MEMBERS of Highland Park Lodge, No. 382, F&AM, Los Angeles, were present among 285 other Masons from 11 states and Canada for a meeting at Crater Lake in early August, one of the largest meetings of Masons in Oregon. Preparing to leave were, left to right, front row, Charles Bennel, Floyd F. Boyer, master of the Los Angeles Highland Park Lodge, Willis Hoffman, Robert Simmonds Jr., Robert Simmonds Sr. Back row, same order, Jim Patterson, Gus Vlahos, Dale Howell, Paul Landry, all of Crater Lake Lodge, F&AM No. 211, John Howard, Henry L. Hopkins, Scott Clark and R. B. George, all of the visiting California lodge.

Automobile Manufacturers Invest Heavy In TV Ads

NEW YORK (AP) — Are you product identification prone?

American advertisers invest millions of dollars annually in various television personalities and programs on the bet that you are. Among the heaviest investors are automobile manufacturers.

Think of a make of American auto and see if you identify with it a TV entertainer whose program advertises the car. Or, since identification is supposed to work both ways, think of a TV entertainer and see if you identify an advertised product with that individual.

If you do, you're prone to product identification. If you won't—well, presumably the system or theory isn't working.

One who is convinced that it works is Bill Hayes, a singer and actor who has been promoting a particular auto in the past year.

"From about 1951 to '53," he said recently, "people identified me with TV's 'Show of Show.' In '54 they were asking me for tickets to 'Me and Juliet,' the Broadway hit I was in. In '55 and '56 they called me Davy Crockett. (His recording of "The Ballad of Davy Crockett" sold more than two million.) Nowadays people ask me, 'Are you selling those cars?'"

Nearly every auto manufacturer who advertises on television uses his TV entertainers to tour the country and help introduce new designs to his sales force.

In this identification of a product with an entertainer Hayes sees as much advantage for the entertainer as for the product.

"In my own case, as a pretty typical example," he says, "my company doesn't want me to be only a salesman. They want me to remain a performer—and grow as a performer. It's to be expected that the more popular I become, the more popular our car will become."

In short, the popularity of the product is believed to be linked to the popularity of Bill Hayes.

Legion Auxiliary To Hold Class

DUNSMUIR — Mrs. Cora Heath, of Yreka, president of District 2, American Legion Auxiliary, and a corps of department officers will conduct a school of instruction for auxiliary members in Dunsmuir on September 21. This all-day affair was announced at a social luncheon given Friday for Mrs. Myrtle French, president of Epps Unit in Dunsmuir.

A meeting place and other details of the school will be planned later.

Members of Epps Unit and special guests gathered to honor Mrs. French and pledge support for her acceptance of another term of office. Mrs. Nellie King arranged for the party and the luncheon was served at the Lutheran Church social hall.

The unit's annual membership drive is under way. Mrs. King is serving as membership chairman.

Guests coming from some distance included Clara Nibecker of Yreka, a charter member of the unit and chaplain, and Mrs. Anna R. Wallace of Sacramento who served as unit secretary many years ago.

Four Youths Leave For Army

Four Klamath County men, representing the county's August draft quota, will leave for Army induction August 27.

The draft board reported that the men leaving will be Errel Dan Hatcher, 22, Chiloquin; Barthelomen Dimlea, 22, Merrill; J. R. Wright, 23, 2631 White Street, Klamath Falls, and Duane Day, 22, 1405 Etna Street, Klamath Falls.

The men will be inducted in Portland and will be trained at Fort Ord, California. Mrs. T. D. Case, draft board clerk, said the county's September quota is for three men.

Weather Table

Oregon Points

	Max	Min	Prep
Baker	96	48	
Bend	90	48	T
Eugene	90	52	
Lakeview	87	58	
Medford	99	60	
Newport	63	49	.03
North Bend	67	54	.01
Pendleton	101	70	T
Portland	86	54	
Redmond	93	53	.01
Roseburg	92	57	
Salem	91	53	

United Press International

Temperatures and rainfall for 24 hours ending at 4 a.m.

