



"THE LATE CHRISTOPHER BEAN" by Sidney Howard will be given by the Oregon Players Wednesday and Thursday evenings. Curtain time will be 8:15. The story depicts the abiding affection of a girl to her dead lover. Shown, from left, are part of the cast, Darrell Jackson, Leo Kreutzer, Naureen Hanson, Jim Bell and Cynthia Niver.

California Business To Boom

SACRAMENTO (UP) — California business will boom in 1956—but not as much as it did last year.

That's the prediction of Department of Finance economists who have the difficult task of predicting what business will do in the future in order to calculate what tax revenues will be.

In the record-breaking \$1.7 billion budget submitted today to the legislature, department economists say.

"Though it is doubtful that business activity will repeat the remarkable ascent of last year, some further increase can reasonably be expected."

California, generally, will be better off than the rest of the nation. Said the department.

FAVORABLE OUTLOOK

"The relatively favorable 1956 business outlook for the nation holds even greater promise for this state."

California businessmen will benefit, state economists predicted, because this state is growing twice as fast as the rest of the U.S.

Diversity of California industry and agriculture should enable the state to ride out "rolling adjustments." The department said the growing western market also will attract new industries to California, particularly electronics, chemicals, apparel and production of television programs.

Optimistic signs noted by the economists include a prediction that industry will spend 13 per cent more in capital investment in 1956. Non-resident construction is expected to rise 14 per cent and offset a prospective drop in residential building.

SALARIES AND WAGES

The economists predicted further upward salary and wage adjustments this year and noted the possibility of a reduction in federal personal income taxes.

On the other hand, the department sees price levels "slightly higher" than in 1955. Other weak spots listed were farm prices, a prospective decline of 12-15 per cent in new car production and a drop in home construction.

While the overall outlook is good, the department summed it up by saying:

"The margins of gain anticipated for the present year are modest compared with the booming advances achieved in 1955."

Ordinary People Ones Who Decide If Show Is 'Right'

NEW YORK (AP) — When broadcasting and telecasting experts aren't sure whether a program is "right" for the audience, who makes the decision?

At CBS, interesting to learn, they've been putting it up to ordinary people for a good many years.

This effort is guided by a large and friendly psychologist named Tore Hallonquist who bears the large and impressive title of chief of the Program Analysis Division Research Department.

Then, as an example, a new filmed comedy series, "Joe and Mabel," which CBS-TV will launch soon. Somebody in the upper echelons wondered how the public would like the series and whether any changes should be made in it. So it was turned over to program analysis.

Many years ago Hallonquist and his staff used to search the country for a "cross-section" of opinion. Today they find that a rep-

resentative cross-section of the viewing public attends live telecasts in New York.

From the lines of those waiting to attend CBS shows in New York Hallonquist's assistants picked 100 people in groups of 10 to 20 over a period of many days. The factors in selection, besides geographical distribution, are: sex; age—25 per cent aged 25 and under, 50 per cent aged 25 to 40, 25 per cent over 40; and education—25 per cent grammar school education, 50 per cent high school, 25 per cent college.

In small groups the testers were seated about a table, provided with cigarettes and candy, and given two electric push buttons—one for each hand. Then a "Joe and Mabel" film came on the screen.

As long as the testers liked what they saw they were instructed to press the green button; when they disliked anything, they were to press the red button. When indifferent, they pressed neither. Their impressions were recorded on tape in an adjoining room.

Next the testers answered written questionnaires about the show. Finally they were questioned individually. When all the statistics had been compiled, Hallonquist and his staff found that "Joe and Mabel" is, in Hallonquist's words, "above average in interest."

P&P Club To Give Comedy

BONANZA — The Parents and Patrons Club is preparing to present a comedy, "Mr. Peepers," in the near future and the cast is rehearsing several times each week.

At the February 29 meeting, presided over by Bill Burnett, two high school seniors, Joan Dalley and Carol Evans, gave readings following the business meeting.

Hostesses were Mrs. Wes Dearborn, Mrs. Bill Burnett, Mrs. Dick Botens and Mrs. Maurice Spillane. The next meeting will be held on March 28.

Wurschmidt Will Handle Banquet

DUNSMUIR — George Wurschmidt, manager of the local Standard Station, has been appointed chairman of the charter banquet for the Dunsmuir Junior Chamber of Commerce.

The charter meeting will be held Saturday evening, March 10, at Hotel Dunsmuir. Among the special guests expected is Frank Jayce, president of the Redding Jaycees.

Membership in the local junior chamber group is open to all civic-minded men between the ages of 21 and 35. Those joining before Saturday will be listed as charter members.

State Political Activity Marks Time During Week

By THE ASSOCIATED PRESS

Oregon political activity mostly marked time in the week Feb. 26-March 3 and there were two reasons for it:

President Eisenhower's decision to run concentrated attention on national affairs; and imminence of the Oregon filing deadline prompted prospective candidates to wait for last-minute changes.

The coming Friday, March 9, is the deadline and the usual heavy rush can be expected. Some filings of course are "must" for the parties in the best available men into races not now covered.

