

LEGAL NOTICE

NOTICE TO CREDITORS
Notice is hereby given that the undersigned Charlotte Fey, has been appointed executor of the estate of H. Carter, deceased, by the Circuit Court of the State of Oregon for Klamath County and has qualified.

All persons having a claim or claims against said estate are hereby notified to present the same, duly verified, as required by law to the undersigned at the office of said executor, 205 Williams Bldg., Klamath Falls, Oregon, within six months from the date of the first publication of this notice which date is Sept. 20th, 1963.

Charlotte Fey
Executor
No. 357, Sept. 20, 27, Oct. 4, 11, 1963

GUARDIANSHIP NO. 59-51
NOTICE OF GUARDIAN'S SALE
OF REAL PROPERTY
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF KLAMATH

In the Matter of the Estate of DUANE FOSTER, a Minor.
NOTICE IS HEREBY GIVEN that pursuant to and by virtue of an order made and entered in the above entitled court and cause on the 10th day of September, 1963, signed by the Honorable DAVID R. VANDENBERG, Judge of said Court, the undersigned, as guardian of the Estate of DUANE FOSTER, a minor, will on and after the 21st day of October, 1963, at the hour of 10:00 o'clock A.M., proceed to sell real property of said estate at private sale for cash or for part cash and part credit as may be to the guardian seem advisable, subject to the confirmation of the above entitled court, said real property being situated in Klamath County, Oregon, and being more particularly described as follows, to-wit:

An undivided 1-12th interest in the SW 1/4 of Section 1, Township 36 South, Range 12 East of the Willamette Meridian, Klamath County, Oregon.

Bids will be received by the undersigned guardian at 740 Main Street, Klamath Falls, Oregon.

Proctor & Puckett
Attorneys at Law
518 Main Street
Klamath Falls, Oregon
No. 354, Sept. 20, 27, Oct. 4, 11, 1963.

To Place Your WANTED AD
Phone TU 4-8111
HERALD & NEWS
CLASSIFIED ADVERTISING
RATE SCHEDULE

PHONE TU 4-8111
1 a.m. to 4:30 p.m. weekdays
8 a.m. to noon Saturday
Count five words per line. Minimum order 2 lines.

Lines	Times	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	3	6	10	1	1	1	1	1
2	3	6	10	1	1	1	1	1
3	3	6	10	1	1	1	1	1
4	3	6	10	1	1	1	1	1
5	3	6	10	1	1	1	1	1

Minimum Charge 1.50
50c DISCOUNT
per advertisement, if paid in advance. Above rates apply to all classified advertising, without change of copy, for private individuals. Advertising must be prepaid. All ads must be submitted by 10:00 a.m. Monday for publication the following day. Advertisements for Sunday and Monday.

CANCELLATIONS & CORRECTIONS
On same schedule, except on Monday when ads are cancelled by 10:00 a.m. Please read first insertion of year ad. The Herald & News will give one extra run for typographical error.

"Business Builder"
WANT ADS
1 column inch, \$25 per month with \$2.50 discount for payment on or before the 10th. No discount for payment on or before the 10th. Based on one copy change per month.

BOX SERVICE—50 cents per ad.
CARD OF THANKS, and
IN MEMORIAM \$2.50

FOR COMMERCIAL RATES
PHONE TU 4-8111

FUNERAL HOMES C
WARD'S Klamath Funeral Home
925 High Street, TU 2-4044

MEETING NOTICES 1
KLAMATH LODGE No. 77,
AF & AM Social Fraternity,
Fri., Sept. 27, 7:30 p.m.,
Tongue, Oregon.
Work of FC Degree, EA
and FC Masons cordially invited. Refreshments.
Gene R. Byrnes, W.M.

LOST & FOUND 2
MISSING male, 1963, Duffey, reward \$50.00. Also TU 4-8111.

GENERAL NOTICES 4
THE land known as So. Side of Williams River owned by Tulsa Farms will be closed to all public hunting. Henceforth it will be operated as a hunting club, Tulsa Farms.

PERSONALS 6
TUPPERWARE dealer, Maureen Kardell, 2952 Blaine, TU 4-8147.

SERVICES 10
CARPENTER work, small repairs, cabinet work, etc.
CUSTOM BUTCHERING
At your place, deliver to processing plant or leave. At Stoll, TU 4-6126.

PAINTING, wallpapering at its best. Interior, exterior, bid or estimate. Reasonable prices, free estimate. TU 2-3131.

