

Advertising's Value Stressed At BPW Meet

"Merchandise does no good until it's sold," stated James Turk, advertising manager of the News-Review, in addressing the Business and Professional Women's club, Monday night, at the Episcopal Parish hall. Turk and Warren Ward, advertising manager of radio station KRNR, spoke to the group under the sponsorship of the publicity committee of the B.P.W.

Speaking on "Advertising and Public Relations As They Affect Profits," Turk stressed the importance of good public relations in merchandising.

"The way to achieve good public relations is to make every customer welcome in your store. See that he leaves with a feeling of having been treated well. And above all, do not deceive him in regard to quality or price," he urged.

Successful advertising depends on proper planning, Turk further stated. He outlined a four-point program for advertising: Budget your advertising according to the buying patterns of your customers; be consistent; take advantage of advertising aids furnished by your wholesaler; and take advantage of seasonal needs and trends.

Advancement Of Radio
"Radio has made us all neighbors," said Ward, speaking of "Radio as a Social Force" in our national life. He named radio as a major medium of news and information and of entertainment and companionship.

"Radio is the one medium which reaches 90 percent of the people. With the coming of television, radio has achieved the status of a social force which must be reckoned with for the future," Ward concluded.

A further highlight of the pro-

- House, Commercial and Industrial Wiring
- Electrical Trouble Shooting
- Motor and Appliance Repair
- Free Pick-Up and Delivery Service

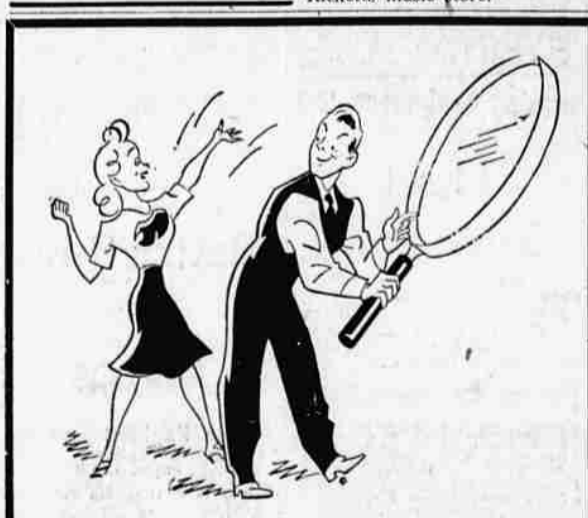
17 Years Experience
ACE ELECTRIC
Licensed Electrician
316 E. 2nd Ave. N. Ph. 1743-J



Talking About a Home?

So many people do nothing but talk about it! But if you really want to own your home, consult me now. Personal attention. Economical terms.

RALPH I. RUSSELL
Loans and Insurance
Loan Representative
Equitable Savings & Loan Assn.
112 W. Cass Phone 913



Looking For Quality Builders' Hardware?

Then save time, effort and \$\$\$\$ by making your first stop at the DENN-GERRETSEN CO. Our beautifully-finished Knobs, Knockers, Hinges, Pulls, Locks, embrace the latest refinements in design and engineering... Will serve is a sign of a modern, well-constructed home!

CHOOSE FROM OUR SPLENDID STOCKS THIS WEEK
Fair Prices, Always
All Your Building Needs In One Stop

Denn-Gerretsen Company
402 W. OAK Phone 128

Officers Seated By Kiwanis Club



Maurice Newland, above, was installed as president of the Roseburg Kiwanis club, succeeding Earl Plummer, at the weekly meeting Tuesday in the Hotel Umpqua.

Russell Kurtz, Coos Bay, lieutenant governor of District 15, administered the oath, instructed the new officers in their duties, and told briefly the purpose of Kiwanis International, which was founded 35 years ago in Detroit, Mich.

Other officers installed include James Slattery, first vice-president; N. D. Johnson, second vice-president; Harry Black, secretary; George Luoma, treasurer; and Dale Sims, Lee Cutler, Robert Rennie, Gordon Stewart, Earl Biele, R. R. Brand, Irv Brun and Plummer as members of the board of directors.

Ex-President Plummer, who made a few remarks, was presented with a special gift from the membership by Johnson.

Committeemen Named
Newland also spoke briefly, accepting his office, and announced the appointment of the following committee chairmen:

Youth service, Earl Biele; vocational guidance, B. R. Shoemaker; boys' and girls' work, Tom Pargeter; scouts, M. M. "Red" Nelson; Jamboree, Earl Plummer; key club, George Erickson; agriculture and conservation, Robert Rennie; public and business affairs, R. J. Houwood; support of churches, Robert R. Rennie; Kiwanis park, O. J. Fett; achievement reports, N. D. Johnson; finance, George Luoma; Kiwanis education and fellowship, Horace Berg; laws and regulations, M. W. Campbell; gum machines, Herbert Weisberger; public relations and publicity, Fred Lockwood; attendance and membership, Gordon Stewart; house, Ernest Butler; reception, Kenneth Bushey; program and music, Franklyn Voyt; and interclub relations, A. G. Henninger.

The quarterly program committee chairmen include Eugene Springer, Harold Hicker, George Neuner and Marlen Yoder.

A special committee for next Tuesday's program was named, including Horace Berg, chairman, L. A. Dillard, George Neuner, N. D. Johnson, Col. Medorem Crawford, and Robert Rennie, to work with Vice-President James Slattery.