As things stand, the week brought only one change in the U.S. Senate contest. Three Republicans, Philip Hitchcock, Lamar Touse and Elmer

Deetz, are prepared to contest for the post held by Democrat Wayne Morse. George Altavater, who is not known politically, filed for the Republican nomination to the Senate Friday.

GOVERNORSHIP

The governorship picture changed only a little. Robert Holmes remained the only Democrat definitely in the race. Robert Thornton filed for re-election as attorney general after deciding not to run for governor, and Orval Thompson was still thinking about the race on the Democratic side.

There was no change on the Republican side. Walter Norblad and Elmo Smith being avowed candidates, as also is Earl Dickson, not a tested political figure.

The change remained that Earl Newberry, secretary of state, might enter the contest for governor.

Two men, though, took themselves out of consideration for either governor or Congress, First District. Those two, Eugene Marsh of McMinnville and John Steelhammer of Salem, had been mentioned strongly for one or the other of those jobs. Each said he was not going to run.

For First District Congress, however, a new candidate appeared with announcement of Bruce Williams, Salem attorney, to oppose R. F. Cook of Silverton and William Healy of Salem on the Republican ticket. State Sen. Howard Belton of Garby also was considering the race. On the Democratic side there was no change with Jason Lee, Salem, opposing Donald Mathey, Brooks.

SURVEYOR FILES

Peter Welch, Multnomah County surveyor, filed for the Third District race. He will oppose Claude Snow, a political unknown in the Republican primary. Tom Purcell of Gresham had been taken for the position but said he could not make the race.

Welch also filed for delegate to the Republican national convention. He said he will nominate Secretary of the Interior Douglas McKay for the vice presidency if he wins a delegate position.

Possibility that Estes Kefauver would enter the Oregon Democratic presidential primary brightened when he said he was giving it serious thought.

And President Eisenhower will be on the Republican ballot now that he has announced.

There were a number of filings for state office and David O'Hara, state registrar of elections, said he is considering making the race for Republican nomination as secretary of state. State Sen. Mark Haddad, the only announced GOP candidate for the post so far.

REASSESSMENT

DUNSMUIR — Siskiyou County Assessor L. D. Taylor has received a letter received from the State Board of Equalization regarding reassessment of property. The state board's letter stated "with this adjustment we may be relieved of the legal obligation to issue an intercounty equalization order for your county."

Taylor is at present trying to equalize assessments in the county to conform with state requirements. Three years ago county valuations varied between four and 61 per cent of appraised value.

The present program of assessments is aimed to equalize assessments as close to 25 per cent as possible in the county, and to systematically appraise and assess all property in the county. The assessment of each parcel of property in the county will insure all tax payers that their assessment is fair and equitable.

NOT TRUE

CHICAGO (AP) — Mrs. Maria C. Lindstrom, an immigrant from Sweden, was told by a physician 42 years ago that she had only three months to live.

She will celebrate her 103rd birthday Thursday.

Don't Take It for Granted!

THE PRESENT DAY ZEBRA IS DESCENDED FROM SOLID DARK ANIMALS. THE WHITE STRIPES ARE SUPERFICIAL TUFTS ON THE BLACK BACKGROUND!

COLORFUL!

IN 1955, ADVERTISERS SPENT MORE IN NEWSPAPERS THAN EVER BEFORE — AN ESTIMATED 3 BILLION DOLLARS. DON'T TAKE NEWSPAPERS FOR GRANTED!

THE 631 U.S. NEWSPAPERS WITH FACILITIES FOR PRINTING COLOR ADS REACH A COMBINED CIRCULATION OF 38,720,012 MILLION PEOPLE EVERY DAY!

Bladder 'Weakness'

It is caused by "bladder weakness" and is treated by "Bladder Weakness" medicine. It is a common condition and is treated by "Bladder Weakness" medicine. It is a common condition and is treated by "Bladder Weakness" medicine.

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE



FEEDING A CROWD OF HUNGRY ELK'S LODGE MEMBERS Thursday night in the Klamath Falls Armory posed a big job for this crew from the lodge. Over 1,000 members of Klamath Falls BPOE No. 1247 crowded the armory for this big annual crab feed put on free of charge to the lodge members. Bernie Rawlins chairmanned the event as he has for many years. He also superintended the crew for the ladies' crab feed to be held Thursday, March 8, also in the armory.

Dulles In Pakistan For Talks

By JAMES BERRY

UNITED PRESS STAFF CORRESPONDENT

KARACHI, Pakistan (UP) — Secretary of State John Foster Dulles arrived here today for an eight-day conference called to shore up the free world's fight against the new Communist offensive in Southeast Asia.

He immediately plunged into a round of talks with U.S. and Pakistani officials in preparation for the three-day Southeast Asia Treaty Organization conference which starts tomorrow.

SEATO representatives of Pakistan, Australia, New Zealand, Thailand and the Philippines already were here.

LLOYD TO ARRIVE

British Foreign Secretary Selwyn Lloyd and French Foreign Minister Christian Pineau were expected to arrive a few hours after Dulles.

