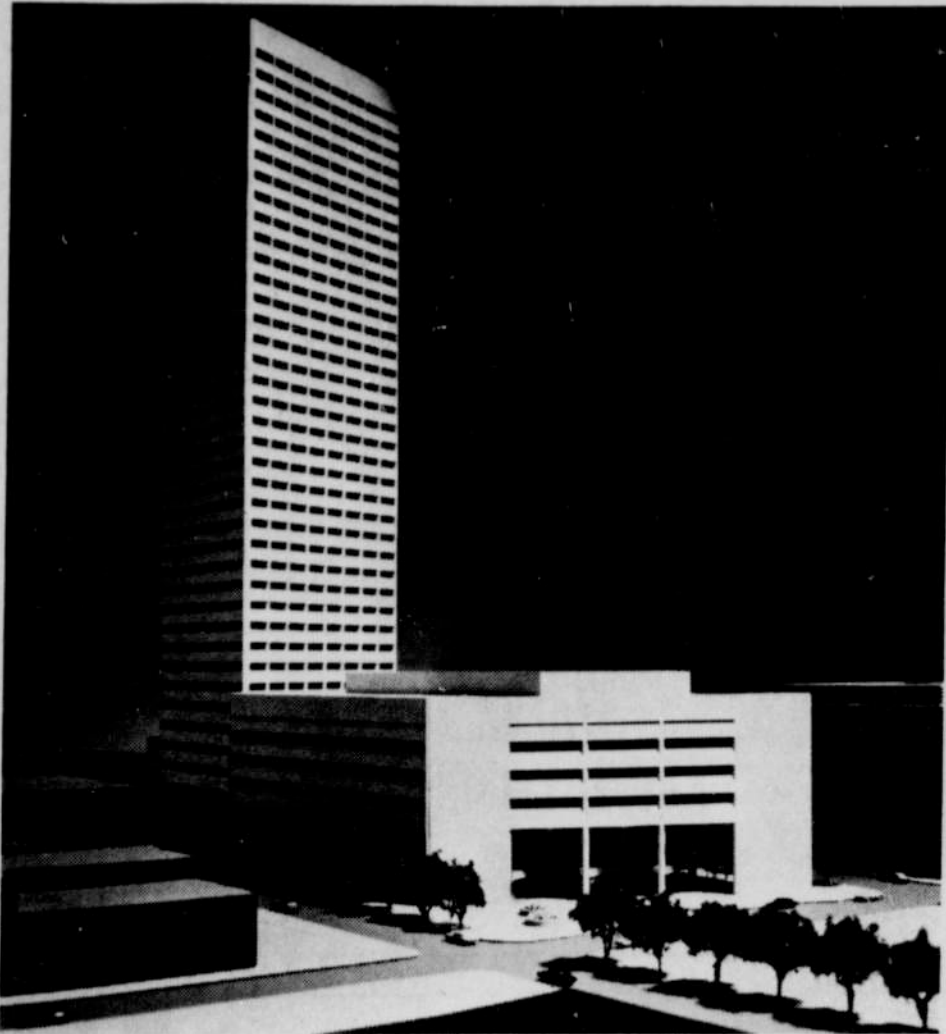




Above is architect's concept of new United States National Bank headquarters complex in downtown Portland between W. Burnside, S.W. Oak St., S.W. 5th and 6th Avenues. Taller building in background is proposed bank headquarters and office building, and would be built as second phase of construction project.

It could reach maximum of 37 stories. U.S. Bank Plaza in foreground would be large seven-story structure with three-story "galleria" through center of building, and would be erected as first phase of project, with construction planned to begin in a few months.

WINNING WINTER'S WAR ON HAIR

Nothing goes to a gal's head like the winter weather and the problems it brings. Like "frizzies," for instance, from the wet outdoors. Or scalp dryness and flaking, from the dry heated indoors. To help you win winter's war on hair, here are some elementary tips to beat the elements:

First, you need a body builder for your hair, so it will be strong enough to weather the weather. For extra strength and holding power along with protein fortifiers, Great Body Instant Conditioner is recommended. It comes in two formulas, for regular and extra fine hair, and all you have to do is comb it in after a shampoo. What could be simpler?

Troubled hair will worsen this winter unless the damage is corrected. Limpness, dullness, brittleness, dryness, sun damage, over-porosity, over-lightening and over-permanenting are the warning signals to be reckoned with, with a deep penetrating corrective cream conditioner like Clairol's Condition Beauty Pack Treatment. Apply it liberally after a shampoo and then rinse it off after 20 or 30 minutes. That is, if you want stronger, shinier and healthier hair.

