

BASIN BRIEFS

Visit — Mr. and Mrs. Herman Eddy, Santa Barbara, who have

Grandmother Hikes In Heat

BOARDMAN, Ore. (AP)—Mrs. Emma Gatewood, the 71-year-old great-grandmother who has walked across two-thirds of the continent, hiked 30 miles in 100-degree temperatures to Boardman Friday, and waved aside a welcoming drink of water because it was not iced.

The walking grandma from Galipolis, Ohio, began her trip at Independence, Mo. in May, and has averaged 20 to 25 miles a day en route to the Oregon Centennial Exposition in Portland.

OUT OF TUNE **COPENHAGEN** (UPI)—Two 17-year-old boys were arrested Thursday for stealing two organ pipes from St. Augustine's Church to use for exhaust pipes on their motorcycles.

been visiting with their daughter, Mrs. John Morgan, Etna, have rented an apartment. Also a guest at the Morgan home was her sister, Mrs. Elizabeth Tracy, Santa Barbara.

Work Day—Members of the Relief Society of the LDS Church enjoyed a work day at the home of Mrs. Charles Hovenden near Etna.

Church Work — Staying at the home of Mrs. Estella Hiett near Etna are Elder Williams from Idaho and Elder Angely from Wyoming. They are associated with the Church of Jesus Christ of Latter Day Saints.

July Anniversaries—Members of the Etna branch of the Church of Jesus Christ of Latter Day Saints camped on the Salmon River. They were Mr. and Mrs. Verl Murphy, Mr. and Mrs. Glenn Hiett, Paul Norris, Mrs. Lillian Ayres, and Mr. and Mrs. Vernon

Seavers and their families. Members celebrated July 24 which was the date the Mormons first entered Salt Lake territory.

Summer Camp — Mr. and Mrs. Ralph Smith are visiting with Mrs. Gene Golden, San Francisco, who is camped at Hancock Lake in the Salmon River country. Gene Golden, who had been at the lake, had to make an emergency trip home.

To Pollock Pines—Mrs. Ernest Hayden, Callahan, and Mrs. Richard Meek, Yreka, left recently for Pollock Pines to visit Mr. and Mrs. Fred Rennison.

Visiting — at the Bill Rajnus home, Malin, is Mrs. Rajnus' sister, Mrs. Vlasta Tibitanz and her daughter, Milada, Chicago.

Recent Visitors—at the home of Mr. and Mrs. Tom Laird, Malin, were their son, Donald, his wife and 1-year-old son, Matthew.

Portland Trip—Mrs. Emma Wilson and granddaughter Susan took a trip recently to Portland and to the coast. Returning to Malin with them were Mrs. Wil-

son's daughter, Mrs. Emmaline Shepherd, and her son Darrell.

Returned—to her home in Maryville, Missouri, is Mrs. Robert Moring. She has been visiting for the last few months with her daughter, Mrs. Harold O'Riley, Malin.

Fishing—at the Oregon coast recently was the Joe Halousek family, Malin. They were accompanied by Mrs. Halousek's brother, Bennie Daniel, his wife and three daughters, Redmond.

Guests — of their sisters, Mrs. Ben Johnson and Mrs. George Smalley, Malin, were Mrs. Lillian Gunderson, Coronado, and Mrs. Henry F. Johnson and her daughter, Cheryl, Omaha, Nebraska.

Illinois Visitors—recently at the home of Mr. and Mrs. Dick Derry, Malin, were his brother, Ben Derry and his wife, East Peoria, Illinois.

Houseguests—at the home of his parents, Mr. and Mrs. John Sullivan, Langell Valley, are Air Force Master Sergeant and Mrs. Dick Lane and four children. Also visit-

ing is Mrs. Nellie Quick, Tacoma, who is great-grandmother of the children. She is Mrs. Sullivan's mother.

Visiting—her son and daughter-in-law, Mr. and Mrs. Oscar Peterson, Bonanza, is Mrs. Eleanor Peterson, Caldwell, Idaho.

From Colorado — Henry and Clarence Snyder, Grand Junction, are visiting a cousin, Mrs. Charlie Schmidt, Bonanza.

Cheryl Stoehler — of Klamath Falls is spending the summer in Bonanza with Mr. and Mrs. Don Horsley.

Home from Hospital — Benson Dixon has returned to his Bonanza home after two weeks at Klamath Valley Hospital where he had major surgery.

Butte Falls—The Rev. Richard Stewart and family spent two weeks attending church summer camp at Butte Falls. He returned to hold services at Lorella Full Gospel Church.