REMODELING - PAINTING
Taping, texturing, roofing, plaster patching. TU 2-3148.

BETH ANDERSON
Office Service & Employment Agency
and all types of secretarial, stenographic, typographic, etc.
528 MAIN - TU 2-2902

Typing & Bookkeeping
Experienced - Reasonable Rates
Electra Whetstone
2235 Orchard Ave. TU 4-7229

Basin Refrigeration
SALES & SERVICE
Air conditioning-commercial refrigeration
GUARANTEED INSTALLATIONS
1317 E. MAIN TU 4-3208

VALLEY PUMP and EQUIPMENT CO.
"BUY THE Y" TU 4-7776
7554 So. 4th

DENTAL PLATES
Required while you wait.
New Removable Partial Old
PERSONAL DENTURE SERVICE
1031 MAIN TU 4-2284

Gina's Tailor Shop
Tailoring alterations for men, women, children. All work guaranteed.
Reasonable Prices
Gene's Men's Wear \$27 Main

Rapid Increase In Popularity Of Vodka Started Trend Toward 'Soft' Whiskey

WASHINGTON (UPI) — One day the men in charge of promoting and selling alcoholic beverages took dead aim on the American woman. They decided her likes and dislikes control what kind and brand of alcohol more than 50 per cent of Americans consume.

The result was furious activity inside the industry, a fierce advertising battle that still goes on and the quick rise of "soft" and "light" whiskey. The whiskey men were painfully aware of the sky-rocket increase in popularity of vodka among both women and men. In 1952 vodka had one per cent of the American liquor market. Last year it had nine per cent.

An inspired advertising man told Americans they should drink vodka because "it leaves you breathless," a statement that immediately was interpreted to mean you could lull it up as much as you wanted to on vodka at lunch and nobody would ever know. Skeptics agreed that vodka had less odor than whiskey or gin, but they pointed out it did have a faint smell, some of which might linger on the breath.

Mixed With Anything
The second thing vodka had going for it was that it mixed easily with anything because of its near-neutral taste. People started pouring vodka into all sorts of things and the day of the bloody mary, the screwdriver and the bullshot had dawned.

The whiskey men proceeded on the theory that most people — and especially women — didn't like the taste of a highball or cocktail and would welcome lighter whiskey. This was easy. They started to lower the proof of the whiskey. If whiskey is 100 proof, it has 50 per cent of alcohol by volume. You can lower the proof to 86 or 80 and come out with a milder whiskey.

Most of the bourbon distillers plunged into this joyously. They continued to produce 100 proof whiskey, but their advertising emphasized that they also had a little brother who was lighter.

But not all of them. Julian P. Van Winkle, president of the distillery that makes Old Fitzgerald, elected to hold the line in behalf of 100 proof bourbon. His advertising hammers away at the idea that you can have a light drink by using a smaller jigger of 100 proof whiskey. "You are not tempted to over-pour and defeat your purpose of moderation," he says. Only time will tell whether Van Winkle is a King Canute.

"DENNIS THE MENACE"
The company had been producing a blended whiskey called Calvert Reserve which was sold in a dark amber bottle. It was decided to abandon that and get into the light whiskey race, and the first step was to change to a clear bottle and call the whiskey Calvert Extra. It will cost the company \$300,000 more a year because both the glass and the label are more expensive.

The whiskey is still a blend of 35 per cent whiskey and 65 per cent neutral spirits and the proof is still 86. The change that was made was the neutral spirits now is placed in barrels in which whiskey has been aged. All of this was explained to the adver-



Unique Election Law Gets Oregon 'Pick' Candidates
SALEM (UPI) — Oregon gave primary victories in their race to win the presidential nominations in 1960. Under its unique election law, Oregon may determine who will be picked as the Republican standard bearer next year.

It appears Kennedy will automatically get the Democratic nomination. The Republicans have a wide open race.

Oregon law requires the secretary of state to place on the ballot the names of all he feels are "generally advocated or recognized in national news media throughout the United States."

Secretary of State Howell Appling Jr. is scanning eight major newspapers and five national news magazines to determine who is being "generally advocated."

First Used In 1960
The unusual Oregon law—first used in the 1960 primary—was drafted to rule out favorite sons, publicity seekers and self starters.

In 1960 Appling listed Nixon and New York Gov. Nelson Rockefeller on the Republican ballot. Rockefeller withdrew.