In a statement at the airport after he landed, Dulles said SEATO "stands guard over the independence and safety of its members by pledging all to stand ready to help each other against aggression."

"I am sure in this atmosphere freedom and great good will come."

He drove directly to the residence of U.S. Ambassador Horace Hildreth for a quick briefing. Then, only two hours after he landed, he went into a conference with Pakistani Gov. Gen. Iskander Mirza and Premier Chaudri Mohammad Ali on relations between the U.S. and Pakistan.

MIRZA ELECTED

Mirza was elected president of Pakistan today after nominations closed at noon yesterday with no other names submitted. He will assume office March 23, the date Pakistan officially changes from a dominion to a republic in the British Commonwealth.

But it was evident that the principal task of the eight nations would be to give high-level approval to measures to counter Communist Chinese claims that SEATO is a "paper tiger."

Philippines Vice President Carlos Garcia gave weight to this on his arrival last night when he said the "ultimate" goal of SEATO should be a standing military force against Communism.

Expert Gives Low Down On Faddism In America

LOS ANGELES (AP) — If you glasses, peg top trousers for women and spare tire racks outside the trunk.

And a faddist, says a man who's made a 42-year study of 'em, is one who "seeks to attract attention of others and attain status."

Dr. Emory S. Bogardus, dean emeritus of the University of Southern California's Graduate School and a specialist in sociology, has been making surveys of fads in university classes for 42 years. Some of his gleanings:

About 80 per cent of all fads last less than one year. Those that remain have proved their utility. As fast as fads fade, new ones flower.

Today people are experiencing a revival of some of the fads of 30 or 40 years ago.

Dr. Bogardus today cited some of the reborn fads as bobbed hair, wooden jewelry, penciled eyebrows, tortoise shell runs for

"Fads are the expressions of persons seeking ways of becoming individualistic," he said.

Two-tone auto paint jobs have become so common that some faddists now are returning to one color, he says.

Fads that fade fastest are slang expressions. Examples from yesterday: "So's your old man," "Ain't we got fun?" "Was you dere Charlie?" Current examples: "You can't hardly get them no more," "It's the most to say the least."

Which fads have had sufficient utility to last? Wrist watches, dating from 1916; garterless socks for men, 1924; chiming doorbells, 1931, to name a few.

Now Many Wear FALSE TEETH With More Comfort

FASTTEETH, a pleasant alkaline (non-acid) powder, holds false teeth more firmly. To eat and talk in more comfort, just sprinkle a little FASTTEETH on your plates. No gummy, sooty, pasty taste or feeling. Checks "plate odor" (denture breath). Get FASTTEETH at any drug counter.

● People Read SPOT ADS —you are.

"I've got my hands full!"

WHO COULD DENY IT? Few people in town were busier than Bill Beecher, corporation executive and member of a score of business, civic and social groups. The chamber needed his talents but he was having none of it. Like he said... "I belong to too many organizations now!"

IT WAS AN OLD STORY. Big Bill hadn't learned to say "no" early enough. Now he was up to his coat-tails in club memberships and about to pass up one of the most important opportunities in his business life. I did him a real favor when I asked what these groups were doing to benefit the community.

THAT STOPPED HIM COLD and gave me a chance to point out the chamber's unique function. "Sure," I told him, "they're nice to belong to. But you can join a thousand organizations and there's still only one chamber in your town... and you should be active in it as long as you do business here."

THIS WAS JUST A STARTER. When Big Bill got interested, like any good executive he wanted all the facts. So I gave him specifics on what the chamber did to attract new industries, improve business conditions... all the things to make his town a better place to live and work in.

LET'S FACE IT! Bill Beecher did, and he couldn't think of another organization working harder to promote growth and prosperity in his community. So if you can't find time for another activity, just remember how Big Bill felt when he told me... "There's always room for one more." Make it your chamber, won't you?

Pete Progress

Speaking for your chamber of commerce

OPENING THEIR NEW APPLIANCE STORE Friday Bud Steinseifer, left, and Mr. and Mrs. Dick Gallagher, entertained several thousand Klamath Basin residents who toured the store at 617 Main Street Friday and Saturday. The new store, to be known as the Appliance Division of the East Side Electric Co., is owned by Mr. and Mrs. Gallagher. Steinseifer is the manager of the new business. A complete line of Westinghouse appliances, RCA and Raytheon Television and radios and Transistor radios will be sold. The new firm also offers a complete line of home lighting fixtures and all allied home appliances.

Wheaton College President Passes

CAMBRIDGE, Mass. (AP) — The Rev. J. Edgar Park, 76, of Oysterville, president emeritus of Wheaton College and the father of two college presidents, died yesterday at a hospital.

His son, William E. Park of Brookline, is president of Simmons College, and one of his three daughters, Miss Rosemary Park, of New London, Conn., is president of Connecticut College.

The Rev. Park was a former president of the American Congregational Assn.

Legal Notice

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE

LEGAL NOTICE