

EDITORIAL

WHAT IS A POTATO?

What is a potato? Ask every nation on the face of the earth and the answer will be: "It is the most staple of all food products; it is the staff of life; it is the food that man has enjoyed and thrived on from the time when as a babe he leaves his mother's breast until the last breath is drawn and he is taken to the Great Beyond."

The potato—the lowly spud—grown in almost every section of the world, but how grown and in what quality? Ah, that is the question. They may raise potatoes, yes. We all raised potatoes when we were youngsters, tending the garden in the middle and eastern states. Every year there were some potatoes produced on every plat of ground that was planted. Nature has a very generous way with her potatoes. She gives some production, knowing that any production will help sustain human life.

Then, why all this talk about Klamath basin potatoes? Because Klamath basin produces the best potato the world has ever known, bar none. Redmond, up in Deschutes county, enjoyed that honor and distinction for many years. At the world's expositions the central Oregon potato raised around Redmond walked away with every honor—until the Klamath basin began to produce the famous netted gem.

Then what happened. The entire country sought the Klamath potato because it is the best. Immediately the price went up and the potatoes from here sold at a premium. The cry from all sides was for Klamath potatoes and that cry is still heard.

The other day the representative of General Motors financing department was in this city on business with the banks. He saw Klamath Falls potatoes on exhibition. Immediately he bought two hundred pounds and shipped them to his home for winter use. Incidentally, we may mention that he paid two dollars per hundred pounds for those potatoes right here in Klamath, when professional buyers were offering the grower 80 and 90 cents a hundred. Anyway, we will not discuss the inequality and injustice of the potato dealer just now; we will not discuss the unreasonable and unfair spread between what the grower gets for his potatoes and what the consumer pays; we will not say there is a nigger in the woodpile in this editorial, for we will reserve the marketing question until later.

What we do insist on impressing upon the News

We are proud to serve---
KLAMATH POTATOES

You will find
the best served
here at all times

Blue Bird

readers in this special potato edition is that Klamath basin has the lead in the potato market for only one reason—she raises the very best potatoes regardless of the sleek-haired chap who insists on grading the grower's potatoes and telling that grower that his netted gem is one-sixteenth of an inch under or oversize.

The growers are being subjected to a punishment this year that will vanish with proper co-operative marketing and grading. The quality potatoes that are being shipped from this city insures to Klamath Falls a permanent and lasting demand for the product. It is as staple as the sugar in the sugar bowl, as the flour in the flour bin.

All the intricacies and scheme of the produce handler will not throttle the potato industry of the Klamath basin because it is a necessary food product that the people are going to demand and they will demand that it be delivered to the consumer's table with as little profit to the middleman, who neither toils nor spins, as the traffic will bear, instead of permitting him to have all the traffic will bear as he has started in to demand.

Stick by the potato—grow a crop each year. Handle as much acreage as you conveniently can and over a period of five years you will make a lot of money.

The News takes pleasure in offering this special potato edition to its readers commemorating the great potato show which is to be an annual event in Klamath county in the future.

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Klamath's
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GEMS

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POTATO GROWERS
DO YOUR PART

Join the Potato Growers
Association and help ad-
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ous Klamath Netted Gems

Klamath County Potato
Growers Association

Wholesale Retail
Klamath's Most Modern Grocery Store

Largest in Volume—First in Quality—First in Service



ALL BECAUSE OF OUR LOYALTY TO KLAMATH
COUNTY AND ITS PRODUCTS

- First—We have never handled other than Klamath Falls butter. We back the creamery that backs the Klamath farmer.
- Second—We do not handle a butter substitute. There is no butter substitute. We support Klamath dairying.
- Third—We have never sold a pound of cheese except that made at Malin—Strictly a Klamath product.
- Fourth—We have always retailed Klamath county eggs. Another industry getting our full support.
- Fifth—Each of the past five years we have been one of Klamath's largest shippers of the now famous Klamath Netted Gem Potatoes.

All Orders Amounting to \$1.00 Or Over Are Delivered Without Extra Cost

PUBLIC MARKET

Phone 191
Phone 169

"PAY CASH—IT PAYS"

Sixth Street
At Walnut



Mr. Farmer—

EAT
WHERE
THE EATS
ARE
GOOD
EATS

The Club Cafe prides itself on buying products for its table that are raised by Klamath County Farmers. Since we have been in the restaurant business we have served over 26 hundred tons of Klamath county potatoes. You are cordially invited to make this cafe your headquarters while attending the Potato Exhibition. You will like our Service. You'll like our food and you'll also like our prices.

THE CLUB CAFE

JACK HERSCHBERGER, Prop.