On the Democratic side, Appling listed Kennedy, then Sen. Lyndon B. Johnson, Sen. Hubert Humphrey, Sen. Stuart Symington, the late Sen. Estes Kefauver and Adlai Stevenson. Sen. Wayne Morse got on the ballot by petition. Stevenson and Kefauver withdrew.

Kennedy and Nixon won. Even before the new law went into effect Oregon had an impressive record of selecting the men who would go on to win the nominations.

Only One Miss
Oregon has missed only once in the past 20 years. In 1952 the state's democrats elected Kefauver, who bowed to Stevenson at the national convention.

Oregon Gov. Mark Hatfield, often mentioned as a vice presidential possibility, and sometimes as a presidential dark horse, is expected to play a neutral role in the months ahead.

Oregon elects its presidential delegates, and delegates are pledged to support the primary victor.

By using the Oregon law as an excuse for neutrality, Hatfield can avoid throwing his support to the wrong man.

Rockefeller, Goldwater and Hatfield are scheduled to speak at the Western Republican Conference in Eugene Oct. 11-12.

The conference will take place two weeks after a visit to Oregon by President Kennedy.

Weekly Report Notes Fire Danger Still High

LAKEVIEW—The weekly recreation report from the Fremont National Forest shows that the fire danger is still high in the Bly ranger district and forested areas are still extremely dry. Hunters using unimproved campsites are urged to be cautious with campfires.

Users are cautioned to look out for logging trucks on the Fish-hole Road, the county road to Camp Six, and Road No. 345 to Sycan siding. Starting Sept. 30, logging trucks will be hauling over Road No. 3610 from the Lee Thomas area to Bly. Fishing is poor on streams and reservoirs in the district.

In the Drews Valley district, the fire danger is still high in spite of showers. Hunters are requested to build fires only in areas cleared of inflammable debris and to extinguish fires completely before leaving camp. Fishing is good at Cottonwood Meadow lake; mourning doves have left the mountains. Recent showers have made some slick spots temporarily on the district roads; there is heavy logging traffic on the Dog Lake road. Campgrounds are all open for use.

Fishing is poor on the Chewaucan and only fair on the Sycan and Sprague rivers in the Paisley district. Deadhorse and Campbell lakes are fair fishing areas. Fire danger is moderate to high, and caution should be taken in cheatgrass and blowdown areas. All main roads are open and passable. All trails can be used, but there is some fallen timber to watch for; all campgrounds are open.

Fire danger is medium on the Silver Lake district. Campgrounds are all open for use.

Refuge Adds Buildings, Three Ponds
ALTURAS — Chester Markley, new manager of the Modoc Fish and Wildlife Refuge in Alturas, reported this week an accelerated building program for the refuge during the fall season. Markley said construction on the new office buildings, shop, and storage buildings is now well under way.

The \$183,000 project is being done with allocated monies from the Accelerated Public Works program. The buildings will be located at the headquarters where future plans call for the building of an extensive visitors' center, which will include a large waterfowl display pond. Markley said that he hoped the construction of the visitors' center will begin next year.

Within the next week, construction will begin on three waterfowl ponds to be located in the closed part of the refuge. They will lie just south of the road to the headquarters. The ponds will be called the Flournoy, Goose, and Gull ponds, and will be built by the local staff of the refuge.

In November re-diking will begin on the south fork of the Pit River. At that time water control structures will be built to allow ponding of the grain land areas of the refuge in the fall of the year. The land will be planted with barley and then diked and flooded after the harvest each year. This area will be open to hunting.

Markley also said that bids are now being received for the construction of a new dam and bridge across the south fork of the Pit River. Construction on this project should begin in October, he said.

Markley took over the position of refuge manager early in September. He replaced Paul Steele, who was transferred to a district office in Boston. Mass. Markley has served 24 years with the Wildlife Service and 10 years with the U.S. Park Service. He came to the Modoc Refuge from the Red Rock Lakes Refuge in Montana, where he was manager.

UNIQUE VEHICLE
The sanitor is a three-wheeled bicycle-pedal contraption used as a taxicab in Bangkok, Hong Kong and other Far Eastern ports, where manpower is cheaper than gasoline.

help for students
30 DAYS TO BETTER GRADES
Want to learn how to cram scientifically? To make tests work for you? To use your outside knowledge? Budget your study time? You'll find many more helpful ideas covered in 30 DAYS TO BETTER GRADES. This special series was specifically designed for high school and early college students to study better, get more out of books and score higher grades.