	High	Low	Rain
Albuquerque	88	68	
Atlanta	82	66	
Bakersfield	98	75	
Boise	99	65	
Boston	75	67	.51
Brownsville	93	75	.29
Chicago	67	56	
Denver	83	57	
Detroit	69	53	
El Centro	108	89	
Fairbanks	65	43	
Fort Worth	90	68	
Fresno	97	69	
Helena	90	61	
Kansas City	72	61	
Los Angeles	86	65	
Miami	88	81	
New Orleans	78	74	1.03
New York	73	65	1.69
Oakland	76	60	
Oklahoma City	85	67	
Pittsburgh	71	48	
Red Bluff	101	71	
Reno	95	54	
Sacramento	94	62	
Salt Lake City	95	63	
Seattle	80	57	
Spokane	98	66	.02
Stockton	94	64	
Thermal	110	84	

CITY BRIEFS

Rummage Sale — Mt. Mazama Toastmistress Club is sponsoring a rummage sale at Clyde's Towing Service, Klamath Avenue, on Saturday, August 30.

Women of the Moose — Chapter 467 will hold an Operation Santa Claus meeting on Wednesday, September 10, at 7:30 p.m. Anyone interested in helping with Operation Santa Claus, please be at the Moose Hall.

Round Dance Class — The Merry Mixers will sponsor a round dance class Wednesday at 8 p.m. at the South Sixth Street Community Hall. Ladies, please bring cookies or cake.

Rummage Sale — Beta Phi Chapter of Beta Sigma Phi will hold a rummage sale Saturday from 9 a.m. to 4 p.m. in the Pelican Theater Building.

Northside Garden Club — will meet at Moore Park Wednesday. Potluck lunch at noon.

Manzanita — Manzanita Courtesy Stars will practice at 7:30 p.m. on Wednesday, and Manzanita officers at 8 o'clock, at the Scottish Rite Temple.

Ill — Daniel Ervin, 730 Plum Street, is seriously ill in Klamath Valley Hospital and is allowed no visitors. Ervin is the son of Mrs. Fred Ervin, 948 Prospect Street.

Picnic — Members of the National Association of Letter Carriers and their wives picnicked at Moore Park last Sunday. The annual affair was enjoyed by a large group.

Mt. Laki — Ladies Aid will meet at the home of Mrs. Ira Orems, Fort Klamath, on Wednesday, August 27. Members will leave for Fort Klamath from Iva Campbell's home at 10 a.m. Bonnie Finchum and Kate Hillyard will be assistant hostesses.

Midland — Community Club will meet Thursday, August 28, at 1:30 p.m. at the community hall with Blanche Flowers and Freeda Flowers as co-hostesses.

Lady Bug — bowlers will hold their first regular meeting, 7:30 p.m. Thursday, August 28, in the Camas Room of the Winema Hotel. All members and subs urged to be present.

Royal Neighbors — of America will hold their regular meeting Wednesday, August 27, at the IOOF Hall. There will be initiation and 25-year membership pins will be presented. A short program and refreshments will follow the meeting. Officers and past oracles please wear formals.

Winners — in the August 22 public pinochle party sponsored by the Lost River Grange were: Women's high, Mrs. Florence Stubblefield; second high, Mrs. Martha Masten; men's high, D. A. Stewart; second high, Ben Angus; pinochle, Florence Stubblefield and M. Angus. The next card party of the public series will be held September 5 at the Olene Community Hall.

Klamath Chapter — Order of DeMolay will meet Thursday, August 28, 7:15 p.m. at the Masonic Temple. This is an important meeting. All members are urged to attend. Gary Kranenburg is master councilor.

Weyerhaeuser Application Set

Approval of an application of the Weyerhaeuser Timber Company for authority to maintain a private road crossing with the Ashland-Klamath Falls highway, Oregon route 66, near Pinehurst, has been announced by Howard Morgan, public utility commissioner.

