

# Business News

By FLORENCE JENKINS

Open house at the Crater Lake Potato Distributors' cellar at Hager (turn right at Lakeview-Merrill junction) and drive one-half mile) is being held today from 1 to 5 p.m. . . . Karl Dehlinger's King Murphy Potato Club boys of the Henley district will be hosts and show the public what fine potatoes are grown in the Klamath Basin . . . visitors may purchase some of the potatoes grown by the boys in their 4-H project and the profits of all sales at the cellar on Sunday will go to the potato club . . . it's an unusual opportunity to go out and pick out the individual potatoes you want from the bulk displays, besides helping out the boys.

Dehlinger said he plans to repeat the open house next Sunday, November 24.

Crater Lake Potato Distributors have three gift packs for sale this year of Klamath Basin products . . . a 10-pound box of choice potatoes (with the top layer wrapped in foil ready to pop them into the oven for baking) coupled with a jar of Nalley's Old Recipe sour cream dressing or a jar of wild plum preserves made especially this year for the gift pack . . . or a separate box of three jars of Oregon Mountain Wild Plum Preserves . . . or a pair of 12-inch sugar pine cones tied at the top with a Christmas bow with wire for hanging . . . Dehlinger will mail from his plant, saving that both and all prices include postage.

Sugar pine cones are not as plentiful as usual this year, according to George Wardell and Clarence Youmans from whom Karl Dehlinger gets his supply for the Christmas gift boxes. . . . Wardell and Youmans have been collecting them all fall and they do the processing which involves treating the cones with high heat to diffuse the pitch over the cones (giving a lacquered effect) and making them safe to use for ornaments at home or in places of business . . . if anybody has any sugar pine cones around handy, call TU 4-3436 after 5 p.m. . . . it's a way for the youngsters to pick up some extra change for Christmas shopping.

Bud Cloake, 1203 Main, Hertz Rent A Car System, Klamath Falls, is participating in the largest single new car purchase in history . . . he has ordered six 1958 new car models for his Hertz fleet to serve this area . . . the total Hertz order is for 19,737 new 1958 cars at a cost of \$60,170,250 . . . the largest single new car order ever placed, according to Walter L. Jacobs, president of the Hertz System. . . . Cloake cited the rapidly increasing acceptance of car rental for both business and pleasure as responsible for the increase in the number of cars purchased. . . . "Rent It Here—Leave It There" is the Hertz policy.

New business. . . . Robin & Myers, dealers for British motor cars, held its grand opening on Saturday at 1200 E. Main in a new 50x32-foot modern, up-to-date modern block structure built by E. A. Scholer, contractor . . . open house is being continued on Sunday afternoon to display the British cars, including the Morris Minor, MGA, MG Magnette (sports sedan), Austin Healey, Jaguar, Landis and Rolls Royce.

The owners of the firm, Don Robin and Jack Myers, are local men and for the last year and a half operated as Robin & Myers Used Cars at S. Sixth and Plum . . . that operation has been continued at the E. Main location.

Service manager is Chavies Barr, an OTI graduate, and Grady Gaylord has joined the staff as a salesman.

Phyllis Buehl, reporter for the Herald and News at Lakeview until she moved to Ashland a couple of years ago and was succeeded at Lakeview by Jo Barry Deely, is teaching fourth grade at the Briscoe School at Ashland. . . . Dick Buehl, her husband, has the journalism class at Ashland High School.

At Kingsley Field, Purchasing and Contracting Officer George Meyers (for the 408th Fighter Group) reports that bid opening for off-site utilities for the 220-unit family housing project has been extended from Nov. 25 to 11 a.m. on Dec. 10.

Bid invitation for steam main repairs at Kingsley Field, originally set for Nov. 14, has been canceled out in its entirety.

Three bids were received for drilling a second test well at the housing site late Tuesday and no award has been made as the amounts of the bids were above the Air Force engineers' estimate.

Beef for Fathers Day promotion will be continued next year by Klamath County Cow Belles. . . . Mrs. Bill Decker reported to the November Cow Belle meeting at the Pelican that figures from Swift & Co., furnished by Doyle Anthony, local Swift manager, showed a sales increase of 34.77 per cent for beef during the Fathers Day week last June over the same week in 1956. . . . Fathers Day week, 1957, showed beef sales 51.4 per cent higher than the preceding week and sales dropped only 21 per cent from the peak during the week that followed last June. . . . Anthony credited the Cow Belle promotion and the fine cooperation of all Klamath Falls markets in emphasizing beef in that week's advertising.

