

TAKE THE WRAPS OFF YOUR SELLING



...put your advertising where people, ready to buy, can always

SEE IT

at their own convenience

An advertisement can't even begin to sell unless and until it is SEEN by those who are in the market for what is offered for sale. Best way to make sure that your advertisement will be SEEN by the right people at the right time is to advertise in this newspaper. It's as simple as one-two-three:

1. Folks who want to buy something like to get all the information they can get about what's for sale.
2. They turn naturally to the advertising columns of this paper for a quick, comprehensive look at the market.
3. Your advertisement here is never an intrusion or interruption; it does not have to depend on fixed time and place for attention.

Take the shortest distance to your largest, most responsive market . . . via advertising in this newspaper.

Reading Time Is YOUR Time

The Herald & News is the basic advertising medium of the Klamath Basin because it does not have to compete with other interests and activities for your attention. It always is waiting to be read at your convenience—as you are doing now.

Herald and News

SHOPPING starts in the pages of THIS NEWSPAPER



A FAREWELL PARTY, an informal coffee hour on September 12, was given by members of the Klamath Falls Garden Club for Mrs. K. G. Cummings, second from left, who will make her home in Lebanon, Oregon. Mrs. Cummings has been a member of the garden club since 1938 when it was organized.

Pouring, extreme right, is Mrs. Arch G. Proctor. Left is Mrs. A. J. Dorlaque, club president. Second from the right is Mrs. George Grizzle. The party was held in the Klamath Falls Library.



IT'S GOING TO BE a deep, dark secret until midnight at the Broadway Hall in Malin, Friday, September 30, when the Malin winner in the elimination contest for queen of the 19th annual Klamath Basin Potato Festival will be announced. Four pretty Malin candidates, Lou Ann Kandra, upper left; Carolyn Cargo, upper right; Diane Micka, lower left and Sandra Fields, lower right, are competing to represent Malin in the royal court. Sale of tickets to the dance will determine the winner who will compete in a final contest. Dancing will be from 10 p.m. to 2 a.m. to the music of Tommy Oden's orchestra. Lou Ann is the daughter of Mr. and Mrs. L. Lewis Kandra; Carolyn the daughter of Mr. and Mrs. Murphy Fargo; Diane, the daughter of Mr. and Mrs. George Micka and Sandra is the daughter of Mrs. Blanche Fields. The final queen's dance will be held at Merrill, October 8 when the new monarch will be announced. Other girl contestants will serve as members of her court.

Upper Floor 619 1/2 Main
Suitable for large apt., penthouse or business.
DREWS Manstore

ENAMEL ID

IONIA, Mich. (UP)—Celia Kennedy, a cashier at the Ionia National Bank, said she cashed a check Tuesday for a man who showed her upper plate, engraved with his name, for identification.

MAN OR WOMAN WANTED TO TAKE OVER GREETING CARD DISTRIBUTORSHIP AND SERVICE STORES

We are looking for a reliable person in Klamath Falls who is capable of handling our greeting card distributorship and will give stores prompt service. We are a 25 year old Greeting Card Publisher with a tremendously successful line now being sold in thousands of retail stores around the country.

Spare or Full Time

The person selected will find this a highly profitable operation which can be handled in spare time at first. Applicant must be willing to eventually expand into a full time business. Experience not necessary. Because this distributorship will be granted on an exclusive basis, you will control all sales in your territory. If you are sincerely interested in handling this territory and running a business of your own, we want to hear from you. Small investment required as it will be necessary for you to carry a minimum of stock on hand at all times.

For personal interview in Klamath Falls write fully about yourself and give phone number.
Write: BOX 456 • HERALD AND NEWS



BONANZA LANGELE VALLEY GARDEN CLUB SHOW WINNERS
Featuring vegetables won for Mrs. Lizzie Schmor the sweepstakes prize with nine blue ribbons, nine red ribbons and one white, at the Bonanza-Langelle Valley Garden Club Show.

Six members made correct guesses on the United Nations guessing game which featured "arrangements" made to suggest a country. Winners drew for the prize which went to Louisa Horton. The arrangements were judged as follows: 1st, Irene Hartley; 2nd, Grace Dearborn; 3rd, Mrs. Bill Blackman. Mrs. Horton also won a 1st with a decorated parrot.