A great dual-purpose winter life-saver that both men and women can use is Vita-pointe, which quickly tames flyaway hair and helps lubricate extra flakiness caused by scalp dryness from indoor heating. It can either be applied directly to the bristles of a hairbrush, or it can be massaged into the scalp.

One way or the other, your hair will be glad you used it.

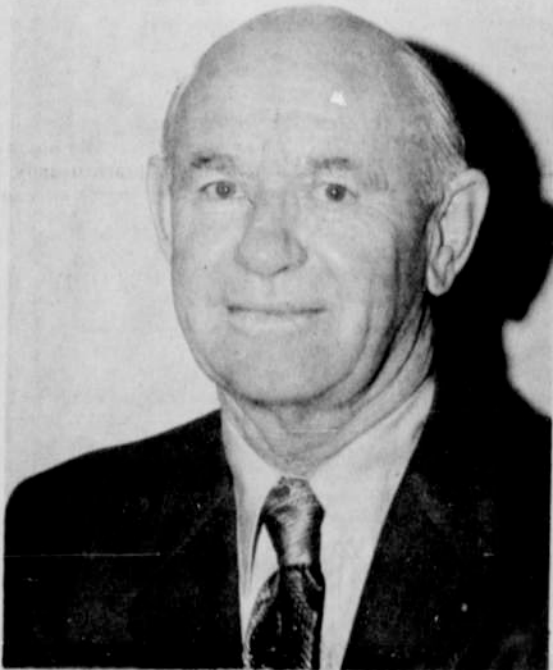


A vast, weird and wonderful moonscape at the Craters of the Moon National Monument near Arco, where one can walk across the terrain or beneath its surface, is an Idaho area

to explore, to study, or just plain enjoy.

Idaho Department of Commerce and Development

RE-ELECT ELLIS A. WHITE



AS YOUR COUNTY JUDGE

*Serving You For The Best
Interest Of Malheur County*

The re-election of Ellis White as Malheur County Judge will continue to provide the needed county-wide representation and maintain the balance of rural-urban membership on the county court which is essential for citizen interest, support and participation in County Government.

Prior to becoming county judge, Ellis White disposed of all business interests to avoid possible conflict of interest and to give full time to the job. He has given complete dedication to Malheur County.

Ellis White has a constructive and realistic approach to the administration of county government and the related problems of taxation.

(example)
The 24 percent of privately owned land, along with personal property taxes, pays an inequitable and burdensome share of taxes. It will continue to do so until the 4.6 million acres of the tax-free Federally owned land (which makes up about 75 percent of the Malheur County land area) pays in shared revenue or in-lieu taxes, equal to what the land would pay, were it in private ownership.

Ellis White has spent many hours and days, outside of regular office hours, working with others at local, state and federal level, for equitable payments to counties; this in an effort to provide compensation for the tax-immune lands. On April 25, Congressman Al Ullman notified Malheur County Judge Ellis White that House Bill 14,370 entitled "State and Local Fiscal Act of 1972" had passed the Ways and Means committee (of which Ullman is second ranking member) and that the estimated income under the bill to Malheur County following passage by the House and Senate, would be \$338,000, retroactive to Jan. 1, 1972. This would be divided equally among the county and incorporated cities.

Basic "In Lieu" tax bills providing further income to Malheur County have been drafted and passed by Congressional sub-committees.

Incumbent Malheur County Judge Ellis White is giving full-time dedication to Malheur County. Your support and vote for his re-election will be appreciated.

Pd. Political Advertisement by Ellis A. White,
125 Southwest 9th Ave., Ontario, Oregon 97914



by MARY LEE THOMPSON

One word you'll be hearing more often is "ombudsman." Although sometimes referred to as "a smorgasbord of syllables," it may be defined more explicitly as "one who comforts the afflicted and afflicts the comfortable."

Back in 1809 the Swedes provided for an ombudsman in their Constitution. Usually appointed by the legislature, the ombudsman is considered a public defender. His job in Sweden and other countries is to protect citizens against government or bureaucratic commission or omission.

For almost a year now, the U.S. government has had an ombudsman for business. Our constitutional right to petition the government is actually advanced by this special assistant to the Secretary of Commerce. His office also provides a better communication bridge between government and business.

Ombudsmen, sometimes given other titles, are also appearing in the U.S. Postal Service and state and local governments as well as private industry. This "good offices" approach has led to clarification of many difficulties between private firms and government bureaus.

Inquiries range through such subjects as imports, wage and price freeze, product standards, technology transfer, trade with China, how to keep informed on government procurement, as well as the whole gamut of government programs. In the first six months of the new office, some 1700 cases were handled besides a large number of routine inquiries not requiring research, reference or extensive service, according to Thomas E. Drumm Jr., the new U.S. ombudsman. The general public benefits because jobs are created here as the result of increased business overseas.

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