Swift & Co. total business volume for the fiscal year ending on Oct. 31, 1957, was the largest in the history of the operation of the Klamath Falls sales unit, Anthony stated. . . . included in the sales figures were all meats, prepared meats, poultry, margarine and shortening.



BRINTON WELLS

Joe Brinton of Chica replaces Jerry Nelson as Swift & Co. representative for Swift's Meats for Babies. . . . he was raised at Chelalis, Wash., and left an import-export firm in San Francisco to join Swift & Co. . . . his territory extends from Marysville and Yuba City at the south to Medford, Grants Pass and Klamath Falls to the north . . . his schedule calls for making the circuit every four weeks and his first visit to Klamath Falls was last week. Jerry Wells is new Southern Oregon sub-district manager for Kellogg Sales Co., taking Dick Neese's place. . . . with his wife and two youngsters, he lives at 28 N. Keeneway Drive, Medford and was transferred to Oregon after two and one-half years with Kellogg Co. at Spokane. . . . he is six-foot and played basketball for Gonzaga.

Russell Reeck of King Cole on the Ashland Highway was winner of the first quarter in the Kiwanis Club's contest by bringing in a total of 404 porcupine noses. . . . prize of \$50 merchandise order will be awarded at the Kiwanians' second meeting in December.

Prizes for the second quarter will be displayed in the Klamath County Chamber of Commerce windows and George Wardell, porcupine contest chairman for the Kiwanis Club, reminds all youngsters who turn in porcupine noses to the county clerk and collect the bounty of 50 cents apiece from the county treasurer, to take their receipts across the street to the chamber office to have them entered in the club contest.

Dorothy Rogers, assistant county clerk, reports that fewer porcupine noses are being turned in this month (bounty has been paid on some 1,100 noses to date), so the Kiwanis Club announces that the third quarter competition (Jan. 1-Mar. 31) will be eliminated but the contest will continue through the fourth quarter.

Firms and individuals cooperating with the Kiwanians in setting up a fund of nearly \$300 for prizes include Weverhaeuser Timber Co., Klamath Basin Pine Mills, Lvs Logging, Andrew Bostwick, Loveless Lumber Co., Puckett & Scherer, Phil Menges and Chet Burrell.

## Parking Limit Warning Issued

WEED — A warning to local citizens has been issued by David L. Dawson, Weed police chief, regarding the two-hour parking limit on the Weed Main Street business section extending from the Savoy Hotel to the Highway 96 gateway.

Beginning Monday, November 18, strict enforcement of the two-hour parking limit will be initiated by the local force and violators will be cited into the Weed Justice Court to face a payment of five.

Abuse of the parking limit has been noted and numerous complaints registered with the local authorities.

More than 55 nickel alloys, each with special variations, are produced in Huntington, W. Va. A nickel-copper alloy is used in boat fittings because of its resistance to salt water corrosion.

**Family Funeral Fund Plan . . .**

1. Pays funeral bills whenever death occurs.
2. Pays immediately in cash—no delay—No red tape.
3. Persons ages 1 to 80 eligible to apply.
4. You may qualify without medical examination.
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P.O. Box 861, Eugene, Oregon  
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**MRS. HELEN HOFFMAN**, head of the Foreign Language Department of Klamath Union High School, wrote the Heritage Day proclamation made by Mayor Lawrence Slater, which sets aside November 23 for evaluation of the rich blessings of the American people. The Heritage Day observance originated with the Klamath County Young Republicans Club which is sponsoring a day-long program of activities honoring state Republican officials and others prominent in the GOP party. Young Republicans, left to right, with Mrs. Hoffman, far right, are Sharon Rosson, Sacred Heart Academy newspaper representative; Alice Pfefferle, Klamath Union High School club finance secretary, and Fred Heard, Klamath County chairman of the group.

## Heritage Day Schedule Told

Heritage Day, which this year originated with the Klamath County Young Republicans Club as a day to evaluate the blessings of living in freedom, is to be observed on Saturday, November 23 in Klamath Falls, with the young GOPs hosts to state GOP officials and other guests.

Expected to be present for the day-long schedule of meetings, visits to points of interest, Oregon Technical Institute, television and radio appearances, press conferences and a banquet, are Sig Unander, Oregon state treasurer, Mrs. Unander, and Mark Hatfield, secretary of state.