Winners in horticulture classes were: Annuals: Asters, 1st, Louisa Horton; 2nd, Aline Oberhede; 3rd, Clarence Walker; Bell of Ireland: 1st, Lizzie Schmor; 2nd, Aline Oberhede; 3rd, Irene Hartley; Calendula: 1st, Clarence Walker; 2nd, Lizzie Schmor; 3rd, Genevieve Smith; Cosmos: 1st, Mrs. Will Blackman; 2nd, Mrs. Lawrence Horton; 3rd, Clarence Walker; Dahlias: 1st, Bob Schmor; 3rd, Mrs. Will Blackman; Gladioli: 1st, Alta Dixon; 2nd, Mrs. Craven; 3rd, Mrs. Will Blackman; Marigold: 1st, Clarence Walker; 2nd, Mrs. Craven; 3rd, Aline Oberhede.

Petunias: single, 1st, Bessie Frazier; 2nd, Irene Hartley; 3rd, Alta Dixon; Ruffled: 1st, Lizzie Schmor; 2nd, Florence Horn; 3rd, Irene Hartley; Double: 1st, Louisa Horton; 2nd, Elizabeth Bell; Annual Phlox: 1st, Florence Horn; 2nd, Alta Dixon; Stock: 2nd, Jean Angel; Salpiglossis: 1st, Florence Horton; Sweet Peas: 1st, Nancy Schmor; 2nd, Verda Urbach; 3rd, Louisa Horton; Snapdragon: 1st, Aline Oberhede; 2nd, Verda Urbach; Zinnias: Giant: 1st, Aline Oberhede; 2nd, Mrs. Will Blackman; 3rd, Clarence Walker; Dwarf: 1st, Louisa Horton; 2nd, Aline Oberhede; 3rd, Mrs. L. W. White; Annular: not listed; 1st, Betty Rice; Clarence Walker; 2nd, Lizzie Schmor; Clarence Walker; 3rd, Florence Horn; Clarence Walker.

Perennials & Biennials
Chrysanthemums: 1st, Alta Dixon; 2nd, Irene Hartley; Galliardia: 1st, Jean Angel; 2nd, Aline Oberhede; 3rd, Irene Hartley; Lilacs: 1st, Mrs. Lawrence Horton; Phlox: 1st, Mrs. Will Blackman; 2nd, Elizabeth Bell; 3rd, Hazel Bisbee; Shasta Daisy: Single: 1st, Jean Angel; 2nd, Genevieve Smith; 3rd, Mrs. Will Blackman; Double: 1st, Hazel Drew; Veronica: 1st, Mrs. Craven.

Perennials not listed: 2nd, Irene Hartley; Roses: Hybrid Tea, 1st, Genevieve Smith; 2nd, Irene Hartley; 3rd, Carrie Campbell; Climbers: 2nd, Aline Oberhede; 3rd, Lizzie Schmor; Polyantha: 1st, Bessie Frazier; 3rd, Irene Hartley; Floribunda: 1st, Irene Hartley; Grandiflora: 1st, Irene Hartley.

Grasses — Oats: 2nd, Jerry McCartie; Barley: 2nd, Ed Oberhede; Wheat: 2nd, Harry Frazier; vegetables: Beets: 1st, Lizzie Schmor; 2nd, Jean Angel; Beans: 1st, Lizzie Schmor; 2nd, Jean Angel; Carrots: 1st, Lizzie Schmor; Cabbage: 1st, Jean Angel; 2nd, Lizzie Schmor; Cucumber, pickling: 2nd, Lizzie Schmor; Slicing: 2nd, Lizzie Schmor; Potatoes: Lizzie Schmor; Onions: 1st, Lizzie Schmor.

2nd, Jean Angel; Raspberries: 1st, Lizzie Schmor.

Strawberries - Superfection: 1st, Bob Schmor and Charles Dalton; Montana Progressive: 2nd, Bob Schmor and Charles Dalton; Apples: 1st, Lizzie Schmor; Crabapples: 1st, Genevieve Smith; Best collection of vegetables: 1st, Lizzie Schmor; Potted plants, 1st, Mary Sparks; 2nd, Susanne Rice; 3rd, Gloria Wooten.

Garden Club Show

Arrangement Classes — Tall living room, "Into Autumn": 1st, Mrs. Will Blackman; 2nd, Mrs. Hugh O'Connor; Low living room — "September Morn": 1st, Velda Haley; 2nd, Irene Hartley; Tall dining room — "Golden Harvest": 1st, Mrs. Chas. Thurman; 2nd, Velda Haley; "Treasure Trove Of the Wild": 1st, Mrs. Ann Horton; 2nd, Louisa Horton; 3rd, Irene Hartley; Sweet Simplicity: 1st, Mrs. J. Walter Browning; 2nd, Irene Hartley.

