



**ERNIE FREEMAN**, whose orchestra will share the bandstand with "The Coasters" at tonight's dance at the Old Armory, has had several hit recordings recently. Just a few months ago his version of "Raunchy" was the No. 1 record in the nation. He followed this up with the "Indian Love Call," and now his "Rose Marie" is very popular. "The Coasters," tonight's featured attraction, is one of the top vocal groups in the country at the present time. Their "Yakity Yak" is now rated the No. 2 record nationwide. Other hits have included "Searchin'" and "Young Blood." Dancing will be from 9 to 1 o'clock.

**NOT FOR HIM**  
WESTPORT, Conn. (AP) — Edward Blenkowski liked making laws better than enforcing them. Blenkowski, a former state representative, resigned shortly after joining the state police force, explaining, "I didn't like the work."

### Recreation Program Starts For Youngsters In 3 Towns

KLAMATH AGENCY—A recreation program for children of the Chiloquin, Sprague River and Beatty areas is now under way. The program is sponsored by the Chiloquin Recreation Council and the activities are supervised by Art and Helen Currier of the

American Friends Service Committee. A schedule has been set up that will provide recreation for children from kindergarten through the teens. In the Chiloquin area, children interested in swimming will be

furnished transportation to Denton Park on Monday and Friday mornings. Swimmers are asked to meet at Chiloquin High School at 9:15 a.m. with their swim suit, towel and park admission.

Swimmers in the Sprague River area should meet at Jim Roger's store in Sprague River at 9:15 a.m. on Tuesdays. Tuesdays will also be the swim day for kids of the Beatty area, who should meet at the Beatty School at 9:30 a.m.

### Marines' Beirut Landing Was Unlike Guadalcanal

BEIRUT, Lebanon (UPI)—The top sergeant of this beefed up 1st battalion of 1,800 leathernecks looked at the beach in amazement.

He had heard the previous Marine landings in Lebanon had met no resistance but he wasn't prepared for what he saw. Crowds swarming on the beach to watch the landing six miles north of Beirut. Ice cream vendors waiting for the Marines to come ashore. Soft drink machines set up on the beach.

Then he gave his first order: "All right, you guys, hit the beach...but watch out for those kids in swimming."

The Marines not only had witnesses on the beach but some of the kids were swimming out for a better look.

The watchful guns of a flotilla of destroyers standing offshore seemed about as useless as the planes flying overhead. The only noise from shore was the applause of the crowd.

The battalion is a "reinforced" unit which means it packs everything from M1 rifles to Patton tanks and 105 millimeter artillery.

The landing went ahead as if the enemy were waiting. Baker and Charley companies fanned out to protect the right and left flanks

and other Marines moved in towards high ground. The main objective was a ridge five miles inland which commands the beaches.

Young boys darted in and out of the Marine lines asking them in either English or French how life in America, how did they like Lebanon and how long did they plan to stay. The Marines didn't know.

#### CHANGING TIMES

WARREN, R.I. (AP) — Power mowers have replaced sheep as grass cutters on the historic North Burial Ground. Since 1954, at instigation of the late Rev. Arthur M. Dunstan, president of the Massachusetts Historical Society, sheep have been used to keep the grass trimmed. Now it's power mowers. Sheep transportation is too much of a problem.

**JAPANESE CARS**  
TOKYO (AP) — Japan exported 3,807 made-in-Japan automobiles in the first half of 1958, a report said Saturday.

**Sierra Drilling & Bit Co.**  
Rotary Exploration  
Open Pit Drilling  
Core Drilling  
TOM MORLEY  
WA 7-4772 421 Hill Street  
Lakeview, Ore. Reno, Nevada

### CANDY GETTING DANDIER

LINCOLN, Neb. (UPI) — The candy of the future may be more nutritious and better flavored than today's, according to Ethel Dietrichson, University of Nebraska food and nutrition specialist.

Candy research has already turned out a sample of fudge made with a combination of concentrated milk products that gives it an extra-creamy texture. Work is also being done with fresh and dried fruits as candy fillings.

The Curriers will devote Monday, Thursday, and Friday afternoons to the children of kindergarten and primary ages. They should meet at the Chiloquin Grade School playground where there will

**Friendly Helpfulness To Every Creed and Purse**  
**Ward's Klamath Funeral Home**  
Marquerite M. Ward and Sons  
925 High TU 2-4404

### For More Living Per Gallon See the New MORRIS '1000' at Robin & Myers

1200 E. Main TU 2-5511

### CLEARANCE

It's **SPENCER'S** Annual Store-wide Clearance. Drastic reductions! Hurry for best selections to **SPENCER'S**, Klamath's only exclusive children's shop, 619 Main, phone TU 4-5497. **Don't delay another hour!**