Following arrival of the visiting GOPs and a morning trip to the Chiloquin-Fort Klamath area, there will be a no-host luncheon for Young Republicans and invited guests at Bing's Cafe. Press conferences, coffee hours and other planned events will conclude with a dinner in the evening at the First Presbyterian Church.

Tickets for the banquet will not be available after Tuesday, November 19. Addresses at the dinner will be taped and broadcast over KFJI Sunday, November 24, at 7 p.m.

The proclamation for Heritage Day, written by Mrs. Helen Hoffman, faculty member of Klamath Union High School, urges that each citizen: (1) Shall pause and evaluate the rich blessings of his inheritance; (2) shall appraise the profound efforts and sacrifices through which our traditions have been established; (3) shall honor and revere those, both great and humble, whose beneficiaries we are; (4) shall go about his daily task determined to maintain this priceless endowment as a basis for the eventual solution of the confusion and perplexities of this modern world; (5) shall go forth with a security and a reality, hitherto undreamed, through the faith in each believing heart.

## Girl Scouts Attend Event

DUNSMUIR — A gala weekend in Sacramento represented years of saving for the original members of Troop 19, Girl Scouts of America, Dunsmuir.

Patty Brunel, Jackie Marsh, Janie Westworth, Margaret Callick, Shirley Perkins, Gerry Rogers and Joanne Alcouffe left Dunsmuir accompanied by Mrs. Armand Brunel and Mrs. Harry Marsh Jr. Points of interest visited before their return included the capitol building, the art gallery, Sutter's Fort, the William Land park and zoo and the governor's mansion.

Some of the troop members saved five years for this trip, accumulating troop funds through bazaars, candy and cookie sales, Mrs. Brunel explained.

## Plans Outlined For Dance Club

WEED — Mr. and Mrs. Robert Lineberger are heading the committee of arrangements for the November 18 social of the Weed Dancing Club.

Dancing will begin at 9:30 p.m., preceded by the social hour at 8:30 in St. Michaels Hall.

Other committee couples include Mr. and Mrs. Anthony Andrazza, Mr. and Mrs. Elwin Adams, Mr. and Mrs. Fielding Russ, Mr. and Mrs. Max Layton and Mr. and Mrs. Norman Bond.

## Drive Staged On Camp Site

MOUNT SHASTA — Wayne Meroux, Mount Shasta sportsman and businessman, heads a committee from the Mount Shasta Rod and Gun Club that will try to bring about a joint effort by all service clubs of the area. This is to maintain a campsite on Sacramento River near Kintara's Loop.

This site is ideal for camping, they declare. The private owners are willing for it to be used for that purpose if funds are available for its sanitary maintenance. Meroux will try to get all organizations interested in having this properly handled as an aid to fishermen who desire a place to camp at stream-side.

## Church Group Has Meeting

MERRILL — The Women's Association of the Merrill Presbyterian Church elected new officers for the coming year at a meeting on November 13 at the home of Mrs. Lena Buck.

Succeeding Mrs. Frank Howard at president will be Mrs. Lena Buck. Mrs. Vivian Haskins and Mrs. Vivian Cunningham were re-elected to their respective offices of vice president and secretary-treasurer.

Plans were made for an apron bazaar on the annual church bazaar on Saturday, December 7, at the Merrill Recreation Hall. Co-chairman of the apron booth are Mrs. Vivian Haskins and Mrs. Vivian Cunningham.

Mrs. Harriet Fotheringham reported on the meeting of the Lower Klamath Basin Council of Church Women held at Mt. Laki on November 1.

An urgent need for clothing to fit children of school age was discussed. The clothing is to be gathered immediately and will be sent to the Rev. Donald Dodds, former pastor of Merrill, who is now doing missionary work at Puerto Rico.

Christmas cards will be collected this year by the ladies association and will be sent to various missions overseas.

The program of a Thanksgiving theme was led by Mrs. Lena Buck and Mrs. Vivian Cunningham. A special offering was collected for use in purchasing opportunity gifts in church work.

The next meeting has been scheduled for Wednesday, December 11, in the social room of the church.

## Many Attend Church Meet

The second annual Baptist Student Convention was held November 8-10, at the University Center Baptist Church, Seattle, Washington. Two hundred fourteen people registered for this convention, an increase of 70 over last year. Five of the young people attending were from Klamath Falls.

The theme of the meeting was "Christ in You, The Hope." Featured on the program were several outstanding student leaders from different areas of the Southern Baptist Convention. The key speakers included Lonnie Kifer, BSU director at Oregon State College, Corvallis, Oregon.