A similar application, involving authority for the company to construct a private road crossing with a road approximately two miles west of Keno, was dismissed by the commissioner for lack of jurisdiction, after counsel for the company pointed out that the road to be crossed was a private one, belonging to the California Oregon Power Company.

California Weather

United Press International

San Francisco Bay Area: Fair today after morning fog persisting west of Twin Peaks; fog spreading inland tonight and Wednesday morning then clearing in afternoon except near ocean; high today San Francisco 63, Oakland 75, San Mateo 77, San Rafael 80; low tonight 54-60; winds lighter than normal.

Mt. Shasta-Siskiyou area: Fair through Wednesday; little change in temperature.

Sacramento Valley: Fair through Wednesday; little change in temperature; high both days 93-103; low tonight 60-70; variable winds 7-15 m.p.h.

Northwestern California: Fair through Wednesday except fog on coast; little change in temperature.

Possible Flooding Reported By Workers

MOUNT SHASTA — Workmen now operating along upper Mud Creek on the southeastern slope of Mt. Shasta, report that Konwokiton Glacier and Mud Creek appear to be heading for a flood condition.

A huge ice pack has broken off the glacier, and is being held out of the canyon by a rocky projection. Should it fall into the narrow gorge, a temporary block would result. When this would be bypassed, flood conditions would result.

The men say that regardless of the ice dam threat, continued hot weather on the heavy snow-and-ice pack will result in a heavy runoff this fall. The pumice being washed downstream is resulting in a milky appearance in McCloud River.

The naked eye can see no more than 4,500 stars on a clear night, even though the number visible may seem infinite.

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A GOLDEN CROWN will perch atop the curls of one of four candidates for barley queen of the Tulelake-Butte Valley Fair which opens September 6, and continues through September 8. This is Sharon Wakefield, 16-year-old Tulelake High School junior who is sponsored by the Merrill Moose Lodge. The elimination dance which will determine the new monarch will be held Monday, September 1, Labor Day night, in the big exhibit building at the fairgrounds. Veterans of Foreign Wars will sponsor the dance. Sharon is the daughter of Mr. and Mrs. Raymond Wakefield, Tulelake. Her father is employed in the office of the Tulelake branch of the California Oregon Power Company. Proceeds of the tickets sold to the dance are divided between the VFW and the Moose Lodge.

Botulism Continues

TULELAKE — Botulism poisoning which appeared on the Tule Lake and Lower Klamath Lake wildlife refuuges several weeks ago among waterfowl, continues to plague the birds in these areas.

Wildlife officials at Tulelake, in announcing continuance of the disease, state that a total of 11,223 afflicted birds have been collected from the marshes of the two areas by refuge crews up to August 16 and that the persistent hot weather is causing further trouble among the birds. At the present time, officials say, Lower Klamath appears to be the hardest hit of the two refuges.

Sick birds taken to the duck hospital at refuge headquarters on Tule Lake have responded well to treatment and during the last week more than 90 per cent of the birds brought in have recovered. They are banded and released in fresh water holding ponds as soon as their condition permits.

Waterfowl populations continue to build up on the Klamath Basin refuges and an inventory as of this date indicates that it is in excess of half a million birds.

BUS BOMBED

NICOSIA, Cyprus (AP) — Rightwing Greek Cypriots bombed a busload of their leftwing trade union compatriots today, killing a 13-year-old girl and a 32-year-old woman.

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23 Years Ago

Monday, August 26, 1935—Somewhat encouraged by the attitude of the commissioners, City Engineer E. A. Thomas and Chairman [illegible] Hosking of the council public works committee, [illegible] home Friday from Portland where they urged the state highway commission to consider allocating funds for the Main street underpass.

Tuesday, August 27, 1935 — Dr. C. S. Rugh will be the speaker at the Lions luncheon at the Willard Wednesday. Dr. Rugh is just back from a trip to Old Mexico and will show moving pictures [illegible] on that jaunt, including some [illegible]. [illegible] is program chairman.