Red Cross life guards. The swimming lessons they give are free of charge to any interested youngster. Swimmers will be instructed in all stages of swimming from beginners to life saving. The Curriers will also give life saving tests to those who have

completed the necessary training. Another sporting event, which will be held in conjunction with the recreation program, is the second annual marble tournament on July 25-26. Boys and girls may sign up now at the Education Office.

in Chiloquin, age limit six to 12 years, the entrance fee is three marbles. It is also hoped that a girls softball team may be formed in Chiloquin. Girls who are interested may inquire at the Education Office.

dollar for dollar LaPointe's saves you money

**maternity fashions**

- dresses
- tops
- skirts
- pedal pushers
- capri pants
- lingerie

Charge your **LaPointe's** maternity wardrobe on our revolving charge plan—up to six months to pay.

**LaPointe's**  
It's a Wonderful Store



**NERVE CENTER FOR PHONE CALLS**—how we use this big board to help bring you better, faster long distance service



When you call long distance your voice speeds over a web of thousands of lines. They crisscross the Pacific West. Leap off to the east. Stretch out to Hawaii and Alaska. And in the telephone nerve center, top picture, we watch over each one with great care. If the lines to any single place become crowded or get in any kind of trouble, a teletype flashes

the word to the center. Here girls like Carole Shinkwin and Niece Lamberth set up other routes fast. This big control board helps us make better use of our lines. It's another way we plan ahead so you can always count on your phone. One more reason why, day in and day out, you enjoy good, fast, low cost long distance service.

*Working together to serve you better ....*

The men and women of **Pacific Telephone** in Klamath Falls  
Your business office, 500 Main St., TU 2-3401

Copyright 1958, Bureau of Advertising of the American Newspaper Publishers Association, Inc.

**9** reasons why  
*the Daily Newspaper gives you more for your advertising dollar*

- 1. Newspaper advertising reaches more people than any other medium.** 88% of the nation's families get a newspaper every day. Over 100 million people, 82% of all people 12 years of age and over, read a newspaper on an average day. Every one of these people has the opportunity to see every ad in the daily newspaper. Only a small number of these people could be reached with any TV, radio or magazine ad.
- 2. People like advertising in newspapers better than in any other medium.** People feel friendly toward advertising in newspapers. Surveys show that far fewer people want advertising in other media. An advertiser wants his customers to like him, so it stands to reason he will benefit if he runs his ads where they please instead of annoy people.
- 3. Newspapers deliver more "ready to buy" prospects than any other medium.** Newspapers offer something for everybody—information, entertainment, editorials, advertising. And the reader is attracted to the ad that interests him. This means that readership ratings on ads represent live prospects for the advertiser. These people are easy to sell because they have a product interest. On the other hand broadcast ratings indicate people with an interest in the program, not necessarily a buying interest in the product.
- 4. Newspaper advertising gets more action than any other medium.** As a news medium, the daily newspaper gives advertising an atmosphere of action and believability. People have confidence in and believe in newspapers. This prompts action on the part of the reader.
- 5. Newspaper advertising offers more local selling flexibility than any other medium.** Advertisers can use newspapers market-by-market—to protect strong markets, to bolster weak markets, to vary advertising where potential varies, to meet competitive attacks, to get better timing with their sales and merchandising programs than is possible in any other medium.
- 6. Newspapers give more flexibility in selling copy than any other medium.** An advertiser can tell his story in the size that suits his needs. He can use a two-page spread to tell a detailed copy story, or he can tell his story in the same or smaller space with just a few words. He can run a 100-line or a 1,000-line ad, depending on his budget and strategy. A newspaper offers advertisers more physical and creative flexibility than any other medium.
- 7. Newspaper advertising offers better retail merchandising than any other advertising.** Four million U. S. retailers invest about 2½ billion dollars in the daily newspaper—more than they spend in all other media combined. No other medium has as close a relationship with retailers as the daily newspaper.
- 8. Newspaper advertising is a safer and surer investment than advertising in any other medium.** In some media a good percentage of the results are affected by the variables of the medium, and by the medium's own competition. In newspapers, the advertising stands on its own feet, unaffected by such variables. Newspaper advertising is always ready and waiting to suit the time, place and pleasure of the consumer. The daily newspaper is always selling.
- 9. Newspaper advertising produces more sales per dollar of advertising cost than do other media.** The cost of an advertising medium depends on a combination of two things: First, how much it costs to reach a person with a sales story. Second, what action that sales story causes the person to take—or, how much it costs to make a sale. The best figures available indicate that the newspaper delivers a message to a person for a typical advertiser at a cost at least as low as the cost of delivering the message through television or magazines. And the other eight points guarantee more sales action per message delivered.

Published in the interest of more effective advertising by **Herald and News**