

Advertising, PR To Be Discussed At Clinic Here

The first of 14 advertising clinics to be presented in various Oregon cities throughout the year will be held Friday, January 16, in Hillsboro, at the Argus-5 building.

Advertisers throughout the county are invited to attend. The clinic will last until late afternoon. Reservations must be made by 10 a.m. Saturday with Viola Taylor or Pat Oslund at the Argus, telephone 231.

Through special arrangements with the Oregon Advertising Club, the Oregon Newspaper Publishers' Association and the Oregon State Broadcasters' Association, the advertising men selected are deemed outstanding in their individual fields and as a group are reported to present a comprehensive coverage of the various media offered.

Headed by Arthur House of House and Leland Advertising Agency, who will act as moderators and cover the subject "Basic Advertising and Copy," the group has been made available to newspapers and radio stations throughout the state for this type clinic.

Personnel and subjects covered by this "flying squadron" are: Laurie Ross, Ross Advertising Agency; "Retail Copy and Merchandising," Wayne Leland, House and Leland; "Advertising Layouts," Carroll O'Rourke, MacWilkins, Cole & Weber; "Advertising Production," Milton E. Bell, James, Kern & Abbott; "Direct Mail and Printing," Homer Welch, radio station KGW; "Programming and Radio Copy," and Carl Weiser, public relations counsel, "Public Relations."

Five New Members For Hillsboro Lions

Hillsboro Lions club took in five new members, Harold Wynn, Bob Pence, Rev. Bob Warren, Al Goodness and Larry Simon, at its Wednesday noon luncheon at the All Saints Episcopal church.

Lion Francis Sturges, who was in charge of the ceremony, explained objectives of the organization and pointed out that Lions International now has a membership of about 36,000 in over 600 affiliated clubs.

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Loading Permits Required in City

All service and delivery vehicles engaged in loading or unloading goods or materials in the city are required to obtain a permit.

A new ordinance permitting such vehicles to occupy loading zones or metered zones for up to 20 minutes without payment of metered fee was passed by the city council October 3 and went into effect January 1. To qualify under the ordinance, vehicles must display the service or delivery permits, Barney said.

Permits are issued by the city recorder for periods up to one year. Violations of the ordinance will result in fines of \$1 if payment of the fine is made within one day following the offense. Fines paid after the day following the offense will range up to \$20, Barney said.

Yearly fee for permits is \$2.

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RE-APPOINTED — Fred Engeldinger who has been re-appointed as a member of city utilities commission.



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Late Sports Spartan Cagers Thump Sherwood By 54-35 Score

With Bobby Frantz, Lee Hershby and Randall Harrison leading the way, Hillsboro Spartans thumped Sherwood in a preliminary game, 54-35, on Tuesday night.

It wasn't until Randall Harrison, based in two field goals and a free throw to put the Spartans ahead by 12 to 9 in the final quarter, that the first quarter that Coach Ruf Fox's gang went ahead to stay. But from that point to the finish, Hillsboro was in command.

Little Al Humburg opened the second quarter with a field goal from the foul line and an extra point to make it 15 to 9. Sherwood got a free throw, but Hershby followed up with a bucket and a conversion to make it 18 to 9.

Hershby rang the bell on two field goals, and the smooth Frantz potted four field goals to put Hillsboro in the lead. Half-time score was 29 to 15.

The scrappy Sherwood outfit cut Hillsboro's lead to 10 points early in the third quarter but never got closer. Frantz passed to Humburg for a couple of neat baskets and Harrison converted from just inside the foul line to help Hillsboro run the third quarter score to 37-21.

Lonky Phil Setecase, Bulldog forward, was scoring star of the game, rolling in 18 points. He connected on six field goals and six free throws. Frantz, Hershby and Harrison each had five field goals.

Sherwood (35) FG FT TP Hillsboro (54) FG FT TP

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