Wednesday, August 28, 1935—Mrs. Robert Thompson, Mrs. Frank [illegible], Mrs. [illegible], Mrs. Lloyd Gible, Mrs. Russell [illegible], Mrs. [illegible], Mrs. Lawrence Slater and Mrs. Cecil Dane spent Tuesday night of last week at the Dane cabin at Lake o' the Woods.

Thursday, August 29, 1935—Miss Nora Rinker entertained Mr. and Mrs. John H. Martin and Mr. and Mrs. Martin [illegible] last week end at the Van Emon cabin at Lake o' the Woods.

Friday, August 30, 1935—Dr. L. D. Gibb has purchased a 20-acre tract with a modern five-room house just south of the Reames Golf and Country club from John Allen. The [illegible] agency handled the transaction.

Saturday, August 31, 1935—Seven hundred Chinese pheasants [illegible] this week and to augment the number already in [illegible], W. L. Cooper, president of the Klamath Sportsmen's association, was notified by wire from the state game commission Thursday night. Of the 700 birds, 400 are to be turned loose immediately at various points throughout the valley, Cooper said. The remaining 300 will be released after close of the pheasant hunting season.

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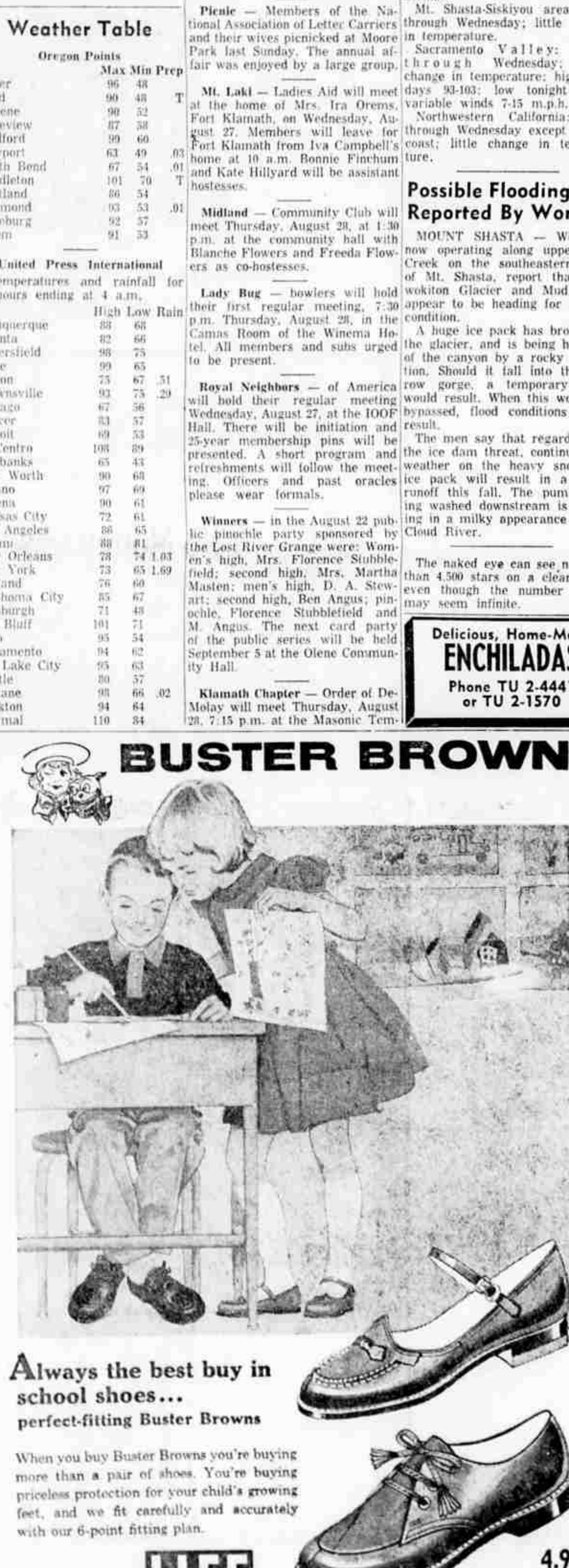

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