



THE POWER OF ADVERTISING was brought home forcibly to Helen Hoffman, foreign language instructor at Klamath Union High School when complications developed following the insertion of an ad in the Herald and News regarding a phone test by a Mrs. Helen Hoffman of Oakland, California. Shown here is the Klamath Falls Helen Hoffman as she receives a telephone of the new bedroom type described in the ad. Lyle Steers, center, and Harold Rush are shown demonstrating the new phone, a bedroom type.


Phone Ad Causes Problems For Language Instructor

Helen Epley Hoffman, 1021 Newcastle Street, head of the foreign language department at Klamath Union High School, is a firm believer in the power of advertising. That belief was considerably strengthened following the appearance of a Pacific Telephone ad in the Herald and News early in April. The ad described a test the telephone company is conducting to determine the style preference of customers for the phones of the future. Pictured in the ad using a bedroom telephone was a Mrs. Helen Hoffman... not the Helen Hoffman of Klamath Falls but, as

well as a sophomore class of 465 live wires. They are enjoying the situation along with me, and I am certain you never had more ardent watchers for a particular ad. "I hope there is some way to clarify this matter soon," her letter continued, "since I am too busy to carry on your campaign, and I am certain you would not wish me to be bothered. I have spoken highly and recommended the phone, since I do have the extra one (in my bedroom), but I think perhaps I do not have the authority to do this any longer." Telephone manager Dick Bailey sympathized with Mrs. Hoffman for any inconvenience she might have suffered as a result of the ad. He asked her if she might not like to try out a test model of the new bedroom telephone for a month so that she would be an

authority on the matter. Mrs. Hoffman agreed to the trial, and she is now answering telephone calls in her bedroom with a sleek styled, pink colored telephone. Now Bailey is hoping the power of the press won't be too great. For the new bedroom telephones are still in the testing stage and are not available yet in Oregon for sale to customers.

Dennis E. (Denny) Deput
Democratic Candidate for
County Commissioner
Equal Consideration for
all of Klamath County
Paid Pol. Adv. by Dennis Deput



On The Record Klamath Falls Births

BOSSETTO—Born to Mr. and Mrs. Dino Rossetto at Klamath Valley Hospital April 23 a girl weighing 10 lbs. 5 ozs.

SKELTON—Born to Mr. and Mrs. Jam Skelton at Klamath Valley Hospital May 7 a girl weighing 7 lbs. 4 ozs.

ENMAN—Born to Mr. and Mrs. James E. Enman at Klamath Valley Hospital May 7 a girl weighing 7 lbs. 8 ozs.

VENCI—Born to Mr. and Mrs. William Venchi at Klamath Valley Hospital May 8 a girl weighing 4 lbs. 7 ozs.

ANDERSON—Born to Mr. and Mrs. Roy Anderson at Klamath Valley Hospital May 8 a girl weighing 8 lbs. 4 ozs.

ARNEY—Born to Mr. and Mrs. Robert M. Arney at Klamath Valley Hospital May 10 a girl weighing 3 lbs. 10 ozs.

ATKINSON—Born to Mr. and Mrs. Brownie Atkinson at Klamath Valley Hospital May 10 a girl weighing 4 lbs. 14 ozs.

GIBSON—Born to Mr. and Mrs. Charles Gibson at Klamath Valley Hospital May 10 a girl weighing 7 lbs. 8 ozs.

BRAMMER—Born to Mr. and Mrs. Stanley A. Brammer at Klamath Valley Hospital May 10 a girl weighing 8 lbs. 11 ozs.

SMITH—Born to Mr. and Mrs. Tom Smith at Klamath Valley Hospital May 10 a girl weighing 7 lbs. 6 ozs.

BOYS

GRAY—Born to Mr. and Mrs. Vernon W. Gray at Klamath Valley Hospital May 7 a boy weighing 8 lbs. 10 ozs.

HOWELL—Born to Mr. and Mrs. Denver Howell at Klamath Valley Hospital May 6 a boy weighing 7 lbs. 8 ozs.

PETERSEN—Born to Mr. and Mrs. Leo Petersen at Klamath Valley Hospital May 8 a boy weighing 8 lbs. 5 ozs.

CUNNINGHAM—Born to Mr. and Mrs. Richard G. Cunningham at Klamath Valley Hospital May 10 a boy weighing 9 lbs. 8 ozs.

SCHOENTHALER—Born to Mr. and Mrs. Curtis R. Schoenthaler at Klamath Valley Hospital May 10 a boy weighing 9 lbs. 8 ozs.

JONES—Born to Mr. and Mrs. Edward Jones at Klamath Valley Hospital May 10 a boy weighing 7 lbs. 10 ozs.

THOMPSON—Born to Mr. and Mrs. Wayne L. Thompson at Klamath Valley Hospital May 10 a boy weighing 6 lbs. 6 ozs.

MEGALL—Born to Mr. and Mrs. Donald M. Megall at Klamath Valley Hospital May 11 a boy weighing 7 lbs. 10 ozs.

