



CURTIS TARR, Chico, seated center, Republican candidate for the second Congressional District post in California, was a recent visitor in Tulelake. He spoke on the danger of the increasing powers of the unions to the American economy at a dinner meeting at the Sportsman's Hotel. Left is George Smith, a classmate of the candidate from Chico. Right is Mrs. Tarr, and standing is Otto Schaffner, Tulelake, campaign manager for Tarr. Tarr is vice president of the Sierra Tractor & Equipment Company, Chico, veteran of World War II, consultant to the U.S. Department of Defense, instructor at Harvard University and Chico State College staff member, commission on organization of the government at Washington, D.C.

Plan Mulled By Scientists

WASHINGTON (AP)—Scientists from 21 nations start considering plans today for continuing cooperative research work after the International Geophysical Year ends.

The General Assembly of the International Council of Scientific Unions gathered for the opening of a four-day meeting to act on proposals for future work on space matters, antarctic studies and oceanography surveys.

The council's executive board has recommended creation of a special committee on space research to coordinate post-IGY research of all nations in the field of rockets, satellites and space probes generally.

Vote Total Hike Cited

WASHINGTON (AP)—With Alaska becoming the 49th state, it's going to take more electoral votes to pick the next president.

When Alaska holds its first election Nov. 25 to choose two senators and one representative it will increase total Senate membership to 98 and House membership to 436 in the 86th Congress convening next January.

The Electoral College for the 1960 presidential election will be raised by three votes to 534—one for each senator and House member. This compares with the 531 total in effect since the 1912 election.

The winning presidential candidate in 1960 will have to poll at least 268 electoral votes, a majority of 534, instead of 266 as before.

Unless Hawaii meanwhile is made the 50th state, the Electoral College vote would be reduced by one—to 533—for the 1964 election. This is because the addition of a House member for Alaska only temporarily raises the total House membership to 436. After the 1960 reapportionment, the over-all total is due to drop back to the present legal 435. The Senate total will not drop back.

Ontario Man Mystery Death

ONTARIO, Ore. (AP)—State Police Wednesday said that Gary Roger Carson was killed Tuesday by a rifle bullet near his Dannes, Ore., home.

Police refused all other comment—except to say the bullet apparently came from a .22 caliber rifle.

Dannes is a small town near Jordan Valley.



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Too Many Chiefs, Indians Doing Less, Says Teacher

TORONTO (AP)—The more people there are to do less work, the more time it takes them to do it.

That's the gist of Parkinson's Law—so named by C. Northcote Parkinson, professor of history at the University of Malaya.

His book "Parkinson's Law and Other Studies in Administration" poses this idea: in any organization the number of subordinates multiplies at an annual rate determinable in advance, regardless of the amount of work the staff turns out.

Here for an education meeting, Parkinson said he discovered his theories while he served as a staff officer with the British air force in World War II.

He explained: "I was posted to staff headquarters where there was a very senior officer whom I'll call A. Under him there was another senior officer we'll call B. Under B was a fairly senior officer, C, and I was D."

All four worked hard getting through mountains of paperwork each day.

Then A went on leave. The work was easier. B was called away. The work became easier still.

"At this point C fell ill. I was left alone and had everything cleaned up by lunchtime each day," the professor said. "I suppose if I had left the sergeant in charge he could have completed it all before morning tea break."

AF Unveils Moon Rocket

CAPE CANAVERAL, Fla. (AP)—For the second day in a row the Air Force unveiled what is believed to be the first stage of the next U.S. moon rocket for a ground test.

The modified Thor missile put out smoke off and on for three hours Wednesday after its service tower was rolled clear.

Just as in a similar test Tuesday, no rocket engine ignition was seen, however.

It apparently was a static test of the missile to prepare it for launching.

The next opportune time to launch a lunar probe will come Oct. 12 and three days thereafter when the moon is closest to earth.

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NOTICE

Registration Of Voters For General Election Will Close October 4, 1958 At 8:00 P.M.

A Six Months Residence In The State Of Oregon Is Required To Register.