From Concord—Mr. and Mrs. Marion Lindsay and Tommy are

visiting in Klamath Falls and Langell Valley with friends.

Chemult Visitor — Mrs. Herbie Snell and two sons are at the home of her parents, Mr. and Mrs. Johnnie Hellekson, Langell Valley, for a few days.

To Eugene — Mrs. James Balduck, Langell Valley, spent several days visiting her husband who is at the Eugene Hospital and Clinic recovering from major surgery. She was accompanied by Mrs. John Bradshaw, Bonanza, who visited Mr. and Mrs. Ray Bradshaw.

To Richmond — Mrs. Charles Steber, Bonanza, left for Richmond to attend the funeral of her grandmother, Mrs. Davies.

Returned—Mrs. Dale Brown and LeRoy and Patty, Rome, Oregon, have been visiting her parents, Mr. and Mrs. Dan Lovelady, Bonanza.

Home — Mr. and Mrs. Clifton Jackson have returned to Oklahoma after visiting his sister, Mrs. Fred Fernlund, Bonanza.

Returned — Nondice and Linda McFall have returned to their home at Bonanza after two weeks at Corvallis with Mr. and Mrs. Charles Dalton and Mr. and Mrs. Jim Morley.

Business Visitors — in Mount Shasta last week from Callahan were Stewart Pankey, Esther Pankey, Mignon Hyman, Mrs. Bill Christianson and Billy Watrous.

Inventor — Ernest Hayden, Callahan, was in Yreka recently at the Northwest chainsaw shop demonstrating the lumber sawing attachment for chainsaws which he has invented.

Weekend Visitors — Mr. and Mrs. Andy Andewiel of the Lava Beds National Park near Tulelake spent the weekend with her parents, Mr. and Mrs. Orville Johnson near Etna. They were accompanied home by her sister, Jeneva Johnson.

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Labor \$6.50 plus parts. One Year Guarantee.
Paris, Brushes, Bags in Stock
DEAN'S STARK'S
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YOUR NEWSPAPER

at the



As the one Total Selling medium, your newspaper can help you reach your every sales goal through flexible advertising programs that can: build volume . . . beat competition . . . strengthen weak departments. The daily newspaper lets you reach your Back-to-School market completely, effectively and economically.

The power of newspapers as a prime selling tool is something local advertisers believe in: last year they invested a whopping \$2.4 billion in newspapers -- six times as much as in radio . . . nine times as much as in television.

Retailers know that their number - one advertising medium reaches more ready-to-buy prospects in every section of the market. Their ads in newspapers are seen by more people, including teen-agers . . . 94% of them consider themselves regular newspaper readers.

This August and September - throughout the year - concentrate on a most attentive audience with regular, planned newspaper advertising. For a Back-to-School ad program that's tailor-made for full volume and long profit, follow this four-step plan.

1. Set A Sales Goal

. . . using the per family figures and other valuable data available from the Herald and News plus your last year's sales records to help you set your sights. Make it realistic, but challenging.

2. Decide How Much Advertising

. . . based on your long-term aims for each department and your knowledge of what merchandise moves best during the Back-to-School selling season.

3. Decide What To Promote

List the size and frequency of ads you'll need to draw customers to your store during the concentrated Back-to-School selling period. Keep in mind your sales goals and your competitor's activities.

4. Prepare A Day-by-Day Schedule

using your Newspaper Advertising Work Sheet to plan our insertion dates strategically. Time your ad series for peak Back-to-School buying weeks. Consider national and local merchandising events that offer tie-in possibilities.



Herald and News

Cash Saving! **SHOP OUR DAY by DAY FOOD SPECIALS!**

C and H
SUGAR
25 lbs. \$2³⁹

Gold Medal or Pillsbury
FLOUR
10 lbs. 77^c

AA LARGE
EGGS
Strictly Farm Fresh Doz. 48^c

Chase and Sanborn
Instant Coffee
6 oz. jar 79^c

POT ROASTS 
All Cuts - We Do Include Center Cut **37^c** lb.

White King D
Large Pkg. **2 for 49^c**

Low Cost Old Fashioned
Peanut Butter
16 oz. jar **45^c**

Ark. Blacks
APPLES 5 lbs. 29^c
Improved Fay Elberta
PEACHES Fancy Pack Lug \$1⁹⁸

Specials For Monday - Tuesday - Wednesday
Low Cost FOODS **RIGHT RESERVED TO LIMIT!**
Town & Country Shopping Center -- 3800 So. Sixth