg, in conceding to the onetime "cowboy senator" who bolted the party to run for vice president on the Progressive Party ticket in 1948.

About 100 of the state's 883 precincts remained uncounted.

In 790 precincts, Taylor had 24,524 votes, Burtenshaw 22,377, and Alvin McCormack, Lewiston farmer, 13,597.

Sen. Henry C. Dworshak easily won renomination by the Republicans, defeating Les Lambson, 33-

year-old Blackfoot high school teacher, by about seven-to-one.

In 800 precincts, Dworshak polled 52,922, and Lambson 7,686.

Close races also marked the balloting for the Republican and Democratic nominations to succeed Republican Gov. Len Jordan, with each party polling approximately the same total vote.

With 771 of the 883 precincts reported, State Sen. Clark Hamilton had 21,334, former Gov. Charles Gossett, 20,286 and Cantril Nielsen, Pocastello County Commissioner, 15,958. They seek the Democratic nomination. Joseph McNew, Boise railroad man, was far behind.

In the Republican race, Atty. Gen. Robert Smylie, with 800 precincts in, had 25,729; John San-

born, former congressman, had 21,691 and Mayor Larry Gardner of Coeur D'Alene had 14,199. Republican, and Rep. Gracie Post, 1st District Democrat, were unopposed in their party's primaries.

A and B Paint Store
1229 E. Main Ph. 3324
Sherwin-Williams Paint Headquarters

Fires Increase During July

The largest number of fires recorded in any one month at the Central Fire Department are on the books for last July, according to Fire Chief Roy Rowe.

Out of the 61 fires reported, 52 were grass fires; one was a false alarm.

Property lost totaled \$7,749.31; insurance collected was \$7,666.53, and the main causes, again, were matches and careless smokers (to which 34 fires were attributed) and sparks from combustion (which accounted for 16).

There were no injuries or casualties.

As an attempt at fire prevention, the department is continuing its house to house inspection, pointing out to residents fire hazards in their homes, so that they may remove such hazards. Firemen inspected a total of 398 homes during July.

Mrs. Ronald Reagan WHY DO YOU PREFER BLUE BONNET?



Mrs. Ronald Reagan, popular wife of the famous movie star, is a winsome socialite of Pacific Palisades, California.

"Golden BLUE BONNET Margarine has the table quality I like. It is so smooth spreading and always tastes sunny-sweet. As for nutrition, BLUE BONNET, unlike most margarines, furnishes both vitamins A and D. So, naturally, I choose BLUE BONNET on all three counts—Flavor, Nutrition, Economy!"

Take it from me... *Bessy, the Basin Bessy!*

HERE'S A SAMPLE O' HOW IT PAYS TO...

...DRINK YOUR MILK!

KLAMATH BASIN GRADE A PRODUCERS ASSOCIATION

Good Weather Favors Nation

By THE ASSOCIATED PRESS

There were hot spots in the south and west but generally pleasant weather prevailed in most of the nation again Wednesday.

Temperatures in the 90s were general Tuesday in the southern border states from the Atlantic to the Pacific, along the eastern slopes of the Rockies and parts of the western plains.

In contrast, it was on the cool side in the upper Mississippi Valley, the northern Great Lakes region and northern New England. Temperatures ranged from 60 in Houghton, Mich. to 107 in El Centro, Calif. and Yuma, Ariz.

The cool air spread southward across western South Dakota, western Nebraska and Iowa and eastward across the Great Lakes region. There also was a little cooling in the Rocky Mountains and plateau region west of the Continental divide.

Skies were clear over most of

the eastern half of the country. Most of the shower activity was in the Rocky Mountain and western plains and the north Atlantic states.

Early morning reports showed New York 70 and cloudy; Nashville 69 and clear; Miami 89 and partly cloudy; Denver 72 and cloudy; Seattle 54 and clear; Los Angeles 65 and cloudy; Dallas 83 and clear; Minneapolis 57 and mostly clear; Detroit 56 and clear; St. Louis 67 and clear; Duluth, Minn., 45 and clear, and Chicago 61 and clear.

DE SOTO

Take a turn at the wheel... get our big Summer Deal!

JIM OLSON MOTORS

524-6 WALNUT ST. PHONE 5126

BRAUNDA EXCLUSIVES

As shown in MADAMOISELLE (AUGUST Issue—Page 138 to 143)

SMARTEST SEPARATES ON THE CAMPUS

...PRETTIEST AT THE PARTY

BRAUNDA'S
corduroy 'n' cotton twosome—cotton blouse
printed to match a high-rise suspender
skirt of washable corduroy . . . the suspenders
button on and off! pumpkin with black;
steel grey with sassy pink. complete, 12.95.



BRAUNDA'S
dateable pair—our pebble knit scoop sweater
in black, white, orange; 7.95. Its mate—
our high-rise princess skirt of smoothest
felt, taupe, moss green, turquoise or
black; 10.95.

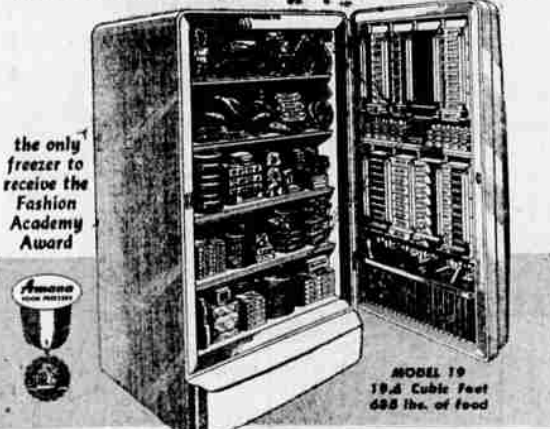
NOW! you can buy a 25 cu. ft. AMANA FREEZER for the same price as a 19 cu. ft.!

(19 cu. ft. illustrated below)

Buy the New SPECIAL FACTORY PURCHASE



You'll own the Finest made



ONLY the Amana "stor-mor" door has AUTOMATIC INVENTORY CONTROL

ONLY the Amana "stor-mor" door has adjustable FOOD HOLDERS

ONLY the Amana "stor-mor" door has AUTOMATIC FULL VISION LIGHT

ONLY the Amana "stor-mor" FREEZER IS GUARANTEED TO OUTPERFORM ALL OTHERS!

- FAST FREEZING SURFACES
- FREEZE LARGE QUANTITIES OF FOOD FASTER
- MAINTAIN EVEN ZERO TEMPERATURES
- OPERATE MORE ECONOMICALLY

Investigate This Great Freezer Buy and the Amana Food Plan Before You Decide!

MERIT'S

609 So. 6th Ph. 2-3429

of a few models! Limited time only... Hurry, these will go fast!

Pay as little As **\$6.41** A Week!

The 25 cu. ft. Amana Freezer holds 875 lbs. of frozen foods!

PLUS The original Amana Food Plan! Merit's will put a 6 month's supply of foods in your home at big savings . . . PAY NO MONEY DOWN on the original Amana Food Plan!

CUT YOUR FOOD COSTS 20%!