The program was a demonstration of the Hammond spinet organ by Esther Geddes. Informally mentioning the possibilities of this versatile instrument, Mrs. Geddes played "Madrigal" (Simonetti). She concluded her demonstration by reciting "Christopher Robin Is Saying His Prayers," with organ background of "Lullaby" (Brahms).

The Hammond spinet organ was installed in the parish hall for the demonstration by Ott Ricketts music store.

SAFEWAY



Folks said it would ruin us to make this offer... but

We did it... and we're glad!

When we first announced our meat guarantee a few years back, folks asked how we could do it. How could we guarantee to refund the purchase price on any unsatisfactory cut, just on the customer's say-so, and still stay in business?

But we did make the guarantee, and we're still making it. Here's why: behind our guarantee is a complete program which results in meats so tender, so juicy, so downright good, that dissatisfied customers are rare indeed.

Here's the program that backs up our money-back guarantee. We start with quality meats—top government grades of beef, top grades of lamb, pork, and veal. Then these fine meats get the best of care so they reach you in finest eating condition. Final step in the plan is proper trimming before weighing. You pay only for the meat which rightly belongs on each cut. No excess bone or fat.

When you buy meats, enjoy the extra protection our guarantee provides. And more important, enjoy the perfect-eating meats that make this guarantee possible.

Prices in this ad are effective through Sunday, January 15. We reserve the right to limit quantities.

Guaranteed "U. S. Grade Good" SIRLOIN STEAKS



Get one today! Government graded beef Trimmed before weighing Guaranteed perfect eating lb. **79c**

Standing Rib Roast Rib end cut short lb. **69c**

Pot Roast Blade cut lb. **49c** Arm cut lb. **55c**

Beef Short Ribs Meaty and inexpensive lb. **29c**

CORNED BEEF Meaty, boneless briskets... corned just right! lb. 49c	GROUND BEEF Pure lean beef! High quality! lb. 35c
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Smoked Hams lb. 49c	Boiled Ham lb. 98c
Smoked Picnics lb. 35c	Skinless Wieners lb. 49c
Pork Sausage lb. 45c	Beef Liver lb. 49c

Pan Ready **Turkeys**
Grade A Toms LB. **49c**

Sliced BACON lb. 39c

Del Monte Corn Cream Style Golden Bantam No. 303's 2 cans **25c**

Franco-American Spaghetti 2 cans **25c**

Grade A Butter Meadow Wood, creamery fresh per lb. **69c**

Grade A Large Eggs, dozen **45c**

Lipton's TEA
Orange Pekoe-black
1/4-lb. pkg. **33c**
Pkg. of 16 bags **21c**

Albers Rolled Oats
with Silverware!
2 1/2-lb. Pkg. **45c**

Apples! Apples!
Continuing Good at Safeway!

Red Delicious lb. **2/19c**
Newtons lb. **3/25c**
Winesaps lb. **3/25c**

CALAVO AVOCADOS Per lb. **49c**
GREEN CABBAGE, Local lb. **05c**
GOLDEN CARROTS, lb. **08c**
Cauliflower, Snow-White lb. **17c**
GRAPEFRUIT, Texas Pink lb. **13c**

Orange Juice
FULL O' GOLD
The juice of flavorful, golden-ripe Oranges—Sweetened to your taste.
Big 46-oz. Can... **29c**

Soda Crackers Oven-Glo 2-lb. pkg. **29c**
American Cheese Mild lb. **45c**
All-Bran KELLOGG—Try the muffin recipe on pkg. 1-lb. pkg. **24c**
Airway Coffee 1-lb. bag **59c** 2-lb. **1-17**
Nob Hill Coffee 1-lb. bag **68c** 2-lb. **1-35**
Edwards Coffee 1-lb. can **73c** 2-lb. **1-45**

MORRELL'S SNACK
For tasty sandwiches.
12-oz. Can **29c**

BELL BUOY TUNA FISH
Fancy, solid pack light meat tuna. A real treat!
No. 1/2 Can **29c**

\$5000 Wardrobe Money
71 Other Prizes
Kitchen Craft Flour Contest
Get details 25-lb. **\$1.98** 50-lb. **\$3.89** at Safeway sack lb. **3**

Bananas lb. **15c**
Navel Oranges Seedless lb. **9c**
Potatoes U. S. No. 1 10-lb. Nettle Gems sack **55c** 25 lb. **1.09**

Shredded Wheat 12-oz. **15c**
Dried Prunes 4-lb. Pkg. **49c**
Choice Raisins 4-lb. Pkg. **45c**

Playfair Dog Food 3 cans **25c**
Shortening Royal Satin 3-lb. can **69c**
Strained Honey Bradshaw 3-Bears 24-oz. can **37c**
Fresh Bread White or Wheat 1 1/2-lb. Loaf **20c**
Fresh Milk Quart **20c**

CRISP, FRESH LETTUCE lb. **18c**
YELLOW DRY ONIONS lb. **07c**
PARSNIPS, Loc. grown lb. **09c**
RIPE TOMATOES, 14-oz. pkg. **23c**

SUNNYBANK Margarine LB. 25c	Nestle's MORSELS 6-oz. Pkg. 19c
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SAFEWAY

Cashmere BOUQUET Toilet Soap 3 bars 23c	TREND Made by Purex 8 3/4-oz. Pkg. 19c
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