Starts Sunday Herald and News

Hunters Get Camps Set
LAKEVIEW—Hunters have been moving into the Fremont Forest for the past week establishing camps in preparation for the opening of deer season, according to Carl Simpson, supervisor.

Simpson said, "Our forest employees have been working hard for the past few weeks getting our roads and campgrounds in good shape for the expected influx. Many simple-type hunter camps have been established on the forest in recent times to provide for a better hunt."

Simpson warned that the fire danger is medium at the present time, but all hunters are urged to take good care of their camps and warming fires. Many areas on the forest have had little rain all summer and serious fires could result from a carelessly dropped match or cigarette.

Men Head Five PTAs
DUNSMUIR — That PTA is not just a women's organization is borne out by the roster of presidents of the 25th district, California Congress of Parents and Teachers, which embraces all of Siskiyou County. Mrs. Kenneth Shaffer, district director of extension, pointed out recently.

Of the 18 PTAs in the county, five will be headed by men this year. The men presidents include Wayne Lund, Dunsmuir Elementary; Herman Grey, Dunsmuir High School; Craig Chosro, McClelland; Ward Foster, Montague Elementary; and Clement Hickman, Yreka High.

According to the state men's participation chairman, Alvin E. Rhodes of San Luis Obispo, the best methods to secure participation by men are presentation of appealing programs, holding evening meetings, engaging in special family interests, utilizing men on committees, including children in programs, and simply asking men to attend.

All 18 units will use this approach to encourage increased participation in PTA by fathers during the year. Mrs. Shaffer said.

Q—The bidding has been:
South West North East
2 N.T. Pass 3 Pass
3 Pass 4 Pass
4 Pass 5 Pass
5 Pass 6 Pass
Opening lead—♥ J

Q—You, South, hold:
♠ A Q 5 ♣ A K 8 3 ♦ K 4 ♠ A Q 7 4
A—Your partner's three-heart bid was the spade transfer. Now he is inviting the spade slam and you should bid six spades. You have very good spades, first round control of three suits and second round control of the fourth.

TODAY'S QUESTION
Your partner opens ♣ A spade. Second hand doubles. You hold: ♠ K J 7 6 ♣ A Q 5 4 ♦ K 5 ♣ 3 2
What do you do?

Answer Tomorrow
A large sheet of plastic is an invaluable aid when laundering knits and other stretchables. Just spread the plastic on a bed or the floor as a waterproof surface for drying the items.

Jacoby On Bridge

NORTH 27
♠ K Q 10 6 5 4
♥ 2
♦ A 9 6
♣ 7 4 3

WEST 23
♠ J 10 9 4
♥ 8 3 2
♦ A Q 10
♣ A Q 10

EAST 72
♠ 8 6 5 3
♥ Q 10 7 5
♦ 9 8 5
♣ 9 8 5

SOUTH (D)
♠ A J 9
♥ A K Q 7
♦ K 4
♣ K J 6 2

North and South vulnerable
South West North East
2 N.T. Pass 3 Pass
3 Pass 4 Pass
4 Pass 5 Pass
5 Pass 6 Pass
Opening lead—♥ J

Lead Comes To Strength

By OSWALD JACOBY
Newspaper Enterprise Assn.
The Jacoby Transfer Bid (JTB) has numerous advantages, but outstanding among them is that it makes it possible for the no-trump hand to be declarer so that the opening lead comes up to the strong hand. This advantage is greater after an opening two no-trump because there are more high cards in the closed hand.

In the Billings, Mont., regional every South player opened with two no-trump. There was no reason to make any other bid. The bidding went various ways from that point, but most pairs landed at either six spades or six no-trump.

Six no-trump never made. West always opened the jack of hearts. Eventually South would have to lead a club from dummy, give West two club tricks.

When North became declarer at six spades he made it except when East opened a club. There were several club openings.

The JTB players landed at six spades with South as declarer. Some got there via the Blackwood route. Others used the bidding shown in the box. North transferred, cue bid diamonds and finally invited the slam by going to five spades. This didn't put any great burden on South. He had the right kind of hand to accept the slam invitation.

The play was even less of a burden. South had some worries after the heart opening, but he played two rounds of trumps and when both opponents followed to the second trump lead the worries were over. South was able to ruff dummy's last diamond and to discard two of dummy's clubs on high hearts. This left him with only one club loser.

Read "Win at Bridge With Oswald Jacoby." Just send your name, address, and 50 cents to: Oswald Jacoby Reader Service, c/o this newspaper, P.O. Box 489, Dept. A, Radio City Station, New York 19, N.Y.

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