The young people who attended from Klamath Falls were Bill Bates, 434 Michigan; Dale Ellis, 2242 White; Rosemary Harvey, 2118 Home, Jeanette Cuendet, 1009 Pacific Terrace; Shirley O'Brien, 830 Oak; and George Casey, minister of education, First Baptist Church. This meeting was a highlight of the year for the Baptist students of the Pacific Northwest. It is expected that within a few years the number attending the convention will be 1,000.

Rehearsals got under way this week. Students from the fifth through eighth grades will participate and the school band will provide music.

Proceeds will go toward the purchase of athletic and playground equipment for the school.

Mrs. Richard Edwards will supervise the music. Others assisting with the production include Mrs. Dorothy Van Orsdal, Mrs. Eleanor Phillips, Harold Feyl and Clarence Hollenbaugh.

## School Plans Music Show

MONTAGUE — The annual minstrel show, given by the Montague Elementary School, will be held at the Montague Auditorium on November 22 and 23. Harold Hooten, Montague School principal, will be director.

Mwami tribesmen in the Belgian Congo tower nearly 7 feet. They live, for the most part, in peaceful relations with their Batwa neighboring tribesmen who stand only about 4½ feet.

# New Herald & News DISPLAY Advertising Rates

Effective December 1, 1957

To enable the Herald & News to continue to provide advertisers with effective coverage of the growing interstate market of Southern Oregon and Northern California, an increase in local display advertising rates will become effective Dec. 1, 1957.

The Herald & News, your basic advertising medium, continues to expand its advertising and news coverage of the booming Klamath Basin—offering maximum advertising returns at the least possible investment.

## LOCAL DISPLAY ADVERTISING RATES (and Classified Display)

Effective December 1, 1957

EARNED RATES: Advertiser will be billed at lowest earned rate in the following schedule as determined by total space used in the calendar month.

Open rate	per col. inch	1.40
Retail rate	per col. inch	1.10
25 inches in month	per col. inch	1.06
50 inches in month	per col. inch	1.03
100 inches in month	per col. inch	1.00
250 inches in month	per col. inch	.98
500 inches in month	per col. inch	.96
1000 inches in month	per col. inch	.94
2000 inches in month	per col. inch	.93
3000 inches in month	per col. inch	.92
Pickup rate (Repeat within 30 days)	per col. inch	.94
Church rate	per col. inch	.94
Multiple Advertiser rate	per col. inch	1.10
Political Advertiser rate	per col. inch	1.10
Transient Advertiser rate	per col. inch	1.40

DEADLINES: 5:30 p.m. two working days prior to publication.

Sunday publication . . . . . copy in Thursday (Sunday Society & Magazine 4:00 Thurs.)

Monday publication . . . . . copy in Friday

Tuesday publication . . . . . copy in Saturday

Wednesday publication . . . . . copy in Monday

Thursday publication . . . . . copy in Tuesday

Friday publication . . . . . copy in Wednesday

One day service possible for ads of quarter page or less, that do not require proof, if complete copy received before 12:00 noon day before publication. (12:00 noon Friday for Sunday news section). One additional day required for color and engraving.

FULL PAGE — EARLY COPY DISCOUNTS: The following discounts are offered for full pages of advertising in one day's edition of the Herald & News:

1 page, copy 5:30 2 days prior pub. . . 5% disc.

2 pages, copy 5:30 2 days prior pub. . . 10% disc.

Double trucks (357 in.) noon 2 days . . 10% disc.

3 pages, copy 5:30 3 days prior pub. 12½% disc.

4 pages, copy noon 3 days prior pub. 15% disc.

Two tabloid pages charged as one full page subject to above discounts. Complete copy provided on above schedule necessary to earn discounts.

COLOR PREMIUM:

—Black and one color . . . . . \$33.00 additional

—Black and two colors . . . . . 55.00 additional

—Black and three colors . . . . . 77.00 additional

Color ad copy required three working days before publication. Above schedule applies regardless of ad size.

CREDIT: Firms with established credit will be billed at close of the calendar month; accounts payable on or before the 10th. Political and transient advertising payable in advance regardless of credit rating.

CONDITIONS: Copy that is libelous or that is aimed against another party is never acceptable. The Herald & News reserves the right to reject copy at its discretion. The paper will be responsible for typographical errors or misprints to the extent of the amount of space involved. Ads may be as many columns wide as inches deep.

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