YOU MUST REGISTER IF:

- YOU FAILED TO VOTE ONCE DURING THE YEAR 1956.
- IF YOU HAVE CHANGED YOUR PLACE OF RESIDENCE.
- IF YOU HAVE CHANGED YOUR NAME BY MARRIAGE.
- IF YOU HAVE OR WILL HAVE ATTAINED THE AGE OF 21 YEARS PRIOR TO NOVEMBER 4th, 1958.

Register At The Following Places:

County Clerks Office from 8:30 A.M. until 5:00 P.M. everyday, but Saturday and until 8:00 P.M., October 4th, 1958. Amidon's Business Machines in Town and Country from 12:00 noon until 6:00 P.M. everyday and on Saturday, September 27th from 10:00 A.M. until 6:00 P.M. Balsiger Motor Company show room from 12:00 noon until 6:00 P.M. everyday and on Saturday, September 27th from 10:00 A.M. until 4:00 P.M. Culinary Alliance, 220 Main from 9:00 A.M. until 5:00 P.M. everyday, but Saturday.

CHAS. F. DELAP
County Clerk
Klamath County, Oregon

BASIN BRIEFS

In New Pine Creek—Mr. and Mrs. Don Sanford of Turlock, California, were visitors in New Pine Creek last week with Don's parents, Mr. and Mrs. Earl Sanford, and with his sister, Mrs. Helen Pearson, and family.

Firemen's Ball—The New Pine Creek annual Firemen's Ball will be held on October 11. Tickets are on sale at most of the business houses in New Pine Creek or they can be obtained from any of the firemen.

From South Prairie—Mr. and Mrs. Bill Partin of South Prairie, Washington, are visiting Partin's brothers, Roy and Mark, and their families in New Pine Creek. The Bill Partins are former residents of the New Pine Creek area.

Training School—Mr. and Mrs. Carroll Cloud, New Pine Creek, attended an Oregon State Deputy Training School in Portland over the weekend.

Safety Meeting—The sixth district of the Western Pine Association will hold a safety meeting for logging and sawmill operators and managers on October 6 at the Viola Resort, Viola, California. Guest speaker will be Norval MacDonald, chief safety engineer of the Industrial Indemnity Company.

Combat Tests—Pfc. Richard Henry Jr., son of Mrs. Lavinia Henry, Beatty, participated in a combat efficiency test completed by the Army's 8th Infantry Division in Germany. Henry joined the Army March 1956 and went overseas November 1956.

From Cove—Mrs. Henry P. Thew of Cove, Oregon, was a guest last week at the homes of Mr. and Mrs. Marvin Michael of Dairy and Mr. and Mrs. Charles Boroughs of Sprague River.

To Dairy—Mrs. Wilbur Muma and Mrs. Richard Wright of Klamath Falls were recent visitors at the homes of Mrs. R. E. Martyr and Mrs. Beulah Crabtree in Dairy.

Weekend—Mr. and Mrs. Charles Boroughs of Sprague River were weekend guests in Dairy at the home of Mr. and Mrs. Marvin Michael. Both families visited with Mr. and Mrs. Clifford Welch and family in Alturas on Sunday.

Initiated—Mrs. Charles Hale of Malin was initiated into the Daughters of the Nile in ceremonies in Medford Saturday, September 27.

Rummage Sale—Midland Community Club will have a rummage sale at Clyde's Towing and Storage, 734 Klamath Avenue, all day Saturday, October 4.

Attending—the district meeting of the American Legion and Auxiliary in Klamath Falls September 27 were Mr. and Mrs. Jim Conroy, Mr. and Mrs. Bonnie Stephens and Mr. and Mrs. Phil Blohm, all of Malin.

New Baby—Mr. and Mrs. Carl Rajnus of Malin are the parents of a new baby girl, born September 27. She has been named Carolyn and joins two brothers. Paternal grandparents are Mr. and Mrs. Laddie Rajnus and maternal grandparents Mr. and Mrs. G. Myers, all of Malin.

BIT TOO FRIENDLY

TAMPA, Fla. (UPI)—When the case of Arlin Esper Horsley was called in traffic court Wednesday he happily sang out to the judge: "I'm here, bub." Judge W. Marlon Hendry promptly ordered Horsley held in jail until he sobered up.

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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.