BOYS ROUNDUP
Girls 171, Boys 176

FOR SALE—
Flower Shrubs
Peonies & Plants
207 E. Main

● Newspaper SPOT ADS
are inexpensive
— repeated daily 9c

The Comanche



A high performance business aircraft will be on display all day Sat. & Sun., the 17th & 18th along with the complete

PIPER LINE
including the APACHE and TRI-PACER
AT
KLAMATH AIRCRAFT SERVICE
Airport **5555** TU 4-7858

- Democrats -
Nominate
Jim Kaler
Your Candidate For -
County Commissioner
A progressive economical County Administration with Harmony and Sound Judgment.
Primary Election
May 16th, 1958

QUALIFICATIONS

- 1 — 41 years of age
- 2 — A native of Klamath County, Married and has 3 children
- 3 — Member of Elks, Moose, IFA and Boy Scout Council
- 4 — Experienced in politics
- 5 — Member of County Democratic Club
- 6 — Former City Councilman, 1956 Democratic nominee for County Commissioner
- 7 — Special Deputy Sheriff since 1942
- 8 — Former Deputy County Coroner
- 9 — Operated Kaler Ambulance Service For 9 Years
- 10 — Knows the operation of the Welfare Commission with the County Court
- 11 — Has farmed in the Merrill area and is a Granger
- 12 — Has operated Auto Parts Store and Machine Shop for 14 Years
- 13 — Experienced in purchasing of supplies and equipment
- 14 — He knows the duties of the office of County Commissioner
- 15 — He WANTS to be your County Commissioner and can devote ALL the time required for the office.
- 16 — Not obligated to any ONE, but to ALL

PTA NEWS

KLAMATH COUNTY COUNCIL
By Mrs. Alexander Luft
Carroll Howe, superintendent of Klamath County schools, gave a report on Klamath County's position in regard to the reorganization bill of the Klamath County Council PTA no-host luncheon Tuesday, May 6, in Peace Memorial Church.

Howe pointed out that we felt a little smug with only three school districts and two school administrations in Klamath County. He said there is a possibility that Klamath County may be exempt from the provisions of the reorganization bill.

Mrs. Art Cherry reported that the committee, assigned to investigate the needs of our community in regard to the Klamath County Juvenile Department, had arrived at the following conclusions as a result of the investigation:

1. That the juvenile department is inadequately staffed with qualified personnel for proper handling of cases.
2. That the juvenile home is not adequate for the size of this community. There is no possible method to separate the dependent children from the delinquent children. There are no visible recreation facilities.
3. That in the basement of the juvenile home are two barred cells for unmanageable juveniles and also cells in which adults, who have been judged insane, are kept until they can be admitted to the state hospital.
4. That the Klamath Falls police survey completed March 1 contains several recommendations relating to juveniles.

Cow Belles Name New Officers

LAKEVIEW—Election of officers for the Lake County Cow Belles at the luncheon May 1 at Van's resulted in the naming of Maxine Hotchkiss to head the group for the coming year. Succeeding Mary Abramson, Mrs. Hotchkiss will be assisted by Nora Flynn as vice president and June Leavitt, secretary-treasurer.

State President Mrs. Dave Campbell was a guest at the luncheon and gave the highlights of her recent trip to Washington, D. C. Plans for the local organization include participation in the state convention at Ontario, May 11 to 14, and promotion of a Beef for Father's Day program for the county. Workers on this program are Virginia Dallas, Coral Hill, Ethel Elder and Mary Abramson.

SPEAKER
PORTLAND—Dr. C. Easton Rothwell, director of the Hoover Institution of War, Revolution and Peace at Stanford University, will speak at Portland State College commencement exercises June 15. Degrees will be presented to more than 300 seniors in the school's third graduating class.

VFW Auxiliary Names Delegates

TULELAKE — Mrs. Eleanor Waits, Olga Wilson, Zenia Barks and Katherine Addison have been named delegates to the district Veteran of Foreign Wars Auxiliary meeting, to be held May 18 in Burney. Appointments were made at the recent meeting of the auxiliary of Tulelake Post, VFW #700, by Lorna Rozum, president.

Plans were also made for observance of annual Poppy Days May 23 and 24 when the entire membership of the auxiliary has been asked to assist in the fund raising campaign.

A Memorial Day parade has been scheduled for 10 a.m. Daylight Standard Time with members of the Legion Post, No. 164 and the auxiliary, VFW Post #700 and auxiliary taking part. Boy Scouts of Tulelake and Newell will be in the line of march. The Tulelake High School band will play.

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Smirnoff VODKA the greatest name in

80 & 100 Proof. Distilled from grain. Ste. Pierre Smirnoff Co. (Div. of Heublein), Hartford, Conn.

new blue Chevron Supreme



It's a new grade of gasoline designed not only to release full power from today's super cars... but balanced to supply all the other qualities a car needs for every kind of driving:

- blue aviation anti-knock fluid... to vaporize harmful engine deposits that cause "ping"
- high octane aircraft fuel elements... to satisfy the critical octane needs of today's cars
- Detergent-Action compound... to clean the carburetor as you drive; increase mileage

AT THE SIGN OF THE CHEVRON
we take better care of your car
STANDARD STATIONS • CHEVRON DEALERS

"Regular" users: Chevron saves 2 ways
It's the only regular with Detergent-Action to (1) increase gas mileage and (2) end carburetor deposits—biggest cause of engine repair.
Get Chevron Regular at the red pump.

HEARD AT THE SHOPPING CENTERS OF KLAMATH FALLS

"Must a Luxury Car Be Big, Bulky, Hard to Park?"

NO! NOT IF IT'S AN AMBASSADOR V-8!



Easiest luxury car of all to handle and park. Easy on gas. Easy on the pocketbook, too. Never before has a car so fine been priced so low. Drive a new 270 h.p. Ambassador. First word in luxury... last word in comfort and performance.

GET A BANDWAGON DEAL AND SAVE AT YOUR RAMBLER DEALER
American Motors Means More for Americans

FREE! Valuable X-Ray Book Can Save You Hundreds of Dollars
If you plan to buy a medium-priced car you should get the factual comparative X-Ray information on all medium-priced cars before you make a final decision. At your Rambler Dealer.

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