"Last Rose of Summer": 1st, Irene Hartley; "By the Fireside": 1st, Irene Hartley; 2nd, Mrs. L. J. Horton; "Down Memory Lane": 1st, Mrs. S. McKendree; 2nd, Bessie Frazier; 3rd, Mrs. I. W. White; "Tea for Two": 1st, Nancy Schmor; 2nd, Irene Hartley; "Something Special - Corsage": Elsa Clark; three inch Miniature — "The Little Things in Life": 1st, Velda Haley; 2nd, Mrs. Chas. Thurman; 3rd, Louisa Horton.

"Brain Teaser": 1st, Bessie Frazier; 2nd, Irene Hartley; 3rd, Mrs. J. Walter Browning; "If Winter Comes," Dried Arrangement: 2nd, Irene Hartley; "On the Inside Looking Out": 1st, Mrs. Chas. Thurman; 2nd, Mrs. Hugh O'Connor; 3rd, Jean Angel; "Now You Make One," "As You Like It": 1st, Alta Dixon; 2nd, Mrs. Will Blackman; 3rd, Mrs. J. Walter Browning.

Junior Division — Vegetables. Squash: 1st, Scott Wooten; Cabbage: 1st, Susan Wooten; Best Collection of Vegetables: 1st, Henry Dearborn; Arrangement, Under twelve years: 1st, Michael Clark; Specimen Flowers: 1st and 2nd, Maria Burnett; 3rd, Susanne Rice.

CAB Studies New GI Travel Permit

WASHINGTON (UP)—The Civil Aeronautics Board has drafted and is studying a proposed new rule to permit airlines to offer reduced-fare vacation travel to U.S. military personnel overseas. This would improve morale and thereby aid the national defense the CAB said.

It said Pan American World Airways and Trans World Airlines recently expressed a desire to make "substantial rate reductions" for furloughed military personnel.

SENATE VOTE
WACO, Tex. (UP)—The vote here on a plan to charge for sewer service was right close. The charge plan lost yesterday, 3,879 to 3,880—a one-vote margin.

SOMETHING NEED FIXING? Look in Classified for someone to do it. See the service columns.



by Marion Martin

Princess lines of this wonderful dress—promise you the most flattering fit, comfortable firm support for the larger figure! Sizes to 50 can jiffy-sew regular and long-length versions—to wear as the basis of all your fall and winter fashions.

Pattern 9055: Women's Sizes 36, 38, 40, 42, 44, 46, 48, 50. Size 36 longer version, 1 yard 48-inch.

This easy-to-sew pattern gives perfect fit. Complete, illustrated Sew Chart shows you every step. Send thirty-five cents in coins for this pattern—for 1st-class mailing. Send to Marian Martin, care of Herald and News, Pattern Dept., 222 West 18th St., New York 11, N.Y. Print plainly name, address with zone, size and style number.



EVERETT BALL, manager of the Coca-Cola Co. in Klamath Falls, has been named squadron commander of the recreation division of "Operation Fair Share," this year's United Fund-Red Cross drive. The appointment was made by Bob Beach, UF-RC wing commander.

Contest Ends September 30

Contestants have until store closing time, 9 p.m., Friday, September 30, to bring their entries to the old Wear-Ever Utensil contest at Roberts Hardware on South Sixth Street. Any homemaker who has a Wear-Ever cooking utensil that has been in her home for 25 years or longer is eligible to enter.

Each utensil entered in the contest must be trademarked Wear-Ever and must be accompanied by a brief written history. The kind of use it has had and any particularly interesting element in its period of use should be included in the accompanying story. Where and when the pot or pan was purchased, or whether it was received as a gift should be told.

Entries have been coming in since announcement of the contest, according to Russ Roberts, of Roberts Hardware, 3800 South Sixth Street. He said that the contest is the oldest of its kind in the West. A little stove, about eight inches square, bearing the "Wear-Ever" label, is one of the most recent entries, Roberts said. This utensil, which is 32 years old, could be used for baking, frying, broiling or making waffles, he added.

A Hallite Honeymoon set will be presented to the person who submits the winning entry. Award will be made Saturday, October 8, at the hardware store. The successful contestant must be present to receive the award.

Entries will be judged on the basis of age and the most interesting history or story connected with the utensil. Roberts announces that the judges will be Mrs. Neil P. Black, Klamath homemaker, and Florence Jenkins, home editor of the Herald and News.

The Hallite set to be given is Wear-Ever's radically new and different style of kitchenware made of a durable "lifetime" aluminum alloy. Food may be cooked and served in the same sauce pan which will also keep the food hot. The copper colored covers are tar-nish proof.

INVESTIGATION TO BEGIN
LONDON (AP)—Four U.S. reporters investigating defense expenditures in Europe arrived here by air Tuesday to begin a three weeks tour of American bases in Britain, Spain and Turkey.

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